



The American Chamber  
of Commerce in Jordan



# ***AMCHAM-JORDAN NEWSLETTER 2024***

---



Mr. Samer S. Judeh  
Chairman of the Board

Esteemed Members and Friends,

As we commemorate 25 years of dedicated service, I take great pride in reflecting on the journey of the American Chamber of Commerce in Jordan (AmCham-Jordan). Since our establishment, we have been a cornerstone of the Jordanian-American business community, uniting more than 250 prominent companies from both Jordan and the United States.

Over the past two decades, AmCham-Jordan has played a pivotal role in promoting sustainable economic development across various sectors. As we look forward to the next 25 years, our commitment to fostering trade and investment relations and driving bilateral economic growth remains strong.

While we acknowledge the unique challenges we face, we remain dedicated to exploring more opportunities for collaboration and growth in line with Jordan's Economic Modernization Vision. We advocate for sound policies, invest in human resources, and engage in community outreach, all of which create an environment conducive to business growth and contribute to Jordan's economic prosperity.

Looking ahead, we are committed to further strengthening the ties and ensuring that the Jordanian-American business community continues to be a driving force for economic prosperity.

I would also like to take a moment to express our gratitude to all those who have contributed to AmCham-Jordan over these 25 years. Your dedication, vision, and support have laid the foundation for our achievements.

I look forward to many more years of growth and success.

## AMCHAM-JORDAN STRATEGIC PARTNERS



# AMCHAM-JORDAN ACTIVITIES

## AmCham-Jordan Hosts Seminars to Raise Awareness on Women's Empowerment in Economic Trade



Amman, Jordan – February 1<sup>st</sup> & 4<sup>th</sup>, 2024

AmCham-Jordan organized two seminars on Women's Empowerment in Economic Trade, supported by USAID Economic Reform Activity (ERA). The seminars brought together key stakeholders from the government, civil society, and the private sector to address policy gaps hindering women's participation in international trade.

This initiative is part of a broader effort to incorporate gender-sensitive policies into Jordan's national trade agenda, aiming to empower women in the trade sector. The seminars emphasized the importance of advocating for inclusive trade policies and programs that address the challenges faced by women in business, ultimately contributing to Jordan's sustainable economic development and enhancing the economic and social well-being of women.

## AmCham-Jordan Hosts Forum on “Creating Inclusive Trade Policies for Women”



Amman, Jordan – February 25<sup>th</sup>, 2024

AmCham-Jordan hosted a one-day Forum on Women's Economic Participation as part of an initiative supported by the USAID Economic Reform Activity titled “Creating Inclusive Trade Policies for Jordan: Building Gender Bridges for Inclusive Prosperity”. The forum brought together over 70 distinguished leaders from various sectors, including policy, business, and trade, from Jordan, the MENA region, and AmCham-Jordan's international partners.

The forum focused on the crucial role of trade policy in fostering women's economic empowerment in Jordan, with discussions on key topics such as “Foreign Trade Policy Formulation and Data Gaps”, “Access to Finance”, and “Unlocking Opportunities for Women to Thrive in the Digital Entrepreneurship Landscape.” It provided a platform for stakeholders to explore the importance of creating gender-inclusive trade policies and fostering an environment that enables women's participation in Jordan's growing digital economy and trade sector.

The event also encouraged knowledge-sharing and the development of concrete recommendations that will contribute to Jordan's sustainable and inclusive economic development agenda.

## AmCham-Jordan Hosts the Annual Ramadan Iftar



Amman, Jordan – March 25<sup>th</sup>, 2024

AmCham-Jordan hosted its Annual Ramadan Iftar on March 25th, bringing together members for a special evening of networking and reflection. The event was attended by the U.S. Ambassador to Jordan, AmCham-Jordan's Board of Directors, and key stakeholders. It provided a unique opportunity to celebrate the chamber's accomplishments from the past year while fostering connections among members. Discussions centered on opportunities to strengthen Jordan-U.S. economic ties and collaboration in the year ahead.

## AmCham-Jordan Hosts the Annual General Assembly Meeting

Amman, Jordan – April 29<sup>th</sup>, 2024

The General Assembly convened on April 29th to present the annual technical report and financial statement for 2023. The meeting offered members a comprehensive overview of AmCham-Jordan's performance, highlighting key achievements and financial results. Participants engaged in discussions regarding the organization's future direction, focusing on upcoming projects and plans for continued growth. The session emphasized the importance of collaboration and maintaining momentum throughout the year ahead.



## AmCham-Jordan Participates in an Informative Session about the 10th SelectUSA Investment Summit



Amman, Jordan – April 25<sup>th</sup>, 2024

AmCham-Jordan participated in an informative session about the 10th SelectUSA Investment Summit in Washington D.C., which focused on promoting investment opportunities across the United States. The session provided insights into how the summit facilitates connections between global investors and U.S. businesses and regions seeking investment. It highlighted the numerous opportunities for international investors to engage with the U.S. market and explore avenues for growth and collaboration.

## AmCham-Jordan Participates in Circular Economy Startup Matchmaking Event

Amman, Jordan – May 13<sup>th</sup>, 2024

Ms. Raghad Alkhozah, CEO of AmCham-Jordan, moderated a panel discussion titled "Access to Market" at the Circular Economy Startup Matchmaking event held at the National Agricultural Research Center (NARC) in Amman. Organized by the International Sustainable Solutions Foundation (ISSF) in partnership with Advance Consulting, OFES, and EJABI, the event aimed to support 30 agricultural startups in the circular economy space. The startups presented innovative solutions in areas like digital trading platforms, indoor farming technologies, sustainable raw materials, and organic fertilizers. The event offered valuable insights and networking opportunities for entrepreneurs and industry leaders to foster sustainable innovation within the agricultural sector.



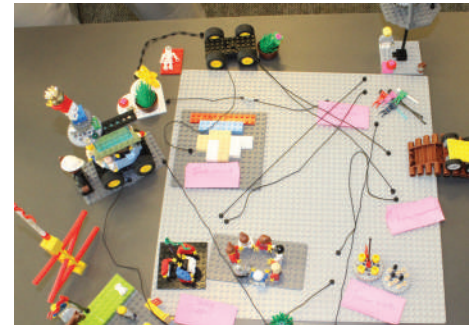
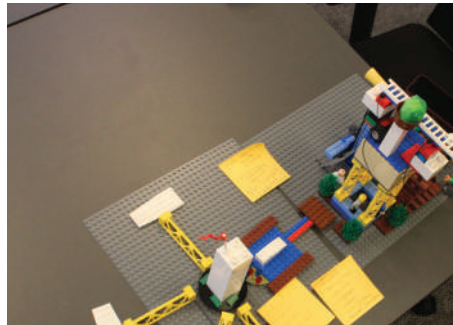
## Capacity Building Training for AmCham Team: Empowering and Strengthening Through Expert Guidance



Amman, Jordan – May 16<sup>th</sup>, 2024

AmCham-Jordan organized a capacity-building training session aimed at empowering its team. Led by Dr. Shawn Cramer, Principal Consultant at Patrick Lencioni's Table Group, the session offered valuable insights and strategies to enhance team collaboration, communication, and performance. The training equipped the AmCham-Jordan team with essential tools to drive success and foster a positive, productive work environment.

## AmCham-Jordan Team Engages in Dynamic Training Workshops Using LEGO® SERIOUS PLAY® Method



Amman, Jordan – May 22<sup>nd</sup>, 2024

The AmCham-Jordan team participated in two dynamic training workshops titled "Building a Winning Team: Exploring Team Dynamics" and "Team Aspirations and Goals," facilitated by Mr. Christie Janho. Using the LEGO® SERIOUS PLAY® Method, a visual and intuitive tool designed to enhance thinking, communication, problem-solving, and strategy development. These workshops promoted creative thinking, problem-solving, and strategic development through hands-on activities. The method encouraged team members to visualize and share ideas, strengthening collaboration and better aligning the team with organizational goals.

## AmCham-Jordan Launches the 2023-2024 Membership Directory



Amman, Jordan – May 23<sup>rd</sup>, 2024

AmCham-Jordan officially launched its 2023-2024 Membership Directory, providing a comprehensive list of chamber members across various sectors. The directory, available in both print and digital formats, enhances accessibility and allows members and stakeholders to connect and explore business opportunities. This initiative aims to strengthen networking, foster collaboration, and expand business prospects within the AmCham-Jordan community.

## Annual AmCham MENA Regional Council Meeting Held in Cairo, Egypt

Cairo, Egypt – May 26<sup>th</sup>, 2024

AmCham-Jordan Chairman, board members, and CEO participated in the annual AmCham MENA Regional Council meeting, which took place in Cairo, Egypt, gathering leaders and representatives from American Chambers of Commerce across the MENA region. The event provided a platform for discussions on regional economic trends, trade relations, and challenges and opportunities facing businesses in the region. Attendees engaged in discussions to promote investment, strengthen partnerships, and enhance economic growth, emphasizing the importance of public-private collaboration in the region.



## AmCham-Jordan Participates in the Inaugural Meeting of the Amman-Chicago Supreme Committee

Amman, Jordan – May 28<sup>th</sup>, 2024

AmCham-Jordan participated in the inaugural meeting of the Amman-Chicago Supreme Committee, held at the Greater Amman Municipality. Chaired by the Mayor of Amman, the committee oversees the implementation of the Sister Cities Agreement between Amman and Chicago, which aims to enhance economic, cultural, and technical exchanges.

As a key member of the committee, AmCham-Jordan leads the "Business & Economic Development" Subcommittee, chaired by Mr. Samer Judeh, Chairman of the Board. Through this role, AmCham-Jordan actively contributes to initiatives that foster mutual growth and strengthen collaboration between the two cities.



## AmCham-Jordan Hosts Interactive Session on Empowering Team Performance



Amman, Jordan – May 29<sup>th</sup>, 2024

AmCham-Jordan hosted an engaging session titled "Empower Your Team to Reach New Heights of Performance and Success," led by Dr. Shawn Cramer. The session, attended by representatives from AmCham-Jordan's member companies, focused on empowering teams with actionable insights and strategies to achieve outstanding results. Participants left equipped with valuable tools to boost team performance and foster success.

## AmCham-Jordan Hosts Roundtable on "Jordan Cyber Academy for Youth Program"



Amman, Jordan – May 30<sup>th</sup>, 2024

In collaboration with the Purdue Applied Research Institute (PARI) and Princess Sumaya University for Technology (PSUT), AmCham-Jordan hosted a roundtable discussion on the "Jordan Cyber Academy for Youth Program." The session, which featured contributions from experts Mr. John Glover, the Executive Director of Global Development and Innovation (GDI) at PARI, Dr. Ammar Odeh, the Director of the Consultation and Training Center at PSUT, and Mr. Mohammad Amoura, Senior Quality Assurance Engineer at PSUT, focused on the importance of cybersecurity in today's digital landscape. The program aims to equip young Jordanians with essential cybersecurity skills, bridging the gap between academic learning and practical application.

Ms. Raghda Alkhozah, CEO of AmCham-Jordan, emphasized the collaborative efforts of AmCham-Jordan, PARI, PSUT, and other stakeholders to address cybersecurity challenges and strengthen Jordan's cyber resilience.



## AmCham-Jordan Hosts an Informative Outreach Session for MSEs and HBBs



Amman, Jordan – June 5<sup>th</sup>, 2024

AmCham-Jordan, in collaboration with the Irbid Chamber of Industry, hosted an outreach session for micro-small enterprises (MSEs) and home-based businesses (HBBs) in Irbid. The session, within the scope of the USAID Informal Livelihoods Advancement Activity (Iqlaa), provided insights into AmCham-Jordan's initiatives to strengthen these businesses and help them connect with the market. It also featured discussions on technical assistance support available through the Iqlaa program.

## AmCham-Jordan Participates in an Informative Session about the 10th SelectUSA Investment Summit



Washington, D.C., USA – June 23<sup>rd</sup>, 2024

AmCham-Jordan, led by CEO Raghad Al Khojah, participated in the 10th SelectUSA Investment Summit (Washington D.C., June 23-26, 2024). The summit, with over 5,000 participants, served as a platform for Jordanian companies to explore opportunities in the U.S. market. During the summit, AmCham-Jordan hosted a roundtable discussion at the U.S. Chamber of Commerce, engaging with SelectUSA experts, the Foreign Commercial Service team, and the Jordanian Embassy to facilitate discussions on investment and growth prospects.

## AmCham-Jordan Hosts Capacity Building Training for MSEs and HBBs



Amman, Jordan – July 16<sup>th</sup>, 2024

Within the scope of USAID Informal Livelihoods Advancement Activity (Iqlaa), AmCham-Jordan organized a two-day capacity-building workshop for 50 micro-small enterprises (MSEs) and home-based businesses (HBBs), aiming to equip participants with essential skills to connect with buyers, expand business opportunities, and enhance their professional networks through matchmaking activities.

## AmCham-Jordan Hosts Advanced Training Workshop on Selling on Amazon



Amman, Jordan – July 25<sup>th</sup>, 2024

AmCham-Jordan organized an advanced workshop titled "Selling on Amazon Master-Mind," led by eCommerce expert Mr. Talal Asad, President and eCommerce Consultant at Brand Together, alongside other industry experts specializing in Amazon sales. The workshop provided over 20 businesses with in-depth strategies to optimize their sales on Amazon. Participants had the opportunity to network and connect with industry peers, exchanging knowledge and enhancing their understanding of the competitive e-commerce landscape.

The workshop was a great success, equipping attendees with the essential tools and knowledge needed to thrive in the world of online sales.

## AmCham-Jordan Hosts Successful Matchmaking and Linkages Event



Amman, Jordan – July 23<sup>rd</sup>, 2024

AmCham-Jordan hosted the "Supply Stream: Flowing Business Opportunities" event, within the USAID Informal Livelihoods Advancement Activity (Iqlaa). The two-day matchmaking and linkages event brought together 60 MSEs and HBBs offering them a unique opportunity to showcase their products and services while forming valuable business partnerships with prominent medium and large companies from various sectors. The event saw significant interest, leading to increased collaboration and potential business opportunities.

## Aggregator Accelerator Training Program



Amman, Jordan – September 1<sup>st</sup>– 5<sup>th</sup>, 2024

AmCham-Jordan successfully conducted a comprehensive "Aggregator Accelerator Training Program" in Amman from September 1st to September 5th, 2024, within the scope of the USAID Informal Livelihoods Advancement Activity (Iqlaa). This five-day program engaged 35 representatives from 20 businesses, all eager to gain insights into the aggregator business model and its potential for growth.

Ms. Raghad Alkhojah, CEO of AmCham-Jordan, expressed her satisfaction with the program's outcomes, stating, "We are thrilled with the high level of engagement from the attendees. This training marks a significant milestone in strengthening our local businesses by equipping them with the skills and knowledge needed to succeed in today's competitive market. By empowering these businesses, we aim to create a positive ripple effect that will benefit the entire community."

During the intensive training sessions, participants delved into essential topics that provided valuable insights, practical skills, and effective tools for managing the aggregator model across various sectors. By enhancing the capabilities of home-based, micro, and small businesses in Jordan, the program aims to open new horizons and additional sales opportunities while fostering sustainable business relationships.

## Testimonials



## "AmCham-Jordan Participates in the Opening of the USA Partnership Pavilion at SOFEX 2024"



Amman, Jordan – September 4<sup>th</sup>, 2024

AmCham-Jordan actively participated in the opening of the USA Partnership Pavilion at SOFEX 2024 Exhibition in Aqaba. This significant occasion was held under the patronage of His Majesty King Abdullah II, attended by His Royal Highness Crown Prince Al Hussein bin Abdullah II, held at the Aqaba International Exhibition and Convention Center.

The exhibition featured the involvement of 400 official delegations and 300 exhibiting companies from Jordan and beyond, alongside representatives from 73 of the world's leading countries in arms and defense equipment manufacturing.

Mr. Samer Judeh, Chairman of the Board, delivered a welcome address, emphasizing the importance of SOFEX as a pivotal event locally, regionally, and internationally. He encouraged attendees to explore the opportunities available in Jordan and expressed pride in the diverse American participation in the exhibition.

AmCham-Jordan continues to serve as a vital bridge between the Jordanian and American business communities, facilitating trade and investment through advocacy, networking, and support services. With over 25 years of experience, Mr. Judeh stressed the commitment to aiding American companies in succeeding in Jordan and the broader Middle Eastern market. He expressed excitement at the American Partnership Pavilion's display of innovation in special operations technologies and reaffirmed dedication to supporting businesses seeking to establish a presence in this stable and promising region.

During the exhibition, Chairman Samer Judeh, Vice Chairman Tarek Tabbaa, and CEO Raghad Alkhozah toured the exhibition and met with AmCham-Jordan members participating in SOFEX, extending their best wishes and support for their business endeavors.

## AmCham-Jordan Joins Citibank Jordan's 50th Anniversary Celebration Under Prime Minister's Patronage



Amman, Jordan – September 2<sup>nd</sup>, 2024

The Chairman, board members, and CEO of AmCham-Jordan attended Citibank Jordan's 50th anniversary celebration. The event, held under the patronage of former Prime Minister Dr. Bisher Al-Khasawneh, marked a significant milestone for Citibank Jordan, underscoring the institution's enduring dedication to excellence and innovation in the financial sector over the past fifty years.

Congratulations are extended to Ms. Nour Jarrar, AmCham-Jordan board member and the CEO of Citibank Jordan, on the bank's noteworthy achievement. Here's to many more years of sustained success and advancement.

## AmCham-Jordan Welcomes New Members at Meet & Greet Event



Amman, Jordan – September 18<sup>th</sup>, 2024

AmCham-Jordan hosted a Meet & Greet gathering to welcome new members who joined the organization between January and August 2024. The Chairman of the Board Mr. Samer S. Judeh, CEO Ms. Raghad Alkhozah, and the Executive Team greeted the attendees and highlighted the organization's mission to foster collaboration and enhance business opportunities between Jordan and the United States.

In his opening address, Mr. Judeh commemorated AmCham-Jordan's 25 years of accomplishments, emphasizing its pivotal role in advancing trade and investment, bolstering local enterprises, and nurturing strong partnerships across various sectors. Member participants had the opportunity to network with fellow new members and engage directly with AmCham's leadership team, fostering valuable connections and discussions. The event not only served as an orientation for new members but also as a platform for exchanging ideas and exploring potential collaborations within the Jordanian business community.

The presence of Mr. Lanny Spencer, Trade Officer at the U.S. Department of State, added significant depth to the event as he engaged with Jordanian companies and attentively listened to their aspirations for future investments. This interaction highlighted the importance of U.S.-Jordan relations and the potential for collaborative opportunities that could benefit both markets.

AmCham-Jordan remains a valuable resource for its members, dedicated to providing support, advocacy, and opportunities that drive growth and innovation in the region.

## AmCham-Jordan CEO Shares Insights on Export Strategies at UNHCR Roundtable



Amman, Jordan – September 19<sup>th</sup>, 2024

Ms. Raghad Alkhozah, CEO of AmCham-Jordan, participated in a panel discussion titled "Key Strategies for Successful Exporting," moderated by Ms. Rania Bakeer from UNHCR. This session was part of The Rules of Origin (RoO) Roundtable organized by UNHCR with support from PROSPECTS, in collaboration with ILO (BWJ), the EU, and the Ministry of Industry and Trade, held at the Landmark Hotel. During the panel, Ms. Alkhozah shared valuable insights into effective exporting strategies, especially in light of the cabinet's recent decision to extend the exemption of work permit fees for RoO factories.

## AmCham-Jordan Attends OSAC Levant Region Country Chapter Conference



Dead Sea, Jordan – October 8<sup>th</sup>–9<sup>th</sup>, 2024

AmCham-Jordan, represented by Chairman Mr. Samer Judeh, Board Member Ms. Nour Jarrar, CEO Ms. Raghad Alkhozah, and the Executive Team, attended the OSAC Levant Region Country Chapter Conference, held at the Dead Sea on October 8-9, 2024.

The conference brought together 110 participants, addressed pressing issues, including the MENA conflict, ideological threat consulting, supply chain resilience, female safety, and security strategies. U.S. Ambassador to Jordan, Yael Lempert, also participated, offering valuable insights into the region's security landscape.

Many of AmCham-Jordan's member companies, registered with the OSAC Amman Chapter, attended the conference, benefiting from discussions and networking opportunities that focused on enhancing security practices and business resilience in the region.

## AmCham-Jordan Hosts Community Outreach Session in Aqaba Under USAID's Iqlaa Program



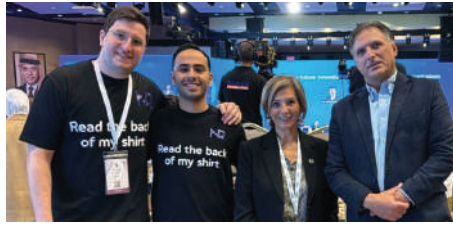
Dead Sea, Jordan – October 16<sup>th</sup>, 2024

AmCham-Jordan organized a community outreach session in Aqaba, within the scope of USAID Informal Livelihoods Advancement Activity (Iqlaa), focusing on its scope of work and interventions under the Iqlaa program.

The session aimed to provide owners of home-based businesses (HBBs) and micro and small enterprises (MSEs) in Aqaba with a detailed overview of Iqlaa's initiatives, designed to empower local businesses to grow and access markets more effectively. Participants had the opportunity to engage in meaningful discussions about the technical assistance available through the Iqlaa program, which is tailored to support the development of small enterprises.

Raghad Alkhozah, CEO of AmCham-Jordan, expressed her enthusiasm about the event, stating, "Our commitment to empowering local businesses is stronger than ever. Through Iqlaa, we offer a unique opportunity for MSEs and HBBs to thrive in a competitive market."

## AmCham-Jordan CEO Ms. Raghad Alkhozah Attends MENA ICT Forum 2024



Dead Sea, Jordan – November 20<sup>th</sup>, 2024

AmCham-Jordan was honored to attend the MENA ICT Forum 2024, represented by our CEO, Ms. Raghad Alkhozah. The forum was held under the patronage of His Majesty King Abdullah II Bin Al Hussein at the King Hussein Bin Talal Convention Center in Dead Sea, Jordan, on November 20<sup>th</sup> and 21<sup>st</sup>, 2024. The event was a major gathering for industry leaders, innovators, and policymakers.

The forum, organized by the Information and Communications Technology Association (int@j) in partnership with the Ministry of Digital Economy and Entrepreneurship and the Ministry of Investment, attracted over 3,000 participants from 40 countries. It provided a unique platform to exchange knowledge and discuss the future of the ICT sector in the MENA region.

Themed "Synergy in Innovation: Navigating the Future of ICT in MENA," the two-day event featured a series of dynamic and interactive sessions. These sessions focused on the latest trends, challenges, and opportunities in the rapidly evolving technology landscape. Participants had the opportunity to engage with industry leaders and decision-makers, fostering collaboration and innovation.

At AmCham-Jordan, we are committed to supporting initiatives that bring together the brightest minds and best practices to shape the future of technology. We believe in fostering an environment where innovation thrives, and this event has provided a great opportunity to explore new collaborations.

## AmCham-Jordan Hosts Panel on Public-Private Synergy and Economic Growth



Amman, Jordan – December 18<sup>th</sup>, 2024

AmCham-Jordan hosted a high-level panel titled "Public-Private Synergy: Aligning Government Trade and Investment Policies with Private Sector Priorities." Featuring prominent speakers, including H.E. Engineer Yarub Al-Qudah, Minister of Industry, Trade, and Supply; H.E. Mr. Muhannad Shehadeh, Minister of State for Economic Affairs; H.E. Engineer Mothanna Gharaibeh, Minister of Investment; U.S. Ambassador to Jordan, Mrs. Yael Lempert; and Mr. Khawaja Aftab Ahmad, IFC Regional Director for the Middle East, Pakistan, and Afghanistan.

The panel, moderated by Samer Judeh, Chairman of AmCham-Jordan, explored ways to strengthen public-private collaboration, improve the investment climate, and enhance trade relations, particularly with the United States. The speakers shared insights into initiatives supporting Jordan's Economic Modernization Vision and emphasized the active involvement of the private sector in these efforts.



## About AmCham-Jordan

A leading Jordanian association, the American Chamber of Commerce in Jordan (AmCham-Jordan), is a non-profit, member-based organization with over 250 members from top Jordanian and U.S. companies operating in Jordan. AmCham-Jordan has been in business for 25 years, contributing to Jordan's sustainable economic development through the promotion of Jordan-U.S. trade and investment relations, policy advocacy, and human resources development.

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

## About Jordan-U.S. FTA Unit

The Jordan-U.S. Free Trade Agreement (FTA) Unit was established in 2017 with support from USAID's Jordan Competitiveness Program (JCP). Located at the American Chamber of Commerce in Jordan (AmCham-Jordan), the FTA Unit serves as the national focal point for both Jordanian and U.S. businesses to understand and leverage the opportunities under the Jordan-U.S. FTA and Bilateral Investment Treaty (BIT).

The FTA Unit also acts as the Secretariat for the Tijara Coalition, a public-private partnership formed in 2001 to promote the U.S.-Jordan FTA to the Jordanian private sector and international investors. Relunched in 2017, the Coalition aims to enhance trade, investment, exports, and employment by fostering a competitive and enabling environment for both countries.

For more information, visit our website and connect with us on social media:

