



CBI
Ministry of Foreign Affairs of the Netherlands



غرفة صناعة الأردن
Jordan Chamber of Industry

**LETTER OF INTENT
BETWEEN**

THE JORDAN CHAMBER OF INDUSTRY (JCI),

and

**THE MINISTER OF FOREIGN TRADE AND DEVELOPMENT COOPERATION
OF THE NETHERLANDS, ON HER BEHALF THE CENTRE FOR THE
PROMOTION OF IMPORTS FROM DEVELOPING COUNTRIES (CBI) OF THE
NETHERLANDS ENTERPRISE AGENCY**

WHEREAS

1. The Jordan Chamber of Industry herein referred to as JCI is a non-governmental organization which represents the industrial sector in Jordan as well as serving all local chambers of industry in 'Jordan, one in each of Jordan's three main governorates: Amman, Irbid and Zarqa. JCI participates in the formulation of general policy and strategies for the industry, in addition to supporting the growth and development of the national industrial firms. JCI also has a main role in representing the industrial sector on the international level through building solid networks of cooperation;

2. The Minister of Foreign Trade and Development Cooperation of the Netherlands, on her behalf the Centre for the Promotion of Imports from developing countries of the Netherlands Enterprise Agency, herein referred to as CBI, to contribute to the sustainable economic development of developing countries by increasing their exports;

PARAGRAPHS

1. Purpose

The purpose of this Letter of Intent (LoI) is to establish the intention to sustainably integrate the concept of business export coaching service in the export development and promotion landscape of Jordan for the benefit of Jordan enterprises. To make available services that provide long terms support to enterprises with the ambition to enter new and more advanced markets.

- i. This letter is a renewal of the first (LoI) (attached), where the signatories decided that the business export coaching service can be expanded to a longer period in time and to a larger group of companies if the business export coaching service is well received by the private sector and partners are satisfied with the execution of the pilot project;
- ii. As part of this intention CBI and JCI decide on working together to support the concept of business export coaching service within the scope of the newly established "Industrial Export Services Unit" in JCI and make it fully operational through the following:

A. Continue the support for JCI staff to execute the activities of the ILO-JCI project:

- A.1 Carry on the work from the expired LoI that will touch mainly upon the closing reports and work with JCI staff on preparing the manuals, which is foreseen to take place after end October 2019. In addition to the development of the manuals which is extremely crucial to the JCI as it will make all the previous efforts tangible and ensure that the transferred knowledge is materialized in the most sustainable manner

B. Provide technical assistance for JCI in setting up the export services unit and assess the best options for its mandate

B.1 This would follow the closing and preparation of manuals, and after the learning process, JCI would need to reflect and better set a vision and direction to the unit. Technical assistance in creating the structure and the mandate is called for.

C. Provide an advanced and targeted capacity building program for JCI team

C.1 JIES unit, would benefit from targeted training to JCI staff on areas within CBI's expertise. This could cover the topics of effective trade fair preparation, advanced market analysis, technical report writing, project management

2. Intended contributions JCI in Pilot

JCI proposes a team of a JCI project manager to work with CBI on developing and executing the above mentioned scope of activities. The following activities will form the framework of this pilot:

- i. To make available adequate staff for the project management of the export coaching service;
- ii. To make available premises, coffee breaks, and promotional material for executing activities in Jordan as part of the business export coaching service (i.e trainings/workshops, field visits etc);
- iii. To make available financial resources for executing activities outside Jordan as part of the business export coaching service (i.e. workshops, trade missions, trade fair visits);
- iv. To maintain a fluid and continuous communication with CBI, and other major stakeholders in the implementation of the activities;

3. Intended contributions CBI in pilot

CBI proposes a team of a CBI project manager and CBI experts as required to draft a curriculum for the Business Export Coaching training for JCI based on CBI available material and based on CBI experience in developing this services in other countries (i.e. Indonesia, Peru, Guatemala). The following activities will form the framework of this pilot:

- i. Coach JCI staff in the execution and implementation of the ILO-JCI Project;
- ii. Provide technical assistance to JCI in the operationalization of the Export Services Unit;
- iii. To provide technical assistance for capacity building at JCI on divers export related subjects such as effective trade fair preparation, advanced market analysis, technical report writing, project management
- iv. To maintain a fluid and continuous communication with JCI and ILO in the implementation of the project;

4. Duration of LoI

- i. This LoI will become effective from the date of signature and commence for 24 months.
- ii. This LoI can be renewed jointly decided by the signatories

UNDERSTANDING

- i. This Letter of Intent is drawn up in the understanding that it does not constitute a legal obligation for the signatories;
- ii. In witness whereof, we sign this Letter of Intent, in four identical originals, in English language, two for each of the signatories, in Amsterdam on 20/9/2019.

Fathi Al-Gaghbier



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Fathi Al-Gaghbier

**Chairman
On behalf of The Jordan Chamber of Industry**



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Hans Obdeijn

**Managing Director
On behalf of The Centre for the Promotion of Imports from developing countries
Netherlands Enterprise Agency**