

Danish Business Delegation to Jordan – investigating how Danish companies can have a positive impact in crisis areas through innovative partnerships



“The delegation was an important for us to understand the market in Jordan and especially the local needs. Based on the insight we gained on the trip, we developed new ideas and a partnership which we are currently testing in Northern Jordan.”

Niels Henrik Johansen, CEO, EnviClean

Addressing the challenges that hosting communities and camps face in the wake of a prolonged refugee crisis

1 Purpose

- ➔ Delegation participants were to get a first-hand impression of the challenges faced inside and outside refugee camps whilst branding their competencies and knowhow to possible Jordanian business partners. Participating companies had the chance to meet NGOs, universities and local businesses in workshops to foster innovative business solutions.
- ➔ The delegation also explored the Jordanian business environment as a whole and investigated Jordan as a regional hub.

2 Background

- ➔ The more than 650.000 Syrian refugees living in Jordan are putting a heavy pressure on health and educational systems, and oil, water and gas supplies in local communities. This stresses the severity and urgency of the problems but Danish companies possess the capabilities to develop commercially sustainable solutions to these relieve the situation. Besides making a profit, there's also an opportunity to contribute to the Sustainable development Goals (SDGs) strengthening the value promise.

3 Participants

- ➔ Beneath is a selection of companies. The total number of participants was 13 companies, 2 universities and several international and local NGOs



Delegation

Meeting with local businesses and government, UN and international NGOs to explore business opportunities inside refugee camps and in Jordan as a whole.



Program included numerous tour and talks such as:

- Introduction meeting and presentation, hand-out of field-guide produced by DI.
- Visits to UNHCR HQ in Khalda and to Zatari refugee camp, Danish Refugee Council in East Amman and Water and Sanitation in Al Mafraq.
- Panel debates with DRC, UNRWA, NRC, UNICEF, WB, EBRD, IFC, EU, USAID/JCP – dinner hosted by Jordan Chamber of Industry.
- A workshop to facilitate innovative business opportunities was held on the last day.

Workshop

The workshop was facilitated by DI and Jordan Chamber of Industry where participants had the opportunity to process their experiences.



The workshop had several participants and purposes:

- Participants were DRC, Save the Children, Red Cross and DanChurchAid, universities and local and Danish companies
- Organized to bring additional inspiration on innovative humanitarian business models in Jordan.
- Support schemes and opportunities after the delegation were presented and sales approaches and solutions from participating companies was discussed.

Moving forward

New business opportunities and relations have been taken forward by participants.



- One company got direct inspiration from a local innovative humanitarian solution and is currently using this to develop a number of health solutions together with local partners in Jordan.
- Several companies have refined their products and services to match the identified humanitarian challenges – using it as a starting point to develop business opportunities in similar markets elsewhere.
- A group of companies attending the delegation have joint a partnership and developed a concept for sustainable water management in host communities. They have received initial funding to proceed market investigation and market creation in Jordan in the beginning of 2017.

A few key takeaways from the delegation

- ➔ The refugee situation in Jordan is an outstanding opportunity for Danish companies in sectors such as clean-tech, water, sanitation, emergency relief. Their sustainable concepts can create enormous positive impact in these markets.
- ➔ Jordanian government and businesses, local communities and 650.000 refugees constitute the vast customer segments i.e. the business incentive.
- ➔ It is important to know the market and rethink your product and service – you should adapt both your technology/service and business model to the local context.
- ➔ Partnerships with NGOs and cooperation development agencies is a useful way of enter the BOP-market
- ➔ BOP Learning Lab can assist you with market assessment and entry strategies.

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