

Ministry of Foreign Affairs and Expatriates

Economic Affairs Unit

Subject: International Food and Technology Expo INFTEXPO 2020

Dear Sir,

Referring to the above Subject for inquiries to inform you that we are organizing The International Food and Technology Expo INFTEXPO 2020.

We are pleased to invite The Republic of Turkey to participate in The International Food and Technology Expo INFTEXPO 2020 to be held from 1<sup>st</sup> of July, 2020 till the 4th of July, 2020 at Ammam, Jordon.

The International Food and Technology Expo INFTEXPO 2020 is first exhibition of its kind in Jordan specializes in food, beverages, packaging and machines, which will start from 1/7/2020 to 4/7/2020 and held at the Amman International Motor Show - Airport Street with unprecedented international participation, with comprehensive media and advertising coverage.

INFTEXPO's idea is to bring together traders, importers and industrialists of food, beverages and packaging in one place. It is the first forum of its kind in the region for all food and beverage industry professionals in Jordan and the Middle East.

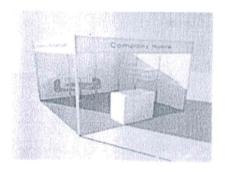
NO.	Exhibition Name	Duration	Location	Exhibition
				Туре
1	International Food and	2020/7/4-1	Amman	B2B
	Technology Expo		International	
	INFTEXPO 2020		Motor Show	
1 6 7	3 (100 to 100 to		Halls	

Based on the vision of the exhibition to target international participation, businessmen and factory owners from inside and outside Jordan will be invited to visit and participate in the exhibition to exchange experiences and goods among themselves.

This call comes in the context of economic and commercial cooperation with The Republic of Turkey to execute the Turkish national pavilion in the food, beverage, packaging and

Machinery sectors, knowing your important role in developing importing and exporting from Sirkey to Jordan.

Target sectors and participation in the exhibition (- live animals, animal products and meat, fruit and vegetables and processed products, cocoa products, chocolate, sugar, confectionery, oriental sweets and sweetness, dairy products, cereals, flour, starch, pastry, bakery products, potato chips, corn, soft drinks, juices, vinegar, mineral water, tobacco substitutes Manufactured tobacco, spices, condiments, salt, flavorings, packaging, brands, Machines).



For more information contact the organizer at

Phone: 00962777372414

Email: Project.manager@pulsejo.net

Website: http://inftexpo.com

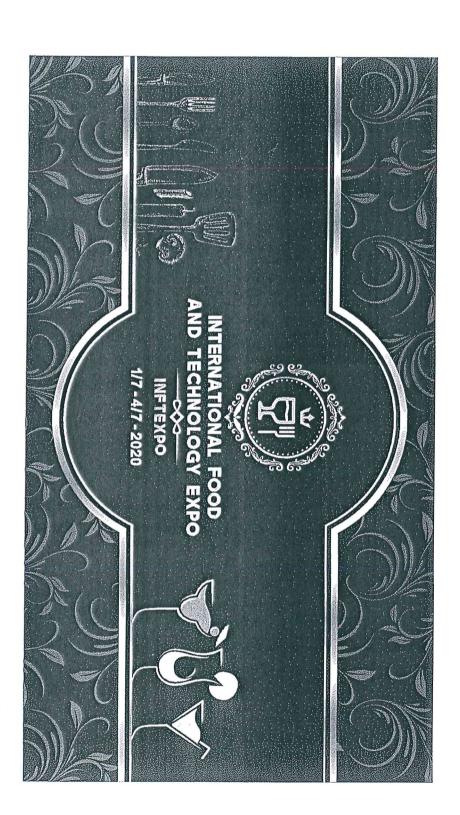
Yours sincerely,

General Manager

LeeAnne Shqerat







Brief summary about International Food and Technology Expo "INFTEXPO"

International Food and Technology
Expo 2020, 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" advanced and is ranked second in of July, 2020 till the 4th of July, 2020. terms of quality and reach most of the markets of neighboring countries. The food industries in the Kingdom is The exhibition will be held from the 1st WWW.AIFBEXPO.COM

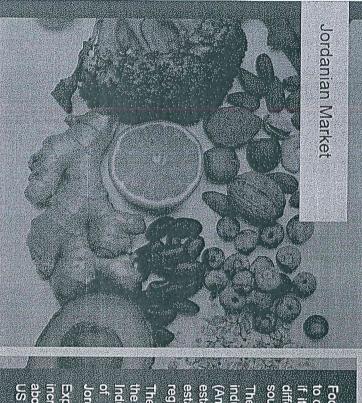
dollars. The volume of investments in the sector of food, supply, agricultural and livestock industries amounted to one billion

competitive quantities. low-processed food products based on agricultural outputs that the Jordanian agricultural sector cannot produce Jordan's imports of processed foods far outweigh its exports; much of this is due to the importation of

consumption of food from the origin of foreign. food imports of grains and other animals as well as food and food industries, which represent the share of domestic The volume of imports of foodstuffs from the Kingdom during the years 2010 to 2014, and these values include all

E.C.				
Total	Beverages and tobacco	Food and live animals		The volume of imports of foodstuffs, in million dinars
1,782.3	100.7	1,681.6	2010	mports of
2,162.3	102.7	2,059.6	2011	foodstuf
2,376.8 2,537	101.6	2,275.2	2012	fs, in mill
2,537	129.5	2,407.5	2013	ion dinars
2,679.9	134.8	2,545.1	2014	G)

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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.

The total number of establishments operating in the food industries registered in the third industrial chambers (Amman, Zarqa and Irbid) in 2014 reached 922 local establishments compared to the number of establishments in 2008 with 852 establishments registering an increase of 2.8%

The exports of the sector constituted 34% according to

the 2014 census issued by the Jordanian Chamber of Industry. Of the total industrial exports, this large number of exports reflects the quality and advantages of Jordanian products in this sector.

Exports of processed food products from Jordan have increased significantly since the beginning of 2000 about 2.6% between 2003 and 2013 in terms of value in

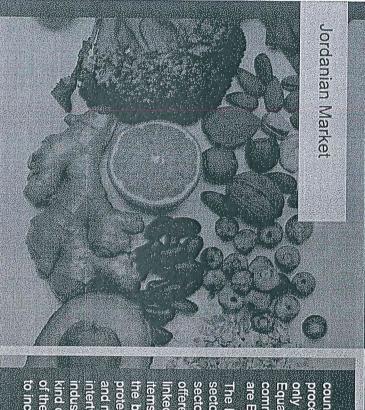
Jordanian Market

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Jordan's imports of processed foods far exceed its exports - US \$ 2,170 million of imports in 2013 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



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 industral 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:

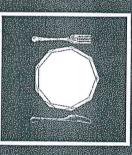
- Live animals and animal products and meat
- Fruits, vegetables and processed products.
- Cocoa and chocolate, sugar, candy, desserts and Eastern sweet products.
- Dairy products.
- Cereals, flour, starch, pastry and bakery products, potato chips and corn.
- Beverages, soft drinks, juices, vinegar and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

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## 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.

Chamber of Commerce Aims of the Jordan and international levels. Supporting and coordinating the capabilities of national chambers of commerce. economic conferences at the local, Arab in organizing and holding trade and the other. chambers of commerce on the one hand Enhancing researches related to trade and services. and their unions and foreign chambers on and between Arab chambers of commerce development and reinforce them, including Implement, publish and update studies and Participate with the concerned authorities the small and medium enterprises. Contribute in the effort of trade and service cooperation WWW.AIFBEXPO.COM between

of Jordan Geographic location Tordan River 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. Jordan is located to the south of the Syrian Arab Republic, to the east of the State of WWW.AIFBEXPO.COM

Advertisement Campaign Marketing and - 1111 - 1111 - 0 0 0 0 0 0 Section 188 0 10 0 10 20 10 0 10 20 10 0 0 10 20 10 0 0 10 20 10 10 () Sending a direct invitation to the governmental organizations, industrial and commercial chambers and embassies in and outside the Kingdom. Outdoor campaign: WWW.AIFBEXPO.COM

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

• INTERNATIONAL FOOD
AND TECHNOLOGY EXPO
INFTEXPO 1/7-4/7-2020

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