A SNAPSHOT OF JORDAN’S PRIVATE SECTOR

Jordan: Growth and Opportunity
London Conference 2019
This draft publication was researched, written, and designed by Building Markets. Its purpose is to bring visibility to Jordan’s economic potential by showcasing the country’s diverse and growing businesses. The document contains a non-exhaustive list of companies who may be seeking investment, supply chain, and export development opportunities.

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Data reflected in this publication was collected by Building Markets through in-person and call center surveys that were conducted between September 2018 and February 2019. All data included in this report was self-reported by businesses and has not been independently verified. The companies included in this publication gave Building Markets consent to share their information.

All figures in this document are provided in USD. Financial data were typically provided by the businesses in Jordanian Dinar (JOD). The conversation rate used is 1 JOD = 1.41 USD. Figures were also rounded for simplicity. Net assets, turnover, and gross profit margins are reported for the last fiscal year. Some companies chose not to share this information, in which case it has been noted on their respective profile pages as undisclosed. Investment amounts reflect the reported capital needs of the companies for the next six months.

Employee numbers listed are full-time equivalents, meaning they have been estimated as the number of full-time employees and half of the number of part-time employees reported. The breakdown of domestic or export markets is based on the information provided by businesses on the percentage share of their exports in their total revenues. Where the percentage could not be included, export markets are listed.

No recommendations or guarantees are made regarding the information provided or on its accuracy or quality. Building Markets and its partners are not responsible for any omissions or error in the listings and recommends that entities should be independently researched.

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Photos in this publication were taken by Lenzit, a Syrian-owned company in Jordan. In cases where businesses were not available for photography, they made images available to Building Markets for use in this document.
INTRODUCTION

While Jordan’s economy has been recently influenced by external shocks such as regional instability and recessions in the West, it remains a stable and influential economic hub that holds great promise. This can be attributed to improved governance, the presence of a young population, and expanding market segments such as services, tourism, pharmaceuticals, energy (including renewable and alternative energy), and information, communications and technology (ICT).

The country’s small and medium-sized enterprises (SMEs) are key to ensuring that Jordan continues on a path of prosperity and that its economy can deliver inclusive economic growth. SMEs not only strengthen productivity and generate tax revenue, they attract investment and create new employment, livelihoods, and skills. This draft publication is intended to support and accelerate that effort by offering a glimpse of Jordan’s diverse and growing businesses and the linkages and investment opportunities they present.
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1 Chemicals
Sigma is one of the main manufacturers of detergents and personal care products in Jordan. With a strong commitment to scientific research, product quality, customer satisfaction, and social and environmental responsibility, the company is on its way to becoming an industry leader in the region. Sigma exports to neighboring countries, is EU export ready, and is interested in reaching markets in the United States. The company is a member of the Private Label Manufacturers Association with a private label program that offers custom formulating and manufacturing. Sigma can move a product from the ideation stage to the shipping dock within 60 business days.

Company Details
Owner: Mohammed Shaer
Email: hsh@sigmadetergent.com
Established: 2013
Head Office: Sahab
Legal Structure: Limited Liability
Website: sigmadetergent.com

Opportunity
Sigma is looking for USD 1,400,000 in capital to expand its human resources and increase the company’s presence and reach in new markets.

Products/Services
Sigma produces various household and industrial cleaning and personal care products. This includes:
- Liquid and powder laundry detergent
- Fabric softener
- Dishwashing liquid and hand soap
- Multi-purpose cleaner and fragrance
- Adult and baby shampoo

Certifications
Sigma holds ISO 9001 and GMP certificates.

Markets
Sigma exports to neighboring countries and is EU export ready. Exports represent 5% of turnover.

Customer Base
Business Model: B2B
Primary Acquisition Channels:
1. Professional Networks
2. Internet
3. Trade Fairs
Modern Chemicals Company (KIMA) manufactures a variety of detergents, disinfectants, and soaps. The company uses raw materials that are carefully sourced from the world’s leading suppliers and markets its products under its own brands. KIMA also provides contract manufacturing and private labelling services. In 2012, the company made a large investment to upgrade its soap manufacturing line. KIMA continues to improve its processes to meet its mission of offering safe, highly effective cleaners that provide outstanding results.

Company Details
Owner: Sabri Azzouni
Email: sabri.azzouni@gmail.com
Established: 1977
Head Office: Mukhayyam Al Baqa
Legal Structure: Limited Liability
Website: mcckima.com

Products/Services
KIMA manufactures home and industrial products, including:
- Laundry detergents
- Cleaning supplies
- Personal care products
- Disinfectants

The company’s bottling and labelling facilities are available for third-party use and products.

Opportunity
KIMA would like to increase their exports and is interested in partners that can assist the company in identifying new international markets.

Markets
Exports 20% 80% Jordan
United States, Saudi Arabia, Iraq

Customer Base
Primary Acquisition Channels
1 Professional Relationships
2 Digital Advertising
3 Client References
Agro Chemicals Industries Ltd. (ACI) aims to become an industry leader by leveraging scientific improvements in manufacturing, packaging, transport, and storage processes. Good environmental management forms a cornerstone of ACI’s work, as it seeks to minimize the environmental impact of pollution and agro-chemical use. The company’s products are officially registered in Jordan and meet standards set by the Food and Agriculture Organization and World Health Organization. With a 19% growth rate, ACI has invested in its facilities, including establishing a new 10,000 SQM factory in 2009.

Company Details

Owner: Ghaith Al-Hamad
Email: ghaith@aci.com.jo
Established: 1992
Head Office: Amman
Legal Structure: Limited Liability
Website: aci.com.jo

Products/Services

ACI is a major manufacturer and distributor of agricultural chemicals, including:

- Pesticides, fungicides, herbicides
- Insecticides, miticide, rodenticide
- Veterinary ecoparasiticide
- Public health insecticide
- Household pest control products

ACI’s pesticides have fewer side effects compared to other products and contribute to increased food production efficiency.

Opportunity

ACI seeks USD 1,410,000 to develop and distribute new product lines for agricultural use, to penetrate new markets and to hire 15 additional employees. In addition, ACI is looking for new suppliers of packaging materials and production inputs.

Markets

**Jordan 50%**

**50% Experts**

- Bahrain, Egypt, Iraq,
- Kuwait, Oman, Qatar,
- Saudi Arabia, Sudan,
- Yemen

Customer Base

**Business Model:** B2B, B2G

**Primary Acquisition Channels:**

1. Clients
2. References
3. Digital Marketing
4. Direct Marketing

Certifications

ACI holds ISO 9001, ISO 14001
Golden Fanar's mission is to design, formulate, and manufacture specialty fertilizers and bio stimulants. The company's competitive advantage lies in its utilization of ingredients that safeguard plans, allowing them to absorb the ideal amount of nutrients. This results in improved crop vigor, yields, and quality. Golden Fanar exports its fertilizers to markets across the MENA region.

**Company Details**
- **Manager:** Akram Essam Huneidy
- **Phone:** +962 795458855
- **Established:** 2015
- **Head Office:** Amman
- **Legal Structure:** Limited Liability
- **Website:** entrepreneurs.buildingmarkets.org/listings/golden-fanar-co-for-fertillizers

**Products/Services**
Golden Fanar produces and exports a diverse range of advanced fertilizers that provide nutrition, protection, and optimal growth in crops. The company's top selling products are powder fertilizers.

**Opportunity**
Golden Fanar is seeking USD 2,115,000 in investment to expand its facility, buy additional equipment, and introduce new products.

The company is also looking for new buyers and partners in Africa and Latin America where they plan to open offices.

**Markets**
- **Jordan:** 10%
- **Export:** 90%
- **Algeria, Syria, Turkey, Yemen, Egypt, United States**

**Customer Base**
- **Business Model:** B2B
- **Primary Acquisition Channels:**
  - Trade Fairs
  - Clients References
  - Professional Networks
Lamis' mission is to manufacture quality cleaning and hygiene products in line with international standards. The company's vision is to become a global competitive detergent manufacturer. Lamis employs experienced workers, and sources high-quality raw materials imported from reputable and carefully selected international suppliers. By staying ahead of developments in the household hygiene and cleaning industry, Lamis is able to continuously exceed customer expectations.

Company Details
Owner: Mohammad Nezar Haboob
Email: m.sbaie@lamis.jo
Established: 2013
Head Office: Sahab
Legal Structure: Limited Liability
Website: facebook.com/pages/category/Industrial-Company/Lamis-detergent-1578725369102185

Products/Services
Lamis manufactures a range of cleaning and hygiene products including:
- Dishwashing detergents and soaps
- Washing powders and gels
- Air fresheners
- Hygiene products

Opportunity
Lamis is looking for partners who can help the company market its products internationally.

Markets
70% Export
Jordan 30%
Kuwait, Libya, Oman, Saudi Arabia, Iraq

Customer Base
Business Model: B2B
Primary Acquisition Channels
1 Trade Fars
2 Advertising
3 Client Références

Profit Margin
220 Employees 88 Refugees
1,300,000
23,500,000
39% Turnover (USD) Net Assets (USD)
Construction
Andromeda provides architectural and design services. This includes stone and marble products for decorative.

**Opportunity**
Andromeda seeks an **USD 987,000** investment to develop two construction designs that will showcase the quality of their product line.

**Company Details**
- **Owner:** Walid Ezat
- **Email:** global.andromeda1@gmail.com
- **Established:** 2016
- **Head Office:** Amman
- **Legal Structure:** Limited Liability
- **Website:** entrepreneurs.buildingmarkets.org/listings/andromeda/

**Products/Services**
Andromeda provides architectural and design services. This includes stone and marble products for decorative.

**Markets**
- **Export:** 30% United Arab Emirates, Saudi Arabia, Qatar
- **Jordan:** 70%

**Customer Base**
- **Business Model:** B2C, B2B
- **Primary Acquisition Channels:**
  1. Trade Fairs
  2. Internet
  3. Local Advertising

**Company Statistics**
- **Employees:** 60
- **Refugees:** 15
- **Turnover (USD):** 3,243,000
- **Net Assets (USD):** 381,000
- **Profit Margin:** 10%
**Ashour Company** is one of the largest fabrications, engineering, and machining centers in the Middle East. The company’s mission is to offer comprehensive engineering solutions that exceed all expectations. The Ashour team considers each requirement to deliver customer-centric, turn-key projects. The company’s vision is to experience continuous growth (recent growth rate has been 20%), to increase its competitive edge and comparative advantage nationally and regionally, and to expand internationally in the steel structure industry. Ashour has its own design and detailing capabilities, has 60,000 SQM of specialized workshops, and is classified as a first-class contractor in the field of specialized industrial construction and processing plants.

### Company Details
- **Owner:** Maher Mohammad Ashour
- **Phone:** +962 6 412 6004
- **Established:** 1978
- **Head Office:** Sahab-Amman
- **Legal Structure:** Limited Liability
- **Website:** ashourco.com

### Products/Services
Ashour’s services range from creating simple steel structures to building complicated production lines and industrial plants. This includes:
- Pre-fabricated building, including shelters for refugees
- Waste water treatment plants
- Vessels, silos, and tanks
- Greenhouse building systems
- Equipment manufacturing
- Telecommunications Towers

The company also offers consultations, construction management, and outsourcing services.

### Opportunity
Ashour is seeking USD 705,000 investment to develop and upgrade its liquid fertilizer plant. This will allow the company to produce more exportable products.

In addition, the company is looking for export partners in Africa, Asia, and the Middle East.

### Markets
- **70%** Export
  - Saudi Arabia, Palestine
- **30%** Domestic
  - Jordan

### Customer Base
- **Business Model:** B2C, B2B, B2G
- **Primary Acquisition Channels:**
  1. Clients
  2. References
  3. Internet
  4. Digital Marketing

### Financials
- **Employees:** 85
- **Turnover (USD):** 6,741,000
- **Net Assets (USD):** 1,685,000
- **Profit Margin:** 8%
Tazweed specializes in steel trading and is driven by the mission that no job is too big or too small. All opportunities and inquiries are handled with the utmost professionalism. Tazweed has a strong presence in Jordanian and regional construction, services, and industrial markets. With an experienced management and technical team, excellent connections and reputation, Tazweed is able to meet all public and private sector needs. Through a series of joint ventures, Tazweed has been successful in expanding its market presence and doubling the size of business handled. The company reports an annual growth rate of 10%.

Company Details
Owner: Suhail Salti
Email: suhail@saltibros.com
Established: 2010
Head Office: Al-Quwaysimah
Legal Structure: Limited Liability
Website: entrepreneurs.buildingmarkets.org/listings/tazweed-building-materials/

Products/Services
Tazweed products include commercial steel, rebar, billets, pipes, and all other industrial steel, as well as general building materials.

Tazweed also operates a workshop in Amman and fabricates steel structures and steel parts, catering mainly to telecommunication and water projects in Jordan.

Opportunity
Tazweed is seeking new investment capital to expand the company’s presence in new markets. They are also interested in connecting with raw material supply chains and distributors in the MENA region.

Markets
Jordan 100%

Customer Base
Primary Acquisition Channels:
1. Client References
2. Advertising
3. Traditional Marketing

Employees: 20
Turnover (USD): 4,230,000
Net Assets (USD): 197,000
Profit Margin: 25%
Sabeel Al Handasah was established by experts in architectural and engineering consultancy in the fields of design, modeling, and management. Sabeel’s mission is to be the preeminent provider of superior engineering consultations. The company succeeds at this by consistently improving the quality of their services while maintaining the highest levels of fairness, integrity, and professionalism with their clients. The Sabeel team has more than 20 years of experience and has delivered hundreds of large-scale projects for leading organizations, multinational companies, and regional businesses.

Company Details
Owner: Ashraf Al Tahat
Phone: 962 6 537 1014
Established: 1991
Head Office: Sahab-Amman
Legal Structure: Limited Liability
Website: sabeelce.com

Opportunity
Sabeel seeks partnerships to support its growth in the MENA region, to increase services in Jordan and to expand into real estate development.

Products/Services
Sabeel offers architectural and engineering consultancy services, including:
- Architecture and Building Design
- Project Management
- Renewable Energy Solutions
- Environmental Studies
- Feasibility Studies

Markets
Jordan 95%
Iraq
Qatar
Saudi Arabia

Certifications
The firm is granted an ISO 9001:2018 certificate

Customer Base
Primary Acquisition Channels:
1. Public Relations
2. Digital Marketing
3. Client References

Employees
75

Turnover (USD)
2,910,000

Net Assets (USD)
724,000

Profit Margin
23%

Export
5%
Jada is one of the leading manufacturers of steel and wooden doors in Jordan. The company’s mission is to be the specialist in fire-rated and safety doors. Jada strives for excellence in its operations and products and aims to become a regional construction company, as well as an internationally recognized supplier of high quality, metal construction materials. Jada is backed by a team of talented professionals and has experienced a recent annual growth rate of 25%.

Company Details
Owner: Michael Jada
Email: michael@jadadoors.com
Established: 1973
Head Office: Amman
Legal Structure: Limited Liability
Website: jadadoors.com

Products/Services
In its state-of-the-art facility, Jada manufactures customizable doors with a lifetime guarantee. Products include:
- Fire rated doors
- Hollow metal frames
- Blast and x-ray resistant doors
- Green panel certified doors
- Acoustic doors
- Access panels

Opportunity
Jada is looking for partners and buyers to expand its offerings to new regional and international markets.

Certifications
Certificated from American and British Certificate, UL and BM TRADA

Markets
Export 10% 90% Jordan
Egypt, Palestine, Iraq

Customer Base
Primary Acquisition Channels
1 Trade Fairs
2 Internet
3 Advertising

65 Employees 5 Refugees
1,977,000 Turnover (USD)
1,091,000 Net Assets (USD)
35% Profit Margin
Millennium Energy Industries (MEI) is a leading turnkey solar solutions provider. The company believes that solar can be a primary source of energy for heating, cooling, generating power, and treating water. MEI’s vision is to become a global leader in making solar energy an economically reliable, practical, and primary energy choice. MEI’s approach is to seamlessly integrate solar solutions into customers’ existing facilities by combining proven third-party technology and equipment with world class international engineering and installation practices. The company’s average annual growth rate has been 15%.

**Company Details**
- **Owner:** Anas Al Remawie
- **Phone:** +962 6 5855533
- **Established:** 2002
- **Head Office:** Amman
- **Legal Structure:** Limited Liability
- **Website:** meisolar.com

**Products/Services**
From Chile to Europe to the Arab region, MEI provides cutting-edge solar solutions, including:
- Industrial process heating and steam
- Power and water
- Space heating and solar cooling
- Pool heating

MEI’s services are based on professional engineering from the conceptual design stage through to installation, maintenance, and operations. Their top selling products are for PV Solar and Thermal projects.

**Opportunity**
MEI is interested in identifying business partners or investors that will support the expansion of their PV, solar, and thermal projects.

**Markets**
Jordan and exports to Chile, Saudia Arabia, Palestine, and other countries in the Middle East.

**Customer Base**
- **Business Model:** B2B, B2C, B2G
- **Primary Acquisition Channels:**
  1. Internet
  2. Trade Fairs
  3. Advertising

**Certifications**
ISO 9001
World Plastics is a leading company in the field of advanced piping systems. Their mission is to offer customers the best engineering materials for heating, water and gas systems. World Plastic uses virgin raw material, which enhances the quality and safety of their products, and complements the company’s vision of becoming a leading engineering and technical company. World Plastics’ goal is to offer solid products at reasonable prices while delivering advanced technology in the fields of central heating, hot and cold-water networks, gas networks, and sanitation. The company distributes and supplies products across Jordan through accredited dealers, as well as outside Jordan through credited agents designated in many countries.

Company Details
Owner: Eng. Abdulhalim Abdin
Phone: +962 6 4711912
Established: 1984
Head Office: Amman
Legal Structure: Private Shareholding
Website: advanced-piping.com

Products/Services
World Plastics manufactures a range of plastic pipes for use in construction projects. They include:

- Thermopipes
- Alutherm, thermopex and themopert
- CPVC and UPVC pipes
- Electropipes and aquapipes

The company also offers chrome fittings, angle and radiator valves, manifold clamps, strainers, and maintenance accessories. World Plastics is the sole distributing agent for APE and Eurostandard.

Opportunity
World Plastic is interested in identifying new agents for product distribution across Africa, MENA and Europe.

Markets
- 75% Jordan
- 25% Export
  - Palestine, United Arab Emirates, Oman, Kuwait, Qatar, Iraq, Syria, Yemen, Bahrain and Libya

Customer Base
Primary Acquisition Channels:
1. Trade Fairs
2. Social Media
3. Direct Marketing

Certifications
ISO 14001, ISO 9001
Food & Beverages
Parfai Chocolate Gifts is a Syrian-owned chocolate and sweets manufacturer. The company draws inspiration from chocolate pioneers around the world and combines that with the unique flavors and techniques deeply-rooted in their history. This results in heavenly confections that keep their customers coming back for more. Parfai is also committed to excellence in its operations and products, they employ refugees, and they have experienced a recent annual growth rate of 23%.

Company Details
Owner: Hussam Samkari
Email: hussam93@yahoo.com
Established: 2000
Head Office: Amman
Legal Structure: Private Shareholding
Website: parfaichocolate.com

Products/Services
Parfai manufactures chocolate products and a variety of sweets including Baklava, Maamoul, Nougat, and Dried Fruits.

The high-quality of their raw materials and ingredients, along with unique flavors, differentiates them from other competitors. Parfai does not use hydrogenated materials or palm butter, and they incorporate eastern and Arabic flavors into their sweets.

Opportunity
Parfai seeks USD 987,000 to expand its production facility and to expand its manufacturing to Europe and the GCC. The company is also looking for assistance in market its products in Europe where Parfai's products, like Maamoul, will offer a unique Arabic twist on the chocolate products and sweets typically available on the European market.

Markets
Export
50%
Canada, Kuwait, Palestine, Saudi Arabia, United States
50%
Jordan

Customer Base
Primary Acquisition Channels:
1. Internet
2. Trade Fairs
3. Client References

Certifications
Haccp Certification & ISO 22001
Blue Mill specializes in manufacturing, processing, and packaging food products. Its product lines include:

- Dried foods (pulses)
- Spices, specialty blends, and powders
- Liquids (flower waters, vinegars, syrups)
- Herbal line (herbs and herbal tea)

The company’s top selling food products are dessert mixes, black pepper, and thyme.

With 140 different items and varieties available to its consumers, Blue Mill is the largest spice and pulse manufacturer in Jordan. The company offers competitively-priced products made with the highest quality raw materials and sourced from around the world. Blue Mill counts among its competitive advantages its in-house printing and private labeling service, as well as its prompt delivery and innovative approach to business. The company values engagement with its community and supports small and medium-sized enterprises by connecting them with distributors and shipping their small volume of products with their own. With an annual growth rate of 10%, one of Blue Mill’s goals is to be a key exporter of ethnic food products to the United States.

**Company Details**

- **Owner:** Adnan Al Khudari
- **Email:** adanan@khudari.com
- **Established:** 1977
- **Head Office:** Amman
- **Legal Structure:** Limited Liability
- **Website:** khudari.com

**Products/Services**

Blue Mill specializes in manufacturing, processing, and packaging food products. Its product lines include:

- Dried foods (pulses)
- Spices, specialty blends, and powders
- Liquids (flower waters, vinegars, syrups)
- Herbal line (herbs and herbal tea)

**Opportunity**

Blue Mill seeks to identify business partners, specifically international distributors, that can assist the company in accessing new markets.

**Markets**

- **Exports:** 30%
  - United States, Germany, Italy, Spain, Eastern Europe, Netherlands, MENA
- **Imports:** 70%
  - Jordan

**Customer Base**

- **Business Model:** B2C, B2B
- **Primary Acquisition Channels:**
  1. Trade Fairs
  2. Strategic Distributor Agreements
  3. Direct Marketing

**Certifications**

HACCP, ISO 22000, ISO 9002, GMP for sanitizers and syrups
Dijla’s mission is to manufacture high-quality, healthy and delicious products that exceed the expectations of the Arabian market. Dijla follows Islamic Law in the production of its meats and uses superior ingredients by sourcing from select suppliers who comply with international standards. The company’s factory covers an area of 6,000 SQM, is fully automated and equipped with the latest technology in food processing, and has the capacity to produce 20 tons per day. Dijla has an annual growth rate of 15% and its team consists of food industry, administrative, executive, and consultative experts. Dijla’s vision and values include embracing creativity and innovation to ensure a long-term future and to be recognized as ‘Best in Class’. The company has many exclusively registered brands.

**Company Details**

**Owner:** Hareth Mustafa Ali  
**Email:** mus958@yahoo.com  
**Established:** 2008  
**Head Office:** Sahab  
**Legal Structure:** Limited Liability  
**Website:** dijlafood.com

**Products/Services**

Dijla produces a variety of frozen meat products that cater to the Arabian palate. This includes:

- Processed chicken and beef such as tendenized breast
- Breaded strips and fillet
- Nuggets and burger patties

**Opportunity**

Dijla is looking for **USD 9,870,000** to support raw material costs.

**Certifications**

ISO 22000, BRC, (GS1 SYSTEM)

**Opportunity**

Dijla is looking for **USD 9,870,000** to support raw material costs.

**Markets**

<table>
<thead>
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<th>Country</th>
<th>Export</th>
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<tr>
<td>Jordan</td>
<td>10%</td>
</tr>
<tr>
<td>GCC</td>
<td></td>
</tr>
<tr>
<td>Iraq</td>
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</tbody>
</table>
Al Durra is a family-owned manufacturing business spanning four generations. The company opened its first factory in Turkey in 1980, followed by two more factories in Jordan and in Egypt. Al Durra’s mission is to keep its customers happy by delivering high-quality, delicious, and healthy foods. The company’s vision is to have its food products on every table in every home. The Al Durra factory in Jordan now occupies 15,000 SQM and includes a laboratory fully equipped with the latest technology to meet international food standards. The company’s annual growth rate stands at 20%.

Company Details
Owner and CEO: Emad Alnen
Email: emad@aldurra.com
Established: 1979
Head Office: Amman
Legal Structure: Limited Liability
Website: aldurra.com

Products/Services
Al Durra differentiates itself from other brands by using the finest Mediterranean ingredients. Products include:
- Jams
- Pastes
- Pickles and olives
- Canned food products

The company also owns Al Durra Markets, a chain of stores offering groceries and fresh food, located in Jordan, Germany and Austria.

Opportunity
Durra has strategic partners in Austria and Germany and welcomes offers for new business linkages.

Markets
- 65% Export
  - Middle East, Europe, Australia, Canada, New Zealand, Russia, United States
- 35% Domestic
  - Jordan

Certifications
ISO 9001, ISO 22000, HACCP

720 Employees 150 Refugees
undisclosed Turnover (USD)
undisclosed Net Assets (USD)
15% Profit Margin

Customer Base
Primary Acquisition Channels:
1. Internet
2. Trade Fairs
3. Clients References

65% Export
35% Domestic
Al Bustainji Company, the owner of the Shaikh Al Kar brand, produces delectable sweets such as halva and tahini. Since its inception, the company has used the finest raw materials in the industry, imported from the world’s best sources. In 2019, due to rising local and international demand, the company moved to a new plant in the Al-Muwaqar development zone, outside Amman, to increase its production capacity. The new production line is unique, fully automated, and has five sieving stages for sesame seeds, as well as a sortex machine. Shaikh Al Kar is committed to international food production standards in both preparation and packaging.

Company Details
Manager: Baha El Deen
Phone: 962 64122014
Established: 2008
Head Office: Muwaqar
Legal Structure: Solidarity Company
Website: albustanjico.com

Products/Services
Shaikh Al Kar produces high-quality sweets including:
- Halva
- Tahini
- Roasted sesame seeds

Opportunity
The company needs USD 2,115,000 in investment to afford high cost of production, mainly due to increased cost of sesame. The company is looking for both customers and distributors in new markets.

55
Employees
18
Refugees
15,510,000
Turnover (USD)
3,525,000
Net Assets (USD)
5%
Profit Margin

Markets
Exports 35%
Jordan, Saudi Arabia, United States, Qatar

Customer Base
Business Model: B2B
Primary Acquisition Channels:
1. Trade Fairs
2. Products Sampling
3. Local radio

Certifications
ISO 22000
Golden Bird Food Industries is a leading manufacturer and trader of Arabic and Halal food products. The company specializes in stock cubes and soup and has the largest production capacity in the region. Golden Bird aspires to be the first choice for consumers in Jordan and international markets by offering top quality foodstuff at competitive prices. In order to serve their consumers and ensure trust is maintained in the varieties they offer, Golden Bird continuously develops and improves its products by adopting scientific research, selecting the best raw materials, and adhering to international standards.

Company Details
Owner: Mahmoud Masoud
Phone: 962 6 489 09 05
Established: 2004
Head Office: Amman
Legal Structure: Limited Liability
Website: goldenbird.jo

Products/Services
Golden Bird Food Industries offers a large variety of products that meet all needs of Halal markets in Jordan, and in all Arabic, African and European countries. Products include:
- Bouillon cubes
- Stock powder and soups
- Spices and sauces
- Instant coffee
- Cocoa powder

Opportunity
Golden Bird Food Industries is open to partnerships that would allow the company to expand to new markets and is looking for clients for private labelling.

Certifications
ISO 22000, HACCP

Markets
- Jordan: 70%
- Afghanistan, Australia, Iraq, Kuwait, Pakistan, Palestine, Yemen, United States: 30%

Customer Base
Primary Acquisition Channels:
1. Trade Fairs
2. Advertising
3. Direct Marketing

Employee and Net Assets Details
- Employees: 35
- Net Assets (USD): 3,665,000
- Profit Margin: 20%
- Turnover (USD): 2,700,000
- Afghanistan, Australia, Iraq, Kuwait, Pakistan, Palestine, Yemen, United States: 70% Export
- United States: 70%

Advertising and Trade Fairs:
1. Trade Fairs
2. Advertising
3. Direct Marketing

Refugees
- 4 Refugees

ISO and HACCP Certifications
- ISO 22000
- HACCP
Tops Chocolate believes in perfection every step of the way. Their mission is to create distinctive and delectable chocolate, beautifully packaged for every type of consumer. The company’s vision is to expand within the region by pursuing investments based on thorough market analysis. Tops Chocolate has applied for a new patent for a vitamin and mineral-infused sugar-free chocolate. Annual growth stood at 45% last year.

Company Details
Owner: Tareq Qabar
Phone: +962 6 402 0430
Established: 2013
Head Office: Sahab
Legal Structure: Private Shareholding
Website: topschocolate.com

Products/Services
Tops Chocolate is a chocolate and confectionary manufacturer that produces chocolate bars (with and without nuts). The company also offers low-calorie chocolate bar varieties and a diabetes-friendly chocolate using Maltitol, a natural ingredient produced from corn that satisfies cravings without risk.

Opportunity
Tops Chocolate will use USD 1,500,000 in investment to develop new product lines, apply for additional patents, and to conduct research and development for new products. The company is also interested in potential partners who can support global marketing efforts.

Markets
Export
Kuwait,
Qatar,
United States, Iraq

Customer Base
Primary Acquisition Channels:
Trade Fairs
Digital Advertising
Clients
References

<table>
<thead>
<tr>
<th>Employees</th>
<th>40</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turnover (USD)</td>
<td>750,000</td>
</tr>
<tr>
<td>Net Assets (USD)</td>
<td>1,900,000</td>
</tr>
<tr>
<td>Profit Margin</td>
<td>23%</td>
</tr>
</tbody>
</table>
Hofa Al Wasatiah Olive Mill’s mission is to become a leading olive and olive oil producer in Jordan, and to expand its offerings to other countries in the Middle East region. The eco-friendly company grew 25% in size last year.

Company Details
Owner: Mohammed Ahmad Altawaha
Email: hofaolivemill@yahoo.com
Established: 2011
Head Office: Irbid
Legal Structure: Sole Partnership
Website: facebook.com/hofaalwasatiahmill

Products/Services
Hofa Al Wasatiah produces olive oil within its own mill, while also recycling and packaging olive peels.

The company’s automated grinding technique sets it apart from its competitors.

Opportunity
Hofa Al Wasatiah Olive Mill is seeking investment to introduce bottling services to the company’s operations. They are also looking for new distributors and suppliers across the globe.

Markets
Jordan 100%

Customer Base
Business Model: B2C
Primary Acquisition Channels:
1. Clients
2. References
3. Social Media
4. Advertising

Employees 6
Refugees 3
Turnover (USD) 56,000
Net Assets (USD) undisclosed
Profit Margin 10%
Saray Nuts provides processed cashews and pistachios with the help of high-quality machinery and state of the art manufacturing facilities. Saray Nuts is the only cashew processing plant in Jordan in terms of its scale. The company roasts all nuts in house. It has strategic partnerships for importing raw materials from Turkey and procuring world-class equipment from India. Growing at 3%, Saray Nuts’ vision is to become the leading cashew processing unit in the GCC. The company plans to add 35 employees this year.

**Company Details**
- **Owner:** Mohammad Al-Nasser
- **Email:** mohammedalnaser1408@gmail.com
- **Established:** 2018
- **Head Office:** Al Ramtha
- **Legal Structure:** Limited Liability
- **Website:** entrepreneurs.buildingmarkets.org/listings/saray-nuts

**Products/Services**
Saray Nuts produces, roasts, slices and sells in cans and bags:
- Cashews
- Pistachios
- Hazlenuts
- Almonds

**Opportunity**
An investment of **USD 2,115,000** will allow Saray Nuts to purchase raw materials, boost its production capacity, and expand the company’s business across the region – including in the retail market.

**Markets**
- **Jordan** 100%

**Customer Base**
- **Business Model:** B2B, B2G
- **Primary Acquisition Channels:**
  1. Clients
  2. Internet
  3. Business Directories
Netto was founded in Syria in 1991 as a small production facility under the brand name HumHum. With 40 years of experience in the confectionery industry, the company became one of the core brands in its market segment, outpacing expected growth in regional and export markets. In 2013, Netto relocated to Jordan under the Jouri Food Industry to continue its operations. The company's mission is to maintain customer satisfaction by providing a diverse range of delicious products. Their vision is to be one of the leading confectionary manufacturers in the world. As a part of its plan to expand, they intend to hire seven additional employees in 2019.

Company Details
Owner: Mohammad Anzarouti
Email: m.anzarouti@jounfood.com
Established: 2013
Head Office: Sahab
Legal Structure: Limited Liability
Website: jourifood.com

Products/Services
Netto is a confectionery manufacturer of chocolate bars, chocolate wafers, and fruit candies.

Netto operates under the brand name HumHum.

Opportunity
Netto seeks investment to support the company's research and development and to enhance their presence in Jordan by marketing new products. In addition, Netto is interested in distributors in the United States, Canada, and Africa.

Markets
Jordan and exports to Germany, Palestine, Yemen.

Customer Base
Primary Acquisition Channels:
1. Food Exhibitions
2. Social Media
3. Distributor Networks

Profit Margin
Undisclosed
Turnover (USD)
Undisclosed
Net Assets (USD)
Undisclosed
Employees
65
Refugee
1

FOOD AND BEVERAGES
The Delights Shop is a leading Jordanian manufacturer and marketer of chocolate-covered dates. Their mission is to delight customers with divine and unforgettable treats with a healthy twist. They take pride in using the finest ingredients to produce and design their confections. Each product is the result of an artisanal process, undertaken with intricate care every step of the way – from the selection of natural ingredients – to the beautiful custom-made packaging.

Company Details
Owner: Zaid Qaawar
Email: t.jana@thedelightsshop.com
Established: 2001
Head Office: Amman
Legal Structure: Limited Liability
Website: thedelightsshop.com

Products/Services
The Delights Shop sells Medjool dates dipped in Belgian chocolate and cookie mixes.

They produce numerous variations of their sweets, including white and dark chocolate, mini, fruit and nut, and ganache-infused.

Opportunity
The Delights Shop is seeking USD 71,000 in capital to acquire new machinery that will allow the company to boost their production capacity.

Certifications
JFDA

markets

Jordan 100%

Customer Base
Primary Acquisition Channels:
1. Trade Fairs
2. Internet
3. Client References
JS Furnishing’s mission is to produce beautiful designs and furniture that meets the needs of local and regional Arab markets. Using the latest techniques and cutting-edge systems, the company strives to compete with American and European furniture manufacturers in terms of quality and finish. JS Furnishing has an aggressive growth strategy and plans to hire 200 additional employees this year.

Company Details
Owner: Ammar Al Sagherji  
Email: ammar@furnishingjs.com  
Established: 2017  
Head Office: Amman  
Legal Structure: Limited Liability  
Website: furnishingjs.com

Products/Services
JS Furnishing manufactures furniture and provides contemporary interior design solutions for:

- Hotels and hospitals  
- Homes and gardens  
- Schools, malls, and offices

JS Furnishing’s most popular service is its kitchen designs.

Opportunity
JS Furnishing seeks an investment of USD 2,800,000 to increase liquidity and build inventory, enabling it to compete for valuable government contracts, which typically pay two to six months post-delivery. The company is also interested in supplying to buyers from regional and international markets.

Markets
Jordan 100%

Customer Base
Primary Acquisition Channels: 
1. Trade Fairs  
2. Digital Advertising  
3. Clients References

80 Employees 40 Refugees

undisclosed

2,000,000

25%

Net Assets (USD)
Profit Margin
Decoration One’s mission and vision is to make contemporary Arab/Islamic decorations and furnishings widely accessible in a range of markets. The company’s vision is for people to see their decorative items as a cornerstone of good interior design and style. Susanne, Suha and Sally Baalbaki, three sisters from Jordan, started handcrafting home decorations with their children to bring out the festive atmosphere during various Islamic holidays. In 2010, they decided to turn their passion into a business, resulting in a line of products that combine the whimsy of homemade decorations with the richness of Arab/Islamic art and calligraphy.

Company Details
Owner: Sally Baalbaki Sabbagh
Email: sally.baalbaki@decoration-one.com
Established: 2010
Head Office: Amman
Legal Structure: Limited Liability
Website: decoration-one.com

Opportunity
Decoration One is seeking USD 2,820,000 in investment to expand its products and services, reach more customers, and hire additional employees in the coming 6 months.

Products/Services
Decoration One helps its clients create beautiful, modern living spaces through unique custom-designed products that reflect an Arab/Islamic aesthetic. This includes:
- Tableware
- Decorative items
- Home accessories

Their products also make unique gifts and can be customized with personalized

Markets
Jordan 50%
Exports 50%
Bahrain, Qatar, United Arab Emirates, Saudi Arabia, Lebanon, Kuwait

Customer Base
Primary Acquisition Channels:
1. Internet
2. Clients
3. Trade Fairs
De House’s mission is to manufacture stylish, beautiful, and timeless furniture. The company’s products and services are intended to make spaces more livable and enjoyable at affordable prices. DeHouse is committed to delivering value products and services and dedicated to customer care. The company employs knowledgeable sales associates to ensure expectations are exceeded. When it manufactures furniture, DeHouse balances the concepts of quality, design, precision, and comfort.

Company Details
Owner: Walid Diab Abu Saloum
Email: daniadehouse@gmail.com
Established: 2018
Head Office: Amman
Legal Structure: Solidarity Company
Website: entrepreneurs.
buildingmarkets.org/listings/de-house

Products/Services
De House manufactures furniture with unique designs that utilize a room’s space. The company prides itself on its customer service representatives who are specialized in:
- Building closets
- Bedroom furniture
- Kitchens

Opportunity
De House seeks USD 140,000 capital to grow its manufacturing capability and expand its product offerings.

Markets
Jordan 100%

Customer Base
Primary Acquisition Channels:
1. Internet
2. Clients References
3. Marketing Campaigns

<table>
<thead>
<tr>
<th>Employees</th>
<th>32</th>
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<tbody>
<tr>
<td>Turnover (USD)</td>
<td>592,000</td>
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<tr>
<td>Net Assets (USD)</td>
<td>395,000</td>
</tr>
<tr>
<td>Profit Margin</td>
<td>20%</td>
</tr>
</tbody>
</table>
JWICO is a leading furniture manufacturer in Jordan and the Middle East whose mission is to create unique living and working environments. JWICO has become synonymous with high-quality, long-lasting products and market leadership in home and office furniture. The company’s continuous effort to achieve complete customer satisfaction has built extensive client loyalty unsurpassed in the region. JWICO’s core values are reliability, integrity, passion, loyalty, and sustainable growth of the brand.

Company Details
Owner: Ramez Qubain
Email: ramezq@jwico.com
Established: 1975
Head Office: Amman
Legal Structure: Public Shareholding
Website: jwico.com

Products/Services
JWICO works with homeowners, developers, and project managers to deliver comprehensive furniture solutions. JWICO provides:
- Kitchens
- Wardrobes and vanities
- Hotel and office furniture
- Fire and non-fire rated flush doors

The company uses state of the art equipment and machines, as well as an industry specific ERP system that ensures a smooth end-to-end process and can ship orders to the UK within 14 days."

Opportunity
With an investment of USD 3,500,000, JWICO will expand to new locations, increase its market share, and create new products and designs. JWICO is also interested in

Markets
Jordan and exports to Saudi Arabia, United Arab Emirates, Iraq, Qatar

Certifications
ISO 9001:2015, IFC Certification

240
10,000,000
undisclosed
undisclosed

Employees
Turnover (USD)
Net Assets (USD)
Profit Margin

Customer Base
Primary Acquisition Channels:
1
Client References
2
Internet
3
Local Advertising

10,000,000
undisclosed
Net Assets (USD)
Stones is a cutting-edge firm that manufactures a variety of durable, eco-friendly products with superior workmanship. The company also offers expert design services that are tailored to a client’s needs. They have successfully implemented 175 projects with a range of clients, including Jordan Royal Bureau, Emirates Airlines, National Bank of Abu Dhabi, Jordan River Foundation, Movenpick Resort, and Queen Alia International Airport. Stones has distributors in Oman, Manchester, and Toronto. They boast a 15% annual growth rate and plan to hire an additional 10 staff members in the coming 6 months.

Company Details
Owner: Rami Abu Ghosh
Email: rami@stonesjordan.com
Established: 2014
Head Office: Amman
Legal Structure: Limited Liability
Website: jadadoors.com

Products/Services
Stones offers a variety of durable, eco-friendly products with superior workmanship, including:
- Stone Lighting fixtures
- Natural stones,
- Handmade Terrazzo tiles, concrete art,
- decorative stones

Opportunity
Stones is looking for matches to help the company access new markets, specifically in the United States and Europe. It is also looking to open a showroom in the GCC.

Markets
United Kingdom
United States
Brazil, MENA

Customer Base
Primary Acquisition Channels
1. Social Media
2. Client References
3. Exhibitions

Export
30%

Net Assets (USD)
2,000,000

Turnover (USD)
1,500,000

Employees
16

Profit Margin
25%
Arab Technical Company for Plastic Industries (TOP) is a leading Jordanian company in the field of manufactured plastic products. Since its establishment in 1993, Top has become one of the leaders in manufacturing plastic in Jordan by providing a range of high-quality products with diverse ranges of high-quality products and the best prices, supported by outstanding customer service. Since its establishment, Top has witnessed a compound growth rate, which is a direct result of its insightful management team, innovative products of the highest quality and a reputation that is based on honesty, respect, fairness and trust. TOP management is committed to provide the highest standards of quality. The company has earned ISO 9001: 2008 certification as the result of developing a disciplined, process quality operating system and continual improvements in order to consistently exceed customers’ expectations.

Company Details

Owner: Ahed Al Rajabi
Email: info@top.com.jo
Established: 1993
Head Office: Sahab-Amman
Legal Structure: Limited Liability
Website: top.com.jo

Products/Services

TOP manufactures and distributes a large range of plastic products:

- Plastic furniture (chairs, tablets)
- Household items (kitchen items)
- Laundry and cleaning items
- Drawers and cabinets
- Plastic Crates

Opportunity

The company is looking for a partner to open to new markets. They plan to hire approximately 50 more full-time staff members and to invest in their facilities.

Certifications

Top holds ISO 9001:2008 and TUV Certificates.

Markets

Exports

65%

Jordan 35%

African: Morocco, Algeria, Tunisia, Egypt, Sudan, Gabon, Angola
Europe: Italy, France, United States

Customer Base

Primary Acquisition Channels:

1. Trade Fairs
2. Internet
3. Local Advertising

90 Employees

undisclosed Turnover (USD)

undisclosed Net Assets (USD)

undisclosed Profit Margin
Al Saad Hygienic Paper Co seeks to satisfy customer demand by producing superior quality paper products made responsibly from natural ingredients. The company uses the finest grades of virgin pulp mixed with eucalyptus fibers harvested from well-managed forests. These forests remain healthy and stable through ongoing replanting. They plan to continue expanding, including adding 40 new employees to their operation in 2019.

Company Details
Owner: Wasim Abdel Aziz
Email: wasim@saadhp.com
Established: 2004
Head Office: Marka
Legal Structure: Limited Liability
Website: saadhp.com

Products/Services
The company produces:
- Facial tissues, toilet paper, wet wipes
- Hygienic product solutions for businesses
- Customizable nylon and hard packaging

Opportunity
The company is looking for investment in production facilities for the new product lines. The company is seeking new partnerships that can offer access to new markets in Jordan and abroad.

Certifications
Top holds ISO 9001, ISO 14001, ISO 18001

Markets
United Kingdom
Bahrain, Egypt, Iraq, Kuwait, Oman, Qatar, Saudi Arabia, Syria, Turkey, United Arab Emirates,

ACI is export focused and exports mostly to neighboring countries.

Customer Base
Primary Acquisition Channels:
1. Trade Fairs
2. Internet
3. Client References
Beirut Lights Hygienic Paper Manufacturing is a Syrian-owned, family company established in 2012 in Jordan at King Abdullah II Industrial City. The company aims to export its products worldwide, with focus on the EU where the paper tissue market continues to grow apace at a rate of approximately 2% annually.

### Company Details
- **Owner:** Samer Hussni
- **Email:** beirut-1@hotmail.com
- **Established:** 2012
- **Head Office:** Sahab
- **Legal Structure:** Limited Liability
- **Website:** beirutlights.com

### Products/Services
Beirut Lights specializes in producing premium quality private label and branded tissue paper products for the consumer market, including:

- Facial tissues
- Toilet paper
- Napkins and kitchen rolls

These hygienic paper products from high quality raw materials comprised of 100% natural cellulose and are characterized by strength, softness, high absorption, and plumbing safety. Beirut Lights partners with distributors working with large supermarket chains and wholesalers in local and regional markets.

### Opportunity
Beirut Lights requires USD 2,115,000 in capital to access new markets and to increase its market share worldwide.

### Markets

|       | Export | Jordan | 20% | Saudia Arabia, Iraq, Yemen, Qatar | 80% |

### Customer Base
- **Business Model:** B2B, B2G
- **Primary Acquisition Channels:**
  1. Trade Fairs
  2. Internet
  3. Local Media Advertising

### Certifications
- ISO 9001
Established in 2014, this Syrian, family-owned business manufactures industrial steel tubing in strict line with international standards, and in response to various project-contractors’ need to source locally. Baraka Metal Industries prides itself in providing customers with transparency around production methods and process, environmental impact, general documentation, and safety guidelines. Product integrity and customer satisfaction have prepared Baraka to reach deeper into neighboring Gulf and African markets.

**Company Details**

**Manager:** Rajai Mohammed  
**Mail:** baraka@baraka.com.jo  
**Established:** 2014  
**Head Office:** Amman  
**Legal Structure:** Limited Liability  
**Website:** baraka.com.jo

**Products/Services**

Baraka Metal Industries provides the local market with high quality steel tubing and lining used in construction. While it manufactures tubing in a range of dimensions, its most popular products are:

- 4x8 tubes (domestic)
- 2x2 tubes (export)

**Opportunity**

Baraka seeks partners that can help the company access new international markets, particularly in the Gulf and Africa.

**Certifications**

ISO 14001:2004, OHSAS 18001

**Markets**

80% Jordan  
20% Export  
Iraq, Saudi Arabia

**Customer Base**

**Business Model:** B2C, B2B, B2G  
**Primary Acquisition Channels:**

1. Trade Fairs  
2. Digital Advertising  
3. Clients, References

**Employees**: undisclosed  
**Profit Margin**: undisclosed  
**Net Assets (USD)**: undisclosed  
**Turnover (USD)**: undisclosed  
**Refugees**: 2
Arabian Steel Pipes (ASP) mission is to fulfill the need for electricity and water projects in Jordan and across the region. In the long term, the company’s vision is to expand its product line and manufacturing technology to contribute to improvements in occupational health and solutions to the environmental challenges of today and tomorrow. The company utilizes an enterprise resource management system, which helps integrate information flows and plan operations and processes. This makes resources consistently accessible, contributing to a seamless manufacturing process that meets client needs. ASP is committed to local and international quality standards.

Company Details
Manager: Issa Nafith Dalbah
Phone: +962 6 402 2136
Established: 1988
Head Office: Sahab
Legal Structure: Public Shareholding
Website: asp-jo.com

Products/Services
Arabian Steel Pipes specializes in:
- Steel pipes
- 3LPE coated pipes
- ASTM A53 Type E pipes
- Tubular and lattice poles
- High-voltage and Telecom Towers
- Hot dip galvanization service

The company’s best selling products are its 0.5-3.0 inch pipes.

Opportunity
ASP is looking for USD 350,000 in capital for the acquisition of new machinery that will increase production volumes and lines and allow the company to penetrate new markets.

Customer Base
Primary Acquisition Channels:
1. Trade Fairs
2. Digital Marketing
3. Local Advertising

Markets
Exports 20%
- Iraq, Lebanon, Libya, Palestine, Syria, Yemen, Canada, United States
80%
- Jordan

Clients
Jordan Electric Power Company, Total, National Electric Power Co, Irbid Electricity, Authority of Water, Aqaba Water Company

Certifications
ASP holds ISO 9001, ISO 14001, ISO 18001, Quality Jordan Market, Clean Production, TÜV Austria
Al Hadaf International Company has successfully operated in Jordan for more than 20 years, holds 50% of the country’s market share, and exports to nearly 20 countries worldwide. From management to designers and engineers, a versatile professional team drives its mission to exceed customers’ expectations in quality, delivery, and cost through continuous improvement and superior customer service. The company’s vision for becoming a benchmark for manufacturing companies worldwide is supported by its recent growth averaging 27% and its strategic plan for 2022, which includes corporate institutionalization, increasing local and international product lines and sales channels, and work force expansion.

Company Details
Owner: Rami Jehad Al Saheb
Phone: +962 6 4887776
Established: 1998
Head Office: Marka
Legal Structure: Limited Liability
Website: rz.jo

Products/Services
Al Hadaf International Company manufactures more than 2000 SKUs of food packaging, disposables, and catering supplies. This includes:
- Aluminum foil (top selling) and cling film wrap
- Food containers, cups, cutlery, bags
- Wrapping paper
- Hygienic and cleaning supplies

Opportunity
Al Hadaf’s partnership interests include acquiring a distribution company outside of Jordan and securing new contracts with buyers, distributors, wholesalers, and retail stores.

Certifications
RZ holds JFDA, ISO 9001, ISO 14001, ISO 22000, BRC

Markets

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Jordan</td>
<td>92%</td>
</tr>
<tr>
<td>United States</td>
<td></td>
</tr>
<tr>
<td>Iraq, Saudi Arabia</td>
<td></td>
</tr>
<tr>
<td>Germany, Italy, United Kingdom, Sweden, GCC, MENA Region</td>
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</table>

Customer Base

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Export</td>
<td>8%</td>
</tr>
</tbody>
</table>

1. Digital Media
2. Social Media
3. Local Advertising

Primary Acquisition Channels:
Sikayat Al Kheirat was founded in Syria 20 years ago. The company’s mission is to become a major international market player by providing an excellent performance to cost ratio and staying ahead of the curve by integrating the latest advancements in the field of irrigation. To ensure they uphold the highest standards, their quality control department is equipped to test raw materials and finished products. In addition, their experienced personnel are available for design and installation. With an increasing demand for their expertise, Sikayat Al Kheirat is setting its sights on African markets.

Company Details
Owner: Ammar Bakkar
Email: kh-irrigation@gmail.com
Established: 2014
Head Office: Ayn Al Basha
Legal Structure: Limited Liability
Website: kh-irrigation.esy.es

Products/Services
Sikayat Al Kheirat designs and manufactures high-quality plastic pipes and accessories for use in agricultural irrigation. This includes:
- Polyethylene and PVC pipes
- GR Pipes used in irrigation (best-selling)
- Integrated driplines
- Saddles
- Light fittings
- Filters and fertilizer
- Sprinklers

Opportunity
Sikayat Al Kheirat seeks USD 705,000 in investment to introduce a new advancement in the irrigation field, the Lite GR dripline system.

Markets

Expate

Certifications
ISO 9001 & UKAS

Customer Base
Primary Acquisition Channels:
1. Advertising
2. Professional Networks
3. Clients References

Turnover (USD)
987,000

Net Assets (USD)
1,128,000

Profit Margin
5%
Safe Techno Plast Company specializes in manufacturing high-quality household products. The company aims to have their items in every household in Jordan, expand their market share, compete internationally, and hire an additional 15 employees in the next 6 months. The company’s top clients are Mohammad Mabied for Household Products in Lebanon and First Distribution Company in Morocco.

**Company Details**
- **Owner:** Abdul Hafez Mouaffak
- **Email:** abdulhafez@syrtechnoplast.com
- **Established:** 2012
- **Head Office:** Sahab
- **Legal Structure:** Limited Liability
- **Website:** syrtechnoplast.com

**Products/Services**
Safe Techno Plast manufactures household supplies. They offer 180 different products ranging from cleaning tools to clothes hangers.

The company is distinguished for allowing customization of packaging design and for providing first time buyers with flexible pricing options.

**Opportunity**
Tops Chocolate will use USD 1,500,000 in investment to develop new product lines, apply for additional patents, and to conduct research and development for new products. The company is also interested in potential partners who can support global marketing efforts.

**Markets**
- **Export:** 50%
- **Local:** 50%
  - **50%**
    - Jordan
    - Lebanon, Morocco, Saudi Arabia, Turkey

**Customer Base**
- **Business Model:** B2C, B2B, B2G
- **Primary Acquisition Channels:**
  1. **Clie**
  2. **References**
  3. **Internet**

**Certifications**
- ISO 9001:2015
Established in Amman as a single division company, Jordan Pioneer’s (JP) success is driven by an investment in staff management and training, the utilization of the latest techniques in engineering and manufacturing, a commitment to customer service, and the strict quality control they have over their raw materials, which are produced in-house. Since its founding, JP has delivered large projects in Jordan, Yemen, Iraq, Africa, and Afghanistan; With an annual growth rate of 15%, the company is continually expanding to new international and regional markets.

Company Details
Owner: Bahaa Al Khateeb
Email: baha@jordanpioneer.com
Established: 2004
Head Office: Amman
Legal Structure: Limited Liability
Website: jordanpioneer.com

Products/Services
Jordan Pioneer specializes in the manufacturing, supply, and construction of:
- Portable caravans
- Prefabricated buildings
- Light gauge steel frame buildings
- Insulated sandwich panels
- Cladding solutions
- Steel fencings

Opportunity
JP is seeking new buyers in Jordan and international markets who have a need for high-quality pre-fabricated buildings and portable caravans.

Certifications

Markets
90% Jordan
10% Export

Customer Base
Primary Acquisition Channels:
1. Direct Marketing
2. Digital Marketing
3. Trade Fairs
Petra Engineering manufactures HVAC equipment that meets a diversity of applications, catering to global markets. Petra believes that the road to success lies in customer satisfaction, which requires the provision of products that are top quality, innovative, and competitively priced. In 2005, Petra became the first company in Jordan to be made a member of the Golden List Program. Today, Petra facilities are over 300,000 sqm with over 2000 technical and managerial employees. To cope with the increasing demand for Petra’s products worldwide, Petra has completed an expansion program with a 200,000 SQM production facility in Ma’fraaq and a new 45,000 SQM facility at the King Abdullah Economic City in Saudi Arabia. The company has environmentally responsible practices and plans to hire an additional 400 staff members in the coming 6 months.

**Company Details**

**Managing Partner:** Firas Abu Wishah  
**Email:** fabuwishah@petra-eng.com.jo  
**Established:** 1987  
**Head Office:** Al Muwaqqar  
**Legal Structure:** Limited Liability  
**Website:** petra-eng.com

**Products/Services**

Petra Engineering’s products include HVAC equipment such as air handlers, chillers, dry cooler units, exhaust fans, and fan coil and split units. Their HVAC equipment offers customers:

- Energy efficiency  
- Low noise Solutions  
- Integrated communication protocols  
- Quick delivery and short lead times  
- After sales service and spare parts availability

Petra’s R&D facility conducts tests according to applicable ARI, AMCA and ASHRAE standards. Leadership and agility, coupled with innovative design and engineering expertise, gives Petra a competitive edge.”

**Opportunity**

Petra is looking to create partnerships with businesses working in construction, real-estate projects, factories, hospitals, and hotels.

**Certifications**

ISO14001, ISO9001  
CE Product Certifications among dozens

**Markets**

**Export**  
Petra exports to over 50 countries worldwide, including:  
- Europe  
- United States  
- United Kingdom  
- Kuwait, Oman, Qatar  
- Saudi Arabia

**Customer Base**

**Business Model:** B2B, B2G  
**Primary Acquisition Channels:**

1. Trade Fairs  
2. Publications  
3. Factory Visits

**Financials**

- **Employees:** 2,450  
- **Turnover (USD):** 150,000,000  
- **Net Assets (USD):** 90,000,000  
- **Profit Margin:** 10%

- **Export:** 92%  
- **Trade Fairs:** 8%

- **Jordan:**
Al Sahab was established in 2013 with a mission to produce high quality cosmetics at affordable prices for consumers and leading brands in Jordan and the region. With a recent growth rate of 15%, Al Sahab is keen to expand its reach to new regional and international markets. The company plans to hire an additional 10 employees in the upcoming 6 months.

Company Details
Owner: Omer Mohammad Khalil
Phone: +962 5 3812201
Established: 2013
Head Office: Al Hashimiyah
Legal Structure: Limited Liability
Website: entrepreneurs.buildingmarkets.org/listings/al-sahab-for-packaging/

Products/Services
Al Sahab manufacturers and packages cosmetics for a range of brands. This includes:
- Facial made mask
- Foot and body scrub
- Shampoo, conditioner and hair gels (top selling product)
- Shaving cream
- Nail polish remover
- Facial cleanser
- Bath oils (top selling product)

Opportunity
Al Sahab seeks USD 140,000 in investment to improve the quality of its products, modernize its lab, and to purchase new plastic molds.

Markets

<table>
<thead>
<tr>
<th>Markets</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jordan</td>
<td>72%</td>
</tr>
<tr>
<td>Exports</td>
<td>28%</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td></td>
</tr>
<tr>
<td>Iraq</td>
<td></td>
</tr>
<tr>
<td>Kuwait, Qatar</td>
<td></td>
</tr>
</tbody>
</table>

Customer Base
Primary Acquisition Channels:
1. Client References
2. Digital Marketing
3. Sales Agents

Clients
Award Cosmetics Trading and Kawakeb AlJamal (Saudi Arabia).
Strategic partnerships with AMKA Products (South Africa) and Nu Age Cosmetics (United Arab Emirates).
ZA Packaging is a pioneer can-maker and distinguished packaging producer. The company has been growing and acquiring a considerable market share in the MENA region joining major players in the canning industry in Turkey, Europe, and the Common Wealth of Independent States. ZA Packaging has reached high business volumes by exceed its customers’ expectations and cultivating long-term business relationships. ZA Packaging factories utilize state-of-the-art technologies, including automatic and computerized testing and inspection devices, which results in super-quality products, better services, and on-time delivery.

Company Details
Owner: Mohammad Hashim
Phone: +962 6 4885173
Established: 2014
Head Office: Amman
Legal Structure: Limited Liability
Website: zapackaging.com/jordan

Products/Services
ZA Packaging produces a variety of customizable metal cans aimed to meet all of your food packaging needs. This includes:

- Lacquered or branded cans
- Lids and other accessories
- Necked (stackable) and beaded cans
- Cylindrical cans (best selling item)

Products are 100% recyclable and manufactured in accordance with international environmental standards.

Opportunity
ZA Packaging seeks USD 3,500,000 to add production lines and support the financing of raw materials.

Markets

Customer Base

Business Model: B2B
Primary Acquisition Channels: Direct Marketing
Maani Ventures is one of Jordan’s leading industrial groups. The company is driven by a vision to develop a new generation of customized engineering products and solutions. Maani Ventures’ client-centered focus, culture of collaboration, and investment in development and innovation has consistently allowed the company to anticipate and respond to the market’s ever-changing needs. A commitment to products and to sustainability, employee engagement and development, and CSR underpins its brand integrity and continued growth. Maani Ventures employs more than 700 engineers, technicians, and highly skilled laborers and professionals. Since its establishment, it has expanded into a conglomerate of five companies.

Company Details
Owner: Omar Maani
Email: jack@maani.com
Established: 1986
Head Office: Amman
Legal Structure: Limited Liability
Website: maani.com

Products/Services
Maani Ventures has two core business divisions: construction and Furniture. Each offers unique product lines and custom solutions:

- Construction has six product lines: Prefab, Steel, Structures, Metalform, LGS, and Solar.
- Furniture has five product lines: Office Concepts, Learning & Community, Labs, Components, and Contract Furniture.

Opportunity
Maani Ventures seeks capital totalling USD 7,000,000 to fund real estate projects.

Markets

Customer Base
Primary Acquisition Channels:

Certifications
OHSAS, QMS, AWI Member, IFCC1080, ISO9001, ISO14001

740 Employees 5 Refugees
42,300,000 Turnover (USD)
22,560,000 Net Assets (USD)
7% Profit Margin

Export
Iraq
Kuwait
Qatar
Saudi Arabia
United Arab Emirates

Customer Base

50% Jordan

70%

30%

1
Client
References
2
Internet
3
Trade
Fairs

Markets

Customer Base
Al Gadeed manufactures and supplies cost-effective and high-quality pharmaceuticals to Jordan and the region. Al Gadeed is actively growing its product line and production capacity to support efforts in accessing new export markets, and plans to create 30 new jobs in 2019. The company’s vision is to become a world-class leading pharmaceutical provider. Al Gadeed’s manufacturing facilities have been designed in accordance with GMP standards and adhere to national and international regulatory requirements. The company’s recent growth rate has been 15% per annum.

**Company Details**
- **Manager:** Ghaith Al Ansary
- **Email:** ghaith@algadeed.com
- **Established:** 2013
- **Head Office:** Amman
- **Legal Structure:** Limited Liability
- **Website:** algadeed.com

**Products/Services**
Al Gadeed Pharmaceutical Industries specializes in generic pharmaceuticals including:
- Analgesics-antipyretics
- Anti-viral drugs
- Antibiotics
- Antidepressants
- Gastro-intestinal drugs
- Respiratory tract drugs
- Laxatives (top selling product).

**Opportunity**
Al Gadeed is looking to engage with strategic partners who can offer access to new markets and help grow their market share.

**Company Details**
- **Employees:** 140
- **Refugees:** 30
- **Turnover (USD):** Undisclosed
- **Net Assets (USD):** Undisclosed
- **Profit Margin:** 15%

**Markets**
- **Jordan:** 50%
- **Exports:** 50%
- **Iraq:**
- **Yemen:**

**Customer Base**
- **Business Model:** B2B
- **Primary Acquisition Channels:**
  1. Clients
  2. Direct Marketing
  3. Sales Agents

**Certifications**
- ISO 9001
- Jordanian Food And Drug Association (JFDA) GMP Certificate
- JFDA Manufacturing License (ML) Certificate
Integrating the latest industry techniques and trends, Juman has become a leading pharmaceutical and cosmetics producer. The company established itself as a pioneer in the field of private label manufacturing when it began branding its own products in 2013. Juman carefully selects ingredients and fuses them with innovative formulations to create the optimal product and experience for their customers. The company is renowned for their attention to detail, quality, efficiency, and aesthetics. Juman’s goal is to become the most trusted and preferred para-pharmaceutical and cosmetics manufacturer in the MENA region and beyond. The company already maintains a logistics center in the United States where its line of Dead Sea cosmetics is distributed.

**Company Details**
Owner: Rasha Aleid  
Phone: +962 777486843  
Established: 2006  
Head Office: Amman  
Legal Structure: Sole Proprietorship  
Website: jumanfactory.com

**Products/Services**
With an unparalleled commitment to excellence, Juman manufactures unique products that exceed customer expectations. This includes:
- Cosmetic products (moisturizing and skin whitening creams, cleansing milks, tanning products)
- Dead Sea products (body and face scrubs, massage creams, 100% pure Dead Sea Salts)
- Para-pharmaceutical products (treatment of diabetic foot, scars, acne, dandruff, joint and muscle pain)
- Baby care products (oils and skin care lotions)

**Opportunity**
Juman is seeking business partners and distributors to help increase the company’s brand awareness and implement a targeted marketing strategy in new countries.

**Certifications**
ISO 22000, BRC, (GS1 SYSTEM)

**Markets**

<table>
<thead>
<tr>
<th>Country</th>
<th>Export</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jordan</td>
<td>22%</td>
</tr>
<tr>
<td>Iraq</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>Cyprus</td>
<td></td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td></td>
</tr>
<tr>
<td>Lebanon</td>
<td></td>
</tr>
<tr>
<td>Oman, Qatar</td>
<td></td>
</tr>
<tr>
<td>United Arab</td>
<td></td>
</tr>
<tr>
<td>Emirates</td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td></td>
</tr>
</tbody>
</table>

**Customer Base**
Business Model: B2B  
Primary Acquisition Channels:  
1. Trade Fairs  
2. Clients References  
3. Internet

**Financials**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>24</td>
</tr>
<tr>
<td>Turnover (USD)</td>
<td>860,000</td>
</tr>
<tr>
<td>Net Assets (USD)</td>
<td>361,000</td>
</tr>
<tr>
<td>Profit Margin</td>
<td>26%</td>
</tr>
</tbody>
</table>
Inspired by her graduation project about the Dead Sea and its natural resources, Elham Mousa Zeadat founded Bloom. The company’s mission is to continuously satisfy client and customer needs through exceptional service and an indulgent experience. Bloom’s vision is to become a leading voice on wellness and beauty, ensuring the greatest number of people understand the magic and unique benefits of Dead Sea minerals.

Company Details
Owner: Elham Zeadat
Email: bloom@nets.com.jo
Established: 1993
Head Office: Amman
Legal Structure: Limited Liability
Website: bloom.com.jo

Products/Services
Bloom Dead Sea Gift Enterprise produces a range of natural skincare products for hotels, spas, private label, and retail use.
- Hand and foot creams
- Day and night eye and face cream
- Body lotion, including sunblock and after Sun Gel
- Mud masks, scrubs, bath salts, and soaps
- Gift boxes

Bloom launched a new franchise called Bloom Relax, a high-end foot and hand treatment center at Queen Alia International Airport in Amman, the first in any airport worldwide. The company is GMP certified, ensuring quality products at competitive prices.

Opportunity
Bloom is looking for investors to open a treatment center/clinic located at the Dead Sea. Bloom is continuously looking to identify buyers, specifically those in Russia, China and across European markets.

Markets
<table>
<thead>
<tr>
<th>Country</th>
<th>%</th>
<th>Export</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jordan</td>
<td>10%</td>
<td>90%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iraq, Italy, Russia, United Arab Emirates, United States</td>
</tr>
</tbody>
</table>

Customer Base
Primary Acquisition Channels:
1. Exhibitions
2. Digital Marketing
3. Strategic Partnerships
Universal Labs was founded to allow as many people as possible to experience the natural, healing, and pampering properties of the Dead Sea. The company’s mission is to make a range of Dead Sea-based skin care products (C-PRODUCTS) available world-wide. By maintaining superior quality through a combination of nature and science, the Universal Labs and its technicians aim to raise awareness about the importance and benefits of the Dead Sea. C-PRODUCTS has become the brand of choice for over 90% of spas at 5-star hotels in Jordan. This includes Marriott International, who now provide C-PRODUCTS in their Saray Spas in many of their properties across the MENA region.

Company Details
Owner: Osama Qutaishat
Phone: +962 6 533 3243
Established: 1989
Head Office: Amman
Legal Structure: Limited Liability
Website: c-products.com

Products/Services
Marketed under the brand name C-PRODUCTS, Universal Labs is a leading manufacturer and exporter of natural health and beauty products from the Dead Sea. This includes:

- Facial and mud masks (top selling items)
- Hand, eye, body, and foot care
- Haircare, soap, and shower products
- Bath salts and scrubs (top selling items)

Universal Labs guarantees the quality of its products through careful selection of raw materials, standardized production processes, and a highly qualified and experienced team of experts.

Opportunity
Universal Labs is seeking USD 1,410,000 in investment to franchise and conduct international marketing. The company is also interested in potential matchmaking opportunities to find exclusive agents, with an interest in the United States and United Kingdom markets, as well as an investor looking for acquisition (100%).

Customer Base
Primary Acquisition Channels:
1. Exhibitions
2. Trade Missions
3. Local Events

Markets
75% Export
United States, Japan, China, South Korea, Europe, MENA
Jordan 25%

Opportunity
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Company Details
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Customer Base
Primary Acquisition Channels:
1. Exhibitions
2. Trade Missions
3. Local Events

Markets
75% Export
United States, Japan, China, South Korea, Europe, MENA
Jordan 25%
Rivage’s mission is to help its customers reveal their inner beauty with natural, high-performance skin and haircare products. Inspired by the power of the Dead Sea, a healing and medicinal natural spa that has been celebrated since 3000 BC, Rivage skincare products fuse the ancient with the modern. The minerals and botanicals in Rivage's formulas are carefully engineered to work in harmony with skin's natural qualities to renew, detoxify and nourish. Devoted to one of its most inspirational and valuable resources, the company is also dedicated to protecting the Dead Sea environment.

Company Details
Owner: Adel Al Qassem
Email: 962 65621767
Established: 1996
Head Office: Amman
Legal Structure: Limited Liability
Website: rivagecare.com

Products/Services
Rivage is one of the largest manufacturers of skincare in Jordan. The company has hundreds of products that use 64 natural ingredients. Products include:
- Masks and exfoliators
- Soaps, cleansers, and toners
- Moisturizers, eye and neck creams
- Anti-aging serum and anti-wrinkle creams

Opportunity
Rivage seeks USD 7,000,000 in capital for growth in North American and Far East markets, investment in e-commerce and promotions, and facility expansion. The company always welcomes introduction to new sellers, distributors, agents, and suppliers of raw materials.

Markets
Jordan and exports to Malaysia, Europe, Asia, Canada, MENA

Customer Base
Business Model: B2B, B2C,
Primary Acquisition Channels
Exhibitions And events
Clients References
Digital Marketing

Certifications
GMP, ISO 9001, JFDA, CPNP European Cosmetic Portal registration
LaCure Dead Sea Products is a frontrunner in the region’s skincare industry. LaCure’s mission is to offer women and men the best cosmetics in terms of quality, effectiveness, and safety. Their vision is to become the leading international provider of personal care products from the Dead Sea, sharing the benefits of this unique and natural resource with the rest of the world. Over the years, its highly skilled, well-trained team has increased the company’s market share locally, regionally, and internationally. Today, LaCure exports to over 60 countries worldwide. At this scale, the company’s commitment to quality management has driven it to become ISO 9001 certified and to fulfill compliance with EC & FDA regulations.

Company Details
Manager: Ayman Al-Refai
Email: ayman@lacure.co
Established: 1994
Head Office: Amman
Legal Structure: Limited Liability
Website: lacure.co

Products/Services
LaCure’s products are made with natural ingredients directly extracted from the Dead Sea. The company offers retail and spa lines, bulk material, and private labeling. Retail and spa products include:
- Facial care
- Hand and foot care
- Body and bath care

LaCure is one of the early entrants to the Dead Sea product market and adheres to international standards. Its top selling products are mud and salt.

Opportunity
LaCure seeks funding to increase marketing through participation in local and international exhibitions. It also invites investment in its production facility to increase capacity to meet demand. The company would like to connect with wholesalers, department stores, and hotels.

Certifications
ISO 90001, US FDA

Markets
Jordan 19% Export
Canada, China, Morocco, United States, The Netherlands, Dubai

Customer Base
Primary Acquisition Channels:
1. Digital Marketing
2. Clients references
3. Direct Marketing

16 Employees
500,000 Turnover (USD)
455,000 Net Assets (USD)
45% Profit Margin
Services (Other)
Better Business functions on the premise that employees are the key to a company’s success. When they thrive and feel valued, a business will thrive. To this end, Better Business delivers strategies that unleash employee potential and performance, ultimately ensuring that collective company goals are achieved faster. As the digital presence of Better Business grows, they plan to hire additional employees, including refugees. Over the next six months, they project adding three new staff members. Better Business has over 300 corporate clients, boasts a 340% growth rate in their profit, and a 6% growth rate in revenue.

Company Details
- **MD:** Abeer Qumsieh
- **Email:** abeer@betterbusiness.com.jo
- **Established:** 2003
- **Head Office:** Amman
- **Legal Structure:** Limited Liability
- **Website:** betterbusiness.com.jo

Products/Services
Better Business specializes in skills training and human capital development for corporations in the Middle East. This includes:
- Learning and Development Training
- Customer Service Consultancy
- Assessment Center and Advisory
- Corporate Learning Events

Opportunity
Better Business is seeking **USD 700,000** in investment to grow their digital presence in the Middle East. The company is also looking for academic partners (universities and learning institutions) that provide corporate, technical, and vocational education and training.

Markets
- **Jordan:** 85%
- **Export:** 15%
  - United Arab Emirates, Qatar, Lebanon, Egypt, Saudi Arabia

Customer Base
- **Business Model:** B2C, B2G
- **Primary Acquisition Channels:**
  1. Clients
  2. References
  3. Direct Marketing

Employees: 20
Refugee: 1
Turnover (USD): 1,452,000
Net Assets (USD): 235,000
Profit Margin: 10%
Iraqi-owned, Al-Bashaer strives to maintain high-quality services that meet market demand for efficient and reliable automotive services. In 2019, the company intends to expand its locations in Jordan. Al-Bashaer also plans to hire 25 more employees in the next six months.

Company Details
Owner: Ali Farhan
Email: a.farhan@albashaergroup.com
Established: 2011
Head Office: Marka
Legal Structure: Solidarity Company
Website: entrepreneurs.buildingmarkets.org/listings/al-bashaer-fuel-stations

Products/Services
Al-Bashaer Fuel Stations provides wholesale fuel and car services to the Amman-Madaba-Zarqa area, including:

- Routine oil changes
- Automotive repairs
- Car washes and detailing

Their consistent quality of service is a competitive market advantage. All Al-Bashaer stations offer automatic services with attached convenience stores.

Opportunity
Al-Bashaer Fuel Stations will respond to increasing market demand by opening a sixth station with an investment of USD 700,000.

Markets
Jordan 100%

Customer Base
Primary Acquisition Channels:
1. Internet
2. Business Directory
3. Client References

Employees: 55
Turnover (USD): 44,000,000
Net Assets (USD): 4,935,000
Profit Margin: 4%
e-Arabization is one of the leading Arabic translation companies in the MENA region. Its mission is to deliver not just a translated product, but a localized one that truly communicates ideas across borders and cultures, ensuring their clients’ products and services can compete and thrive in the MENA market. They guarantee operational excellence backed by technological, long-lasting solutions that are driven by dedicated talent. Growing at 15% annually, e-Arabization plans to add 5 new employees in the next 6 months and is striving to become the worldwide leader in the field of Arabic translation.

Company Details
Owner: Dareen Mukhaimer
Email: dareen.mukhaimer@e-arabization.com
Established: 2007
Head Office: Amman
Legal Structure: Limited Liability
Website: e-arabization.com

Products/Services
e-Arabization retains a talented staff of Arabic speakers representing a range of countries and offering native specialty for most local dialects in the MENA region. Translation services include:

- Multi-media subtitling, transcription and translation
- QA & editing for third party product
- Copywriting

e-Arabization’s clients work in a variety of sectors, such as medical, e-Commerce, IT, nonprofit, food and beverage, media, and government.

Opportunity
e-Arabization seeks an investment of USD 141,000 and business partners to support the growing demand for their services. Additional capital would be used for software upgrades, new staff, and opening a Dubai office, where most clients are located.

Markets
90%
Export
Saudi Arabia
United Kingdom
United Arab Emirates

10%
Jordan

Customer Base
Business Model: B2B
Primary Acquisition Channels:
1. Internet
2. Trade Fairs
3. Memberships in Networks
Al Haramain Speciality Hospital is a general medical facility providing a range of services. Its mission is to be recognized as a center of excellence in healthcare and training. With a growth rate of 20%, the hospital works to comply with internationally recognized standards and to serve as a tertiary care facility focusing on patient safety and service at a reasonable cost. The Hospital’s vision is to offer comprehensive, high-quality treatment options that respond to the diverse needs of patients.

Company Details
Owner: Mousa Al Qudah
Email: mousaqudah@gmail.com
Established: 2012
Head Office: Amman
Legal Structure: Limited Liability
Website: entrepreneurs.
buildingmarkets.org/listings/
al-haramain-specialty-hospital/

Products/Services
Al Haramain provides world class medical services in a conveniently located hospital in Amman. Services includes:

- Dentistry
- Urgent care
- Walk-in services
- Surgical and non-surgical cosmetic operations
- The Hospital makes use of modern equipment and recruits highly qualified professionals.

Opportunity
Al Haramain seeks USD 4,250,000 investment to open new cardiovascular, optometry and dental departments, increase the number of patient rooms, procure an MRI device, and open external clinics. The Hospital is also looking for partnerships with international hospitals to share medical expertise and patient care.

Markets
Jordan 100%

Customer Base
Business Model: B2C
Primary Acquisition Channels
1 Digital Advertising
2 Clients References
Bioscan is a newly established chain of radiology and imaging centers whose mission is to improve the industry standard through state-of-the-art facilities, innovations in digital record and data management, and patient-centered care. Founded by a team with deep experience in the sector, Bioscan is staffed by expert technicians that provide world-class services. Bioscan works with all local insurance companies in Jordan.

**Company Details**
- **Owner:** Abdelnour Nayef Abdelnour
- **Phone:** +962 65920036
- **Established:** 2017
- **Head Office:** Amman
- **Legal Structure:** Private Shareholding
- **Website:** bioscan.jo

**Products/Services**
Bioscan offers radiology and medical imaging services in its state-of-the-art facility, including:
- Digital x-rays, digital ultrasounds, CT scans, and MRIs
- Private units for women’s mammogram and ultrasound imaging
- State of the art 1.5 Tesla MRI, offering the best in patient comfort
- CT scan for non-invasive cardiovascular and gastrointestinal procedures
- Imaging procedures for neurology, orthopedics, and general surgery

Bioscan has a secure online portal that gives patients and healthcare professionals 24-hour access to medical records.

**Markets**
- **Jordan:** 100%

**Opportunity**
Bioscan seeks an investment of USD 7,000,000 to open a new center, equipped with its state-of-the-art technology, to better meet market demand for radiology and imaging services in Jordan.
Profix, a company under Profect Group, is a leading professional maintenance provider specialized in services for residential and commercial facilities. With an annual growth rate of 15% and the sole franchise model for maintenance service providers in Jordan, Profix is driven by a desire to provide its customers peace of mind by offering top quality services through carefully trained and dedicated technicians and employees. Profix is currently developing a platform where freelance technicians can register after receiving training and qualifications from Profix. They plan to have 2,400 technicians on the platform by 2021. The company is also expanding their franchises in Jordan to Irbid and Zarqa and plan to move into Qatar, Egypt and Kuwait in 2020.

Company Details

Owner: Mohammad Ghazal
Email: m.ghazal@profectgroup.com
Established: 2014
Head Office: Amman
Legal Structure: Limited Liability
Website: weprofix.com

Products/Services

Profix provides professional maintenance services for residential and commercial buildings:

- General maintenance (floors, windows, painting),
- Air conditioning and Heating,
- Electricity (wiring, installation, satellite, lighting systems),
- Plumbing (pumps, sewage, water reservoirs),
- Interior design

Opportunity

Profix is looking for business partners in countries in the Middle East and Africa to open new branches. The company is also seeking entities that can provide certifications.

Certifications

Customer Base

Primary Acquisition Channels

Marketing

Markets

Exhibitions

Digital Marketing

Client References

Export

NET ASSETS (USD)

973,000

Profit Margin

10%

50

Employees

4

Refugees

536,000

50%

60%

Saudi Arabia

United Arab Emirates

40%

Jordan

50%

40%

60%

60%
Izif is the first online music school in the Arab world. The company’s mission is to provide access to anyone who wishes to learn how to play a musical instrument or improve their existing skills. Izif offers a user-friendly and rich platform with exceptional learning resources. The company has also designed a blended model for music education that combines convenient online services with offline (in-person, or peer-to-peer learning) services. The company has students from 55 countries and has received investment from Oasis500, Enpact, and Zinc by Zain.

Company Details
Owner: Bisher Abu Taleb
Email: bisher@izif.com
Established: 2012
Head Office: Amman
Legal Structure: Limited Liability
Website: izif.com

Products/Services
Izif is an online platform that teaches users how to play musical instruments. Through high-definition video tutorials, Izif caters to a range of learners from beginner to advanced. Videos show hand movements and are accompanied with visual aids displaying notation in sync with an instructor.

The online school is subscription-based and Oud lessons are the most popular product. Izif’s competitive advantage is its offering of traditional and Eastern instruments.

Opportunity
Additional capital of USD 282,000 will allow Izif to translate its website and videos into English and French, expanding its reach. The company also plans to introduce additional instruments and videos to its platform.

Markets
Export 100%
United States, Canada, Kuwait, United Arab Emirates, Germany, Turkey, Saudi Arabia

Customer Base
Business Model: B2C
Primary Acquisition Channels:
1. Internet
2. Clients
3. Marketing

8 Employees
2 Refugees

Turnover (USD)
Net Assets (USD)
Profit Margin

unrevealed
unrevealed
unrevealed
The mission of **EcoHotels** is to provide exceptional accommodations and experiences for tourists and travelers while employing good social, economic, and environmental practices. The company’s vision is to become the go-to ecotourism business in the region, including expanding the number of lodges it operates. EcoHotels has partnered with the Royal Society for the Conservation of Nature, which is managing its first project in Jordan, the Fenyan Ecolodge. The Fenyan Lodge not only has sustainable practices, it sources and hires locally to generate economic opportunities. Since 2016, EcoHotels has seen year-on-year annual growth of around 30%. EcoHotels are proving that business can be profitable while having a positive local impact.

**Company Details**
- **Owner**: Nabil Tarazi
- **Phone**: +962 6 464 5580
- **Established**: 2009
- **Head Office**: Amman
- **Legal Structure**: Private Shareholding
- **Website**: ecohotels.me

**Products/Services**
EcoHotels develops and manages small hotels and lodges, offering its guests authentic experiences revolving around nature, food, adventure, culture and conservation.

EcoHotels has been recognized with awards from Trip Advisor, National Geographic, Ernst & Young, and Bank Al Etihad.

**Opportunity**
EcoHotels seeks to engage investors or government officials who are looking for eco/sustainable tourism partners in Jordan.

**Markets**
- **Jordan**: 100%

**Customer Base**
- **Primary Acquisition Channels**:
  1. Tour Operators
  2. Clients
  3. References

**Company Details**
- **Employees**: 25
- **Turnover (USD)**: 800,000
- **Net Assets (USD)**: undisclosed
- **Profit Margin**: 13%
RANCO Diversified Investments believes in perseverance, efficiency, integrity, and value creation. Both traditional and passionate, RANCO employees have an appetite for statistics, and respect organized processes as much as they value intuitive direction and inspirational dreams. RANCO recognizes that a combination of diverse perspectives, methods, and ideas yields disruptive and innovative solutions to existing problems. As such, it cultivates these qualities in its own culture, too, by maintaining a collaborative environment and investing in employee development. RANCO plans to expand its portfolio to include Architecture & Master Planning of Developments, Real Estate Management, Technology Services and Product Design as well as increase its positions in Hospitality, Clean Tech, and Alternative Energy investments.

Company Details
Managing Partner: Shaker Muasher
Email: s.muasher@rancoholdings.com
Established: 1970
Head Office: Amman
Legal Structure: Limited Liability
Website: rancoholdings.com

Opportunity
RANCO plans to expand its investment portfolio within Jordan and abroad, and is currently looking to bring in partners into some of its portfolio companies. More specifically, they plan to expand their Industrial Operations, Hospitality Portfolio, and Solar Energy Developments and Services within Jordan. Three of RANCO’s portfolio companies have plans for new Hospitality Developments and expansions of existing projects in Amman, The Dead Sea, Petra and Aqaba (Jordan), and are open to investment partners.

Products/Services
RANCO Diversified Investments is a private investment company, which has been a strategic, early investor in, and founding member of a diversified group of companies in a variety of sectors in Jordan including:

- Hospitality & Tourism
- Financial Institutions
- Manufacturing & Industrial Operations
- Real Estate Development
- Interior Design
- Media & Technology
- Agriculture
- Solar Energy

In 2012, RANCO Diversified Investments established RANCO Capital, a department and fund that focuses on early stage investments in technology start-ups both in Jordan and abroad. Thus far, RANCO has invested in 10 technology start-ups based in Jordan, the UK and the USA.

Customer Base
Business Model: B2B, B2C, Primary Acquisition Channels

Markets
Jordan 100%

Employees
undisclosed
Turnover (USD)
undisclosed
Net Assets (USD)
undisclosed
Profit Margin
CG Imagine + Invent’s mission is to help companies strategically engage their target audiences through effective and clear communication. They develop and designs influential online and offline campaigns using innovative marketing techniques, unique visuals, and cutting-edge technology. CG Imagine + Invent has offices in Jordan, Saudi Arabia, Iraq, and Bahrain, and its clients include high profile companies like Coca-Cola, BMW, and IKEA. The company plans to hire an additional eight staff members in the coming six months.

Company Details
Owner: Ahmad Santarissy
Email: ahmad.s@cgiandi.com
Established: 2012
Head Office: Amman
Legal Structure: Limited Liability
Website: entrepreneurs.buildingmarkets.org/listings/cg-imagine-invent

Products/Services
CG Imagine + Invent offers innovative marketing, communication, and technology services, including web and mobile app development.

Opportunity
CG Imagine + Invent is looking for USD 700,000 in investment as well as new partners to help expand its services into Kuwait, Russia, and Europe.

Markets

Customer Base
Primary Acquisition Channels:
1. Direct Marketing
2. Clients
3. Digital Marketing

60% Export
Bahrain, Canada, Iraq, Malaysia, Oman, Sweden, United Kingdom, United States

40% Jordan

24 Employees
2,115,000 Turnover (USD)
undisclosed Net Assets (USD)
40% Profit Margin
Biolab is a pioneer in applying innovation in medicine and science to medical laboratory testing in Jordan, making it uniquely positioned to deliver timely, accurate test results and convenience for physicians and their patients. Its full range of diagnostic lab services include:

- Comprehensive diagnostics
- Custom designed test profiles
- Mobile patient services / House calls
- Occupational health testing
- Pre-employment and referral testing
- Online access to results and full medical records

Biolab utilizes a consolidated service delivery model consisting of one centralized laboratory and twelve specialty testing laboratories. It is the sole laboratory in the Kingdom to have received the American Joint Commission International (JCI) accreditation as an independent laboratory, along with the European ISO 15189 certificate.

Opportunity

Biolab has launched a centralized lab system in Georgia and seeks matches with international governments to implement this process in other countries.

Customer Base

Primary Acquisition Channels:

1. Client References
2. Internet
3. Traditional Media

Company Details

CEO and Founder: Dr. Amid Abdelnour
Email: amid@biolab.jo
Established: 2010
Head Office: Amman
Legal Structure: Limited Liability
Website: biolab.jo

Products/Services

Biolab's mission is to be a private medical laboratory group that offers cutting edge medical technology at the service of its patients, physicians, hospitals, and referring clinical laboratories. The company values the expertise and professionalism of its practitioners, and adheres to the highest medical and professional standards. As part of an ever-evolving scientific industry, Biolab commits to operating with honesty and transparency in order to provide the best care, comfort, and peace of mind for its patients. Biolab’s vision is to become a major international reference lab, pursing development locally, regionally, and globally. In the first half of 2019, they intend to open one new location and hire 50 additional employees.
Since its establishment, Alimtyaz Co.'s mission has been to maintain a competitive edge through responsiveness to customers, high quality products, and sparkling clean results. The company is committed to scheduled timeframes and providing an ideal and secure working environment. Alimtyaz’s vision is to become the leading cleaning service in Jordan.

Company Details
- **MD:** Nael Abu Yaqeen
- **Email:** ammaralmahmoud@yahoo.com
- **Established:** 2015
- **Head Office:** Al Ramtha Industrial Zone
- **Legal Structure:** Limited Liability
- **Website:** entrepreneurs.
  buildingmarkets.org/listings/
  al-emteyaz-co-for-cleaning-services/

Products/Services
Alimtyaz Co. provides cleaning services directly to individuals, businesses, non-governmental organizations (NGOs), and government entities. Services include:
- Business waste management and
- Provision of cleaning products and tools.
- New waste recycling services are in

Opportunity
Al Emteyaz Co. seeks strategic partnerships in Jordan and the region to reach new customers and markets.

Markets
- **Jordan:** 100%

Customer Base
- **Business Model:** B2B, B2C, B2G
- **Primary Acquisition Channels:**
  1. Clients
  2. References
  3. Digital Marketing
  4. Advertising

Company Details
- **MD:** Nael Abu Yaqeen
- **Email:** ammaralmahmoud@yahoo.com
- **Established:** 2015
- **Head Office:** Al Ramtha Industrial Zone
- **Legal Structure:** Limited Liability
- **Website:** entrepreneurs.
  buildingmarkets.org/listings/
  al-emteyaz-co-for-cleaning-services/

Products/Services
Alimtyaz Co. provides cleaning services directly to individuals, businesses, non-governmental organizations (NGOs), and government entities. Services include:
- Business waste management and
- Provision of cleaning products and tools.
- New waste recycling services are in

Opportunity
Al Emteyaz Co. seeks strategic partnerships in Jordan and the region to reach new customers and markets.

Markets
- **Jordan:** 100%

Customer Base
- **Business Model:** B2B, B2C, B2G
- **Primary Acquisition Channels:**
  1. Clients
  2. References
  3. Digital Marketing
  4. Advertising
Mooneh serves as a secure, state of the art logistics and storage hub, offering warehousing (chilled-frozen-dry), and supply chain solutions for food and medical suppliers. Mooneh’s quality assurance program offers full product insurance. Clients with bonded warehousing services are granted access to package, label, and brand their products while still in storage.

Mooneh is seeking a strategic investment or business partner who can help expand its services and offerings in new markets in the Middle East.

Company Details
Owner: Oday Abu Shehab
Email: oday@moonehtrade.com
Established: 2011
Head Office: Sahab
Legal Structure: Limited Liability
Website: moonehtrade.com

Products/Services
Mooneh serves as a secure, state of the art logistics and storage hub, offering warehousing (chilled-frozen-dry), and supply chain solutions for food and medical suppliers.

After decades of working as a domestic wholesaler in Jordan, the Abu Shehab family established Mooneh Trading. Today, Mooneh serves as a leading logistics provider for traders, authorized dealers, and produce exporters in Jordan. The company’s bonded warehouse allows for close border proximity, drastically cutting client transportation costs. Mooneh Trading prides itself on its culture of integrity, transparency and excellence, and has a strong corporate social responsibility focus, including providing support for the International Red Cross/Red Crescent.

Opportunity
Mooneh is seeking a strategic investment or business partner who can help expand its services and offerings in new markets in the Middle East.

Certifications
ISO 9001, ISO 14001

ISO

Markets
Jordan 100%

Customer Base
Primary Acquisition Channels:
1. Internet
2. Direct Marketing
3. Clients/References

128 Employees
13 Refugees
undisclosed Turnover (USD)
undisclosed Net Assets (USD)
67% Profit Margin
Sitat Byoot means ‘Women of the Home’, which is the focus of the company. With a demand driven approach, they enable women entrepreneurs, who sell handmade Jordanian products to access skills and equipment that will allow them to grow and scale online businesses. This approach is giving more women the opportunity to enter the labor market, wield their skills, and generate a livelihood. Sitat Byoot has reached 2,000 women, exceeded 1 million followers on Facebook, and amassed over 400,000 views on their training videos.

Company Details
Owner: Nada Hanieh
Email: nada.hanieh@sitatbyoot.com
Established: 2010
Head Office: Amman
Legal Structure: Limited Liability
Website: sitatbyoot.com

Products/Services
Sitat Byoot enables the growth of women artisans in the Arab region who operate online businesses. Products and services include:
- Sewing machines and equipment
- Wool for knitting and crochet (top selling)
- Supplies for embroidery
- Microfinance facility

Opportunity
USD 564,000 in Investment in Sitat Byoot will allow the company to grow its inventory, boost delivery capacity, increase Marketing outreach, and expand production capacity through the recruitment of 4 new employees. Sitat Byoot is interested in connecting with new suppliers for its products.

Markets
- 90% Jordan
- 10% Export
- Saudi Arabia, United Arab Emirates, Egypt

Customer Base
Primary Acquisition Channels:
1. Social Media
2. Digital Marketing
3. Advertising

1 Refugees
6 Employees
85,000 Turnover (USD)
Undisclosed Net Assets (USD)
30% Profit Margin

Technology
- Jordan: 10%
- Saudi Arabia, United Arab Emirates, Egypt: 90%
- Export: 10%
ArabiaWeather is the largest private weather company in the Arab World and a leading innovator in weather-related technology. ArabiaWeather has a team of over 40 meteorologists, researchers, developers, and designers. The company has recently grown at an annual rate of 150%. ArabiaWeather’s mission is to be smarter and better at providing tools for effective weather-related decision-making. In the long term, the company’s vision is to become the most accurate and relevant weather provider in the world. ArabiaWeather is one of the most-trafficked websites in Saudi Arabia and Jordan, and in 2017, Google singled out the company as one of the top applications on the market.

Company Details
Owner: Mohammad Al-Shaker
Phone: 962 6 586 0060
Established: 2012
Head Office: Amman
Legal Structure: Limited Liability
Website: arabiaweather.com

Products/Services
ArabiaWeather offers online and offline weather watch services in English and Arabic. This includes:

- Hyper local sub-city point data covering MENA
- Targeted model blending
- Global satellite and model data
- Apps for iOS and Android
- MENA related weather forecast descriptors.

Opportunity
ArabiaWeather is looking for USD 7,050,000 in capital to expand to Africa, grow service offerings to inform decision-making related to agriculture and renewable energy, and to invest in AI weather stations.

Markets

<table>
<thead>
<tr>
<th>Market</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MENA</td>
<td>80%</td>
</tr>
<tr>
<td>SSA</td>
<td></td>
</tr>
<tr>
<td>Jordan</td>
<td>20%</td>
</tr>
</tbody>
</table>

Customer Base
Primary Acquisition Channels:
1. Digital Marketing
2. Radio
3. Trade Fairs

Clients
- Al Jazeera TV
- MBC
- Al Arabiya TV
Dicedream aims to restructure the gaming industry in the MENA region and to take it to the next level. As part of their corporate social responsibility, Dicedream has started to publish mobile and PC games created by local and regional developers to provide them with consulting and premium publishing services and to connect them to international markets. The company hopes to expand and triple its staff by the end of 2019.

Company Details
Owner: Fadi Abdulhadi
Email: fadi@dicedream.com
Established: 2017
Head Office: Amman
Legal Structure: Limited Liability
Website: dicedream.com

Products/Services
Dicedream is a leading video game developer and publisher in the MENA region.

The company creates games for mobile (IOS and Android) and PC-use. The Sky Falcons their top-ranked game. Dicedream publishes games made by local and regional developers.

Opportunity
Dicedream seeks USD 800,000 in additional capital in order to increase its access to new markets through product development.

The company is looking for a match with large multinational gaming company such as Microsoft or Sony Playstation.

Markets
Exports 40%
United States, France, Germany, United Kingdom, China, MENA

Exports 60% Jordan

Customer Base
Primary Acquisition Channels:
1. Social Media
2. Online App Stores
3. Events

Company Details

Products/Services

Opportunity

Markets

Customer Base
ZenHR’s mission is to help Human Resources (HR) departments and employees reach a state of zen by offering innovative cloud-based software solutions that provide value across all stages of HR from ‘Acquire’ to ‘Retire’. Their vision is to become the leading HR software solutions company, offering world-class services in the MENA region. The company also localizes its products, including all labor laws, expat regulations, and social security and tax laws, providing clients with the flexibility necessary to manage HR and recruitment seamlessly.

Opportunity
ZenHR Solutions requires USD 1,410,000 in capital to grow its technical team and to penetrate new markets.

Company Details
Owners: Yousef Shamon
Mohammad Haj Hasan
Phone: +962 6 577 7500
Established: 2007
Head Office: Amman
Legal Structure: Limited Liability
Website: zenhrsolutions.com

Products/Services
ZenHR Solutions offers cloud-based, scalable human resources products, including:
- Akhtaboot - online career network and mobile app
- Career Connect - customized and branded jobs portal
- Cavall - applicant Tracking System
- Testello - testing and assessment provider tailored for the Middle East region

The company’s competitive advantage lies in their complete HR value chain and product integration.

Markets

Exports 40%
United Arab Emirates, Saudi Arabia

Import 60%

Customer Base
Primary Acquisition Channels:
1. Internet
2. Trade Fairs
3. Professional Networks

Employees

Turnover (USD)

Net Assets (USD)

Profit Margin
undisclosed
undisclosed
undisclosed
POSRocket is modernizing the way businesses operate by offering a client point of sale (POS) platform that optimizes their operations. Their vision is to disrupt the retail industry in the MENA region and make cash registers obsolete, freeing businesses to focus on delivering more value to their customers. The company is building a POS platform rather than POS software, meaning APIs will allow hundreds of third-party applications to access, build or integrate their solutions on top of POSRocket. Growth has been rapid, averaging 53% annually, and POSRocket plans to add 10 new employees this year. The company has a strategic partnership with Talabat in Jordan, which allows restaurants to use POSRocket’s system.

**Company Details**

**Owner/Founder:** Zeid Husban  
**Email:** z.husban@posrocket.com  
**Established:** 2016  
**Head Office:** Amman  
**Legal Structure:** Limited Liability  
**Website:** posrocket.com

**Products/Services**

POSRocket provides a secure, seamless, intuitive, cloud-based point-of-sale system that allows merchants to run smarter businesses by creating efficiencies in staffing, regulating inventory, and accessing sales reports.

**Opportunity**

POSRocket welcomes matchmaking opportunities with strategic partners that can support its market penetration in Jordan and other markets. The company is also interested in new investment.

**Markets**

- **60%** Jordan  
- **40%** Export  
  - Egypt, United Arab Emirates, Bahrain, Saudi Arabia

**Customer Base**

**Business Model:** B2B  
**Primary Acquisition Channels:**  
1. Trade Fairs  
2. Client References  
3. Social Media

**56** Employees  
**1** Refugee  
**380,000** Turnover (USD)  
**1,586,000** Net Assets (USD)  
**Undisclosed** Profit Margin
Arabic speakers are the most underserved online, with limited access to quality Arabic content and a lack of technological impact, particularly in voice tech, compared to platforms supporting other languages. Mawdoo3’s mission is to upend that reality by building on its position as the daily most visited Arabic website in the world. Mawdoo3’s strength relies on its 45 million monthly unique users and its 6,000 talented professional experts who produce and contribute media to the site on a range of topics. The adoption of new technologies and artificial intelligence applications as part of its core business has allowed Mawdoo3 to quickly scale its content library and mobile applications. The company has also recently launched a beta of the most comprehensive Arabic NLP toolkit for developers (ai.mawdoo3.com), designed to serve as the building blocks of ‘Salma’, an Arabic version of Siri and Alexa. In 2018, Mawdoo3 closed a USD 13.5 million Series B round led by UK-based fund Kingsway with participation from the US-based fund Endure Capital.

Company Details
Co-founder and CEO: Rami Qawasmi
Email: rami@mawdoo3.com
Established: 2010
Head Office: Amman
Legal Structure: Limited Liability
Website: mawdoo3.com

Opportunity
The company needs USD 5,642,000 of additional capital, which would be invested in: purchasing additional equipment and servers; hiring more content developers and programmers; expanding Arabic content; and developing of Artificial Intelligence (AI). The company seeks partnerships with advertising companies to improve revenue generation;

Products/Services
Mawdoo3 is the world’s most visited Arabic-language website and MENA’s number one digital platform featuring:
- Original and translated informational articles in Arabic
- A wiki-platform model for content publishing
- Sponsored ads, branded content, and sponsored media content customized to target markets and user segments

While Mawdoo3 follows the wiki-model of publication, it provides in-house content verification and plagiarism control.

Markets
Exports to Algeria, Egypt, Saudi Arabia, and Sudan.

Customer Base
Primary Acquisition Channels:
1. Internet
2. Client References
3. Trade Fairs
ShopGo’s vision is to have a comprehensive e-commerce platform that makes selling online accessible to everyone in the MENA region. ShopGo provides support to merchants and their changing needs at every stage of their online businesses’ growth. The company’s clients get a powerful start in e-commerce with resources available on setup, shipping, payment choices and rates. ShopGo also allows its clients to benefit from competitive rates through exclusive partnerships with payment and shipping solutions. A key differentiator of ShopGo is its Arabic-language platform, storefronts, and support team. ShopGo has been growing 20% annually.

Company Details
Owner: Lubna Taimeh
Email: lubna@shopgo.me
Established: 2017
Head Office: Amman
Legal Structure: Limited Liability
Website: shopgo.me

Products/Services
ShopGo offers the following services to businesses that want to sell their products and services online in the MENA region:

- Technology
- Shipping couriers
- Payment options

Opportunity
Shopgo is looking for USD 2,000,000 to scale its presence and services in regional markets.

ShopGo also seeks strategic Marketing and product sourcing agents to promote its merchants.

Markets

- Canada, China, Egypt, Germany, Iraq, Japan, Kuwait, Lebanon, Libya, Morocco, Palestine, Bahrain, Qatar Saudi Arabia, Sudan, Tunisia, Turkey, United Arab Emirates
- United Kingdom
- United States

Customer Base
Primary Acquisition Channels:
1. Digital Marketing
2. Trade Shows
3. Client References
Forward-thinking entrepreneur and gaming enthusiast, Nour Khrais, established Maysalward in 2003, well before most game developers shifted their attention to mobile devices, and before the mass adoption of smartphones. As a pioneer in mobile game development and publishing, Maysalward’s early glocalization vision—localizing global games and giving them cultural relevance—became the hallmark of an award-winning enterprise and boosted its profile as the top gaming company in the Middle East. Over the next few years, Maysalward plans to leverage its innovative spirit, experience, network, and creative team to lead the mobile game industry in the MENA region and have an active presence worldwide.

Company Details
Owner: Nour Khrais
Email: nour@maysalward.com
Established: 2003
Head Office: Amman
Legal Structure: Limited Liability
Website: maysalward.com

Products/Services
Maysalward designs, develops, and publishes original and licensed entertainment mobile games with exceptional player experiences. Game categories include:

- Mobile casual games for iOS, Google Play, Android mobile phones and tablets, such as trademark cards games Trix, Tarneeb, and Balot
- Digital tabletop games, including its award-winning Dominoes
- Mobile virtual and augmented reality games for Google Cardboard and Oculus Go

Opportunity
USD 2,500,000 would enable Maysalward to open new offices, expand its development team, and bring new mobile games to market in 2019. Building on its collaboration with OneAnimation, Maysalward seeks new partnerships with game developers and other creative studios, worldwide.

Markets
Jordan 10% 90% Expert
Bahrain, Syria, Egypt, Yemen, France, UK, Germany, Canada, United States, Iran, Iraq, Israel, Kuwait, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Tunisia, Turkey, United Arab Emirates

Customer Base
Primary Acquisition Channels:
1. Internet
2. Clients, References
3. Trade Fairs
In the MENA region, there are extremely limited options for locally-issued credit cards that are enabled for foreign or online transactions on international e-commerce websites. Additionally, these sites do not deliver internationally – this is where CashBasha comes in. CashBasha’s service is based on a secure cash payment network that enables customers to complete their purchases conveniently around their city. It’s guaranteed to be 100% safe or clients get their money back. CashBasha has an annual growth rate of 30% and is the most visited local e-commerce website. This includes more than 200,000 orders placed, over 100,000 registered users, and more than 6,000 kilograms delivered every month.

Company Details
Owner: Fouad Jeryes
Email: fouad@alphaappsinc.com
Established: 2014
Head Office: Amman
Legal Structure: Limited Liability
Website: cashbasha.com

Products/Services
CashBasha is a convenient online platform, that allows users to shop on the world’s largest websites (such as Amazon, ebay, AliExpress) and pay for their order with cash. Users shop via CashBasha’s integrated services and immediately get quoted with a total price inclusive of transparent customs and shipping charges.

Orders are delivered right to a customer’s doorstep. CashBasha also accepts credit card payments.

Opportunity
CashBasha would like to expand its services and reach through partnerships and integration with new e-commerce sites.

Markets

Customer Base
Primary Acquisition Channels:
1. Clients
2. Internet
3. Trade Fairs

Net Assets (USD)
423,000
Profit Margin
30%
Turnover (USD)
9,870,000

<table>
<thead>
<tr>
<th>Country</th>
<th>Export</th>
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</thead>
<tbody>
<tr>
<td>Saudi Arabia</td>
<td>60%</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>60%</td>
</tr>
<tr>
<td>Kuwait, Oman, Qatar</td>
<td>60%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Import</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jordan</td>
<td>40%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Import</th>
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</thead>
<tbody>
<tr>
<td>Egypt</td>
<td>40%</td>
</tr>
<tr>
<td>Iraq</td>
<td>40%</td>
</tr>
<tr>
<td>Syria</td>
<td>40%</td>
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</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Import</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lebanon</td>
<td>40%</td>
</tr>
<tr>
<td>Turkey</td>
<td>40%</td>
</tr>
<tr>
<td>Iran</td>
<td>40%</td>
</tr>
</tbody>
</table>
Little Thinking Minds was founded by social entrepreneurs Rama Kayyali and Lamia Tabbaa. They started their company to improve early childhood literacy and numeracy and quickly scaled it to an online educational technology platform. Little Thinking Minds aims to improve learning outcomes, skills, and cultural connectedness for children in the MENA region by supplementing classroom learning in a self-paced environment. Growing at 50% annually, the company’s vision is to become the leading global provider of Arabic educational resources. In 2018, the company announced $1.265m in Series A funding in a round led by Algebra Ventures with participation from Mindshift Capital and Al Turki Group.

**Company Details**
- **Owner:** Rama Kayyali
- **Phone:** +962 6 5520080
- **Established:** 2015
- **Head Office:** Amman
- **Legal Structure:** Limited Liability
- **Website:** littlethinkingminds.com

**Products/Services**
Little Thinking Minds creates Arabic-language digital solutions for schoolchildren aged 3-12 years. Resources are for native and non-native Arabic speakers and are accessible across three platforms:

- “Learn Arabic” (web browser)
- “Arabic for Kindergarten” (web browser)
- “Read in Arabic” (iOS, Android, web browser)

Little Thinking Minds serves public and private schools and its material is in line with the national curriculum.

**Opportunity**
Little Thinking Minds is seeking opportunities and partnerships that will allow them to expand to new countries, increase their user-base, and improve their platforms.

**Markets**

- **Arab States:**
  - United Arab Emirates
  - Saudi Arabia
  - Qatar
  - Kuwait
  - United States
  - Egypt
  - Lebanon

- **Exports:**
  - 50%

**Customer Base**

|----------------|---------------|

**Primary Acquisition Channels**

1. Trade Fairs
2. Digital Advertising
3. Direct Marketing

<table>
<thead>
<tr>
<th><strong>Employees</strong></th>
<th>32</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Turnover (USD)</strong></td>
<td>1,400,000</td>
</tr>
<tr>
<td><strong>Net Assets (USD)</strong></td>
<td>undisclosed</td>
</tr>
<tr>
<td><strong>Profit Margin</strong></td>
<td>12%</td>
</tr>
</tbody>
</table>
MadfooatCom is an acclaimed leader in financial services technology and currently the sole service provider of electronic payment systems in Jordan. MadfooatCom’s assets include financial technology specialists committed to continuous optimization and innovation, as well as their proprietary platform, eFAWATEERcom, established in partnership with the Central Bank of Jordan. The company’s mission is to deliver world-class payment and support services for clients. Nearly doubling revenue each year, Madfooat’s vision is to offer seamless global electronic presentment and payment services, enabling businesses to focus on offering value to their customers, and simplifying payment processes for consumers anywhere, any time.

Company Details

Owner: Nasser Al Saleh  
Email: nhsaleh@madfooat.com  
Established: 2014  
Head Office: Amman  
Legal Structure: Limited Liability  
Website: madfooat.com

Products/Services

MadfooatCom offers an electronic payment solution that eliminates manual billing and provides customers with secure payment channels. Features include:

- Streamlining the billing and collection process
- Microservices-based architecture, accommodating billers, banks, and payment service providers
- Systems to enable real time settlements and support both push and pull modes of billing inquiry
- Integration with current customer support programs enables data cross-referencing
- PC and mobile friendly

Opportunity

MadFooatCom seeks USD 10,000,000 to expand services in Jordan and to new markets that are heavily reliant on cash payments. They are also interested in matchmaking opportunities with international companies, such as Visa and Mastercard.

Markets

Jordan 100%

Customer Base

Primary Acquisition Channels:

1. Direct Marketing
2. Partners and Events
3. Local Media
Textiles
Alsamah is a Syrian-family owned business that is committed to providing superior hosiery and underwear that will meet the needs of all customers. Alsamah has three factories, based in Syria, Turkey, and Jordan, and 20 branches in Jordan alone. The company plans to expand its reach across the MENA and European markets through agents and franchised stores exclusively offering Alsamah products. Alsamah takes client feedback on board, regularly reinvests in its staff, and employs a quality management system. The company strives to be eco-friendly and is one of the few businesses in the region to implement a smoke-free office policy.

Company Details
Owners: Tayseer Al Qaisi, Yasser Al Qaisi, Muyassar Al Qaisi
Email: alsamah@alsamah.com
Established: 2012
Head Office: Marka
Legal Structure: Limited Liability
Website: alsamah.com

Opportunity
Alsamah is interested in identifying franchise agencies and distributors in Europe, Canada, and the United States.

Products/Services
Alsamah manufactures and trades a variety of socks and undergarments. The company offers products for the whole family, including:
- Women’s pantyhose, tights (best-selling product), socks, corsets, and seamless underwear
- Men’s socks and underwear
- Children’s socks and underwear

Markets
Jordan 90%

Certifications
The firm is granted an ISO 9001 certificate

Customer Base
Primary Acquisition Channels:
1. Digital Marketing
2. Social Media
3. Direct Marketing

80 Employees
15 Refugees

Net Assets (USD)
Turnover (USD)
Profit Margin
Haifa Apparel is one of the largest garment manufacturers in Jordan. The company’s mission is to exceed customer expectations by producing world-class products that are made with the highest quality standards and materials. Haifa Apparel has a commitment to transparency, excellence, and a safe and healthy work environment. Their vision is to gain greater recognition in the apparel industry and become a leading supplier of garments in the MENA region. Haifa has experienced a recent annual growth rate of 20%.

Company Details
Owner: Majed Khair Addin
Email: accthaifa@hotmail.com
Established: 2006
Head Office: Al Ramtha
Legal Structure: Solidarity Company
Website: entrepreneurs.buildingmarkets.org/listings/haifa-apparel/

Opportunity
Haifa Apparel requires USD 1,410,000 in investment capital to expand the company’s production lines. In addition, they would like to connect with potential partners and buyers to enable new market access.

Products/Services
Haifa Apparel specializes in the manufacturing of clothing. The company has a focus on supplying women’s apparel to the Israeli market.

Markets
Export: Israel 100%

Customer Base
Business Model: B2B
Primary Acquisition Channels:
1. Trade Fairs
2. Clients References
3. Strategic Partnerships

400 Employees
2,820,000 Turnover (USD)
1,311,000 Net Assets (USD)
20% Profit Margin
Saida Carpets wants its customers to experience the luxury of the highest quality products at affordable prices. Founded in Syria in 1994, the company’s success led to the opening of 26 local branches, followed by a regional expansion to Egypt, Jordan, Iraq, Lebanon, and Saudi Arabia. In 2015, Saida started manufacturing carpets in Jordan and now has 20 branches across the country. The company believes in the quality of its products and the efficiency of its production processes and aspires to reach a global market. Among its competitive advantages are new machines it has imported from Europe.

Opportunity
Saida seeks investment of USD 9,870,000. This new capital will be used to double its production capacity through the acquisition of new machinery and equipment. The company is also looking for opportunities and partnerships to expand to new markets.

Company Details
Manager: Akram Makansi
Email: makansi1@scs-net.org
Established: 2015
Head Office: Amman
Legal Structure: Limited Liability
Website: saidacarpet.com

Products/Services
Saida manufactures various types of carpets in all sizes, which include wall-to-wall, handmade, and machine-made carpets, as well as carpets for mosques, offices, and hotels.

Markets
80% Exports
- Egypt
- Saudi Arabia
- Yemen
- Morocco

20% Jordan

Customer Base
Primary Acquisition Channels:
1. Client References
2. Exhibitions
3. Social Media

70 Employees
33 Refugees

Turnover (USD)
undisclosed

Net Assets (USD)
2,100,000
undisclosed

Profit Margin
33%
Lebra for Leather Industries is a Syrian-owned manufacturing company whose mission is to produce high quality leather products using the best manufacturing techniques in the business. The company's vision is to grow its exports and compete with international competitors. Lebra is expanding its operations and plans to hire an additional 40 employees in 2019.

Company Details
Owner: Mohammed Shweiki
Email: libra.gm@live.com
Established: 2012
Head Office: Wadi Al-Seer
Legal Structure: Limited Liability
Website: entrepreneurs.buildingmarkets.org/listings/lebra-for-leather-industries/

Products/Services
Lebra specializes in the production of leather belts. Its top selling item is leather belts for men.

Opportunity
Lebra will use an investment of USD 300,000 to increase its production capacity by upgrading the company's machinery and equipment.

Markets
Jordan 100%

Customer Base
Business Model: B2B
Primary Acquisition Channels
1. Trade Fairs
2. Clients References
3. Digital Marketing

Net Assets (USD)
350,000

Profit Margin
15%

Turnover (USD)
260,000
Classic Fashion’s mission is to operate with the highest standards of quality production and delivery while responsibly scaling all facets of business as it grows. This includes prioritizing collaboration and teamwork, environmental protection and sustainability, fair labor practices, and ensuring conformity with all national and international regulations. The company’s reputation for excellence is rooted in its consistent reliability and punctuality. Established with 300 employees, today Classic Fashion employs 24,000 workers and has surpassed half a billion USD in total sales since incorporation. The company’s sales goal in 2019 is USD 600 million, which will be achieved through the addition of 3,000 employees, including 100 Syrian refugees, and a new fabric mill.

Company Details
Owner: Sanal Kumar
Mail: sanal.kumar@cfaiteam.com
Established: 2003
Head Office: Irbid
Legal Structure: Limited Liability
Website: classicfashionapparel.com

Products/Services
Classic Fashion is an export-focused garment manufacturer that offers 24/7 service, transparent cost shares with its clients, and is able to flexibly deliver custom products per client needs and expectations. Among its products are:

- Active/Performance Wear Tops & Bottoms
- Knit Tops & Bottoms
- Outerwear Jackets
- Outdoor Tops & Bottoms
- Golf Polos & Bottoms
- Woven, Denim & Casual Bottoms

Opportunity
The company seeks USD 55,000,000 in capital to fund new factories, increase production rates, and invest in a mill for fabric production.

Markets
Export 100%
United States
Europe

Certifications

Top Clients
Walmart Stores Inc.
Under Armour Inc.
Adidas,
American Eagle Outfitters Inc.

Customer Base
Business Model: B2B
Primary Acquisition Channels:
Direct Marketing

24,000
Employees
180
Refugees

90,000,000
Net Assets (USD)

Profit Margin
undisclosed

Turnover (USD)
undisclosed
**Lafayette Industrial & Trading Co.** is a leading hotel supply manufacturer, primarily focused on textiles. The company is a new branch of Mustafa Ashi & Sons Group, which has operated in the textile manufacturing business since 1952. Lafayette supplies 90% of the 5-star hotels in Jordan and its key clients are the Kempinski Hotel in Qatar and the InterContinental Hotel in Jordan. Over the next two years, Lafayette will continue expanding its services throughout the region, focusing on the Arabian Gulf Area. It also hopes to hire an additional six staff members in the next six months.

**Company Details**
- **Owner:** Sa’d Ashi
- **Email:** sashi@exxab.com
- **Established:** 2014
- **Head Office:** Amman
- **Legal Structure:** Limited Liability
- **Website:** lafayette.site

**Products/Services**
Lafayette manufactures premium supplies and furniture for luxury hotels, hospitals, and apartments at a competitive price. This includes:
- Bedding and linens
- Bath towels and robes
- Curtains and tablecloths
- Kitchen and serving ware
- Mattresses, furniture and carpeting

Lafayette’s assets include experience as textile dealers in the Egyptian Public District, factories based in Jordan, and trusted relationships with major European brands and manufacturers.

**Opportunity**
Lafayette recently entered the market in Qatar and seeks investors or matches to help move it into more international markets, specifically in Europe, the GCC, and Saudi Arabia.

**Certifications**
- ISO 14001, ISO 9001

**Markets**
- **Exports:** 35%
  - Qatar, Saudi Arabia, United Arab Emirates
- **Imports:** 65%
  - Jordan

**Customer Base**
- **Business Model:** B2B, B2C, B2G
- **Primary Acquisition Channels:**
  1. Tenders
  2. Clients
  3. Internet

**Company Details**
- **Employees:** 6
- **Turnover (USD):** undisclosed
- **Net Assets (USD):** undisclosed
- **Profit Margin:** undisclosed
Wholesale & Retail
Established as part of the Jallad Group, and operating as the exclusive distributor of Caterpillar heavy equipment in Jordan, Jordan Tractor’s vision is to be recognized as the unparalleled market leader in providing superior products, solutions, and exceptional after-sales support. They work to achieve this vision through their core company values: integrity, commitment, teamwork, and excellence. Jordan Tractor provides its customers with optimal solutions and reliable products at the lowest costs. Jallad has matured into a leading participant in Jordan’s economic and industrial development, as well as a first-class supplier of training for its Jordanian staff. Growing at 15% per annum, the company expects to create 80 new jobs over the next six months.

Company Details
Owner: Amin Amireh
Email: aamireh@jtec.com.jo
Established: 1953
Head Office: Amman
Legal Structure: Limited Liability
Website: jordantractor.com

Products/Services
Jordan Tractor distributes construction, earthmoving, industrial, mining and agricultural equipment within five operational facilities.

The company provides a full range of services to their clients throughout the entire life cycle of the equipment, starting from product acquisition (new, used, rental) and culminating in professional after-sales support.

Opportunity
Jordan Tractor seeks new clients in the mining and aggregates, construction, defence, municipality, industrial, tourism and hospitality, marine, agriculture, and education sectors in Jordan.

Markets
Jordan 100%

Customer Base
Primary Acquisition Channels:
1. Client References
2. Internet
3. Traditional Marketing

Profit Margin
25%

Profit Margin

Employees
162

Turnover (USD)
59,220,000

Net Assets (USD)
141,000,000

Employees
162

Turnover (USD)
59,220,000

Net Assets (USD)
141,000,000

Profit Margin
25%
Mamoudia Motors is a leading automotive dealership and repair center in Jordan. The company’s mission is to provide clients with luxury vehicles that offer sophistication, performance, and unrivalled safety standards. Mamoudia has been recognized with numerous awards for its exceptional customer service. As the official provider of Jaguar Land Rover (JLR) cars in Jordan, the company was named ‘Top Dealer’ of 2016 by JLR Middle East, North Africa and Pakistan. In partnership with JLR, Mamoudia will soon launch the first regional Training Academy for aspiring engineers. The Academy is meant to fill a key labor market gap in the region where there is a shortage of level 3 and 4 mechanics. This will benefit both Jordanians and refugees.

Company Details
General Manager: Abdimajid Haithar
Email: abdimajid@mahmoudiamotors.jo
Established: 1999
Head Office: Amman
Legal Structure: Limited Liability
Website: mahmoudiamotors.jo

Products/Services
Mamoudia Motors is the sole dealer of Jaguar and Land Rover vehicles in Jordan. The company also provides full automotive services for the Jaguar Land Rover brand. Mamoudia guarantees a high level of customer service and qualified after-sales services through its state-of-the-art service center, staffed by certified mechanics and technicians.

Opportunity
Mahmoudia is interested in partnerships that could expand their customer base in Jordan. They are also looking for partners to support their new training academy.

Markets
Jordan 100%

Customer Base
Primary Acquisition Channels:
1. Client References
2. Marketing Campaigns
3. Digital Advertising

100
110,110,000
undisclosed
undisclosed

Employees
Turnover (USD)
Net Assets (USD)
Profit Margin
IMAGE produces durable, high-quality furniture by utilizing state-of-the-art machinery, the latest technologies, and operating quality assurance programs. Its success throughout the MENA region can also be attributed to its skilled sales associates and staff members, who are committed to providing personalized customer care service. The company’s objective is to foster long-term partnerships with their clients. IMAGE’s vision is to continuously research and innovate furniture solution systems that create comfortable, efficient environments and comply with international requirements and standards. They plan to hire 30 new people in the next six months.

Company Details

Owner: Mohammad Bashar
Phone: +962 6 4622316
Established: 2001
Head Office: Amman
Legal Structure: Limited Liability
Website: image.com.jo

Products/Services

IMAGE is a manufacturer, exporter, and wholesale and retail supplier of furniture. Their products meet the needs of:

- Residences and offices
- Hotels and schools
- Cinemas and auditoriums
- Archiving

IMAGE has three factories and produces full height wall partition systems under the brand name of KATBI. The company’s competitive advantage lies in the high quality, competitive prices, and its central location, allowing for fast delivery.

Opportunity

Image is poised to expand and is interested in export opportunities with buyers in regional and international markets.

Certifications

ISO 9001, UKAS 005 Portal registration

Markets

Export

- Bahrain, Iraq, Oman, Qatar, United Arab Emirates

Customer Base

Primary Acquisition Channels:

1. Trade Fairs
2. Internet
3. Clients References

Employee

- 120

Turnover (USD)

- 3,479,000

Net Assets (USD)

- 1,475,000

Profit Margin

- 33%
Family founded and owned, Baalbaki & Partners Co., has over 40 years of experience and reputation driving a diversified offering and competitive edge in Jordanian and international markets. The company’s long-term vision includes growth in the hospitality sector, generating new demand in local economies, and creating jobs for refugees. As a corporate leader in the region, Baalbaki aims to help vulnerable communities in Jordan increase their employability and access to jobs.

Company Details
Owner: Mohammed Khir Baalbaki
Email: baalbaki@go.com.jo
Established: 1969
Head Office: Amman
Legal Structure: Solidarity Company
Website: baalbaki.net

Products/Services
Baalbaki & Partners specializes in the supply, installation, operation and maintenance of equipment for or hotels, restaurants, industrial kitchens, and supermarkets, including:

- Industrial-scale cooking and baking
- Equipment
- Food preparation tools
- Cold rooms and extensive refrigeration solutions

Opportunity
Baalbaki seeks investment of USD 2,820,000 to renovate an existing complex in a rural area near Amman for use as a hospitality training center where over 100 refugees would improve their job readiness. The company also seeks strategic partners to franchise products internationally and expand online sales.

Markets
Export 30%
- European Union
- United States, Iraq, Kuwait, Saudi Arabia, Qatar

Customer Base
Primary Acquisition Channels:
1. Digital Marketing
2. Direct Marketing

95 Employees
9 Refugees
5,640,000 Turnover (USD)
31,020,000 Net Assets (USD)
20% Profit Margin

70% Jordan
30% Export
Zait & Zatar Supermarket is the first online grocery shopping site in Amman. The company offers a unique and welcoming experience to its customers whether in their store, online, or through interactions with their delivery services. Zait and Zatar Supermarket plans to hire an additional 30 employees in the coming six months.

**Company Details**

- **Owner:** Mousa Al Qudah  
- **Email:** mousaqudah@gmail.com  
- **Established:** 2009  
- **Head Office:** Amman  
- **Legal Structure:** Limited Liability  
- **Website:** zaitozatar.com

**Products/Services**

Zait & Zatar Supermarket provides a large variety of fresh and high-quality grocery products.

The company differentiates itself from its competitors through its online shopping application (available through Apple and Google Play). Zait & Zatar also offer free delivery services.

**Opportunity**

Zait & Zatar is looking for international investors as it hopes to open franchise locations outside Jordan.

**Markets**

- **Jordan:** 100%

**Customer Base**

- **Business Model:** B2C  
- **Primary Acquisition Channels:** Internet, Clients, References

**Employee & Refugee Information**

- **Employees:** 170  
- **Refugees:** 10  
- **Turnover (USD):** undisclosed  
- **Net Assets (USD):** 2,679,000  
- **Profit Margin:** 23%
Building Markets is a 501(c)(3) organization registered in the United States and headquartered in New York City. The organization’s mission is to create jobs and economic growth by connecting local SMEs to investment and supply chains. It has operated across a range of markets and currently has offices and projects in Jordan, Turkey, and Myanmar.

Businesses featured in this report who have websites can be accessed through their urls, which are listed on their profiles. They can also be found on Building Markets matchmaking platform: entrepreneurs.buildingmarkets.org
A SNAPSHOT OF JORDAN’S PRIVATE SECTOR

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