

Newsletter July/August 2019



AmCham – USTR Roundtable Meeting

American Chamber of Commerce Roundtable Meeting on "Textiles and Apparel Trade" with United States Trade Representatives on 15, July 2019

The American Chamber of Commerce in Jordan hosted a roundtable meeting, which gathered key stakeholders from the garment sector to collectively discuss opportunities and challenges encountered, and the road going forward. It was highlighted by the US Trade Representative for the Middle East that ties between Jordan and the US are very strong, which is attributed to Jordan's strategic geopolitical position in the region. Exports to the US through the FTA have been successful and are forecasted to continue to take an expansionary course. In order to further embrace growth, it was put forward that buyer linkage initiatives ought to be increased, alongside more emphasis on education and research efforts, in order to upskill the overall labor environment. As highlighted by the Chairman of JGATE, Jordan has strong ties with the US market, however the label "Made in Jordan" requires further marketing in order to strengthen the country's significance as a top-notch garment manufacturing industry, thereby augment buyer networks and accelerate trade.

ILO/Better Work Jordan Collective Bargaining Agreement Discussion, 29 July 2019

A workshop was hosted by ILO/Better Work Jordan which gathered key stakeholders from the garment sector in order to collectively review and discuss the provisions for the upcoming fixed-term CBA. A joint effort was made to ensure fair and non-discriminatory coverage of all workers, in accordance to the Jordanian labor laws and ILO core labor conventions.

The CBA encompasses provisions on the following:

- Equal treatment of all workers;
- Regulation of working hours, wages and incentives;
- Improved occupational health and safety standards;
- Unified contracts for migrant workers;
- Role and recognition of the union to represent workers voice; and,
- Contract dispute settlement mechanisms.



ILO/Better Work CBA Workshop

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CBI Business Export Coaching, 4-5 August 2019

The export coaching program initiated by CBI, which was presented in April at Amman Chamber of Industry to provide export training to approximately 20 local SMEs for the next 4 to 5 years, kicked-off early August through two-day intensive workshops. Participants received interactive hands-on capacity building to improve their overall marketing knowledge, particularly on how to develop and tailor their Export Marketing Plan. Practical guidance was delivered, starting from market research, analysis of internal and external business environments, towards strategy development and action planning. As part of the program, participants will be taken on a market exploration trip to Paris and Amsterdam in September.



CBI Export Marketing Workshop

Case: Classic Fashion – A garment manufacturing powerhouse based in Jordan

Classic Fashion Apparel Industry Ltd Co., has since 2003 grown to become the largest apparel manufacturer in the Middle East. With 18 manufacturing plants in Jordan, the company accounts for 27% of garment exports, while furnishing employment opportunities to over 25,000 individuals from various nationalities. The success originates from its business model which is designed to accommodate core principles of social responsibility. As such, the company continuously strives towards making a positive social impact through a people-centric approach as a conventional part of its day-to-day business. This strategy has allowed Classic Fashion to provide over 5,000 employment opportunities, coupled with training programs to marginalized Jordanian youth, particularly through the establishment of satellite factories in rural, poverty-pockets across the Kingdom. Noteworthy initiatives, which embrace integration of Jordanians and Syrian refugees into the garment sector are further highlighted below.



Source: Classic Fashion

Centre for Excellence in Garment Manufacturing

As part of a JV between Classic Fashion and the Ministry of Labor, 3 technical training centers have been established since 2017, which provided intensive 30-day training programs to over 1,600 youth. The final stage of the training entails a formal assessment, whereby employment readiness for the garment sector is guaranteed. After completion, graduates are free to seek employment with Classic Fashion or alternative garment manufacturing companies. To date, over 450 Syrian refugees have successfully graduated from the Centre of Excellence, of which 320 have joined Classic Fashion.



Source: Classic Fashion



Source: Classic Fashion



Source: Classic Fashion

“Friends from Syria” Program

As part of Classic Fashion’s strategically crafted business model, a social stance towards integration of Syrian refugees into the garment sector is adopted. On a bi-monthly basis, a team made up from Classic Fashion’s HR and Fashion Training departments, visits the Zaatari camp to engage and create dialogue with potential candidates. Open-day events are arranged, whereby interested candidates are granted the opportunity to experience the world of Classic Fashion – ranging from an exploration into factories, training centers, kitchen, dormitories and other facilities. At the end of the day, an option is made to sign up for the Centre of Excellence training program.

University Collaboration

As an educational measure, Classic Fashion has collaborated with Al al-Bayt University by developing an Industrial Management curriculum, which is targeted towards ambitious graduates who aim towards pursuing management-level positions within the garment manufacturing sector. As such, it is anticipated that through the creation of a dedicated study program, going forward, the demand for qualified employees will gradually be met.