

# In Brief: National Tijara Coalition

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 (JUSFTA Unit) hosted at AmCham-Jordan, and is the NTC Secretariat technical and information reference point for the Agreement, as well as the setup of an institutional framework headed by the Minister of Industry Trade and Supply to work together to achieve specific objectives.



On the left: Former Minister of Industry, Trade & Supply  
**H.E. Eng. Maha Ali** (August 2021)

On the right: U.S. Ambassador to Jordan **Henry T. Wooster**  
At the 6th Annual Meeting of the NTC



Meeting held in hybrid form and attended by the **35 NTC members**

## NTC Objectives:

- Promote and support increase in bilateral trade in goods and services.
- Promote and facilitate investment promotion and opportunities.
- Support the development of economic policies and legislative modernization.
- Build awareness among the business community in both Jordan and the U.S. on bilateral trade and investment relations and opportunities.
- Conduct specialized training courses and compile information and expert databases to support two-way trade and investment.



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In 2018, the NTC formulated a five year “Trade & Investment Strategy: a plan for growing exports and enhancing investments between Jordan and the U.S. 2018-2022”, which outlined a focused and targeted approach to enhance economic gains from the preferential trade and strong investment relations between Jordan and the U.S.

In 2020, and with the outbreak of the COVID-19 health pandemic, the work of the NTC was directed to addressing emerging economic concerns, with the adoption on 16th August, 2021 of the Strategic Priorities 2021-2022, under the three pillars of work.

### **NTC Strategic Objectives 2021-2022**

<b>Trade</b>	<b>Investment</b>	<b>Policy &amp; Advocacy</b>
<ol style="list-style-type: none"> <li>1. To enhance awareness of the Jordan-U.S. FTA.</li> <li>2. To provide enterprise level support to grow and diversify exports to the U.S.</li> <li>3. To identify and help materialize specific sourcing and partnership opportunities from the U.S.</li> </ol>	<ol style="list-style-type: none"> <li>1. Promote Jordan to U.S. Tech Investors.</li> <li>2. Assist Jordanian companies wishing to invest in the U.S.</li> <li>3. Build capacities on Access to Finance.</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify specific and actionable issues that will lead to policy (legislative and/or procedural) reforms.</li> <li>2. Strengthening Policy &amp; Advocacy Framework.</li> </ol>
<b>Cross Cutting</b>		
<p>To strengthen the administrative structure through directing Members resources to deepen the collaborative and technical work.</p>		

The NTC continues to play a key role in promoting business partnerships between Jordan and the U.S., and in contributing to enhancing national economic reforms.



# 35 MEMBERS

6 Committees



## +3,000

Individuals Benefiting from AmCham Conferences and other Activities

**35**

Awareness Sessions

**25**

Training Workshops



**12**

Individuals Received ToT Program



**15** Publications

**6** Guides & Toolkits



**2**

Partner Search Missions



**7**

Trade Shows



**9**

Trade Missions



**30**

Closed Export Deals

**6**

Strategic Partnership in the U.S.



**6**

Conferences in the USA

**9**

Conferences in the Jordan

**250+**

Inquiries Processed by JUSFTA Unit

# NTC MEMBERS



غرفة صناعة الأردن  
Jordan Chamber of Industry

Hashemite Kingdom of Jordan  
Ministry of Industry, Trade and Supply

