

MAY - SEPTEMBER
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2022



AMCHAM- JORDAN NEWSLETTER

For More U.S. Jordan Business

IN & OUT

EVENTS
SESSIONS
WORKSHOPS



During the third quarter of 2022 AmCham-Jordan has successfully implemented its vision through workshops, focus groups, “Meet the Expert” sessions and signing important MoUs with stakeholders.

Through such newsletter, our aim at AmCham-Jordan is to get our members informed with the activities, where such information would definitely lead to better opportunities for our stakeholders.

On the behalf of the Board of directors and the Executive team, we would like to congratulate members that were bestowed with the recognition of His Majesty King Abdullah II at the Jordan Economic Modernization Vision. As well as to welcome our new members on joining the AmCham-Jordan family.

CEO of AmCham- Jordan
Raghad AlKhojah

- AmCham-Jordan in partnership with Iqlaaξ

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OUR PARTNERS



WELCOMING
NEW MEMBERS

Amman Jordan
New Members
May-September 2022

AmCham-Jordan in partnership with Iqlaa

AmCham-Jordan is an implementing partner in a five-year USAID-funded program Iqlaa supporting Jordan's micro and small-sized enterprises (MSEs).

Iqlaa aims to meet the immediate needs of formal and informal MSEs following the unprecedented COVID-19 crisis while building a foundation of stability from which they can grow, transform, and build resilience to future shocks. Iqlaa works to implement best practices in crisis response, enterprise strengthening, inclusive job creation, and financial sector development within a market-systems development (MSD) framework that is well matched to the current needs of Jordan's MSEs along with the future of prosperity envisioned.

SelectUSA Investment Summit 2022

May 19th, 2022

In collaboration with the Commercial Sector at the U.S. Embassy in Amman, an informative session about SelectUSA Summit 2022 was held at the AmCham-Jordan Offices.



Ms. Janee Pierre-Louis, Senior Commercial Officer at the U.S. Embassy in Jordan, discussed the summit's business and networking opportunities, including the match-making sessions with experienced mentors to help develop their market entry strategy and tailor their product and marketing for success in the U.S. market.

In addition to the programs offered by SelectUSA, such as the SelectUSA Tech program, the Select Global Women in Tech (SGWIT), to gain access to an exclusive network platform, along with the Spinoff Events.

During the session, Ms. Raghad Alkhozah, AmCham-Jordan's CEO, stated the vital role SelectUSA plays in attracting and facilitating business investment and job creation in the United States. Raising awareness about a wide range of investment opportunities and enabling direct connections between foreign investors and U.S. economic development organizations (EDOs).

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May 24th, 2022

Where to Next? 2022-2023

“ Raise the understanding of U.S. export procedures and requirements, assisting in accessing the U.S. market and establishing contacts with potential partners through standing Export Promotion Programs. ”

The “Where to Next? 2022-2023” working session set the stage to announce **Export Promotion Programs and Signature Trade Shows** for the years 2022 and 2023, explaining them in terms of opportunities and rights for each specific sector, at the AmCham-Jordan Offices.

Welcoming more than 20 industry professionals, Ms. Raghad Alkhozah, AmCham-Jordan’s CEO, gave an overview of all the **Export Promotion Programs** from Jordan to the U.S. and the specific activities AmCham-Jordan provides for “ready-to-export” businesses to prepare for shows and to expand their businesses within the U.S., whether first-time exporters or already exporting.

Discussing the **Export Growth Program: Goods Trade**; the steps and the process on how to increase export sales in the U.S., as well as the launch of the next round of the EGP and cross-referencing of multiple trade shows in the U.S., based on the **TIJARA Coalition Strategy** and its **Priorities Implementation Plan**.



**WE ARE PARTICIPATING IN THE
PLMA PRIVATE LABEL TRADE
SHOW CHICAGO 2022!**



This year AmCham-Jordan is leading the largest delegation ever with 17 spaces!

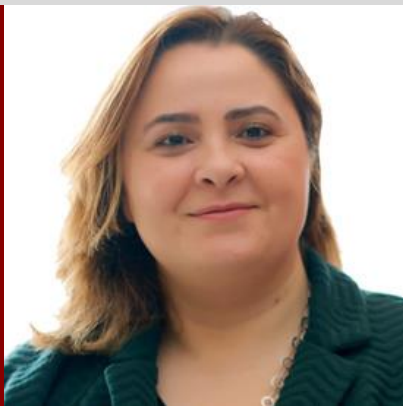
With Business Growth Activity (BGA)- USAID and Ministry of Investment (MOI) support, AmCham-Jordan will help Jordanian manufacturers develop export-growth plans, assist them with enhanced competitiveness, improved products, build new sustainable leads for export opportunities, and in some cases, organize outreach missions and events designed to forge dynamic trade linkages and bring new deals to fruition.

To know more about PLMA Chicago [CLICK HERE](#)

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ABOUT THE SPEAKER



Lana Nimri

Legal Advisor, Head of Jordan-U.S. Free Trade Agreement Unit (Trade, Investment and Policy) at AmCham-Jordan.

Lana Nimri is an experienced international trade Lawyer and practitioner with over 18 years of national and international experience.

Nimri provides training, coaching and guidance to SMEs on trade related issues: tariffs, RoOs, IPRs and market entry requirements, as well as developing company profiles and supporting export promotion activities to the U.S. (trade missions, trade show and B2B meeting). In addition to providing training to SMEs on trade issues, negotiations, lead generation and participation in trade shows.

Nimri is a trainer and lecturer on a number of issues in the area of trade and corporate issues including workplace mediation, labor Law, communication. Offering training workshops to over 300 professional and students in the past three years.

Managing Workplace Conflict through Mediation workshop

May 30th-31st, 2022

“ For Work that Works! ”

A unique opportunity to learn about the mediation process as a new way to resolve conflicts at work, AmCham-Jordan hosted, a one of a kind, 2-day executive training workshop, presented by Ms. Lana Nimri, AmCham-Jordan's Legal Advisor & Head of the FTA Unit, to hand-on the opportunity for Human resource professionals; directors, managers, and team leaders from various public and private sectors.

The purpose of the training workshop was to facilitate a group discussion on the topic of "Workplace Conflicts," and to provide participants with a clear understanding of Mediation: as a tool to resolve workplace conflicts, as well as the process and practices involved in doing so. Along with, understanding how different perspectives and relationships impact the workplace and how they can be changed to better serve the interests of employees.

The training workshop brought together 10 companies to learn how to use Mediation to effectively resolve problems.

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Focus Group: Logistic Challenges Facing Exporters to the U.S.

June 15th, 19th 2022



With an increase in the volume of exports to the United States expected in the coming years, and after reviewing the issues raised by many AmCham-Jordan members, AmCham-Jordan held a series of dialogues to study the mechanism of increasing the volume of Jordanian exports to the United States of America within the current data in the high prices of sea freight globally.

Mr. Samer Judeh, Chairman of the Board of Directors, with Ms. Raghad Alkhozah, CEO of AmCham-Jordan, chaired the series held at AmCham-Jordan offices.

The Focus Group, attended by, representatives of the US Embassy in Amman, the Director General of Aqaba Development Company and members of the Board of Directors of The Aqaba Container Port, as well as representatives of international shipping companies and members of the American Chamber of Commerce in Jordan, agreed that the port of Aqaba would be the primary option for serving Jordan's exports and imports.

With the main emphasis on the importance of taking the matter seriously and prioritizing it in order to preserve investments and increase Jordanian employment. Private-sector representatives also expressed concern about the lack of shipping lines to and from Jordan in relation to the volume of trade between the two countries.



OECD Report Launch: FDI Qualities Review of Jordan Strengthening Sustainable Investment

Ms. Raghad Alkhozah, AmCham-Jordan's CEO, participated in a panel discussion about the FDI Qualities of Jordan: Strengthening Sustainable investment in the OECD Report Launch.

The panel titled "Mobilise Investment in Support of a Job-Rich and Green Recovery" discussed the importance of vocational training along with the accredited training programs for increasing the Chance of Jordanian Companies in qualifying (Contracts/ subcontracts) while bidding for projects.

Focusing on the jobs of tomorrow as there is a big shift in added value jobs compared to pre-covid.



Signing of MoU Between the AmCham-Jordan and Business and Professional Women Amman (BPWA)

June 20th, 2022

“ Supporting women empowerment and the important role of women in business. ”

AmCham- Jordan and Business and Professional Women Amman (BPWA) signed a memorandum of understanding (MoU).

This MoU was signed by AmCham-Jordan Chairman of Board of Directors, Mr. Samer S. Judeh and AmCham-Jordan's CEO, Ms. Raghad Alkhozah along with BPWA's President Ms. Amal Dalghas and BPWA's Executive Director, Ms. Thana'a Al-Khasawneh.

Under the agreement, the two parties will cooperate to leverage both parties' networks through communication and circulation of opportunities across both to maximize reach and exposure. Furthermore, AmCham-Jordan and BPWA will give the support as an effort to provide joint access to knowledge, resources and opportunities wherever applicable and to the best of each party's capacity to contribute.

March 7th, 2022

Meet & Greet: Welcoming New Members

Celebrating the newly joined members of 2022, AmCham-Jordan held a networking reception at its offices to welcome the new members and to introduce their companies to the Chairman of the Board Mr. Samer S. Judeh and the Executive Team of AmCham-Jordan.

The networking reception showed the great diversification of the companies and their great business' perspectives. Given this expanded network, AmCham-Jordan will work on fostering increased collaboration and cooperation amongst the members, promoting greater business opportunities between the Jordan and the United States, effectively linking the various Members, enhancing the sharing of knowledge and expertise between different organizations.



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ABOUT THE SPEAKER



Mr. Al-Sarhan holds a master's degree in law from The University of Texas at Austin in the specialty of Global Energy, International Arbitration, Alternative Dispute Resolution, and Environmental Law. Al-Sarhan is a member of ABA, FBA, TAM, Greater Austin Chamber of Commerce, American Chamber of Commerce in Amman, and Irbid Chamber of Commerce. He is currently the owner of EEConsult and Texas energy, as well he is a founder and partner in the NABCEP MENA Training and Certification Program that EEConsult operates in the MENA region.

Khaled Al-Sarhan a strong business development professional with an L.L.M focused on energy, international transaction, and alternative dispute transaction.

How to establish a U.S. entity and how to register your company in the U.S.

June 26th, 2022

“ No other financial market is as large, accessible, transparent and liquid as the U.S. market. Its Transaction volume, market capitalization, and number of listed companies make this market a unique investment opportunity for international investors. ”

AmCham-Jordan held a “Meet the Expert” session with Mr. Khaled Al Sarhan, L. LM to discuss the steps on how to establish a U.S. entity, how to register a company and the best model to choose when registering in the U.S.

From the rising question of “Is it possible for a Foreign National to establish a Business in the U.S.?” AmCham-Jordan along with Mr. Khaled Al Sarhan L. LM started the session by introducing the U.S. Market to the attendees and the great diversification that could be accessed.

During the session, discussions on how to invest in the U.S., the proper steps and how to convert opportunities into profitable ventures within the U.S. market, as well as the tax consideration when choosing the optimum location.

The session aimed to come up with recommendations and executive action steps that will help to building an investment in the U.S.

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A Conversation with AmCham-Jordan led by Halcyon

June 27th, 2022

“ The Delegation included 18 impact-driven ventures from across the MENA Region. Halcyon Presented opportunities for engagement and cooperation with incubators, accelerators and early stage startups in Jordan to include in their MENA program. ”

In Partnership with the U.S. Department of State and Amazon Web Services (AWS), Halcyon hosted its first ever in-region residency in Amman.

Chairman Mr. Samer S. Judeh and CEO Ms. Raghad Alkhoja introduced AmCham-Jordan to the attendees. Continuing with CEO Raghad Alkhojah discussing start-up opportunities with the attendees.

H.E. Mothana Gharaibeh, CEO of Fifth Advisory Service, Former Minister of Digital Economy and Entrepreneurship, as well as, Head of AmCham-Jordan's Tech Committee, Led the dialogue with the visiting entrepreneurs, answering questions and guiding them.

Int@j's CEO Mr. Nidal Bitar and the Head of Oasis Ms. Luma Fawaz were part of the panel discussion, as well as Mr. Raed Mdanat Head of YTJ at Minister of Digital Economy and Entrepreneurship.

August 9th, 2022

Signing of Cooperation Agreement between the AmCham-Jordan, Partners for Good (PfG) and Excellent for Energy Consultancy L.L.C (EEConsult)

Investing in sustainability Partnerships, integrating creativity and innovation with programs and tools, AmCham- Jordan, Partners for Good (PfG), and Excellent for Energy Consultancy L.L.C. (EEConsult) signed a cooperation agreement.

Ms. Raghad Alkhojah, CEO of AmCham-Jordan, along with Mr. Waleed Tarawneh, President & CEO of Partners for Good (PfG), and Mr. Khaled Al Sarhan, CEO of EEConsult, signed this agreement for cooperation in the areas of joint program development and business growth promotion for all parties; including the exchange of experiences, knowledge, and relationships wherever required or necessary to help each party achieve the goals outlined in the cooperation agreement.



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Jordan Jewels Company Tour: Business Women in Action

August 1st, 3rd, 7th 2022

“ Motivated by the desire to increase public awareness on Women’s Empowerment as it has become a significant topic of discussion in development and economics. Empowerment of women enhances the quality and the quantity of human resources available for development. ”

AmCham-Jordan and the Business and Professional Women's Association-Amman (BPWA) completed their joint company tour under the title of "Jordan Jewels – Business Women in Action", which brought about a vital connection between women-owned/led businesses in the country and key representatives of various organizations from different sectors, public and private, in the hopes of offering an opportune occasion to share and exchange insights and support in different fields as a means to develop business relations for potential opportunities.

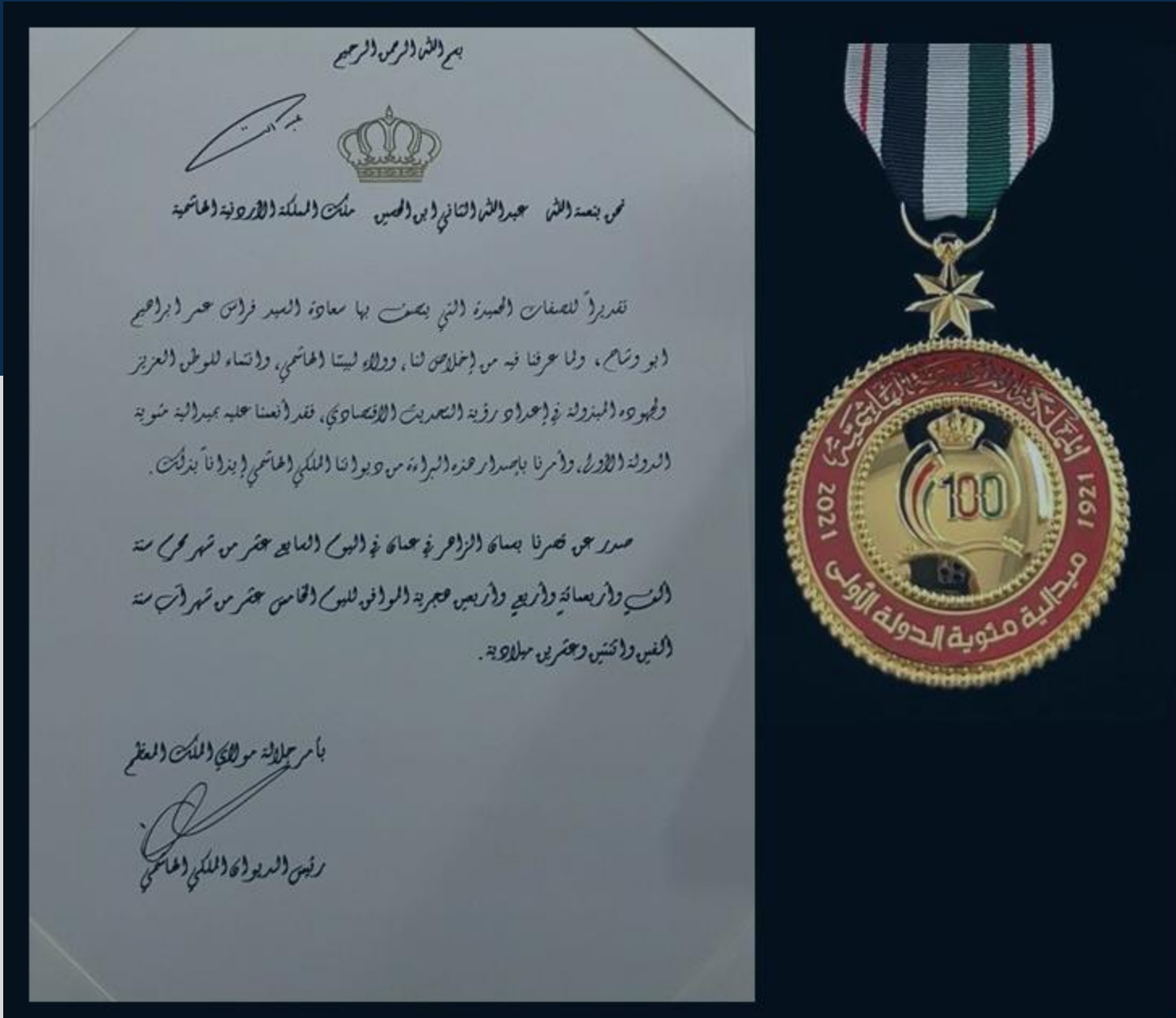
Motivated by a desire to shed light on women participation in the economic and industrial scene in Jordan; "Jordan Jewels" was created to serve that purpose. From Amman, to Mafraq to Sahab, the Jordan Jewel joint country tour embraced different businesses of different fields with the underlying intention of women empowerment being reflected throughout.

Key representatives from Bank al Etihad, Ministry of Industry Trade and Supply, Jordan Exporters Association, Amam Ventures, the British Embassy and USAID IQLAA and Amman Chamber of Industry were invited to connect, provide support and share industry insights to those visited firms who in turn shared a detailed report on their institutions and challenges, while discussing their ideas of areas for expansion within their organization.

"Women's empowerment is a key component of the Memorandum of Understanding (MOU) signed by the American Chamber of Commerce in Jordan (AmCham-Jordan) and the Business and Professional Women's Association-Amman (BPWA)."



Jordan Economic Modernization Vision



AmCham-Jordan congratulates members that were bestowed with the recognition of His Majesty King Abdullah II at the Jordan Economic Modernization Vision.

Members bestowed by His Majesty



ABOUT THE SPEAKER



Adi Armoti founded Tradegate Platform and Tradegate Media and Advertising with the aim to change trade mechanism in the MENA region by bridging technical gaps among five markets (USA, Netherlands, Turkey, Jordan and UAE). Coupled with provision of B2B matchmaking opportunities for importers and exporters. Adi hold an MBA degree in Oil and Gas Management.

Science of Media & Advertising, Offline & Digital Billboards Advertising

August 15th, 2022

“ Over the past decade, the roles of Media Sciences and Advertising have grown, under the salient influence of technology and social media, from a modest experimental project state to a full-scale systems state. ”

An expertise session was held at AmCham-Jordan, with Mr. Adi Al Armouti, Founder and GM of TradeGate, to discuss thoroughly the Science of Media & Advertising Fields.

During the session, Mr. Al Armouti discussed the various ways of advertising and promotion of specific products and commodities, with regards to the effectiveness of the printed advertisements (posters and banners).

Focusing on how to enhance the outreach and reachability of company services through different tools, Mr. Al Armouti stated that according to a survey conducted in two different Lists of Location showed that the printed advertisements were much more effective than internet advertisements, even though the Advertising Expenditure in Jordan during the years 2020-2021 for the internet advertising was higher than the previous years, especially after the COVID-19 Pandemic.

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September 6th 2022

Building on the Potential of Renewable Energy Sustainability in Jordan

CCI France Jordanie/CAFRAJ hosted a Networking Power Breakfast with AmCham-Jordan's Chairman, Mr. Samer Judeh, as a guest speaker discussing renewable energy sustainability in Jordan in his position as the Co-founder and Chairman of the Jordan Wind Project Company PCS, as well as, the founder and Chairman of Shamsuna Power Company.

The PowerBreakfast discussed the potential renewable energy sustainability in Jordan as well as the strategic future opportunities and priorities. Mr. Samer S. Judeh, AmCham-Jordan's Chairman, stated that the implementation to maximize the use and promote sustainability of Jordan's natural resources in the fields of energy and water must always be taken into consideration.



Jordanian Pavilion at The PLMA's 2022 Private Label Trade Show Orientation Session

September 15th ,2022

AmCham-Jordan organized an orientation session for all the exhibitors participating in PLMA Chicago 2022. The session was envisaged to help exhibitors to fully understand the private Label Trade Show.

Jordan: Advancing towards COP 27

The Global Climate Change Conference

September 22nd 2022



In collaboration with the EDAMA Association for Energy, Water, and Environment, the American Chamber of Commerce in Jordan organized a power breakfast titled "Jordan: Advancing towards COP27- The Global Climate Change Conference."

The discussion at the event focused on possible solutions for the problems caused by climate change, particularly in relation to water and the environment. Along with the role of the private sector in linking economic development and environmental protection; and ways to benefit from the United Nations Conference on Climate Change (COP27), which will be held in Sharm El-Sheikh, Egypt, next November, with the goal of identifying the technical and material assistance required to assist the countries of the MENA region.

H.E. Dr. Muawiya Al-Radaydah, the Minister of the Environment, and Mr. Najib, the secretary-general of the Arab Forum for Environment and Development, Dr. Duraid Mahasneh, the Chairman of the Board of Directors of the EDAMA Energy, Water and Environment Association, led the discussion session.

Mr. Samer S. Judeh, Chairman of the Board of Directors of the American Chamber of Commerce in Jordan, started the discussion by welcoming the audience and expressing gratitude for all the national efforts aligned with regional and global efforts to combat climate change, with cooperation from the public and commercial sectors, in order to achieve sustainable development.

During the discussion, Dr. Muawiya Al-Radaydah, Minister of Environment, noted that Jordan is on the right track to developing a green economy through green plans for projects worth more than \$9 billion, despite limited resources. Al-Radaydah also stressed that the government is continuing to take steps to open the market for clean energy production in Jordan as the need for it is urgent at all levels, even globally and in various fields.

Round table with Leadership Team at Correlation One!

September 26th 2022

“ Correlation One is US-based education technology company whose mission is to prepare enterprises and governments for the future of work by providing workforce development solutions for in-demand skills. ”

With the goal to support Jordan's workforce to become a leader in the digital economy and an attractive talent pool for U.S. and global companies. AmCham-Jordan organized a roundtable with the Leadership Team at Correlation One.

The purpose of the Round Table was to understanding Correlation One's Strategic Objectives in Jordan focusing on the support needed for the Jordanian Corporate Community and workforce to fulfill its digital ambitious and become the go-to talent pool for companies to expand in the Middle East.

Highlighting the specific needs and priorities of the Organization in terms of digital transformation and digital skills. As well as, the potential obstacles associated with talent acquisition and ways in which Correlation One may help the growth of the company and the overall skill development of the Jordanian workforce.

Correlation One presented an overview of their organization and started an open dialogue around the specific needs and priorities of the organization in terms of digital transformation and digital skills.

As well as, they discussed with the attendees the potential obstacles associated with talent acquisition and ways in which Correlation One can help in growing the company and the overall skill development of the Jordanian Workforce.



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- Newsletters
- Membership Directory
- Guides
- In-briefs

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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