

➤ **The First Steering Committee Meeting Of The Jordan Garment Alliance**

the first Steering Committee Meeting of the Jordan Garment Alliance (JGA) was held at the Jordan Chamber of Industry on Tuesday May 15, 2018. The meeting was chaired by HE Mr. Yousef Al Shamali, The Secretary General representing HE Engineer Yarub Al Qudah, Minister of Industry, Trade and Supply and Mr Adnan Abu Al Ragheb, CEO of Jordan Chamber of Industry. The event was attended by representatives of Ministry of Planning and International Cooperation, Ministry of Labor and Jordan Investment Commission, as well as representatives from the private sector, Jordan's international partners, NGOS and the Garment Sector Industry. This meeting sought to acquaint stakeholders and Jordan's international partners of the latest developments and achievements made thus far by the Alliance in the past period, as well as present the Alliance's road map for the advancement of the sector.

The Jordan Garment Alliance is a coordination platform inclusive of all the relevant stakeholders aiming at consolidating the efforts of the stakeholders to develop the sector's mission, vision, and resolve obstacles and challenges that impede the sector's growth and productivity. The Alliance promotes the development of exports, jobs creation, and the enhancement of responsible business practices and social integration.

The Alliance through its Steering and technical working committees are committed to developing and implementing periodic sector strategies, roadmaps and work plans which will be evaluated and revised periodically in consultation with the government and other partners.

This meeting sought to acquaint stakeholders and Jordan's international partners of the latest developments and achievements made to date by the Alliance, as well as present the Alliance's

future plans for the advancement of the sector. At the close of the meeting the proposed



road map of the Garment Sector Alliance was approved and the technical committee was given the green light to move ahead with its implementation.

➤ **Under the JGA Support, SMEs factories capabilities to be strengthened to qualify them for subcontracting.**

An agreement with BWJ under which 30 SMEs will be assessed in order to qualify them to be subcontractors with big factories. BWJ will conduct site visits and investigate the compliance within these factories. Moreover, possible technical and financial support for those enterprises could be secured. The discussion with MoL now is addressing the possibility of counting the laborers of those small factories into the counting of big companies.

➤ **Jordanian Participation secured in Tex World and other trade fairs**

Under the support of Jordan Garment Alliance, sector members were invited to express their interest in participation in several garment trade fairs. 18 companies have been qualified and 10 companies were selected. A possible participation in Magic Show- Las Vegas is being discussed with the World Bank.

➤ **Breakout session organized in order to update the White Book of Sector Reforms**

The Jordan Garment Alliance embarked on meeting with specialized focus groups of local governmental and private sector experts to discuss and update the white book of reforms that were identified in the March 2017 first JGSA PPD. Three reform tracks are being updated namely: labor, investment promotion and legal and legislative reforms to contribute to the reinforcement of the PPD through the provision of technical expertise on labor, trade and business regulations among others. The Consultants activities will be pursuant to the compilation of a "white book of reforms" based on the ideas provided by the stakeholders during the PPD process.

➤ **JGA to Cooperate with Danish Industries Federation to strengthen the alliance**

Under its cooperation with the Jordan Garment Alliance, The Confederation of Danish Industry (DI) intends to strengthen JGSA and provide technical support to the Jordan PforR - Economic Opportunities for Jordanians and Syrian Refugees project, which the World Bank is funding. The overall objective of the partnership engagement between DI and JGSA is to strengthen JGSAs organizational capacity to act as an agent of change. This will be achieved by moving JGSA from being an alliance having a small secretariat to a knowledge supplier providing value added inputs to not only the Government's policy formulation process, but also business development services to the sector that allow companies within the sector to take advantage of the Jordan Compact. The long-term vision is that the Garment Sector will provide economic opportunities to Jordanian residents and Syrian refugees alike.

➤ **JGA Supports formulating sector branding and positioning strategies:**

As part of this initiative, JGA ,in cooperation and fund with the World Bank, has commissioned a specialized firm with a vast network of global apparel firms, BSR ("Businesses Sourcing Responsibly"), to engage with international apparel brands, retailers and manufactures to better understand the potential drivers and perceived barriers of sourcing from Jordan. The objective is to assess the key barriers and drivers for apparel retailers to source from the garment manufacturers in Jordan, as well as facilitate increased sourcing of those retailers from Jordan garment manufacturers which would result in increased employment of Syrian refugees in the sector.

BSR conducted a survey from April to May 2017 to develop a baseline of apparel companies' awareness and knowledge of sourcing opportunities in Jordan's apparel manufacturing industry and the trade agreement with the EU requiring employment of Syrian refugees. The survey also sought to understand the perceived strengths and weaknesses of the Jordan apparel sector and the potential to grow sourcing from this sector. Initial analysis of survey results indicate that global brands identify Jordan's product portfolio as compatible with their own companies' products. However, they indicated have limited knowledge of the overall business environment in the country and trade preferences available aside from the US FTA. Another key finding of the survey indicate that there was broad knowledge among global brands of the Syrian refugee situation in Jordan and that creating

employment for Syrian refugees in Jordan is compatible with their organization's sustainability strategies, and the majority of respondents have a high readiness to proceed if equipped with the right market knowledge and key players within Jordan. The JGA also asked BSR to conduct in-depth interviews with 10 global brands in June 2017 to dive deeper into companies' views on the challenges and opportunities to sourcing from Jordan, in comparison with other sourcing locations, depending on different type of sub-categories of products. A report was produced by BSR which is expected to inform our and JIC's matchmaking strategy for FY18 and FY19, and the wider Jordanian stakeholders' private sector programs to support Syrian refugee inclusion. The Report is Attached