



غرفة صناعة الأردن
Jordan Chamber of Industry

MENA – EU BUSINESS SALON NEW ROLE OF CHAMBERS

Sharjah – November 2013

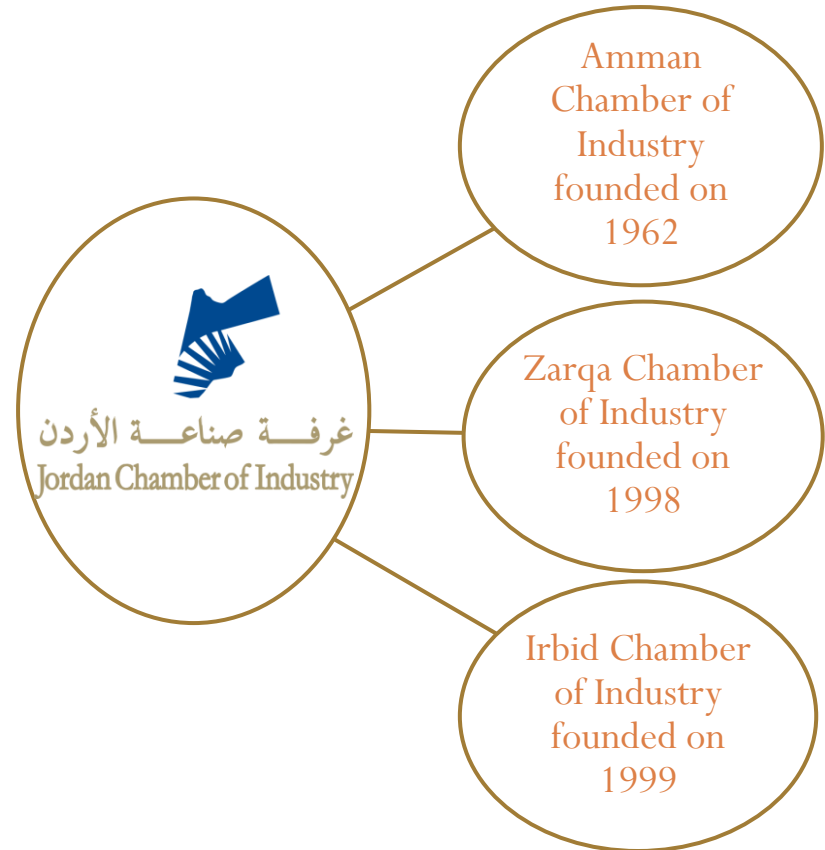
**JCI: Transformation for a more effective
role in serving members**

Dr. Maher Al Mahrouq

Director General – Jordan Chamber of Industry

Jordan Chamber of Industry

Established in 2005 as the umbrella organization for all local chambers of Industry in Jordan, to represent their Interests inside and outside Jordan



Jordan Chamber of Industry

▶ **OUR VISION**

To become a model of excellence to create a pioneering and well-developed industrial sector which is competent, attractive for investment, and significantly contributes to enhance Jordan's economic development

▶ **OUR MISSION**

To assist the industrial sector in elevating its competitive advantages and the value added of its output through better integrating the technological component in the production processes and activities



Serving a Strategic Sector

- ▶ JCI is the umbrella for 18,000 working firms in the kingdom



* First 6 months 2013



Our Members

- ▶ The law defines these firms into two categories

Industrial Firms



< 10 Jordanian workers
< JD 30,000 registered capital

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> JD 30,000 registered capital



Handcrafts

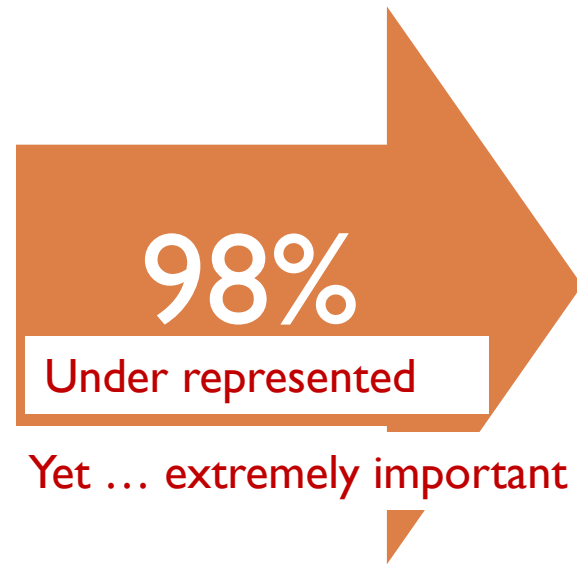


Our Members

Industrial Firms



Handcrafts



SMEs

How is it Under Represented



SMEs

- ▶ Do not have the right to participate in “Board Elections”
- ▶ Only 1 out of the 19 board members represent this sector and he/she is appointed by the elected board members



SMEs

How is it important



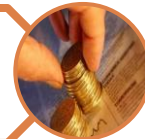
SMEs

- ▶ SMEs are engines of growth and job creation
- ▶ Are major fields to enhance productivity & innovation

Labor intensive



Income Redistribution



Efficient use of resources



Building productive environment



And this is the case all over the world



JCI Become as a
“Member-Oriented”
Business Association
Organization



New Approach

- ▶ Transform JCI to become a “Member Oriented” Organization Serving the “Silent Majority”
- ▶ Putting the 98% of members at the forefront
- ▶ Modernize JCI services to go beyond “traditional basic services”
- ▶ Realizing that “Obligatory-membership” is no more an excuse



SME Technical Support Unit



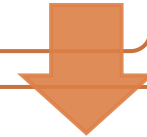
Starting Point

- ▶ Surveying the international experiences indicates there are (58) services provided by chambers internationally
- ▶ Surveying the needs of the industrial firms in Jordan
- ▶ Identify priorities from the firms point of view
- ▶ Surveying the role and stakeholders point of view
- ▶ Translating this to a strategic plan for supporting SMEs, and developing an action plan

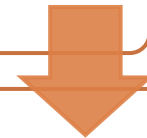


Identifying Priorities

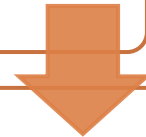
Advisory and consultation
Services



Access to Finance



Access to Markets



Networking and Data base



Strategic Goals

Increase SMEs satisfaction level

Promote concepts of self-employment & entrepreneurship

Enhance the business environment for SMEs

Supporting the financial programs for SMEs

Building positive environment for workers in SME

Sustainable financial services

Conduct the required research and analysis

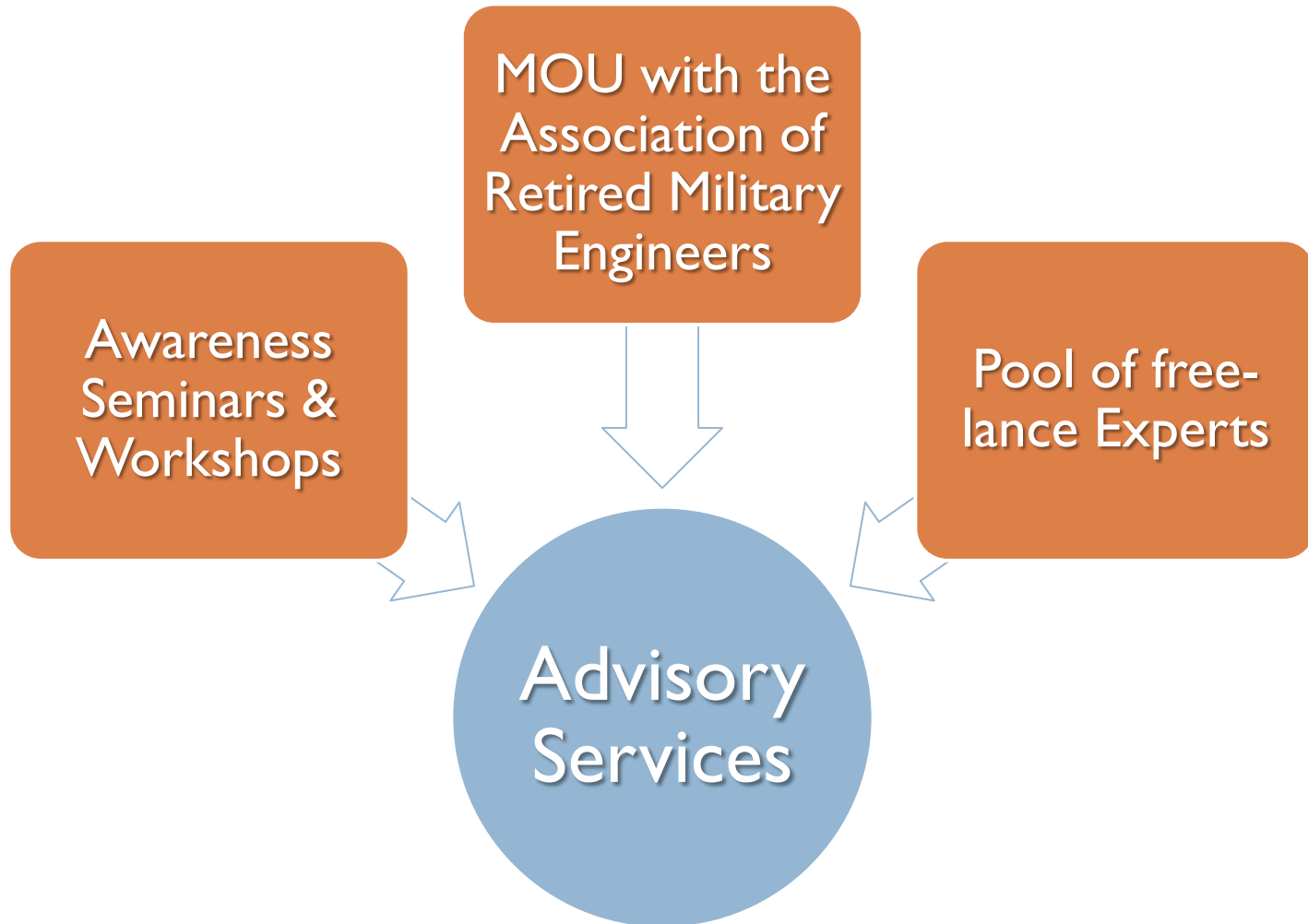


Role

- ▶ Advisory services for establishing SMEs
- ▶ Business plans and feasibility studies
- ▶ Capacity building for entrepreneurs
- ▶ Cooperate and coordinate with all institutions for SMEs
- ▶ Supporting financial, production and innovation programs for SMEs
- ▶ Participate in building the national database for SMEs
- ▶ Building industrial clusters to enhance the level of competitiveness
- ▶ Cooperate with the International donors and institutions in the field of SMEs



Where are we now



Where are we now

- ▶ MOUs with different banking & non-banking institutions
- ▶ Launched a set of specific financial products

• needed funds to overcome shortage of liquidity

Quick loans



• financing raw materials required for the manufacturing process

Purchasing loan



• financing fixed assets

Innovation loan



• finance working capital

Working Capital



Access to Finance



Where are we now

- ▶ Access to markets



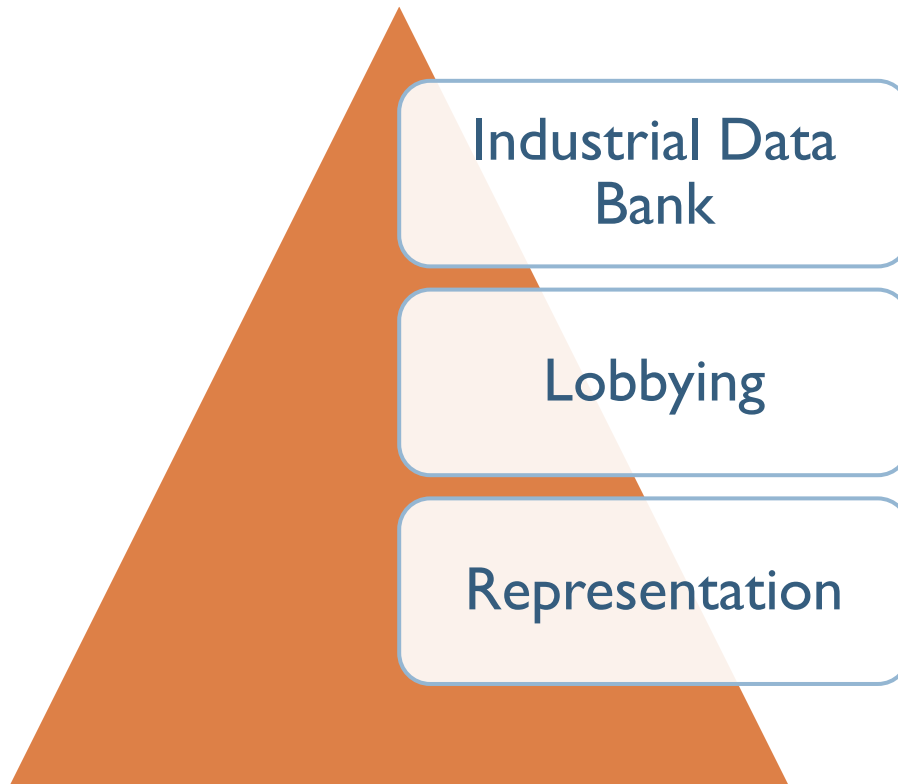
Reviewing
potential export
markets

Reviewing trade
agreements



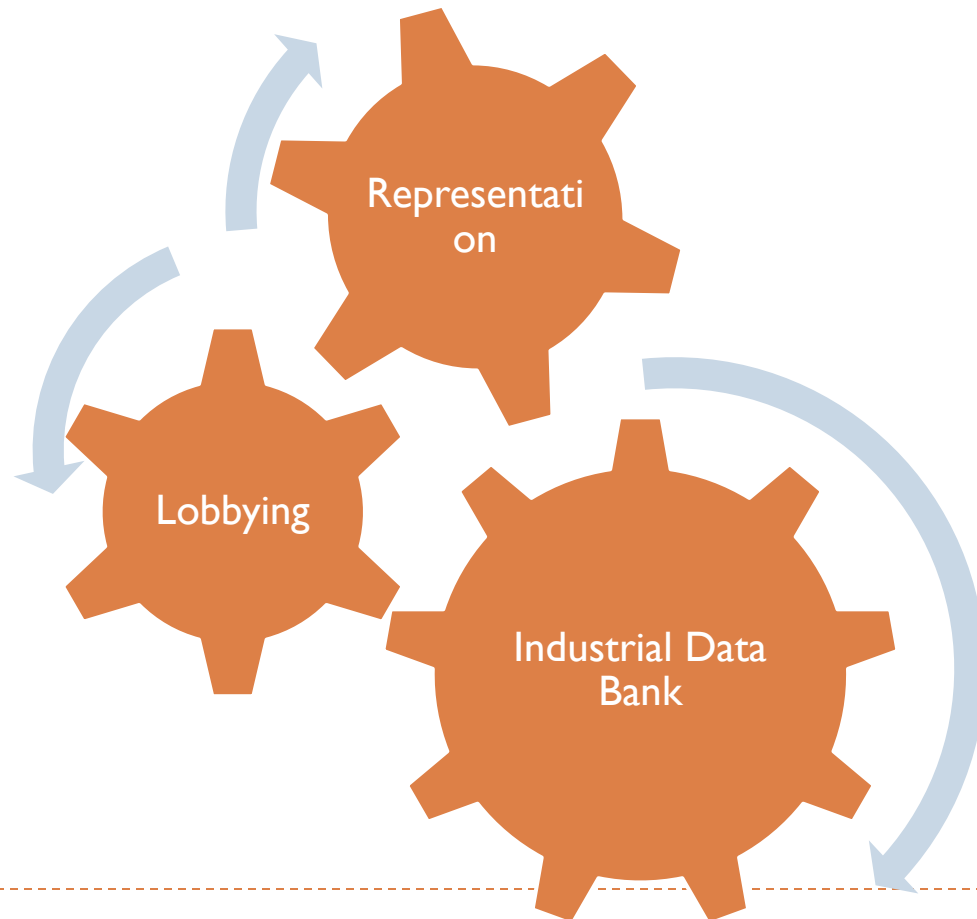
Where are we now

▶ Networking and Database



Where are we now

- ▶ Networking and Database



Thank You!

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