

2022

JANUARY - APRIL
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AMCHAM- JORDAN NEWSLETTER

For More U.S. Jordan Business

IN & OUT

EVENTS
SESSIONS
WORKSHOPS



The mission of the American Chamber of Commerce in Jordan is to be the most effective representative of the business community in Jordan, while promoting the global competitiveness of the country.

On behalf of the Executive team and staff, we hope to be able to serve our members led by Chairman, S.S. Judeh, and the new Board as we have done in the past to always achieve the best results for AmCham-Jordan's interest.

CEO of AmCham- Jordan
Raghad AlKhojah

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OUR PARTNERS



WELCOMING
NEW
MEMBERS

AmCham- Jordan New Members!



“Doing Business with the U.S.” Workshop in collaboration with AmidEast Jordan.

February 2nd, 2022.

The workshop at the Sheraton Amman Hotel in collaboration with Amideast-Jordan, in honor of the World Industry Day 2022, and as a follow up on the workshop held back in December 6th, 2021 in partnership the U.S. Department of Commerce, International Trade Administration, U.S. Commercial Service, and U.S. Armed Forces.

The workshop aimed at helping local businesses obtain the necessary registrations for U.S. government business to successfully be able to bid for tenders with the Department of Defense or other U.S. government agencies.

A detailed presentation was shared by Amideast on how to create an account and register on SAM.gov, how to obtain a DUN'S number and CAGE/NCAGE IDs. Followed by a discussion on the processes of acquisitions for supplies and services, acquisitions for construction, and government purchase.



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An ‘Experience- Sharing’ visit to AmCham- Egypt

February 8th ,2022

“ The visit was very beneficial and provided an opportunity for the AmCham-Jordan team to visit AmCham-Egypt, the region's oldest AmCham and the current President of the AmCham MENA Regional Council. ”

Ms. Raghad Alkhozah
CEO, AmCham-Jordan

Both AmChams had the opportunity to share knowledge and learn from one another's experiences, particularly in primary key areas of work such as trade and investment; research and publication; policy and advocacy; training and capacity building; and fundraising.

During the three working days, the team attended extensive sessions and held back-to-back meetings with directors of the various components at AmCham-Egypt. On Day 1, the sessions covered the following topics: Publications and Research; Business Development; Trade and Investment Promotion Activities; and the AmCham MENA Regional Conference.

On Days 2 and 3, the following topics were covered: Career Development Centre (CDC), Membership Services, Finance, and Programs and Operations.

The team benefited from all of the information and samples provided by AmCham-Egypt, and they will assess what working processes, marketing and sales techniques, and/or products can be replicated in AmCham-Jordan based on what is applicable.

March 7th, 2022

AmCham-Jordan and EEConsult signed a Memorandum of Understanding on March 7, 2022. EEConsult is the exclusive representer and partner of NABCEP in the MENA region as NABCEP MENA, and it is the only authorized party to offer, provide, develop training programs and courses accredited by NABCEP in the MENA region.

EEConsult has developed a new training program in the field of renewable energy, precisely in the topic of Electrical Vehicles (EV) and Battery Storage (BS) that applies and covers the segments of EV and BS business, EV and BS policies, and EV and BS technology as each segment constitutes one training course.

The main objective of the MoU is to collaborate on providing and promoting this training program in Jordan and the MENA region, which will be the first accredited training program of its kind in EV and BS to be offered by EEConsult as NABCEP MENA.

AmCham-Jordan and EE Consult will also host networking events to facilitate information, knowledge, and technical advice exchange between Jordanian and US businesses, as well as between Jordan and the US.

Signing an MoU with Excellent for Energy Consultancy (EEConsult)



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The American Chamber
of Commerce in Jordan



Subsidies Rules in the WTO: Options for Jordan

Marius Bordalba Layo
Senior Trade Policy Consultant



Lana Nimri
AmCham-Jordan Legal Advisor
Head of JUSFTA Unit



ABOUT THE
SPEAKER



Marius Bordalba Layo
Senior Trade Policy Consultant

Marius Bordalba is a Senior Trade Policy Consultant with more than 23 years of working experience. Marius is the team leader of the EU-funded “Strengthening capacity of the Government of Azerbaijan in the WTO Accession negotiations and other trade related activities” project.

Marius Bordalba holds a law degree from the University of Lleida, Spain (1990-95) and a LL.M degree on EC and WTO Law from the Amsterdam School of International Relations (1996-97).

Workshop on Subsidies for the Manufacturing Sector

March 7th, 2022

The workshop comes after the Government of Jordan’s cancellation (end of 2021) of the Regulation to Support the Manufacturing Activities No. 13 for 2020, and the announcement in December 2021 of its intention to set up a Manufacturing Support Fund.

The proposed Fund falls under the third pillar of the Government’s Economic Work Priorities 2021-2023: “Supporting Priority Economic Sectors/ Industries,” to provide companies with access to financial support and grants to enhance their export readiness and competitiveness as well as to grow their export promotion activities.

Dealing with subsidies for the manufacturing sector is central to support companies overcome some of the negative economic implications of the COVID-19 pandemic and continue to be competitive on the regional and global levels.

In the design and implementation of national subsidies schemes, Jordan should conform to the Agreement on Subsidies and Countervailing Measures (Subsidies Agreement) of the World Trade Organization (WTO).

The workshop was offered by Marius Bordalba Layo, an International Trade Policy Expert and Senior Consultant, and Lana Nimri, AmCham- Jordan’s Legal Advisor, Head of the JUSFTA Unit – who provided an overview of the rules of WTO Subsidies Agreement, experiences of like developing country economies in offering subsidies, and possible options available for Jordan.

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“ We are there on the front lines battling to strengthen and support democracy and its institutions so the private sector can thrive. ”

CIPE

CIPE is the world's only institution dedicated to promoting democracy and strengthening the private sector. CIPE was founded on the principle that economic and political freedom are linked.

Ms. Raghad Alkhozah, CEO of AmCham-Jordan, met with CIPE to discuss cooperation opportunities for AmCham-Jordan members and the private sector in general. During her visit, Ms. Alkhozah emphasized the importance of establishing strong democratic institutions in order to foster a conducive environment for business and entrepreneurship.

Visiting CIPE

March 20th, 2022



SIAL AMERICA



Supported By:



SIAL America 2022 was a Success!

22nd-24th, 2022

“ SIAL America united those that are shaping the food and beverage industry both in Jordan and the U.S. to connect, learn and grow. ”

SIAL America 2022 was held in Las Vegas, with the primary objective of uniting the entire food community and showcasing all food and beverage categories to key importers, food service companies, distributors, retailers, and wholesalers.

Aghati Sweets, Al Nejmah Sweets, Al Oqab Nuts, Anabtawi Sweets, Chains for Trading, Golden Bird for Food Industries, Nafeesh Sweets, National Paper, Bags & Boxes, and Blue Mill were the Jordanian companies that took part in the exhibition.

The Jordanian exhibitors displayed a high level of professionalism and achieved excellent results.

“ The SIAL Network has over 50 years of experience in delivering food industry events that provide critical business connections and inspiring conference content. SIAL America is the newest show in SIAL Network’s global portfolio of events. ”

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The Former Chairman of the Board of Directors, the American Chamber of Commerce in Jordan, Eng. Mohammad Bataineh, affirmed the government's commitment to the approach of partnership and dialogue with the private sector, in moving forward with the development of an effective tracking system for food products as an essential element to ensure food safety, and the consequent strengthening of the business environment, and its relationship to investments in terms of encouraging the expansion of national investments and attracting new investments to the food industry sector, as it is a strategic sector, that responds to basic requirements and employs more than 50,000 Jordanians.

"Traceability: a critical element for ensuring food quality in Jordan: for consumer safety and market access"

March 9th, 2022

Under the patronage of H.E. Dr. Nizar Mhaidat, Director General of the Jordan Food and Drug Administration, and under the National Tijara Coalition, AmCham-Jordan conducted a workshop, IFC's 2nd event, to discuss the principles and standards governing the National Food Traceability Systems, in coordination with IFC-World Bank Group, the Jordan Chamber of Industry, and the Ministry of Agriculture.

Experts and specialists moderated the discussion panel focused on various important topics covering the challenges facing Jordan's food exports, the essential elements of a national food traceability system, the requirements of entering the U.S market, as well as the Role of the Jordan Food & Drug Administration in Monitoring, Tracing and Recalling Food Products.

“ The panel focused on topics covering the Challenges Facing Jordan's Food Exports, the Essential Elements of a National Food Traceability System, As well as, Requirements for Entry into the U.S. Market. ”

The workshop aimed to come up with recommendations and executive action steps that will contribute to building a national food tracking system that achieves the desired goals in terms of providing safe food, strengthening production and competitiveness, promoting trade exchange, attracting investment, and creating job opportunities.

10th AmCham MENA Regional Council Conference: Building for the Future: Economic Transformation Beyond COVID-19”



March 14-15th, 2022

The Regional Council of American Chambers of Commerce in the Middle East and North Africa held its two-day conference, "Building for the Future: Economic Transformation Beyond COVID-19," on March 14-15, 2022, in Amman.

In its capacity as Chair of the AmCham MENA Regional Council at that time, AmCham-Jordan hosted the conference in the St. Regis Amman Hotel, aiming at fostering collaboration between business communities in the Middle East, Africa, the Arab Gulf states, and the United States.

Panel discussions revolved around the impact of free trade agreements with America on Middle Eastern and African economies, investing in future healthcare; accelerating growth through digitization or innovation, workplace development and strategies for increasing female economic participation and business financing. Panelists also touched on the need to enforce transportation and logistics services, role of the private sector as a major driver of economic growth, innovation, and job creation.

Officials from business and government organizations, as well as international companies and financial institutions, attended the conference, on economic diversification to discuss how to strengthen regional trade and identify new investment opportunities as a result of the pandemic, as well as how to identify critical sectors that have emerged.

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CHEVROLET 

AmCham- Jordan 2021 Year in Review: Annual GALA Dinner

“ One of the main highlights of the event was the transition of the presidency of the AmCham MENA Regional Council from Jordan to AmCham Egypt. ”

March 15th, 2022

To commemorate Jordan's and the United States' 20th anniversary of their free trade agreement, AmCham-Jordan held its Annual Gala Dinner- 2021 Year in Review at the St. Regis Amman on Tuesday March 15th, 2022.

During the event, AmCham-Jordan highlighted AmCham's accomplishments and successes achieved over the past year, including promoting commercial and industrial opportunities, as well as investment opportunities in Jordan's technology sector, holding training sessions, and participating in events to facilitate communication between the public and private sectors and assisting businesses in recovering from post-Covid-19 impacts.

With presence of over 170 representatives from member companies, partners, stakeholders and business and government officials. The event was a great opportunity to acknowledge and honor AmCham partners, sponsors, board members and its executive team, appreciating their support and contributions to the success of the organization during the previous years.

One of the main highlights of the event was the transition of the presidency of the AmCham MENA Regional Council from Jordan to AmCham Egypt.

This event was a great success through the generous support from USAID-MEG Project and the sponsorship was provided from Jordan Bromine; Orbit Aluminum Industries; and Global Advocacy and Legal Counsel.



AMCHAM JORDAN 2021 YEAR IN REVIEW

ANNUAL
Gala
DINNER



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The American Chamber of Commerce in Jordan has announced the appointment of a new board of directors for the years 2022-2025

March 16th, 2022

“ AmCham-Jordan conducted its General Assembly meeting for the years 2019-2021, whereby an overview of the previous three years' accomplishments was presented, as well as electing a new board of directors for the years 2022 -2025. ”

AmCham- Jordan announced the appointment of the new Board of Directors for the upcoming 3 years.

During the General Assembly meeting, the Board of Directors for 2022 was announced. The General Assembly, held at the American Chamber of Commerce's main office in Jordan, focused on reviewing the accomplishments made over the previous three years, 2019–2021, as well as announcing the New Board of Directors.

“We are excited to welcome the new board of directors at AmCham-Jordan and congratulate them for winning the trust of the voting body of AmCham-Jordan members. On behalf of the Executive team and staff, we hope to be able to serve our members led by Chairman Judeh and the new Board as we have done in the past to always achieve the best results for AmCham-Jordan’s interest.



Elected board: New Board of Directors 2022-2025

Mr. Samer S. Judeh, Chairman; Mr. Tarek Tabbaa, Vice Chair and Treasurer; Mr. Khaled Saqqaf, Board Secretary; As well as, Ms. Nour Jarrar, Mr. Ahmad Khudar, Sanal Kumar, Mr. Firas Abu Wishah, Mr. Nicola Abu Khader, and Ms. Nourah Mehyar, as Board Members.



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AmCham- Jordan hosts its Annual Ramadan Iftar at the Kempinski Hotel Amman

April 28th, 2022

In the spirit of the Holy Month of Ramadan, The American Chamber of Commerce in Jordan hosted its annual Ramadan Iftar at the Kempinski Hotel Amman on April 20, 2022.

Over 150 people attended the Iftar, as distinguished guests of AmCham-Jordan, the Ministers, Members of Parliament, Chairs of the Chambers of Industry and Commerce, heads of business associations, and our distinguished partners and members were all present.

Mr. Samer S. Judeh, Chairman of AmCham-Jordan, began the event by extending a warm welcome to Mike Hankey Deputy Chief of Mission Mike Hankey - U.S. Embassy in Jordan,

Mr. Judeh stated that the world, and Jordan in particular, faces challenges that can be overcome with clear plans to develop the national economy, bring prosperity to the populace, and foster business-friendly environments.

Providing a conducive business environment, he added, promotes economic growth, creating new employment opportunities, and propels the economy forward by fostering progress and partnership between the public and private sectors, with the assistance of America's development partners.

Mike Hankey, confirmed U.S. support for SMEs through the Embassy's programs and the U.S. Agency for International Development, as this enhances Jordan's role as an incubator by improving sector competitiveness and access to capital.



“ The free trade agreement between Jordan and the U.S. is one of the most successful agreements signed by the Kingdom in terms of accomplishments, with over two billion dollars expected to be traded by the end of 2021. ”

H.E. Youssef Al-Shamali Minister of
Minister of Industry, Trade and Supply.



H.E. Youssef Al-Shamali, Minister of Industry, Trade, and Supply, stated that Jordanian-American relations have been a true partnership since the 1950s, when the first cooperation agreement was signed between the two countries, followed by the signing of the free trade agreement in 2001.

He emphasized that Jordan was able to strengthen its commercial and economic ties with its trading partners, which contributed to Jordan's economic growth by opening export markets to more than one billion consumers and attracting investments. Diversifying the areas of bilateral cooperation is a shared objective.

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AmCham-Jordan is affiliated with the United States Chamber of Commerce in Washington D.C., Member of the AmCham MENA Regional Council



USAID
FROM THE AMERICAN PEOPLE



Established in 2001, the National Tijara Coalition (NTC) is a public-private platform for dialogue and action, bringing together 35 relevant Government institutions; chambers and business associations as well as representatives from the related sections within the U.S. Embassy in Amman.

The NTC aims to grow the Jordan-U.S. economic relations through direct business engagement in the development of bilateral trade and investment ties that are strengthened by an enabling business environment (policy & advocacy).

Relaunched in 2017 with the adoption of NTC 'Working Principles'; the establishment of the Jordan-U.S. Free Trade Agreement Unit (JUSTFA Unit) hosted at AmCham-Jordan, and is the NTC Secretariat technical and information reference point for the Agreement, as well as the setup of institutional framework headed by the Minister of Industry, Trade and Supply to work together to achieve specific objectives.

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