

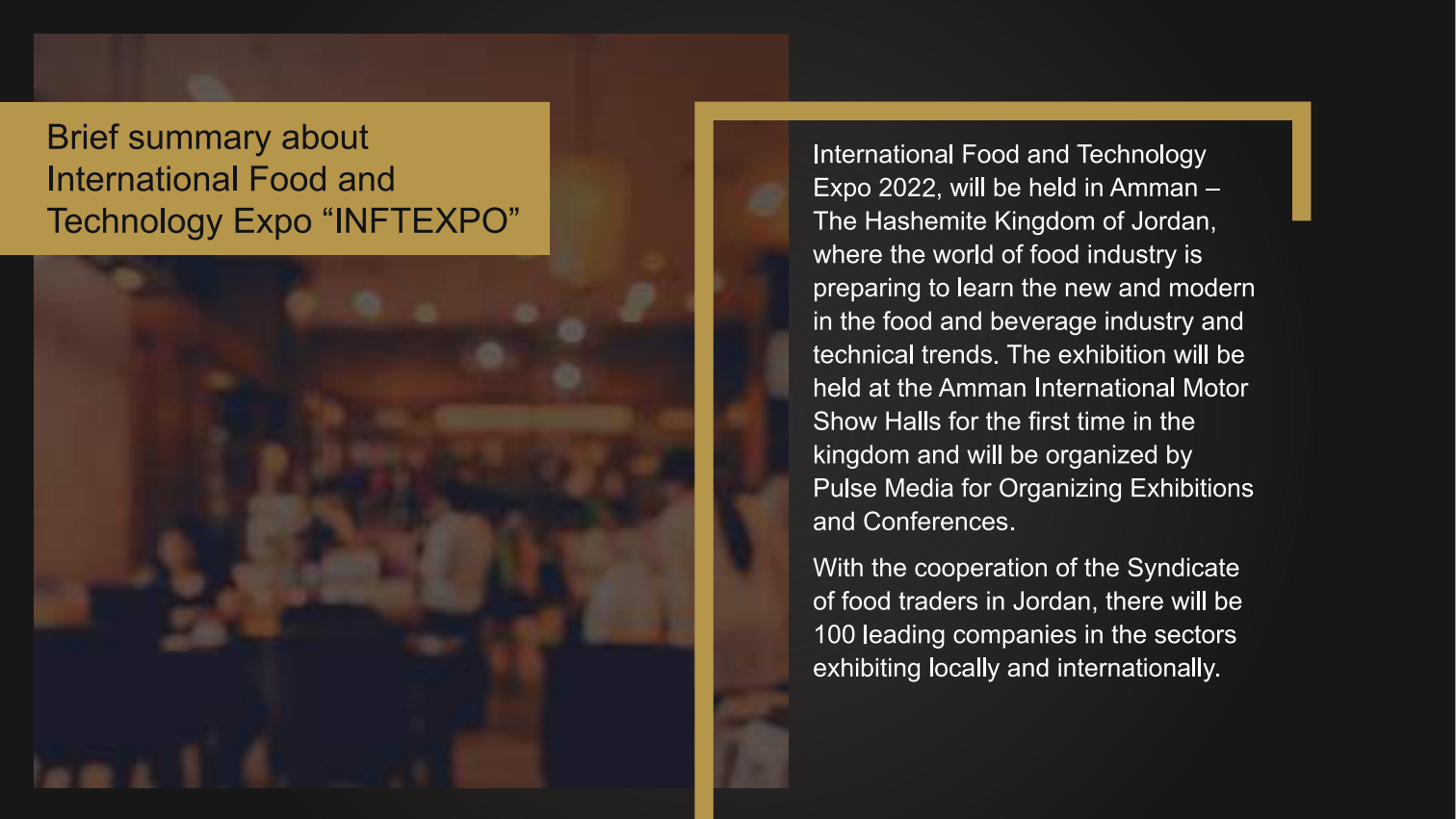


**INTERNATIONAL FOOD  
AND TECHNOLOGY EXPO**

—∞—  
**INFTEXPO**

**9/6 - 12/6 - 2022**






## Brief summary about International Food and Technology Expo “INFTEXPO”

International Food and Technology Expo 2022, will be held in Amman – The Hashemite Kingdom of Jordan, where the world of food industry is preparing to learn the new and modern in the food and beverage industry and technical trends. The exhibition will be held at the Amman International Motor Show Halls for the first time in the kingdom and will be organized by Pulse Media for Organizing Exhibitions and Conferences.

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



Brief summary about  
International Food and  
Technology Expo “INFTEXPO”

The exhibition will be held from the 9th of June, 2022 till the 12th of June 2022.

The food industries in the Kingdom is advanced and is ranked second in terms of quality and reach most of the markets of neighboring countries.

## Jordanian Market



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

Jordan Imports Volume Index: Food and Live Animals data was reported at 235.900 1994=100 in Jul 2021.

This records a decrease from the previous number of 297.800 1994=100 for Jun 2021.

Jordan Imports Volume Index: Food and Live Animals data is updated monthly, averaging 200.727 1994=100 from Jan 1999 to Jul 2021, with 271 observations.

The data reached an all-time high of 428.800 1994=100 in Mar 2016 and a record low of 27.700 1994=100 in Jan 1999.

Jordan Imports Volume Index: Food and Live Animals data remains active status in CEIC and is reported by Central Bank of Jordan. The data is categorized under Global Database's Jordan

In 2019, food imports for Jordan was 19.5 %.

Though Jordan food imports fluctuated substantially in recent years, it tended to decrease through 1968 - 2019 period ending at 19.5 % in 2019.

Food comprises the commodities in SITC sections 0 (food and live animals), 1 (beverages), and 4 (animal and vegetable oils and fats) and SITC division 22 (oil seeds, oil nuts, and oil kernels).

## Jordanian Market



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

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

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

## Jordanian Market



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

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

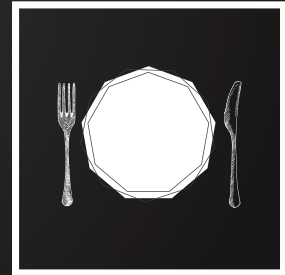
## Targeted participating companies in the exhibition:


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

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

## Exhibition concept and aim

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





## Jordan's Economic Importance


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

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

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

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





## Aims of the Jordan Chamber of Commerce

Contribute in the effort of trade and service development and reinforce them, including the small and medium enterprises.

Enhancing cooperation between chambers of commerce on the one hand and between Arab chambers of commerce and their unions and foreign chambers on the other.

Supporting and coordinating the capabilities of national chambers of commerce.

Participate with the concerned authorities in organizing and holding trade and economic conferences at the local, Arab and international levels.

Implement, publish and update studies and researches related to trade and services.

LEBANON

SYRIA

IRAQ

## Geographic location of Jordan



Jordan is located to the south of the Syrian Arab Republic, to the east of the State of Palestine, to the north of Saudi Arabia and to the west of the Republic of Iraq. This makes it an important link between three developing countries.

## Marketing and Advertisement Campaign



Sending a direct invitation to the governmental organizations, industrial and commercial chambers and embassies in and outside the Kingdom.

Outdoor campaign:



## Exhibition events

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



# INTERNATIONAL FOOD AND TECHNOLOGY EXPO

—  —  
INFTEXPO

9/6 - 12/6 - 2022



+962-06-551 60 17

+962-06-551 60 18



Amman International Motor Show Halls



[info@pulsejo.net](mailto:info@pulsejo.net)



[www.pulsejo.net](http://www.pulsejo.net)



Date: 9/6 - 12/6 - 2022

From 4:00pm till 10:00pm.