

## **Attracting International Markets** **Export Coaching Program**

### **Challenges:**

Countries with relatively small populations usually look to exports as a major component to economic growth. However, companies wishing to expand through exporting face significant challenges, such as lack of marketing skills, minimal understanding of trade requirements, and ensuring products can be competitive.

### **Initiatives:**

A key focus of USAID's Jordan Economic Development Program (SABEQ) has been to insert Jordan into global value chains, especially in priority economic sectors. The program worked on a number of activities to support this entry, such as improving the regulatory environment to promote trade and increasing sector readiness through attaining necessary accreditations. A major initiative was an Export Coaching program in cooperation with Jordan Enterprise (a government agency) and the Jordan Exporters Association. The program started with a six months pilot designed to strengthen export capabilities of small and medium size Jordanian companies in key sectors of the economy.

Supervised by local experts and consultants, each company undertook an in-depth analysis of the market, determined the target group and identified the type of product that it could export and forecasted the expected demand for it. They will also examine their marketing capabilities, market-entry requirements, such as Food and Drug Association (FDA) approval and required standards and specifications on various countries for each product. In addition, the companies will receive training and preparation to effectively participate in international exhibitions.

The companies will then receive 'real world' export readiness experience through participation at a sector specific international trade show.

### **Results:**

During the first pilot, a group of Jordanian processed food producers secured export contracts to the US market through participation in an international food exhibition in New York. The firms signed agreements valued at approximately US\$ 8 million.

During the coming months, the partners will conduct more sector specific programs, focusing on the services sector.

