Business Initiation

Establishing business contacts for German companies in the field of Civil security technologies and services in Amman, Jordan
13-17 June 2020

From 13th to 17th June 2020, MENA Business GmbH, on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi), will initiate a business trip to Jordan. It is a project-related funding measure. It is part of the “Civil Security Technologies and Services” export initiative and is carried out as part of the BMWi brand development program for SMEs.

During the trip, German companies gain a comprehensive insight into specific business opportunities in the area of civil security technologies and services. The varied program in Amman offers industry-specific data and facts about the target market as well as individually organized first contact discussions with Jordanian business partners.

Target Market Jordan

Jordan has been a “hidden champion” for many companies for several years and stands for stability in the region. The country has solid economic growth (estimates for 2019 are an increase of 2.1%). It has become increasingly important as a trading hub for the neighbouring countries of Iraq and Syria. Germany is the country’s fourth most important trading partner. In 2018, goods worth 813.2 million euros were imported from Germany.

Due to repeated incidents on the borders with Syria and Iraq, the Jordanian security authorities have strengthened their civil security measures nationwide. In addition, the responsible authorities strive to keep their civil security technologies up to date.

The civil security sector in Jordan has great growth potential. Consulting and support skills, access controls, parking lot barriers, fire and alarm systems, audio and video surveillance, personnel protection and metal detector systems are required.

Numerous Jordanian companies are looking for new opportunities and are ready to work with German companies because of their high quality and know-how.
Civil security technologies and services

The civil security market in Jordan is divided into four segments: security equipment, personal protective equipment, security services and fire protection. Most of the devices required for this are imported.

On the commercial side, the demand for civil security equipment can be limited to three main areas: banking, residential and commercial construction, and tourism (hotels and resorts). In these areas, to which the Jordanian government has partially assigned the highest security level, there is strong demand for the import of both services (security advice, security concepts) and high-priced high-tech devices such as electronic access control systems.

A new and rapidly growing market in the civil security sector is the ICT security segment. With the increasing networking of devices and machines, the demand for civil security solutions increases in order to protect critical data more effectively from unwanted access.

Local market demand is driven by specialized trading agencies and is currently focused on the following segments:

1. security systems,
2. financial sector / electronic security,
3. Theft protection,
4. Public security.

In the coming years, many commercial residential and commercial projects with a substantial order volume are planned in Jordan, which require appropriate civil security equipment. There are a large number of tenders in the public sector. The areas of border security, traffic control, forensic laboratories and emergency and disaster command centers are particularly worth mentioning here.

Interesting new projects are emerging in Jordan: some major construction projects are already under construction, and others are planned. Current major projects include: The Ayla Oasis Resort in Aqaba with a contract volume of around USD 1 billion, Abdali commercial and residential district in Amman (USD 1 billion); Marsa Zayed Aqaba Port and Resort Project ($ 10 billion) and Saraya Aqaba Jordan Resort ($ 1 billion). These projects require advanced civil security equipment.

Services for the participants

- **Individual business appointments:** For the participating companies, individual business appointments with previously identified potential business partners and clients in the target country are agreed in advance of the trip.
- **Presentation:** As part of a presentation event in the target country, German companies will present themselves individually with a lecture to a selected foreign specialist audience consisting of representatives of companies, associations, and state institutions.
- **Visits to institutions and reference projects:** As part of the program, appointments will take place with the management of the selected companies and institutions.
- **Networking:** After the presentation event and during the visits, contacts can be made with the representatives of the Jordanian companies present.
- **Target market analysis:** Before the trip, the participating German companies receive a target market analysis (in German) about the industry in the target country that was specially created for the business initiation trip.
### Program*  

**Day 1, Saturday, June 13, 2020, arrival in Jordan**  
*Individual arrival from Germany (flight recommendations will be communicated by the operator)*

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**Day 2, Sunday, June 14, 2020, Amman, Jordan**  
*Transfer from the hotel to the Amman Chamber of Industry*

### Briefing of the German participants:  
General information on entering the Jordan market, presentation of the BMWi market development program

- **Welcome:**  
  - Amman Chamber of Industry  
  - DEinternational Egypt (AHK Ägypten)  
  - MENA Business GmbH  
  - Embassy of the Federal Republic of Germany in Jordan

#### Morning
- Short introduction round of the German participants  
- Welcome & presentation of the BMWi foreign market entry program and the export initiative "Civil Security Technologies and Services", BMWi Unit IVD3, Security and Defence Economics  
- Economic, political and regional information on Jordan, German-Jordanian economic relations  
- Information on the civil security technology sector in Jordan  
- Legal framework for doing business in Jordan, exporting to Jordan and importing from Jordan: logistics, customs duties and labeling requirements  
- Best practice report from a German company in Jordan

#### Noon
*Networking lunch with representatives of Jordanian companies and institutions*

### Presentation event
- Welcome  
- Special lecture: "The German Civil Security Technology and Services Sector"  
- Special lecture: "How to keep Jordan safe – The civil security market in Jordan"

#### Afternoon
- Individual presentations by German companies for representatives of Jordanian companies and institutions

**Individual B2B meetings between Jordanian and German companies.**

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**Day 3: Monday, June 15, 2020, Amman, Jordan**

### Vormittag
*Possible group appointments (according to the interests of the participants):*

- **Ministry of Industry:** Meeting in the Ministry of Industry, Trade and Supply ([http://mit.gov.jo/](http://mit.gov.jo)): Presentation of the need for civil security technology  
- **Visit to JoSecure International** ([http://josecure.com](http://josecure.com)): Presentation of the company, B2B talks  
  - JoSecure is a subsidiary of the KADDB Investment Group (KIG), which was founded in 2004 to provide security services to state and national private and public institutions; The company specializes in providing electronic security by offering integrated security systems, equipment and technical advisory services.  
- **Guided Tour durch den Queen Alia International Airport**  
- **Visit to the Joramco Academy, meeting with the management** ([http://www.joramco.com.jo/](http://www.joramco.com.jo/))  
  - Among other things, Joramco offers operators at Queen Alia International Airport a 24-hour maintenance service. The technicians are qualified for maintenance release in accordance with local JCARC approval regulations, EASA and FAA regulations. The services include daily and weekly controls, technical handling, pre-departure inspections and transit controls.

### Afternoon
*Individual B2B meetings with Jordanian business partners.*

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**Day 4: Tuesday, June 16, 2020, Amman, Jordan**

### Morning
*Individual B2B meetings with Jordanian companies and institutions*

### Afternoon
*Alternative option: Project visits according to the interests of the participants*

### Evening
*Individual evaluation talks with the participants on the results of the appointments*

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**Day 5: Wednesday, June 17, 2020, individual return journey from Queen Alia International Airport to Germany**

*Return flight to Germany*

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*Preliminary program: subject to change.*
Registration, conditions of participation and general information

The target group are small and medium-sized enterprises (SMEs), self-employed in the commercial sector, as well as freelancers and business-related service providers with business operations in Germany (companies) in the fields of civil security technologies and services.

The project is part of the BMWi foreign market entry program for SMEs and is subject to the de-minimis-regulations of the EU. Depending on the size of the company, the companies' own contribution to participating in the project is:

- EUR 500 (net) for participants with an annual turnover of less than EUR 2 million and fewer than 10 employees.
- EUR 750 (net) for participants with an annual turnover of less than EUR 50 million and fewer than 500 employees.
- EUR 1,000 (net) for participants with an annual turnover of EUR 50 million or more than 500 employees.

Travel, accommodation and subsistence costs are to be paid by the participants.

For all participants, the individual advisory services are certified in accordance with the EU De-minimis-regulation. A maximum of 12 companies can participate. Registrations are considered in order of receipt, with SMEs taking precedence over large companies.

If the number of participants is too small, the organizer can cancel the trip. There is no entitlement to reimbursement of default costs. The organizer reserves the right to change the program for urgent reasons. The own contribution applies per company. If you cancel after the registration deadline, 100% of your own contribution will be charged as a cancellation fee.

By signing the registration, you agree that your personal data in the context of the preparation, implementation and follow-up of the event in accordance with Art. 6 Para. 1 EU GDPR of MENA Business GmbH (MENA), the AHK Egypt (AHK) and the Federal Office of Economics and Export Control (BAFA) are saved and processed.

Your data (name, function, institution) may be published in a participant list and made available to the other participants.

You agree that MENA and the AHK may use your data for further contact within the scope of the above. Store and use the event and for information about future events for two years.

You agree that photos taken by and with you during the event may be used for the public relations work of MENA and the AHK, also for publication on their websites.

The data will not be used for commercial purposes. The permission granted can be revoked at any time at info@mena-business.com, and info@ahk-menaw.com. Your data will then be deleted immediately.

I have read BAFA's information on data protection based on the new data protection regulation (GDPR) (see last page of this flyer).

An overview of other projects in the BMWi foreign market entry program for SMEs can be found at www.ixpos.de/markterschliessung.

I / We take part in the business initiation trip for German entrepreneurs from the field of civil security technologies and services to Jordan from June 13th to 17th, 2020 according to the conditions of participation known to me / us:

First and Last Name

Position in the company

Name of the company

Branch

Address of the company

Tel./Fax

E-Mail

Website of the company

Date, Signature

Company stamp

Registration deadline: 27 March 2020

Please send this registration and the participant declaration ("Erklärung", see penultimate page of this flyer) completely filled out and signed as an email or by post to:

MENA Business GmbH
Johannes Wingler
Charlottenstraße 16
10117 Berlin;
Fax: 030-20 64 81 77
wingler@mena-business.com
www.mena-business.com
Implementing organisation:

MENA Business GmbH works in close cooperation with the German Chambers of Commerce Abroad (AHKs) in the MENA region (Middle East and North Africa) and regularly conducts projects of the BMWi market development program for SMEs.

Cooperation partner:

The German-Arab Chamber of Commerce and Industry (DAIHK, AHK Egypt), based in Cairo, has been involved in arranging German-Egyptian business contacts in the target country Egypt since 1951. With more than 2,600 member companies, it is the largest bilateral economic organization in the context of German-Arab relations. It plays a central role in the economic cooperation between Egypt and Germany.

The Amman Chamber of Industry (ACI), founded in 1962, focuses on Jordan’s industrial sector and has around 8,000 members. The ACI represents the perspective and interests of its members in economic and general issues. This applies in particular to the areas in which ACI works with ministries and other relevant authorities.

The BDSW - BUNDESVERBAND DER SICHERHEITSWIRTSCHAFT - represents the interests of the security industry vis-à-vis politicians and authorities, as well as science and business. The security industry makes around 267,000 employees, including 37,000 in the field of aviation security and money and value - an indispensable contribution to Germany’s internal security.