



برنامج دعم المؤسسات وتطوير الصادرات
Support to Enterprise and Export
Development Programme (JUMP II)

JORDAN ENTERPRISE DEVELOPMENT CORPORATION



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Support to Enterprise and Export
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The European Study Tour for the Agro- food Sector

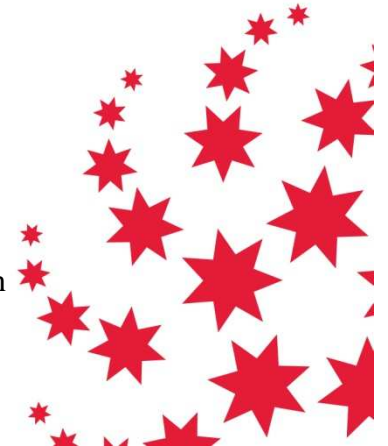
Romania & Bulgaria
Nov. 1st 2012 – Nov. 10th 2012

Project funded by the EU in cooperation with the Jordan Enterprise Development Corporation

ممول من الاتحاد الاوروبي بالتعاون مع المؤسسة الاردنية لتطوير المشاريع الاقتصادية

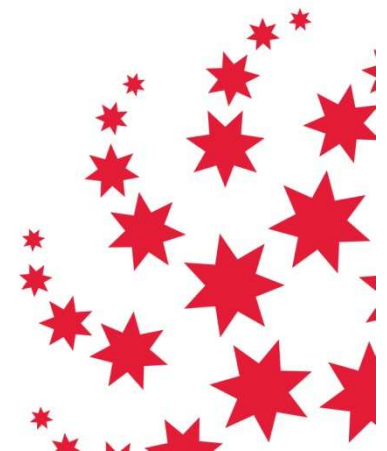


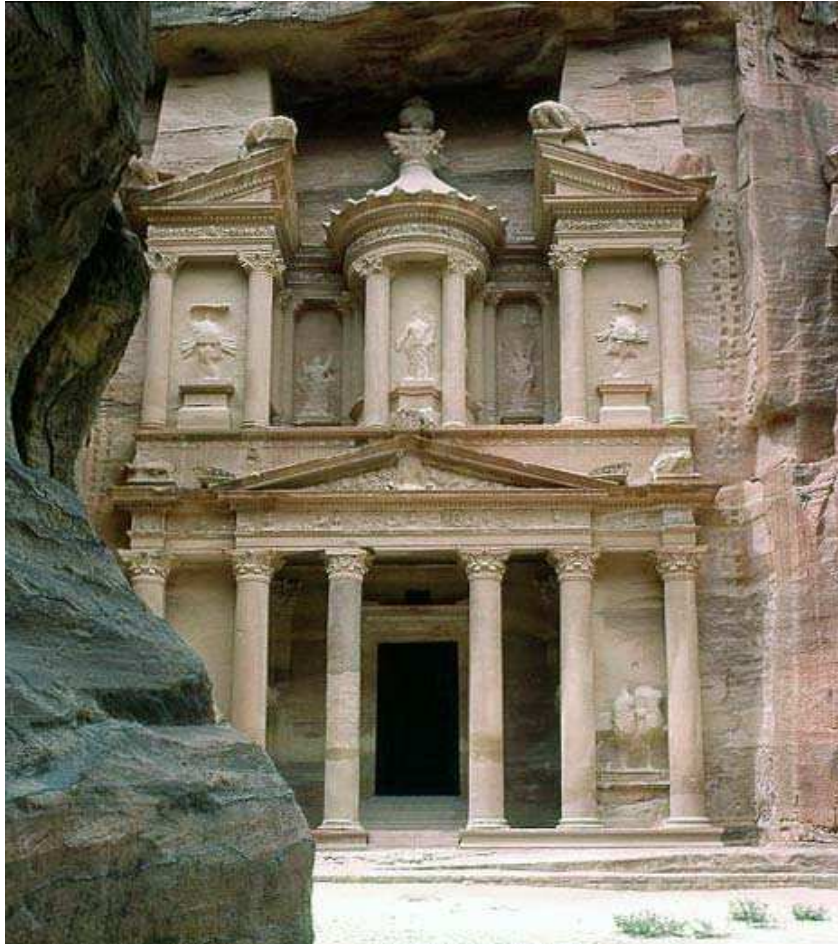
JEDCO



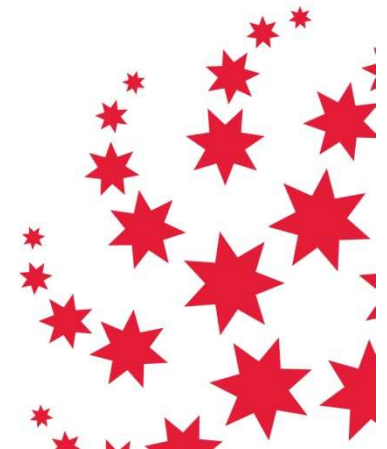


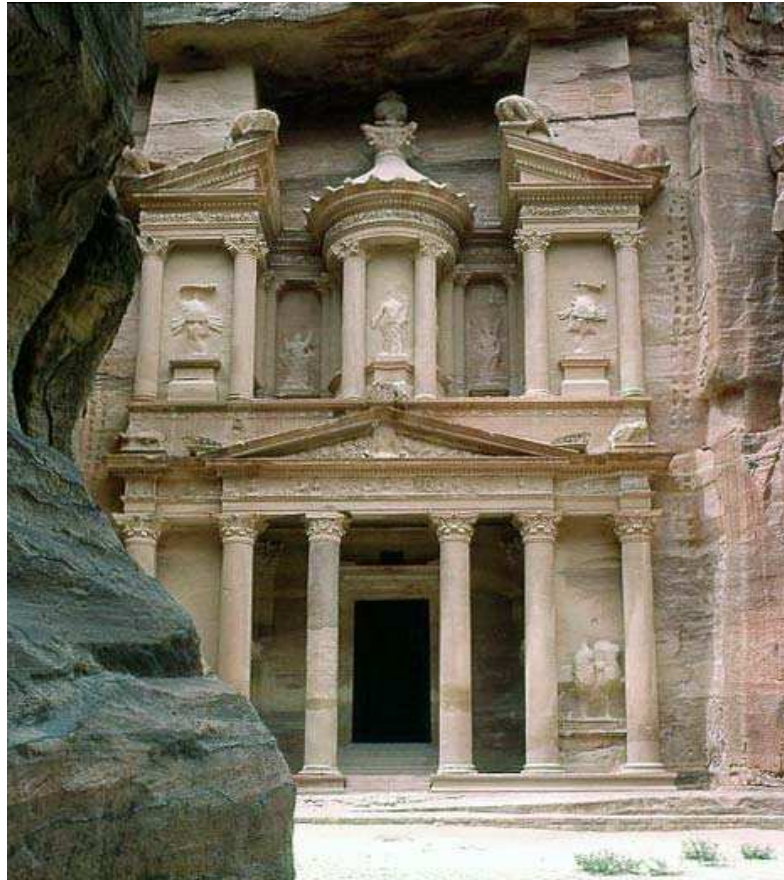
- Strategically situated on land bridge between Europe, Africa and Asia
- Jordan serves as a focal point for trade and investment within MENA
- The MENA market is comprised of 325 million consumers, 6% of world population
- Growth rate: 3% (vs. 0.8% in EU)
- Consumer market is projected to double in size in approximately 18 years



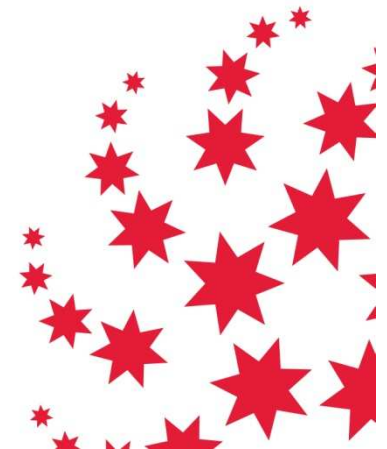


Jordan's location at the crossroads of Asia and Africa has led to a remarkably complex history. Incorporated at various points in history into the empires of Babylonia, Mesopotamia, Pharoanic Egypt, Greece, Rome & Persia





Petra is the treasure of ancient world, hidden behind a barrier of **rugged mountains**, boasting incomparable scenes that make it the most majestic and imposing ancient site still-standing nowadays. **The rock-carved rose-red** city of Petra is full of mysterious charm, it was "designed to strike wonder into all who entered it".





Country Data

Surface Area: 89,3 Thousands sq km

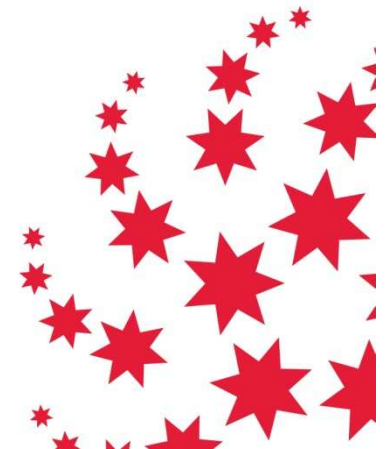
*Population : 6,3 Millions of
inhabitants (2011)*

*Current GDP: 16.9 Billions of JDs
(2009)*

GDP per capita: 2828 JDs(2828 Euro)

Imports to GDP : 69%

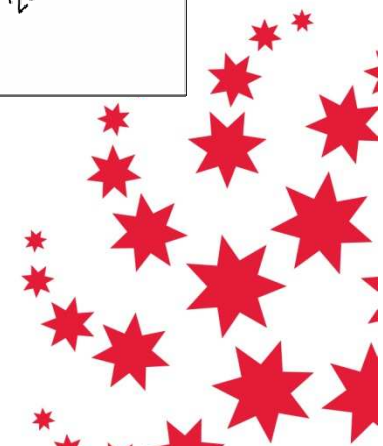
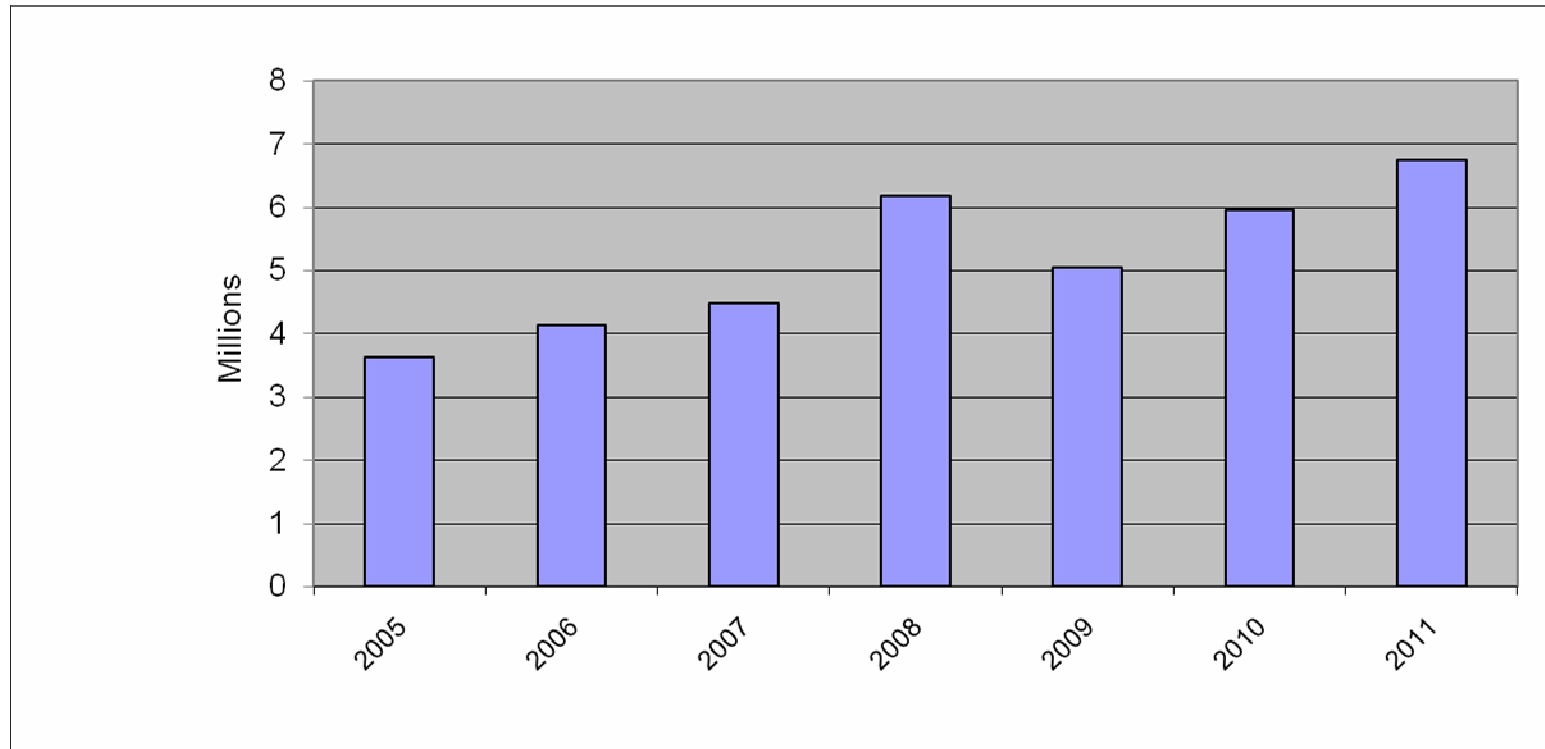
Trade to GDP :80%





Jordan domestic exports

2005-2011

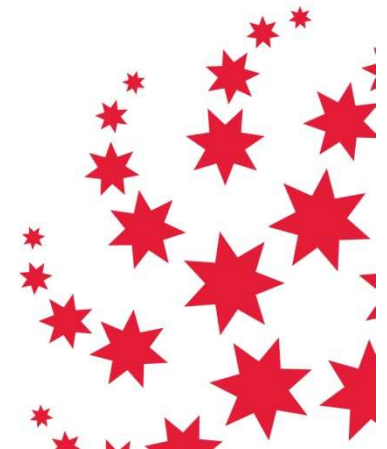




Jordan's Domestic Export Growth rate

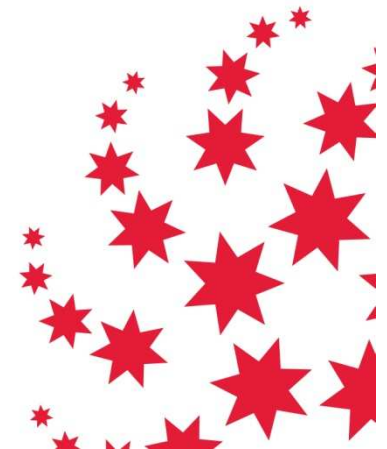
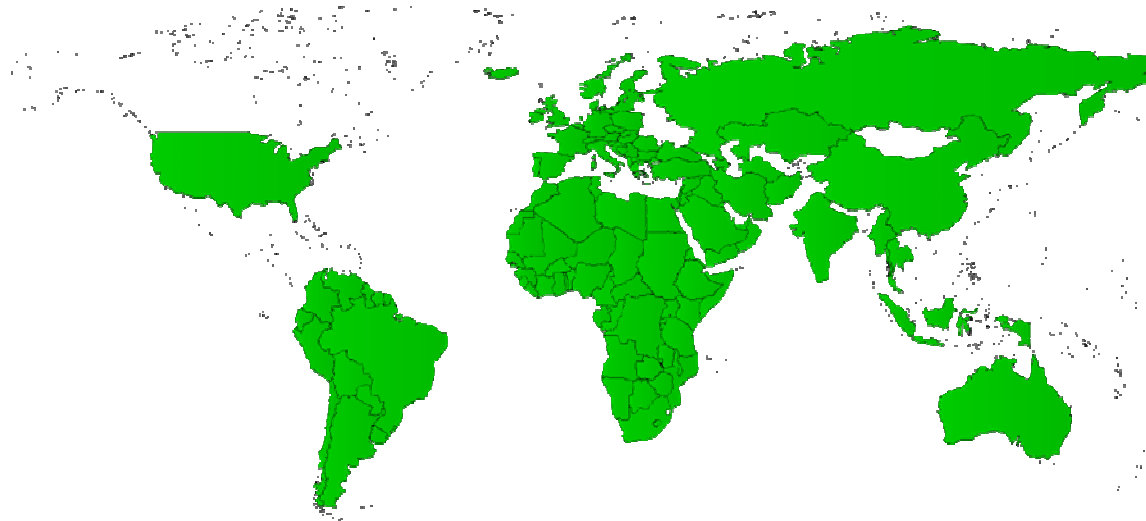
13%

In (2010-2011)



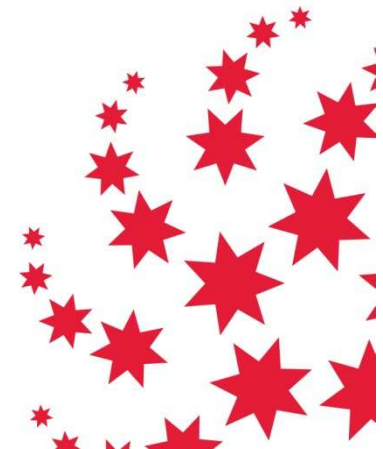
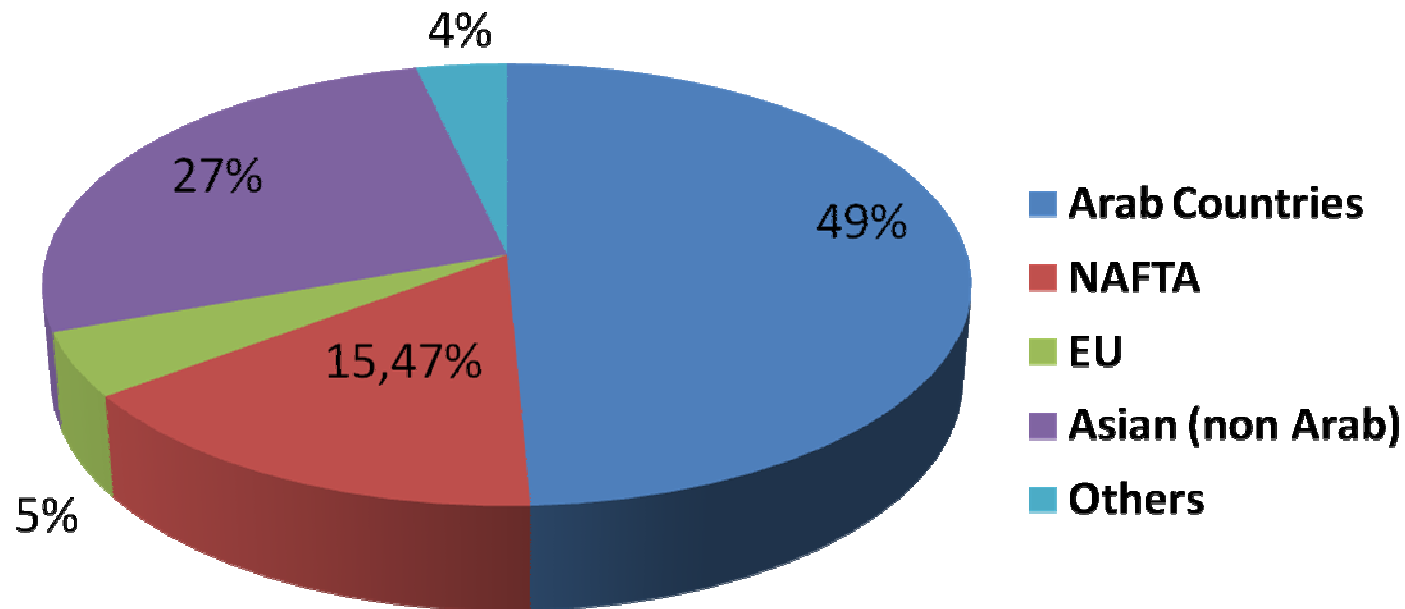


Jordan's export markets



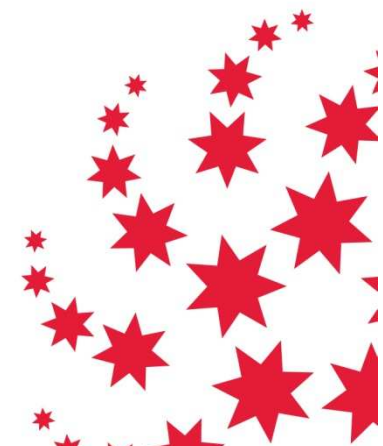
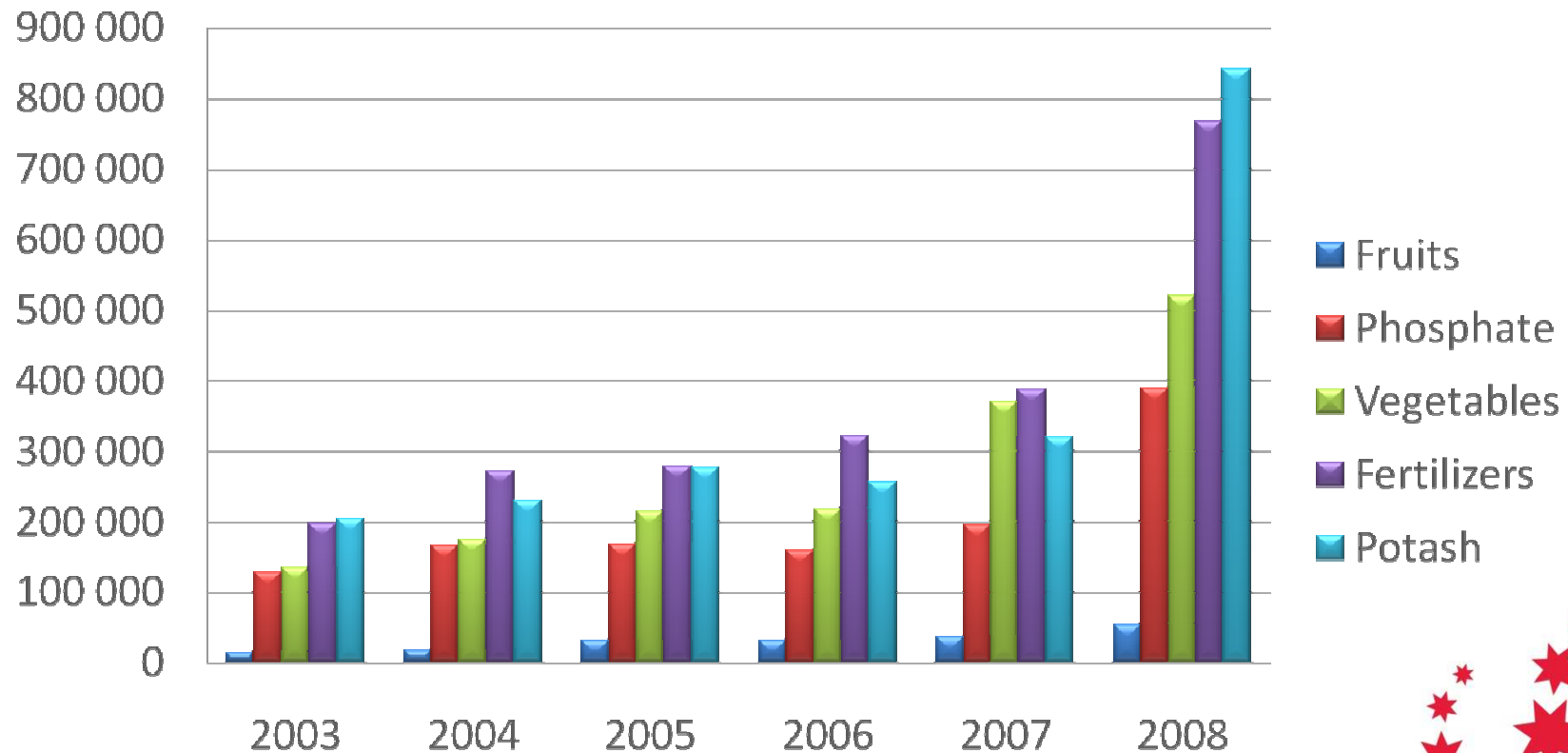


Exports Geographic Distribution 2011



Jordan Traditional Exports

2002 – 2008 (USD)

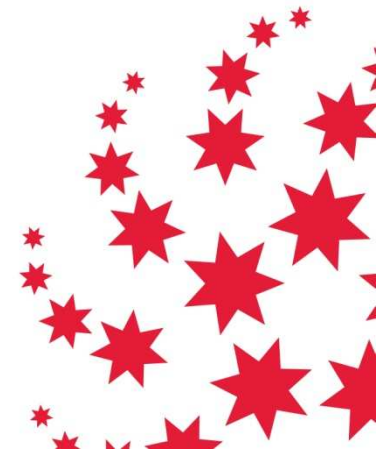




Jordanian industries



Leather & Textiles





Garment Exports

VICTORIA'S SECRET

JCPenney

Calvin Klein

Levi Strauss
SIGNATURE™



POLO JEANS CO.
RALPH LAUREN

Liz Claiborne®

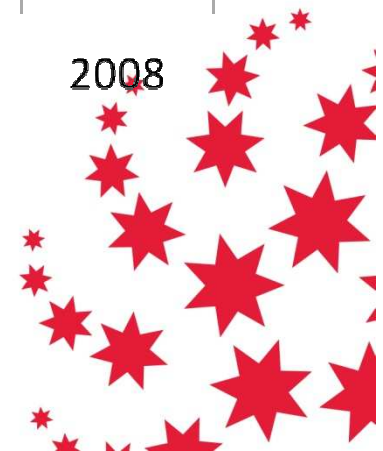
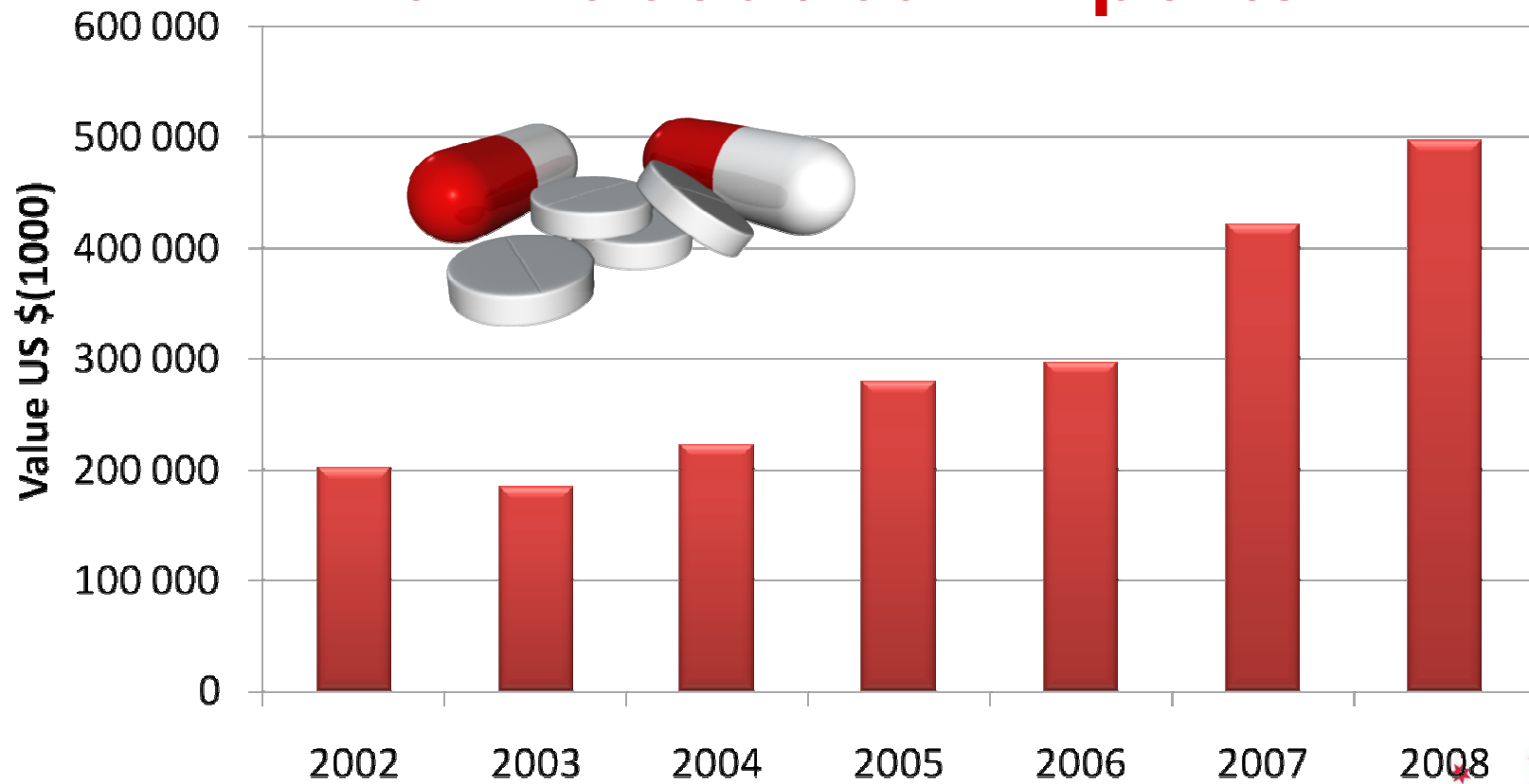
BANANA REPUBLIC

International Brands





Pharmaceutical Exports





Pharmaceutical Exports

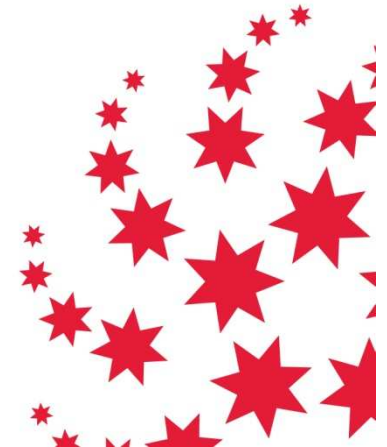




Pharmaceutical Sector

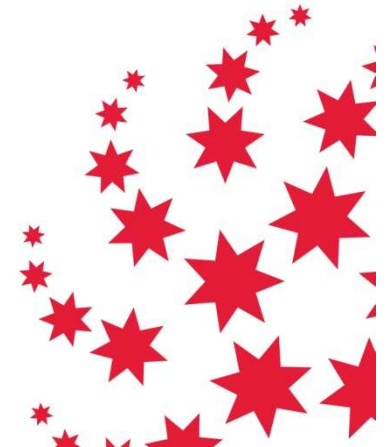
Success Story

Multinational pharmaceutical group, with a significant presence in the Middle East and North Africa region, the United States and Europe, selling 369 pharmaceutical products in 49 countries.



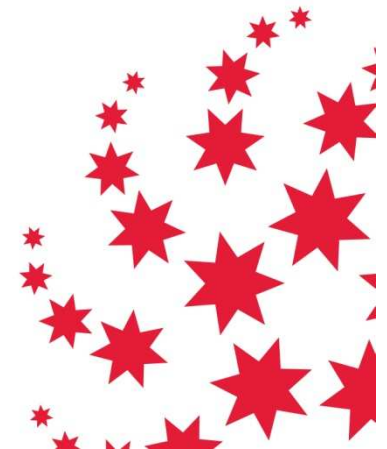
Agro- business Sector

- The Jordan Valley offers rich and fertile soil with a unique climate to the entire region.
- Highlands on the other hand, receive the highest rainfall in Jordan and is the most vegetated region in the country, suitable for olive trees, and tens of thousands of stone-fruit trees.
- Jordan is also the 8th producer of olive oil in the world.



Agro- business Sector

- The annual production of the food sector was 1.7 billion USD in 2006 (13% increase from 2005 - 12% Average Annual Growth in the past 5 years).
- 91% of export is mainly to the Middle East, followed with Asia and Western Europe.





Agro- business Sector Export

- **Exports:** Production, processing, preserving, and manufacturing of food and beverages includes: tobacco, olive oil, other types of oil, bakery products, meat and dairy products, chocolates, and beverages and finally, cut-flowers. .



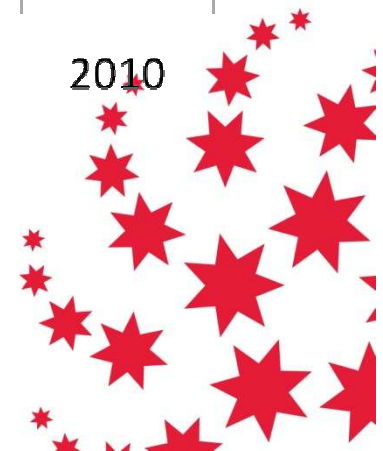
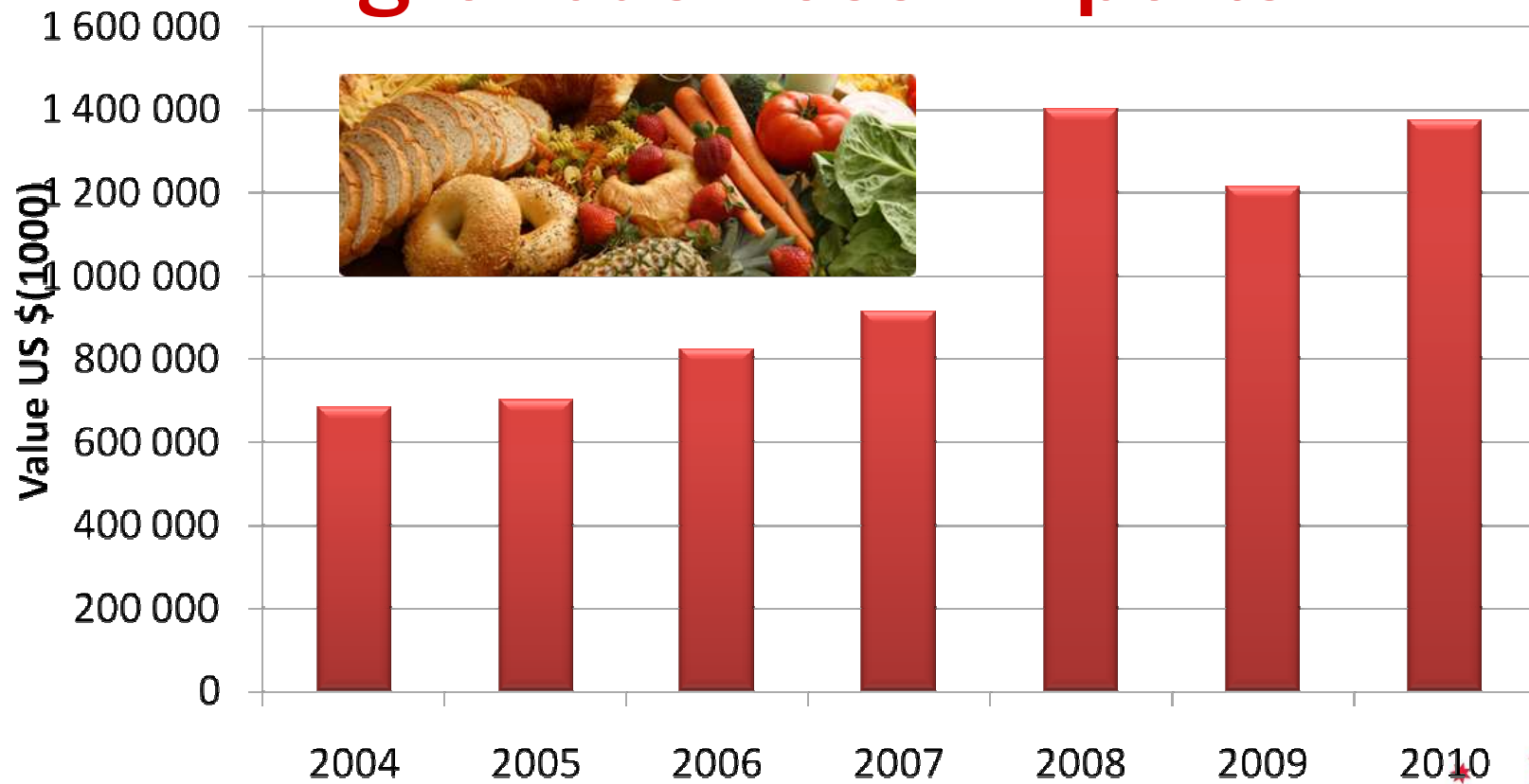


Agro- business Sector Export





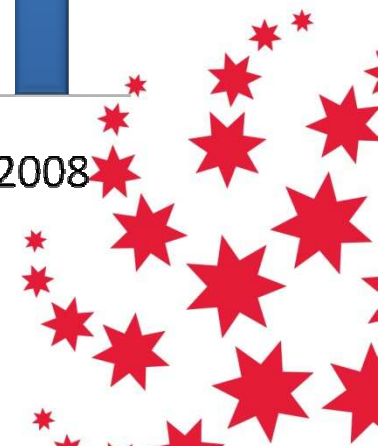
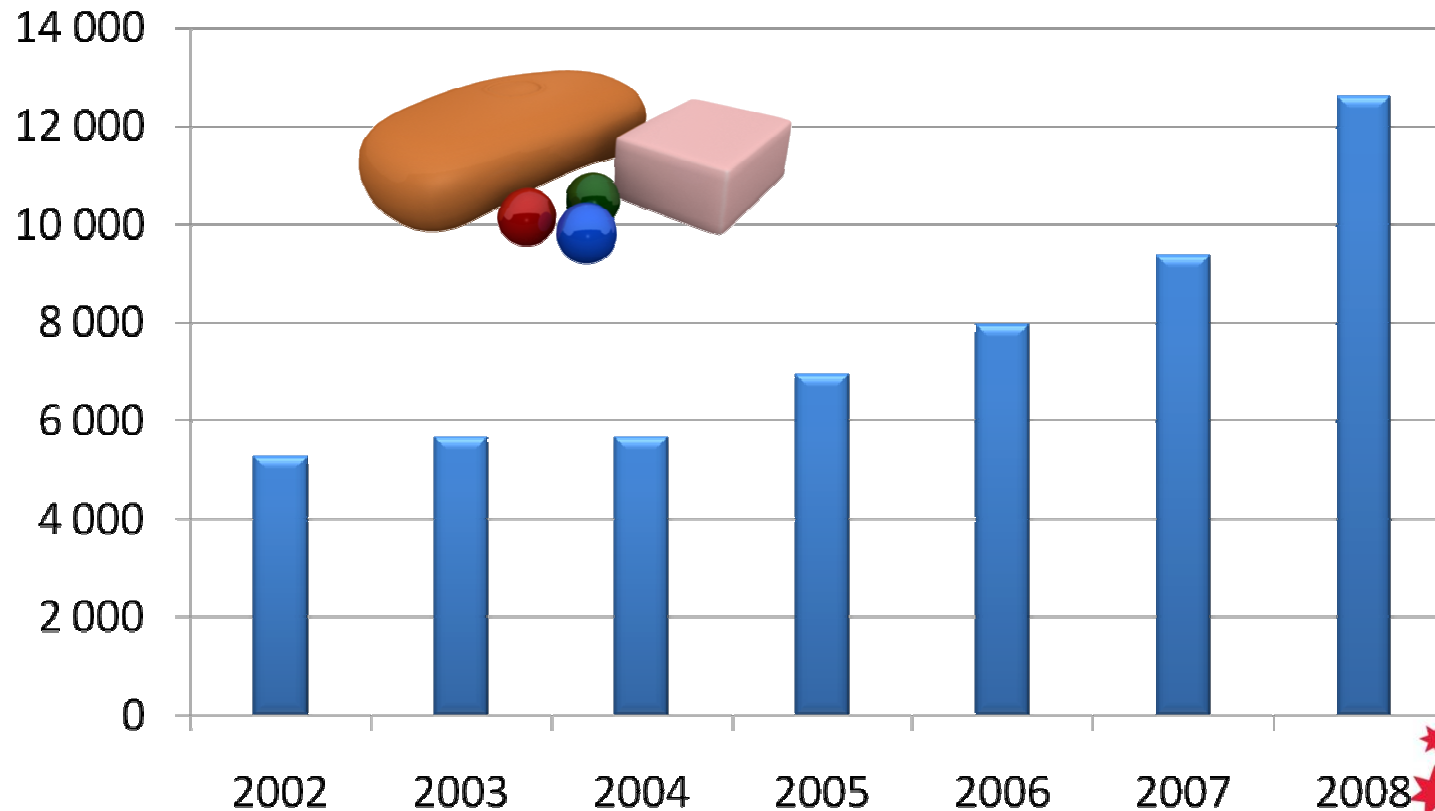
Agro- business Exports





Cosmetics & Dead Sea products

Value in USD





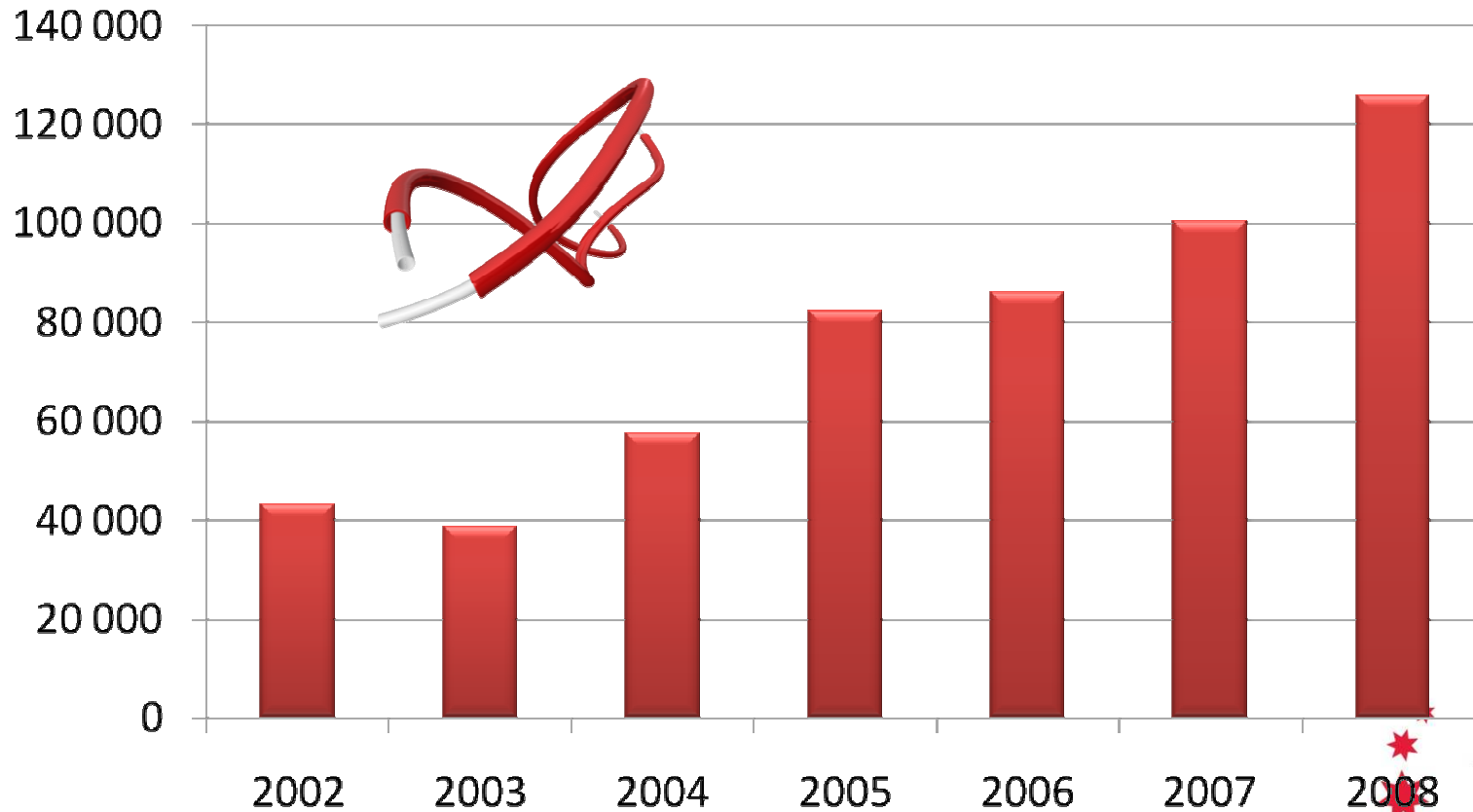
Chemical & Dead Sea sector





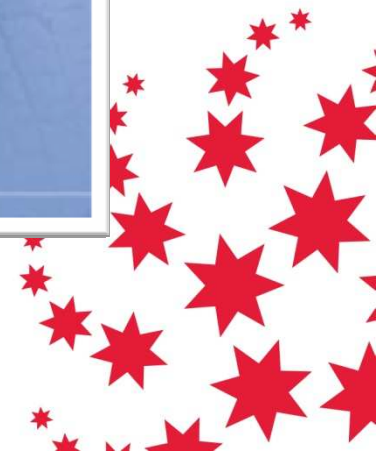
Plastic Export

Value in USD





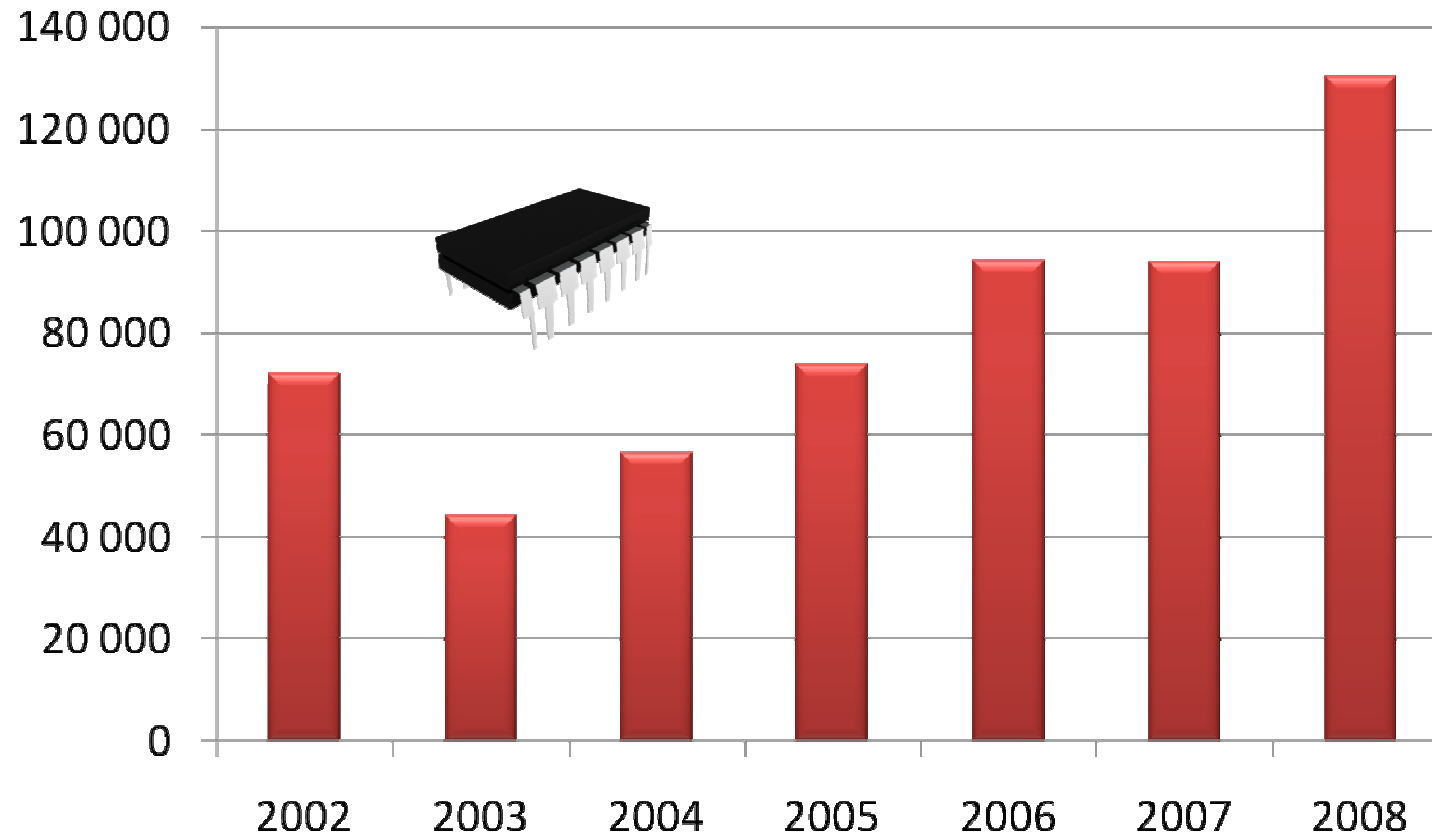
Plastic & Rubber Sector





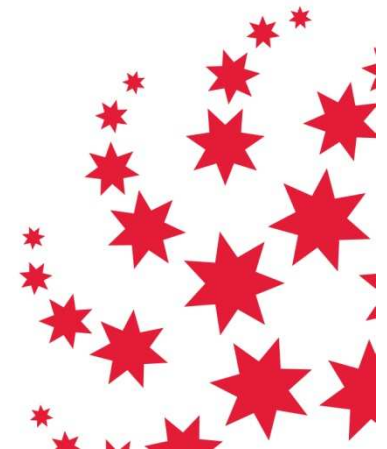
Home Appliances

Value in USD





Electrical Home Appliances

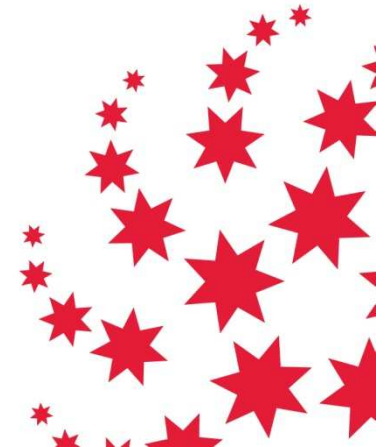
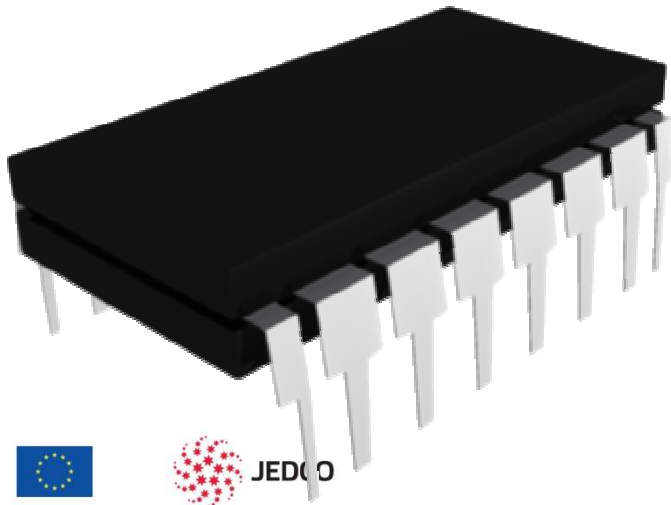




Electrical Home Appliances

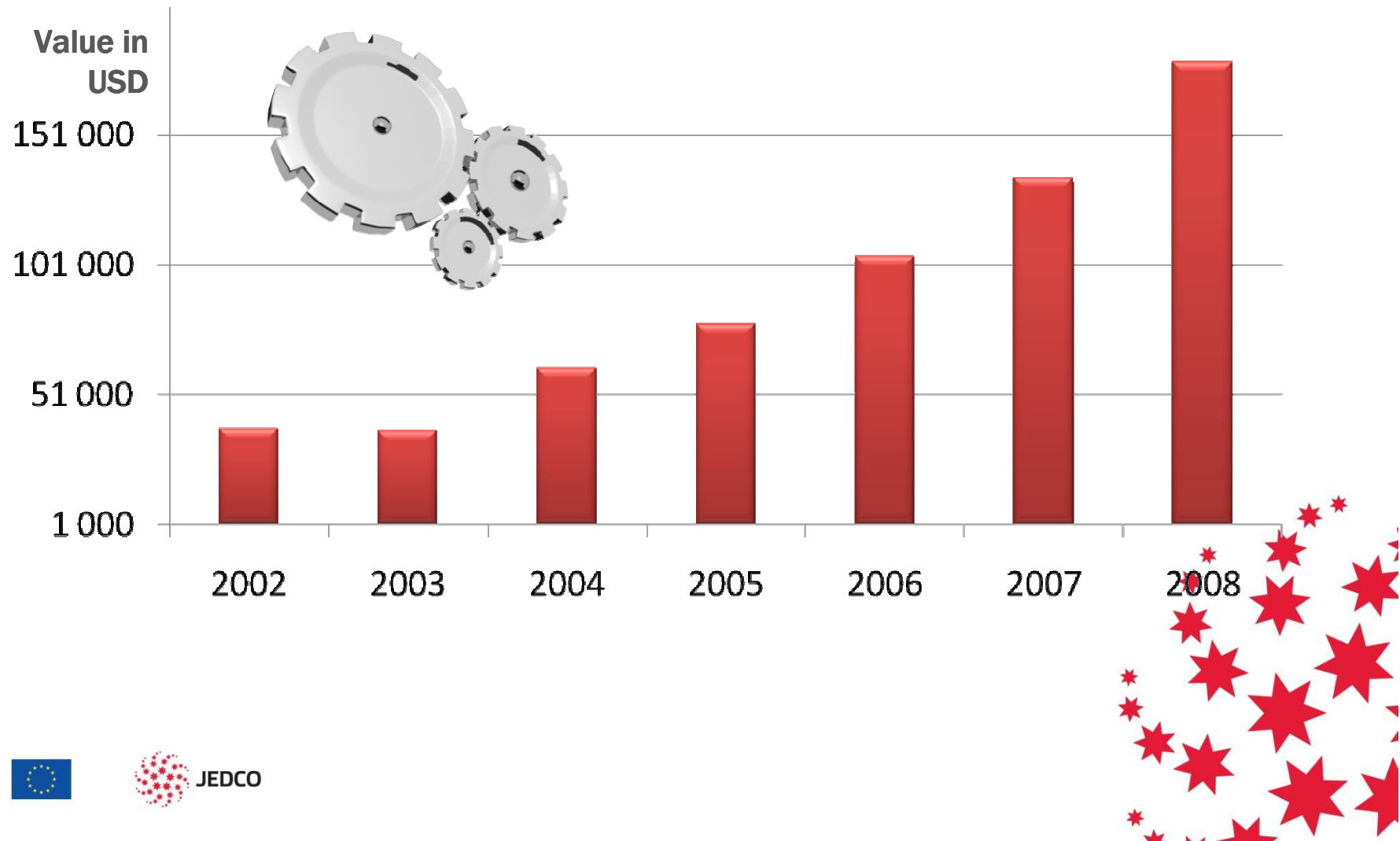
Success Story

New York Empire State Building and Los Angeles Airport are equipped with Jordanian Air-Conditioning Equipment.



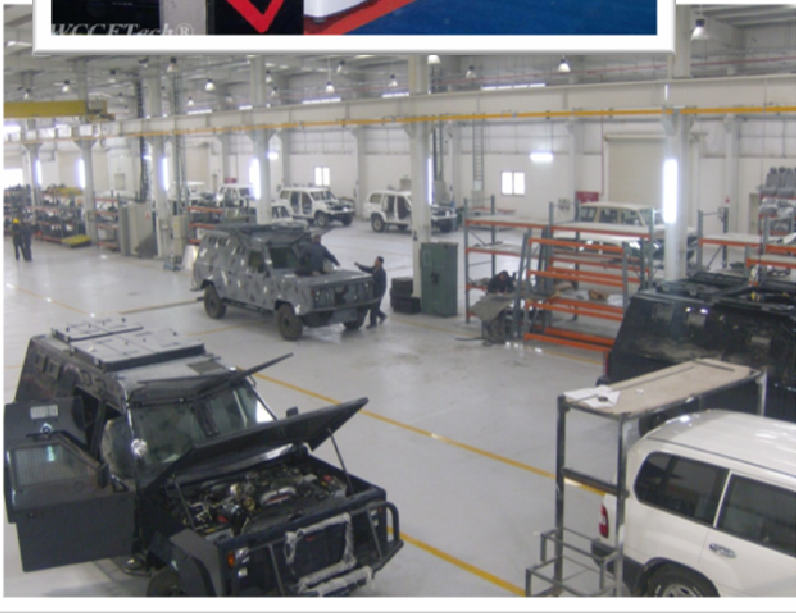


Electric Machinery & Equipment



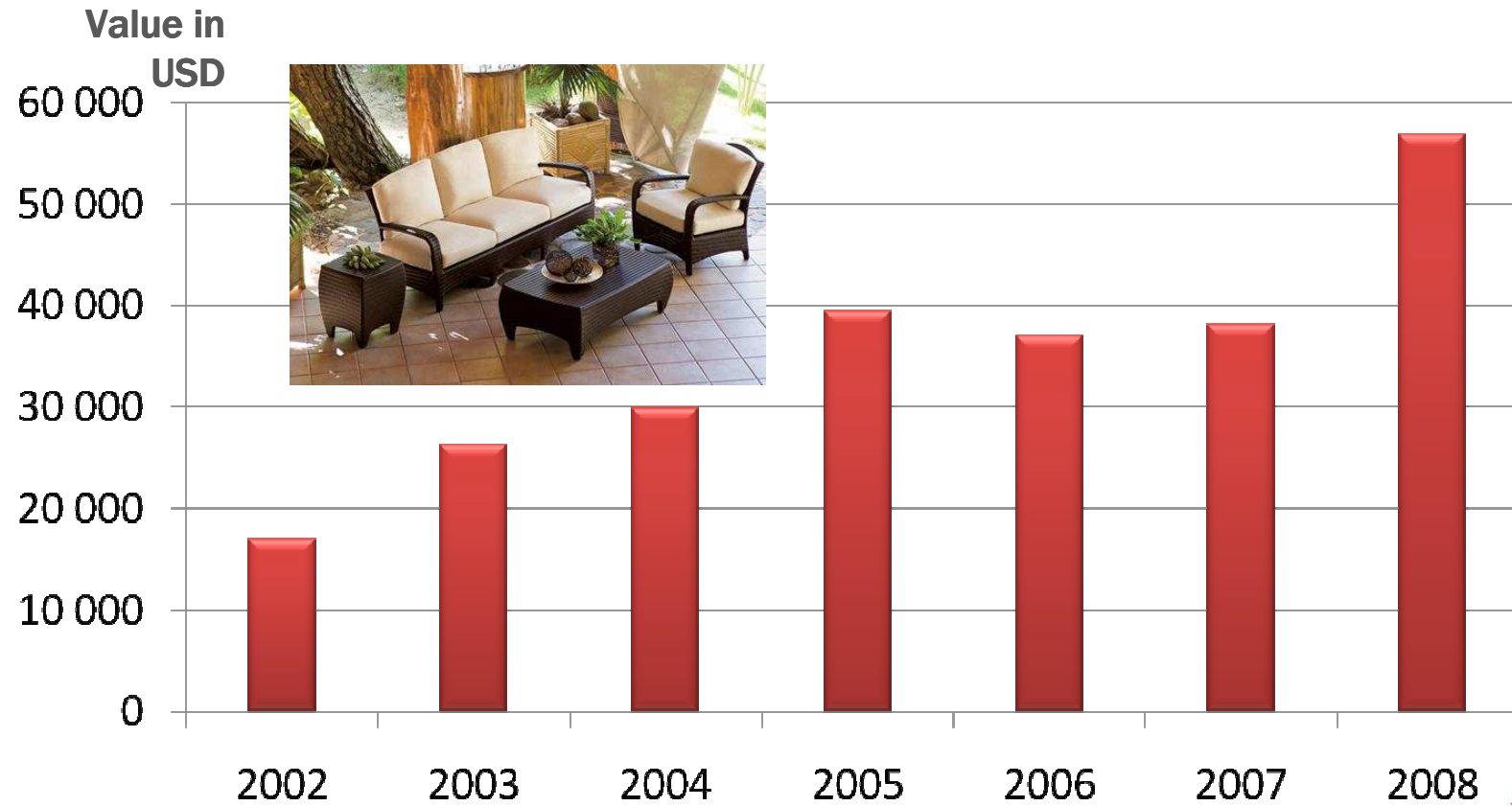


Electric Machinery & Equipment





Furniture





Furniture





Paper ,Carton & Packaging

Value in
USD

180 000

160 000

140 000

120 000

100 000

80 000

60 000

40 000

20 000

0

2002

2003

2004

2005

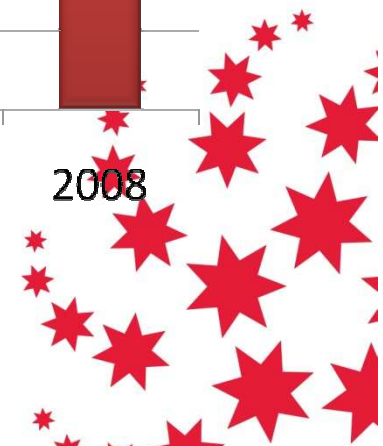
2006

2007

2008



JEDCO





Paper ,Carton & Packaging

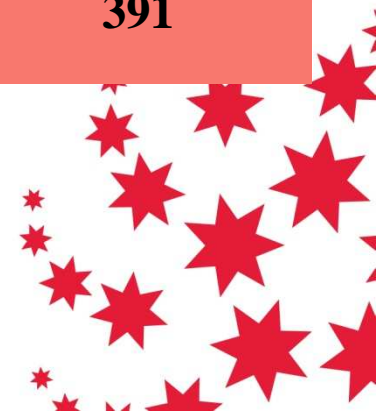




Export to Romania and Bulgaria

| Country * | 2007 | 2008 | 2009 | 2010 | 2011 | Growth Rate % 2011 |
|-----------|-------|-------|-------|--------|--------|--------------------------|
| Romania | 7,765 | 8,659 | 8,670 | 12,259 | 14,483 | 18 |
| Bulgaria | 3,293 | 4,875 | 4,419 | 5,465 | 26,865 | 391 |

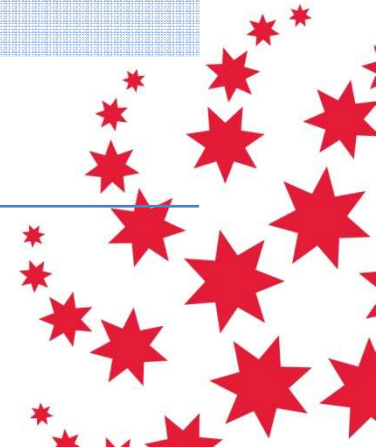
* Numbers in 000' JDs





Trade information

| Jordan Import from Bulgaria Million JDs | Jordan Exports to Bulgaria Million JDs |
|---|---|
| 16.356 | 26.865 |
| Commodities | Commodities |
| Timber and Articles Of Wood; | Vegetables & Fruit |
| Malt ; Starches ; Inulin , Wheat Gluten. | Phosphate |
| Paper and Carton | Waste and scrap metals |
| Others | Others |

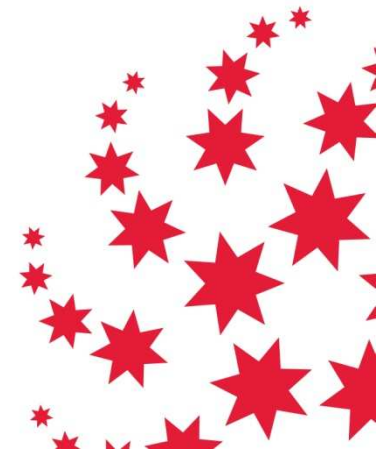




International Market Access

1. Member of WTO.
2. Jordan-US Free Trade Agreement (FTA).
3. Greater Arab Free Trade Agreement.
4. Euro-Jordanian Association Agreement.
5. Aghadir Agreement.
6. Jordan-EFTA FTA.
7. Jordan-Singapore FTA.

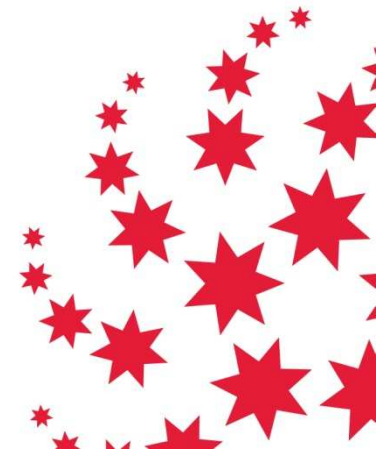
Access To One Billion Consumers...





The Food sector Market indicators

- More than 31,000 employees in F&B industry
- More than 3,400 agriculture students in Jordanian universities
- Highly competitive wages and talented workforce
- Several testing and inspection parties to ensure quality and safety standards
- Considerable size of packaging industry made up of 886 companies (in plastics, paper and paperboard, metal packaging, wood packaging and glass).





The Food sector Market indicators Contd.

- Jordan recognizes itself in using the most developed and modern technologies that helps in saving water, such as drip systems, automatic low discharge sprayers, mini sprinklers, etc. In addition to the techniques used to increase treated waster water used for irrigation which rached 177 Million Cubic Meter in 2010, and 219 MCM in 2020
- The sector comprises of 534 businesses. F&B cluster consisting of more than 30,000 companies with a cumulative turn-over of more than 1.2 million





Thank you



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