PULSE

November 18, 2019

Ministry of Foreign Affairs and Expatriates

Economic Affairs Unit



Subject: International Food and Technology Expo INFTEXPO 2020

Dear Sir,

Referring to the above Subject for inquiries to inform you that we are organizing The International Food and Technology Expo INFTEXPO 2020.

We are pleased to invite **The Republic of Turkey to participate in The International Food and Technology Expo INFTEXPO 2020** to be held from **1st of July, 2020 till the 4th of July, 2020 at Ammam, Jordon.**

The International Food and Technology Expo INFTEXPO 2020 is first exhibition of its kind in Jordan specializes in food, beverages, packaging and machines, which will start from 1/7/2020 to 4/7/2020 and held at the Amman International Motor Show - Airport Street with unprecedented international participation, with comprehensive media and advertising coverage.

INFTEXPO's idea is to bring together traders, importers and industrialists of food, beverages and packaging in one place. It is the first forum of its kind in the region for all food and beverage industry professionals in Jordan and the Middle East.

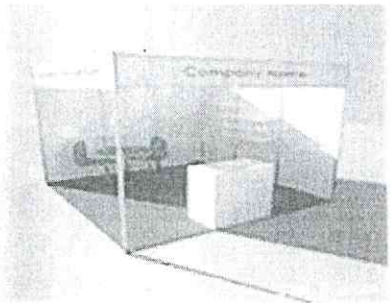
Exhibition Type	Location	Duration	Exhibition Name	NO.
B2B	Amman International Motor Show Halls	2020/7/4-1	International Food and Technology Expo INFTEXPO 2020	1

Based on the vision of the exhibition to target international participation, businessmen and factory owners from inside and outside Jordan will be invited to visit and participate in the exhibition to exchange experiences and goods among themselves.

This call comes in the context of economic and commercial cooperation with **The Republic of Turkey** to execute the Turkish national pavilion in the food, beverage, packaging and

Machinery sectors, knowing your important role in developing importing and exporting from Turkey to Jordan.

Target sectors and participation in the exhibition (- live animals, animal products and meat, fruit and vegetables and processed products, cocoa products, chocolate, sugar, confectionery, oriental sweets and sweetness, dairy products, cereals, flour, starch, pastry, bakery products, potato chips, corn, soft drinks, juices, vinegar, mineral water, tobacco substitutes Manufactured tobacco, spices, condiments, salt, flavorings, packaging, brands, Machines).



For more information contact the organizer at

Phone: **00962777372414**

Email: Project.manager@pulsejo.net

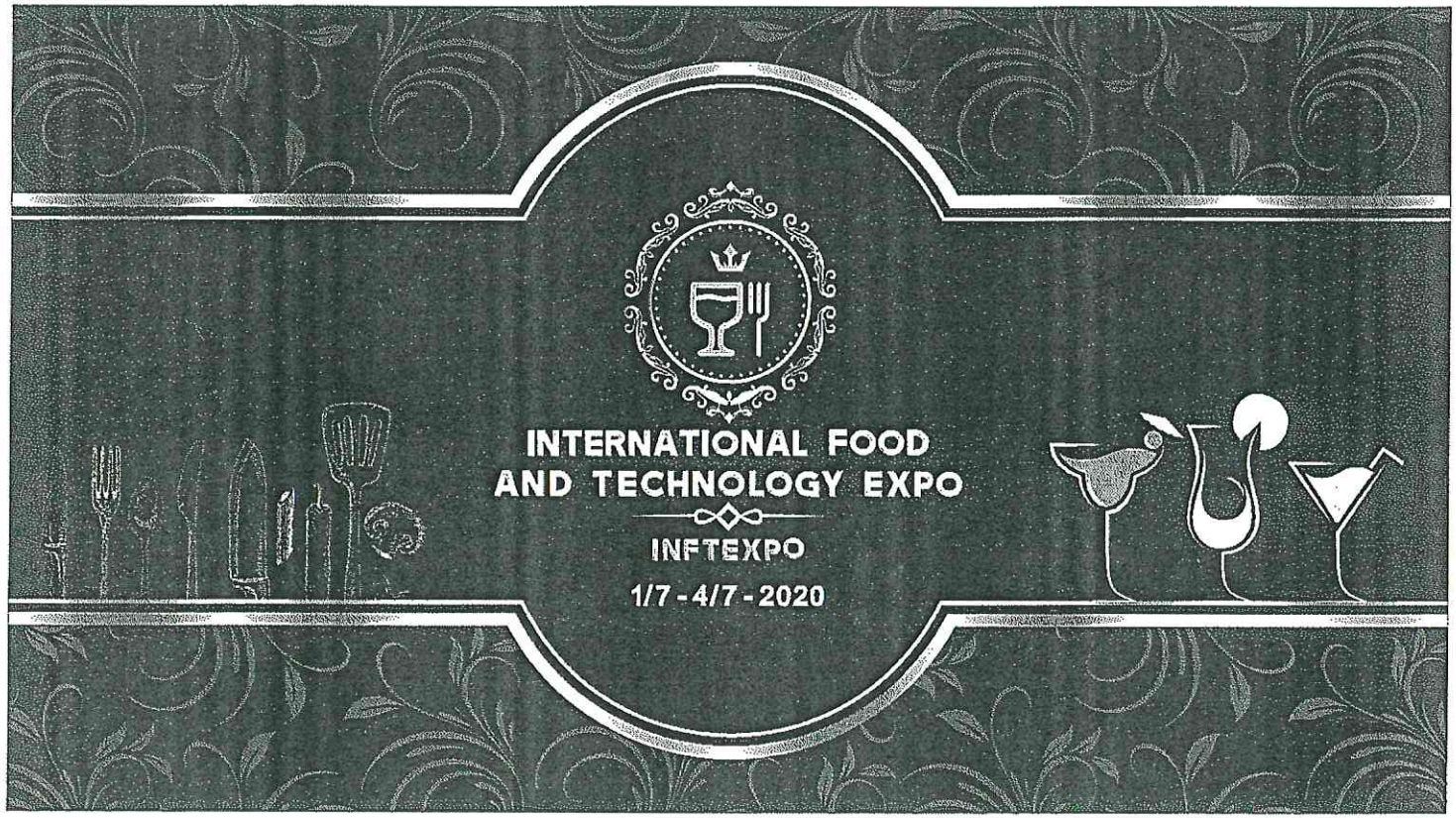
Website: http://inftexpo.com

Yours sincerely,

General Manager

LeeAnne Shqerat

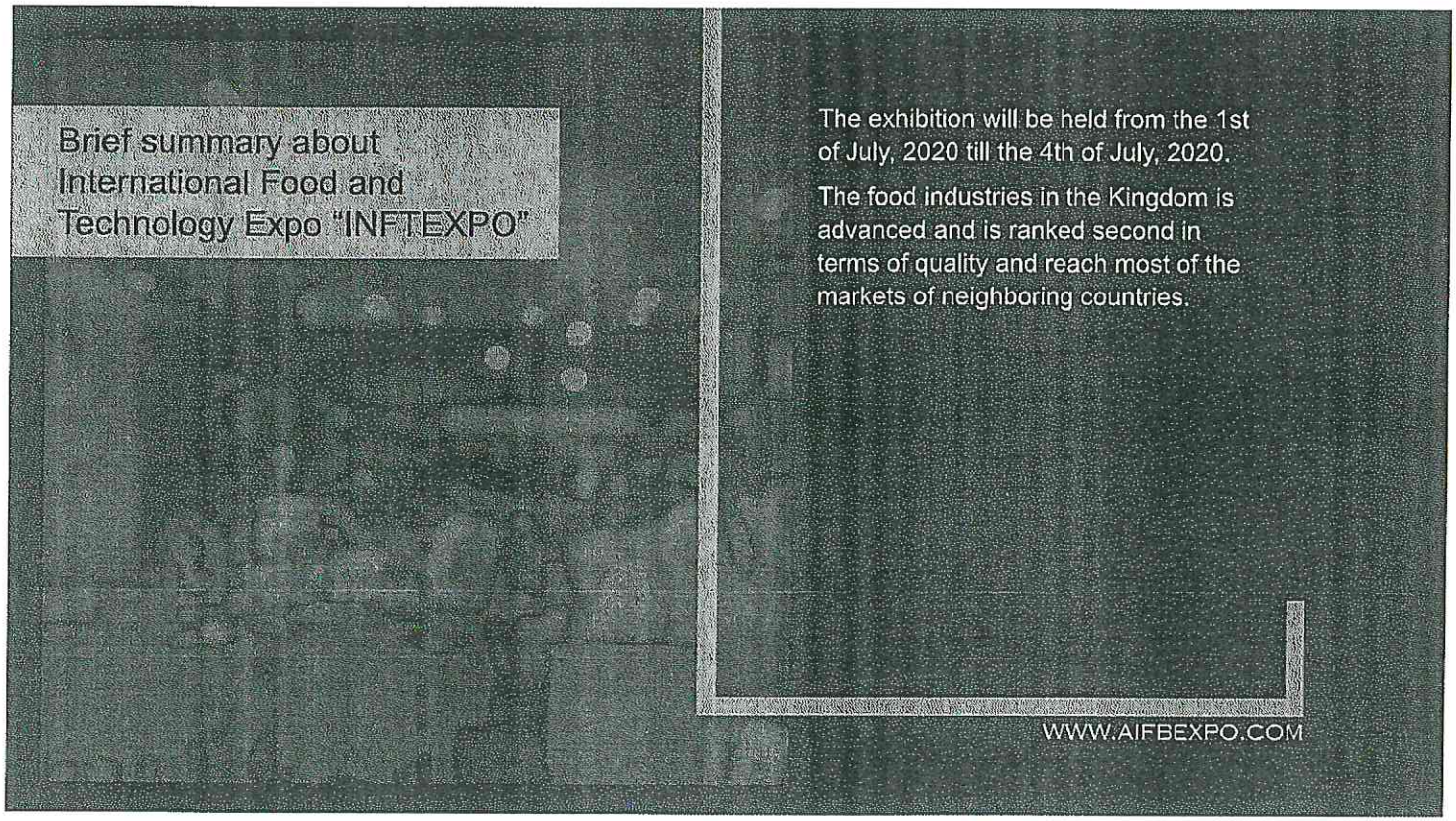
نبض الدولية للمعارض والمؤتمرات
Pulse International For Organizing
Exhibitions& Conferences


INTERNATIONAL FOOD
AND TECHNOLOGY EXPO
INFTEXPO
1/7 - 4/7 - 2020

Brief summary about International Food and Technology Expo "INFTEXPO"

International Food and Technology Expo 2020, will be held in Amman – The Hashemite Kingdom of Jordan, where the world of food industry is preparing to learn the new and modern in the food and beverage industry and technical trends. The exhibition will be held at the Amman International Motor Show Halls for the first time in the kingdom and will be organized by Pulse Media for Organizing Exhibitions and Conferences.

With the cooperation of the Syndicate of food traders in Jordan, there will be 100 leading companies in the sectors exhibiting locally and internationally.


Brief summary about
International Food and
Technology Expo "INFTEXPO"
The exhibition will be held from the 1st of July, 2020 till the 4th of July, 2020.
The food industries in the Kingdom is advanced and is ranked second in terms of quality and reach most of the markets of neighboring countries.
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The volume of investments in the sector of food, supply, agricultural and livestock industries amounted to one billion dollars.

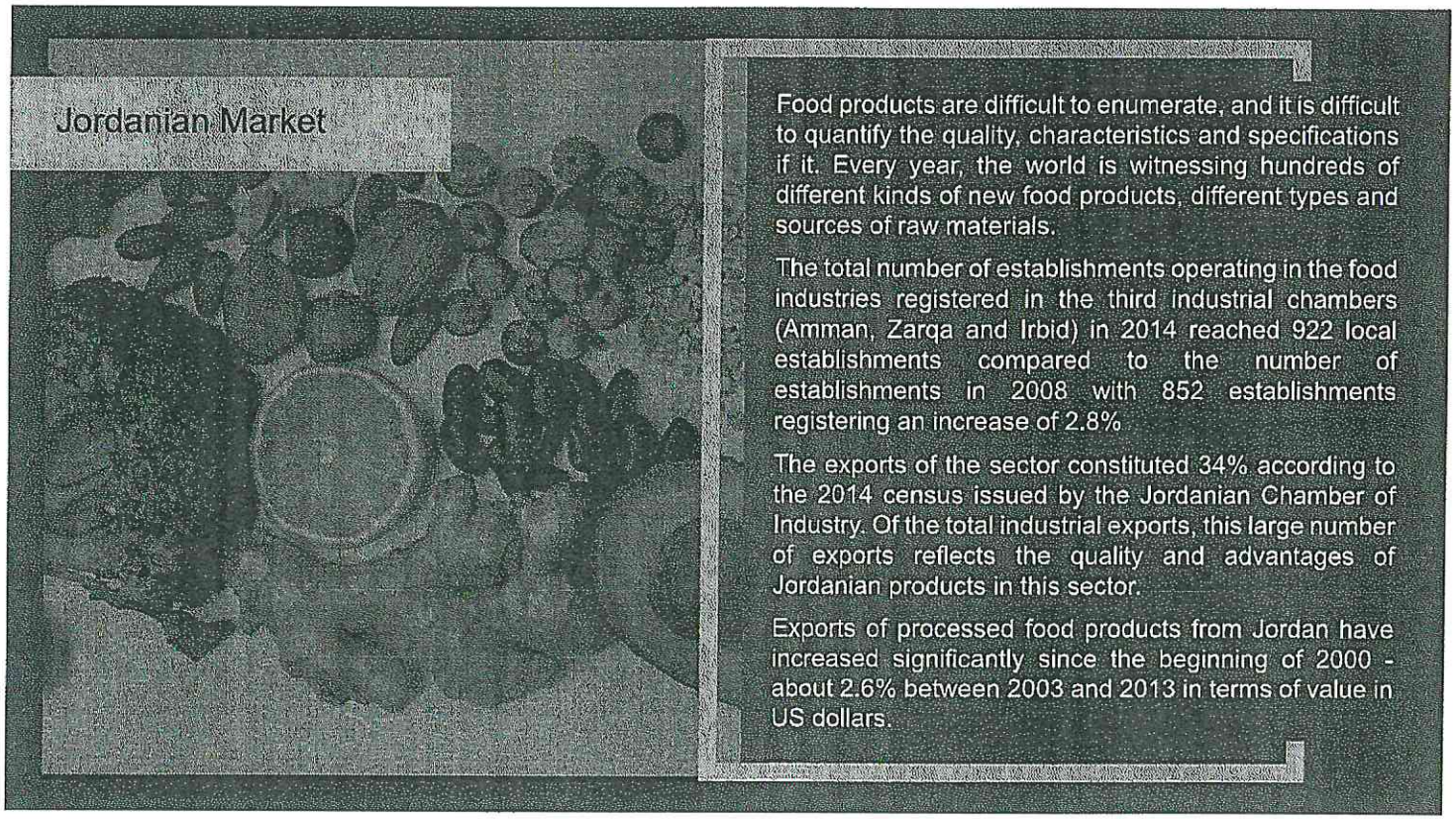
Jordan's imports of processed foods far outweigh its exports; much of this is due to the importation of low-processed food products based on agricultural outputs that the Jordanian agricultural sector cannot produce competitive quantities.

The volume of imports of foodstuffs from the Kingdom during the years 2010 to 2014, and these values include all food imports of grains and other animals as well as food and food industries, which represent the share of domestic consumption of food from the origin of foreign.

The volume of imports of foodstuffs, in million dinars

	2010	2011	2012	2013	2014
Food and live animals	1,681.6	2,059.6	2,275.2	2,407.5	2,545.1
Beverages and tobacco	100.7	102.7	101.6	129.5	134.8
Total	1,782.3	2,162.3	2,376.8	2,537	2,679.9

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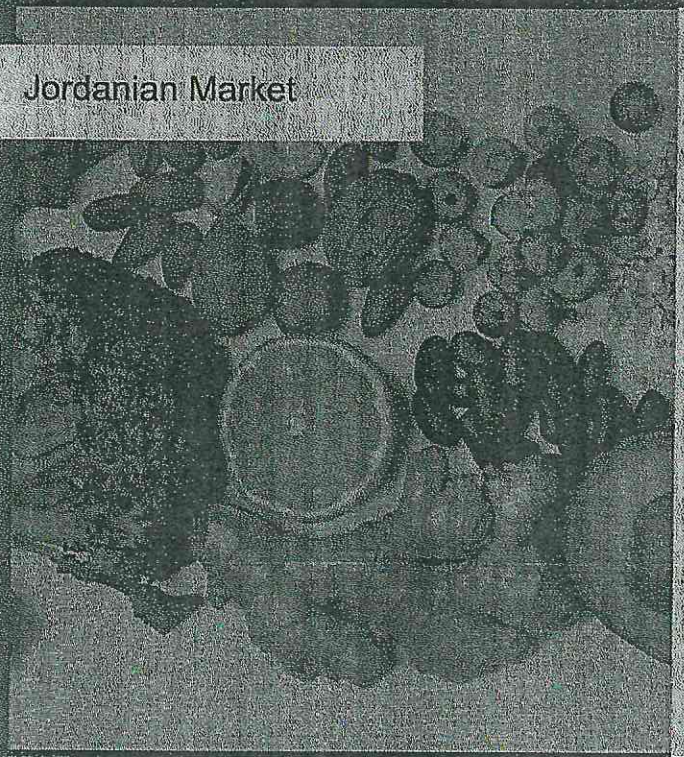
Food products are difficult to enumerate, and it is difficult to quantify the quality, characteristics and specifications if it. Every year, the world is witnessing hundreds of different kinds of new food products, different types and sources of raw materials.

The total number of establishments operating in the food industries registered in the third industrial chambers (Amman, Zarqa and Irbid) in 2014 reached 922 local establishments compared to the number of establishments in 2008 with 852 establishments registering an increase of 2.8%

The exports of the sector constituted 34% according to the 2014 census issued by the Jordanian Chamber of Industry. Of the total industrial exports, this large number of exports reflects the quality and advantages of Jordanian products in this sector.

Exports of processed food products from Jordan have increased significantly since the beginning of 2000 - about 2.6% between 2003 and 2013 in terms of value in US dollars.

Jordanian Market

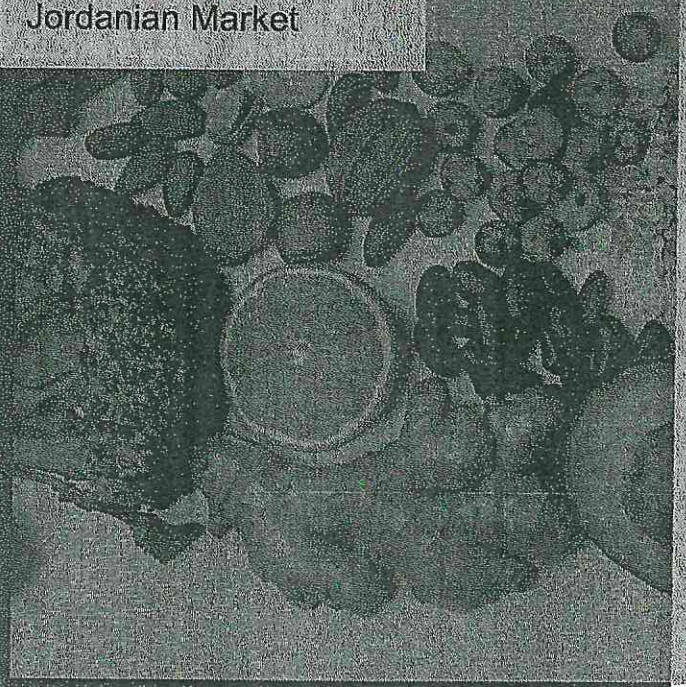


Jordan's imports of processed foods far exceed its exports - US $ 2,170 million of imports in 2013 compared to US $ 535 million in exports.

Much of this is due to the importation of low-processed food products based on agricultural outputs that the Jordanian agricultural sector cannot produce competitive quantities such as cows, sugar, processed grains and oils (other than olive oil) such as sunflower oil and palm oil. While the dairy sector in Jordan is strong and vital for a country with little water, for many types of dairy products it is in a disadvantageous position to compare with countries with more favorable climatic conditions for the dairy industry and as a result Jordan imports more than five times the value of its products Dairy products.

As a result, imports of processed foods come to Jordan from a wide range of countries. The main suppliers of "food supplies" in the region are Saudi Arabia, Egypt and the United Arab Emirates, which have similar food sectors in many respects to those of Jordan. The EU

Jordanian Market



countries, if taken overall, are also major suppliers of processed food, including "food equipment", although only the Netherlands are among the top 10 suppliers. Equally important are suppliers of low-processed food commodities such as meat and milk. The main suppliers are Brazil, the United States, Argentina and Australia.

The Food, Supplies, Agricultural and Livestock industry sector is one of the most important Jordanian industrial sectors which has a multiplicity and diversity of products offered in local markets. Such products are permanently linked with the consumer's health and safety as food items constitute a major source for the energy, as well as the building up of the human body since they contain proteins, fats, sugars, starches in addition to vitamins and minerals. This sector has many advantages that are intertwined and interconnected with several other industrial sectors and that serve to form an associative kind of integration with other sectors. This sector is one of the most significant pillars of food security, as it works to increase the added value of the agricultural sector.

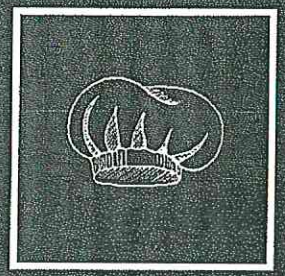
Targeted participating companies in the exhibition:

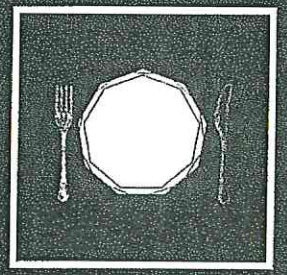
The Food, Supplies, Agricultural and Livestock industry sector includes the following sub-sectors:

- Live animals and animal products and meat.
- Fruits, vegetables and processed products.
- Cocoa and chocolate, sugar, candy, desserts and Eastern sweet products.
- Dairy products.
- Cereals, flour, starch, pastry and bakery products, potato chips and corn.
- Beverages, soft drinks, juices, vinegar and mineral water.
- Spices, salt and flavorings.
- Franchise.
- Machineries.

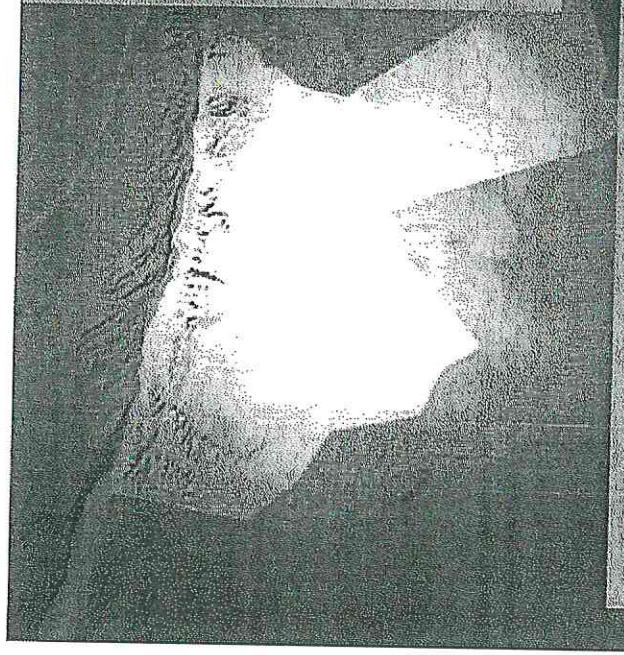
Exhibition concept and aim

The concept of Amman International Food & Beverage Exhibition is based on providing exhibitors and consumers needs all under one roof and to participate efficiently in the exhibition, as it gives the chance to International exhibitors to display their products in the local and regional market, meet businessmen to bound their relations, get new customers and to explore new techniques.





Jordan's Economic Importance

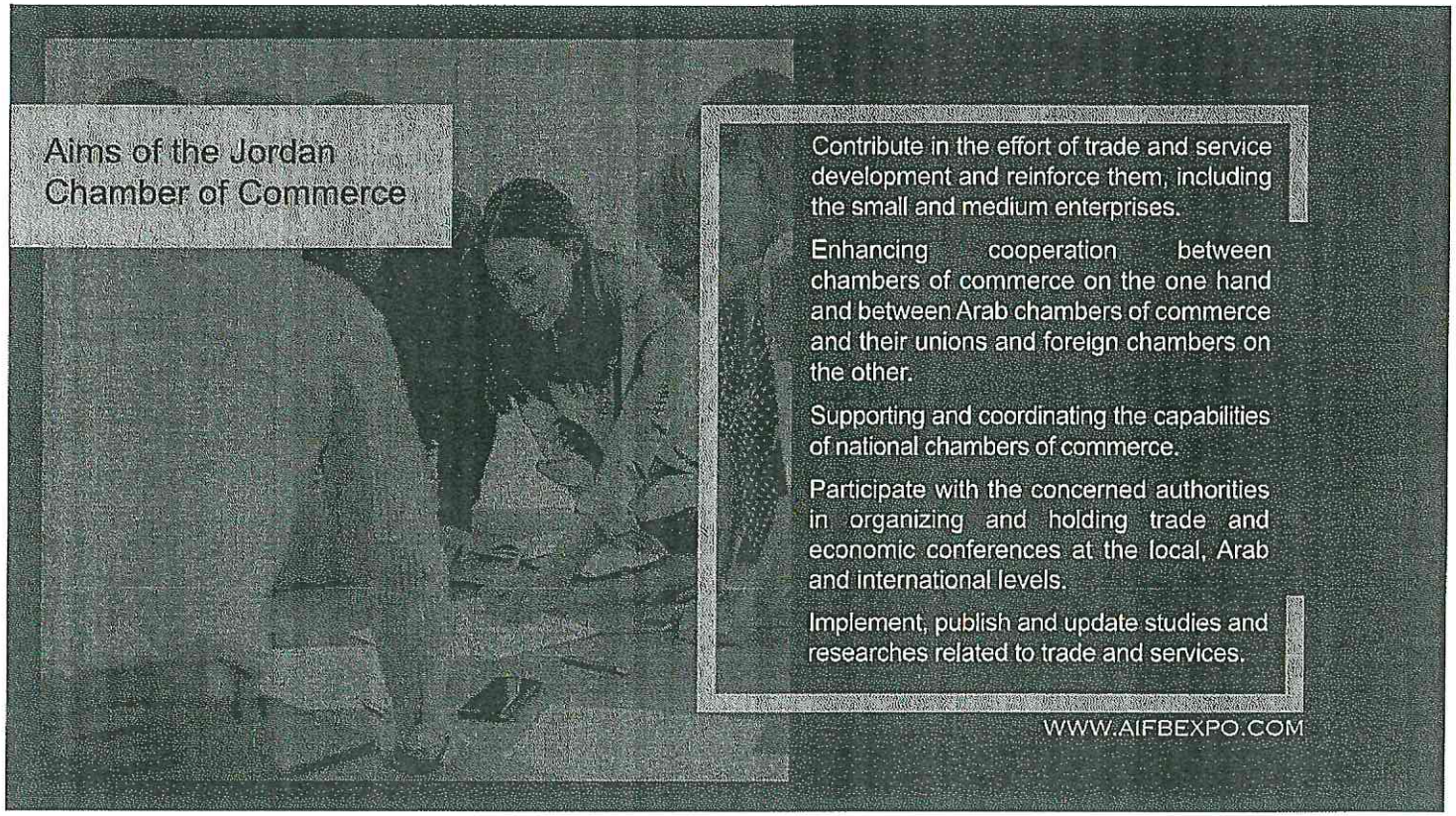


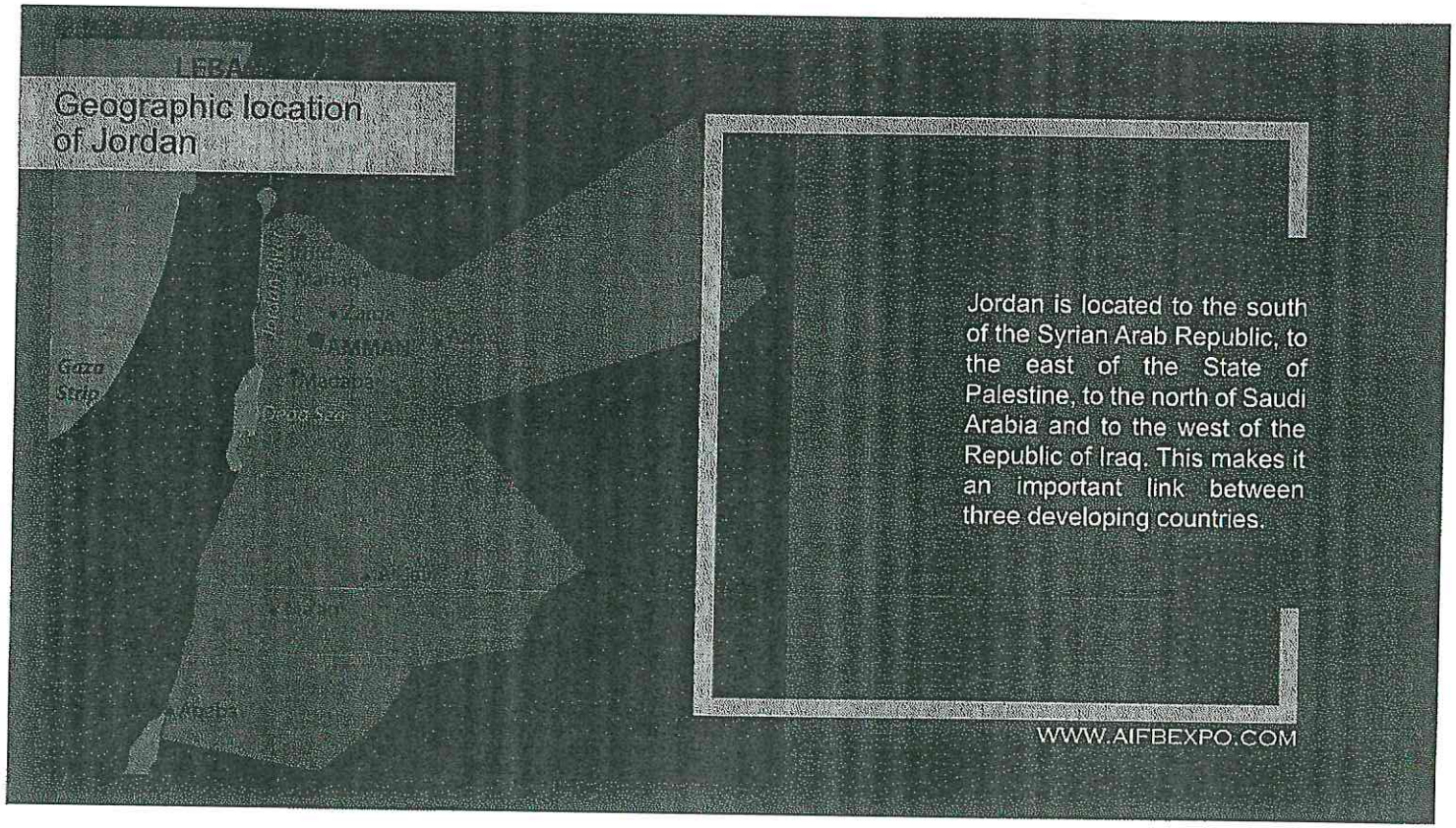
Jordan has a sound and resilient economy which gives it the capability of adapting to local and regional shocks and to achieve growth at stable and sustainable rates.

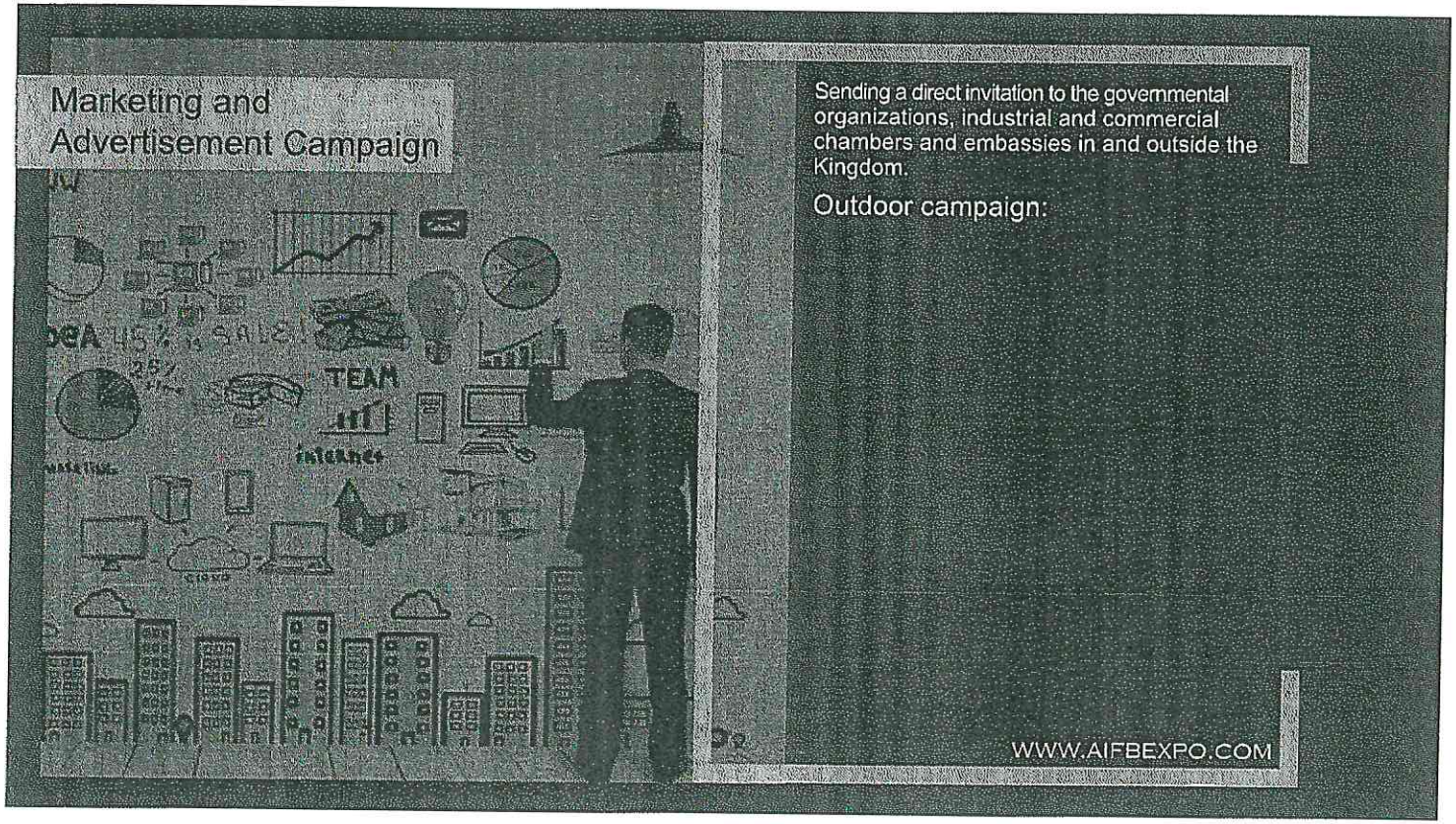
Despite the fact that the global economy is engaged in a struggle with three economic and financial crises not seen in terms of economic growth rates especially for emerging and developing economies and deterioration of the indicators of financial strength in international credit markets.

However, the national economy continues to perform strongly in many of its financial and sectoral indicators, including economic growth.

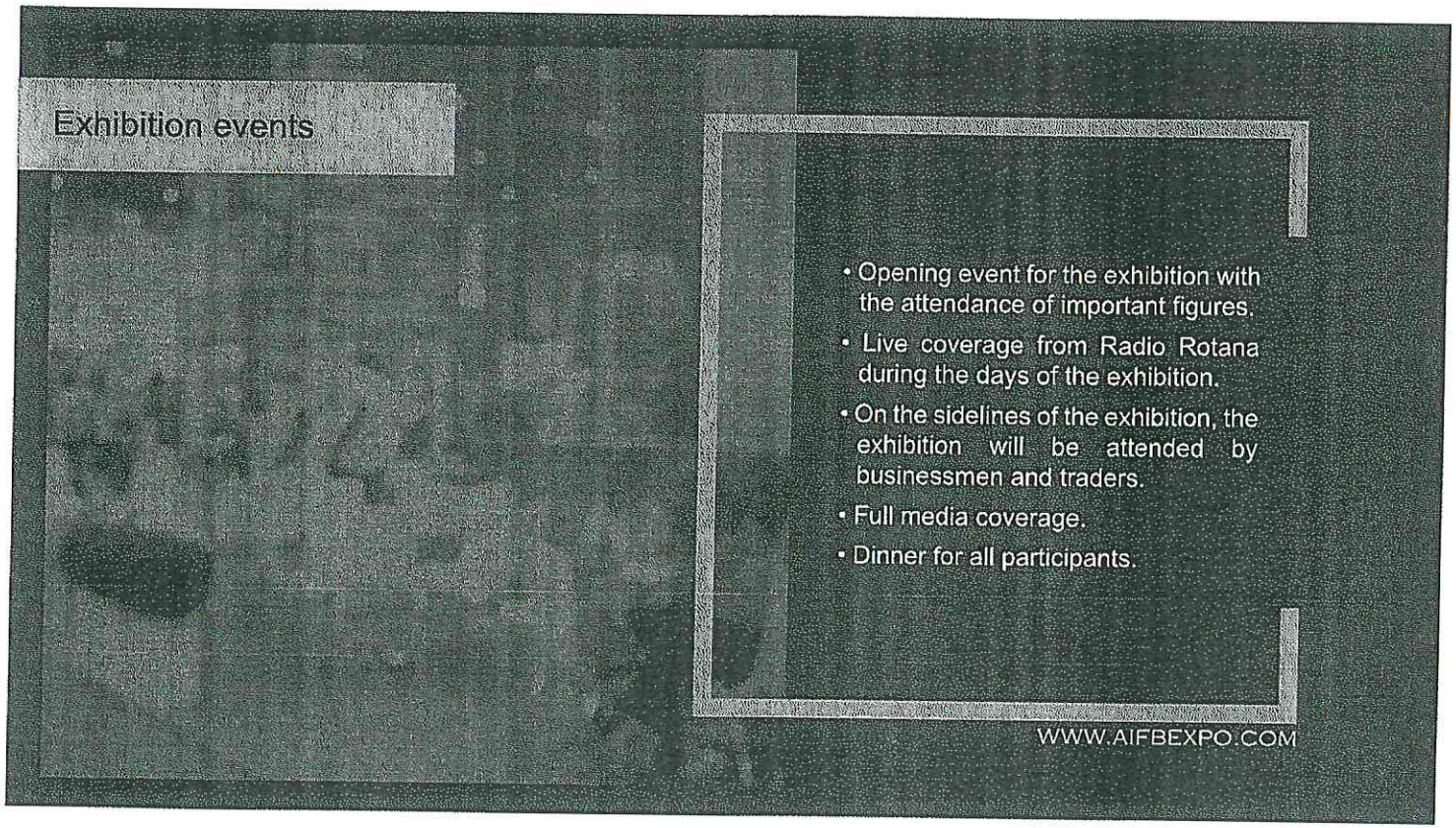
Jordan is also a member of the World Trade Organization and an important regional centre and one of the most desirable in investment locations in the region.


Aims of the Jordan Chamber of Commerce
Contribute in the effort of trade and service development and reinforce them, including the small and medium enterprises.
Enhancing cooperation between chambers of commerce on the one hand and between Arab chambers of commerce and their unions and foreign chambers on the other.
Supporting and coordinating the capabilities of national chambers of commerce.
Participate with the concerned authorities in organizing and holding trade and economic conferences at the local, Arab and international levels.
Implement, publish and update studies and researches related to trade and services.
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Geographic location of Jordan
Jordan is located to the south of the Syrian Arab Republic, to the east of the State of Palestine, to the north of Saudi Arabia and to the west of the Republic of Iraq. This makes it an important link between three developing countries.
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Marketing and
Advertisement Campaign
TEAM
Sending a direct invitation to the governmental organizations, industrial and commercial chambers and embassies in and outside the Kingdom.
Outdoor campaign:
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Exhibition events



- Opening event for the exhibition with the attendance of important figures.
- Live coverage from Radio Rotana during the days of the exhibition.
- On the sidelines of the exhibition, the exhibition will be attended by businessmen and traders.
- Full media coverage.
- Dinner for all participants.


INTERNATIONAL FOOD
AND TECHNOLOGY EXPO
INFTEXPO
1/7 - 4/7 - 2020
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Amman International Motor Show Halls
info@pulsejo.net
www.pulsejo.net
Date: 1/7 - 4/7 - 2020
From 4:00pm till 10:00pm