

A SNAPSHOT OF JORDAN'S PRIVATE SECTOR

Jordan: Growth and Opportunity
London Conference 2019



**Building
Markets**

PREFACE & ACKNOWLEDGEMENTS

This draft publication was researched, written, and designed by Building Markets. Its purpose is to bring visibility to Jordan's economic potential by showcasing the country's diverse and growing businesses. The document contains a non-exhaustive list of companies who may be seeking investment, supply chain, and export development opportunities.

This publication was produced in partnership with the World Bank Group with funding from UK Aid. Building Markets would also like to recognize Open Society Foundations, whose generous support made this work possible.

Data reflected in this publication was collected by Building Markets through in-person and call center surveys that were conducted between September 2018 and February 2019. All data included in this report was self-reported by businesses and has not been independently verified. The companies included in this publication gave Building Markets consent to share their information.

All figures in this document are provided in USD. Financial data were typically provided by the businesses in Jordanian Dinar (JOD). The conversion rate used is 1 JOD = 1.41 USD. Figures were also rounded for simplicity. Net assets, turnover, and gross profit margins are reported for the last fiscal year. Some companies chose not to share this information, in which case it has been noted on their respective profile pages as undisclosed. Investment amounts reflect the reported capital needs of the companies for the next six months.

Employee numbers listed are full-time equivalents, meaning they have been estimated as the number of full-time employees and half of the number of part-time employees reported. The breakdown of domestic or export markets is based on the information provided by businesses on the percentage share of their exports in their total revenues. Where the percentage could not be included, export markets are listed.

No recommendations or guarantees are made regarding the information provided or on its accuracy or quality. Building Markets and its partners are not responsible for any omissions or error in the listings and recommends that entities should be independently researched.

Any company wishing to have its information removed from this publication or modified can make a request by sending an email to Building Markets at newyork@buildingmarkets.org. Building Markets and its partners reserve exclusive rights in its sole discretion to alter, limit, discontinue, add, change, improve, or update the information in this document. Information contained in this publication does not imply the expression of any opinion or endorsement by Building Markets or any of its partners.

Photos in this publication were taken by Lenzit, a Syrian-owned company in Jordan. In cases where businesses were not available for photography, they made images available to Building Markets for use in this document.

INTRODUCTION

While Jordan's economy has been recently influenced by external shocks such as regional instability and recessions in the West, it remains a stable and influential economic hub that holds great promise. This can be attributed to improved governance, the presence of a young population, and expanding market segments such as services, tourism, pharmaceuticals, energy (including renewable and alternative energy), and information, communications and technology (ICT).

The country's small and medium-sized enterprises (SMEs) are key to ensuring that Jordan continues on a path of prosperity and that its economy can deliver inclusive economic growth. SMEs not only strengthen productivity and generate tax revenue, they attract investment and create new employment, livelihoods, and skills. This draft publication is intended to support and accelerate that effort by offering a glimpse of Jordan's diverse and growing businesses and the linkages and investment opportunities they present.

TABLE OF CONTENTS

1	Chemicals	Page 7
2	Construction	Page 13
3	Food & Beverages	Page 21
4	Home Furnishings	Page 33
5	Manufacturing (Other)	Page 39
6	Pharma & Cosmetics	Page 53
7	Services (Other)	Page 60
8	Technology	Page 74
9	Textiles	Page 86
10	Wholesale & Retail	Page 93

1

Chemicals



SIGMA
DETERGENT CO. LLC



Sigma is one of the main manufacturers of detergents and personal care products in Jordan. With a strong commitment to scientific research, product quality, customer satisfaction, and social and environmental responsibility, the company is on its way to becoming an industry leader in the region. Sigma exports to neighboring countries, is EU export ready, and is interested in reaching markets in the United States. The company is a member of the Private Label Manufacturers Association with a private label program that offers custom formulating and manufacturing. Sigma can move a product from the ideation stage to the shipping dock within 60 business days.

Company Details

Owner: Mohammed Shaer
Email: hsh@sigmadetergent.com
Established: 2013
Head Office: Sahab
Legal Structure: Limited Liability
Website: sigmadetergent.com

Opportunity

Sigma is looking for **USD 1,400,000** in capital to expand its human resources and increase the company's presence and reach in new markets.

Products/Services

Sigma produces various household and industrial cleaning and personal care products. This includes:

- Liquid and powder laundry detergent
- Fabric softener
- Dishwashing liquid and hand soap
- Multi-purpose cleaner and fragrance
- Adult and baby shampoo



88

Employees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

undisclosed

Profit Margin

Certifications



Sigma holds ISO 9001 and GMP certificates.

Markets



Jordan
Saudi
Arabia
Libya

Sigma exports to neighboring countries and is EU export ready. Exports represent 5% of turnover.

Customer Base

Business Model: B2B
Primary Acquisition Channels:





Modern Chemicals Company (KIMA) manufactures a variety of detergents, disinfectants, and soaps. The company uses raw materials that are carefully sourced from the world's leading suppliers and markets its products under its own brands. KIMA also provides contract manufacturing and private labelling services. In 2012, the company made a large investment to upgrade its soap manufacturing line. KIMA continues to improve its processes to meet its mission of offering safe, highly effective cleaners that provide outstanding results.

Company Details

Owner: Sabri Azzouni

Email: sabri.azzouni@gmail.com

Established: 1977

Head Office: Mukhayyam Al Baqa

Legal Structure: Limited Liability

Website: mcckima.com

Products/Services

KIMA manufactures home and industrial products, including:

- Laundry detergents
- Cleaning supplies
- Personal care products
- Disinfectants

The company's bottling and labelling facilities are available for third-party use and products.

60

Employees

2,800,000

Turnover (USD)

3,500,000

Net Assets (USD)

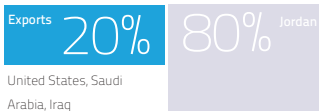
10%

Profit Margin

Opportunity

KIMA would like to increase their exports and is interested in partners that can assist the company in identifying new international markets.

Markets



Customer Base

Business Model: B2B, B2G
Primary Acquisition Channels:





Agro Chemicals Industries Ltd. (ACI) aims to become an industry leader by leveraging scientific improvements in manufacturing, packaging, transport, and storage processes. Good environmental management forms a cornerstone of ACI's work, as it seeks to minimize the environmental impact of pollution and agro-chemical use. The company's products are officially registered in Jordan and meet standards set by the Food and Agriculture Organization and World Health Organization. With a 19% growth rate, ACI has invested in its facilities, including establishing a new 10,000 SQM factory in 2009.

Company Details

Owner: Ghaith Al-Hamad

Email: ghaith@aci.com.jo

Established: 1992

Head Office: Amman

Legal Structure: Limited Liability

Website: aci.com.jo

Products/Services

ACI is a major manufacturer and distributor of agricultural chemicals, including:

- Pesticides, fungicides, herbicides
- Insecticides, miticide, rodenticide
- Veterinary ectoparasiticide
- Public health insecticide
- Household pest control products

ACI's pesticides have fewer side effects compared to other products and contribute to increased food production efficiency.

40

Employees

2,820,000

Turnover (USD)

2,115,000

Net Assets (USD)

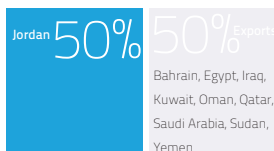
20%

Profit Margin

Opportunity

ACI seeks **USD 1,410,000** to develop and distribute new product lines for agricultural use, to penetrate new markets and to hire 15 additional employees. In addition, ACI is looking for new suppliers of packaging materials and production inputs.

Markets



Customer Base

Business Model: B2B, B2G
Primary Acquisition Channels:



Certifications

ACI holds ISO 9001, ISO 14001





Golden Fanar's mission is to design, formulate, and manufacture specialty fertilizers and bio stimulants. The company's competitive advantage lies in its utilization of ingredients that safeguard plans, allowing them to absorb the ideal amount of nutrients. This results in improved crop vigor, yields, and quality. Golden Fanar exports its fertilizers to markets across the MENA region.

Company Details

Manager: Akram Essam Huneidy

Phone: +962 795458855

Established: 2015

Head Office: Amman

Legal Structure: Limited Liability

Website: entrepreneurs.

buildingmarkets.org/listings/

golden-fanar-co-for-fertilizers

Products/Services

Golden Fanar produces and exports a diverse range of advanced fertilizers that provide nutrition, protection, and optimal growth in crops. The company's top selling products are powder fertilizers.



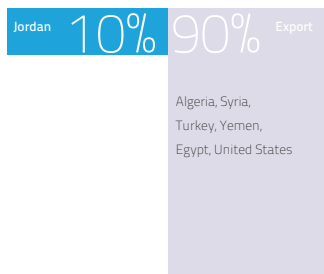
Opportunity

Golden Fanar is seeking

USD 2,115,000 in investment to expand its facility, buy additional equipment, and introduce new products.

The company is also looking for new buyers and partners in Africa and Latin America where they plan to open offices.

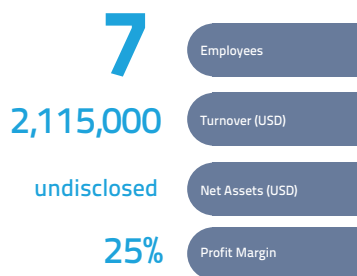
Markets



Customer Base

Business Model: B2B

Primary Acquisition Channels:





Lamis' mission is to manufacture quality cleaning and hygiene products in line with international standards. The company's vision is to become a global competitive detergent manufacturer. Lamis employs experienced workers, and sources high-quality raw materials imported from reputable and carefully selected international suppliers. By staying ahead of developments in the household hygiene and cleaning industry, Lamis is able to continuously exceed customer expectations.

Company Details

Owner: Mohammad Nezar Haboob

Email: m.sbaie@lamis.jo

Established: 2013

Head Office: Sahab

Legal Structure: Limited Liability

Website: facebook.com/pages/category/Industrial-Company/Lamis-detergent-157B725369102185

Products/Services

Lamis manufactures a range of cleaning and hygiene products including:

- Dishwashing detergents and soaps
- Washing powders and gels
- Air fresheners
- Hygiene products

220 Employees **88** Refugees

1,300,000 Turnover (USD)

23,500,000 Net Assets (USD)

39% Profit Margin

Opportunity

Lamis is looking for partners who can help the company market its products internationally.

Markets

Jordan **30%**

70% Export

Kuwait, Libya,
Oman, Saudi Arabia,
Iraq

Customer Base

Business Model: B2B

Primary Acquisition Channels:



2 Construction



Andromeda offers complete solutions and support for any construction and engineering project. They aspire to be a leading company by differentiating their services from other providers in the market through their highly skilled team, unique designs, product selection, and careful attention to client needs and goals. Andromeda measures its success through client satisfaction.

Company Details

Owner: Walid Ezat

Email: global.andromeda1@gmail.com

Established: 2016

Head Office: Amman

Legal Structure: Limited Liability

Website: entrepreneurs.

buildingmarkets.org/listings/

andromeda/

Products/Services

Andromeda provides architectural and design services. This includes stone and marble products for decorative

60 Employees **15** Refugees

3,243,000

Turnover (USD)

381,000

Net Assets (USD)

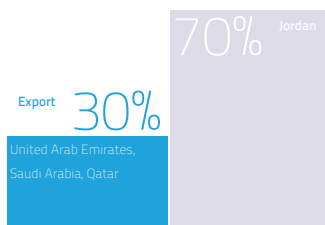
10%

Profit Margin

Opportunity

Andromeda seeks an **USD 987,000** investment to develop two construction designs that will showcase the quality of their product line.

Markets



Customer Base

Business Model: B2C, B2B

Primary Acquisition Channels:





Ashour Company is one of the largest fabrications, engineering, and machining centers in the Middle East. The company's mission is to offer comprehensive engineering solutions that exceed all expectations. The Ashour team considers each requirement to deliver customer-centric, turn-key projects. The company's vision is to experience continuous growth (recent growth rate has been 20%), to increase its competitive edge and comparative advantage nationally and regionally, and to expand internationally in the steel structure industry. Ashour has its own design and detailing capabilities, has 60,000 SQM of specialized workshops, and is classified as a first-class contractor in the field of specialized industrial construction and processing plants.

Company Details

Owner: Maher Mohammad Ashour

Phone: +962 6 412 6004

Established: 1978

Head Office: Sahab-Amman

Legal Structure: Limited Liability

Website: ashourco.com

Products/Services

Ashour's services range from creating simple steel structures to building complicated production lines and industrial plants. This includes:

- Pre-fabricated building, including shelters for refugees
- Waste water treatment plants
- Vessels, silos, and tanks
- Greenhouse building systems
- Equipment manufacturing
- Telecommunications Towers

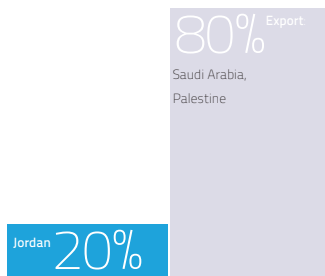
The company also offers consultations, construction management, and outsourcing services.

Opportunity

Ashour is seeking **USD 705,000** investment to develop and upgrade its liquid fertilizer plant. This will allow the company to produce more exportable products.

In addition, the company is looking for export partners in Africa, Asia, and the Middle East.

Markets



85

Employees

6,741,000

Turnover (USD)

1,685,000

Net Assets (USD)

8%

Profit Margin

Customer Base

Business Model: B2C, B2B, B2G
Primary Acquisition Channels:




TAZWEED
BUILDING MATERIALS


Tazweed specializes in steel trading and is driven by the mission that no job is too big or too small. All opportunities and inquiries are handled with the utmost professionalism. Tazweed has a strong presence in Jordanian and regional construction, services, and industrial markets. With an experienced management and technical team, excellent connections and reputation, Tazweed is able to meet all public and private sector needs. Through a series of joint ventures, Tazweed has been successful in expanding its market presence and doubling the size of business handled. The company reports an annual growth rate of 10%.

Company Details

Owner: Suhail Salti

Email: suhail@saltibros.com

Established: 2010

Head Office: Al-Quwaysimah

Legal Structure: Limited Liability

Website: entrepreneurs.buildingmarkets.org/listings/tazweed-building-materials/

Products/Services

Tazweed products include commercial steel, rebar, billets, pipes, and all other industrial steel, as well as general building materials.

Tazweed also operates a workshop in Amman and fabricates steel structures and steel parts, catering mainly to telecommunication and water projects in Jordan.

20

Employees

4,230,000

Turnover (USD)

197,000

Net Assets (USD)

25%

Profit Margin

Opportunity

Tazweed is seeking new investment capital to expand the company's presence in new markets. They are also interested in connecting with raw material supply chains and distributors in the MENA region.

Markets

Jordan

100%

Customer Base

Business Model: B2C, B2B, B2G

Primary Acquisition Channels:

1

Client
References

2

Advertising

3

Traditional
Marketing



Sabeel Al Handasah was established by experts in architectural and engineering consultancy in the fields of design, modeling, and management. Sabeel's mission is to be the preeminent provider of superior engineering consultations. The company succeeds at this by consistently improving the quality of their services while maintaining the highest levels of fairness, integrity, and professionalism with their clients. The Sabeel team has more than 20 years of experience and has delivered hundreds of large-scale projects for leading organizations, multinational companies, and regional businesses.

Company Details

Owner : Ashraf Al Tahat

Phone: 962 6 537 1014

Established: 1991

Head Office: Sahab-Amman

Legal Structure: Limited Liability

Website: sabeelce.com

Opportunity

Sabeel seeks partnerships to support its growth in the MENA region, to increase services in Jordan and to expand into real estate development.

Products/Services

Sabeel offers architectural and engineering consultancy services, including:

- Architecture and Building Design
- Project Management
- Renewable Energy Solutions
- Environmental Studies
- Feasibility Studies



Certifications

The firm is granted an ISO 9001:2018 certificate



Markets



Iraq
Qatar
Saudi Arabia

75

Employees

2,910,000

Turnover (USD)

724,000

Net Assets (USD)

23%

Profit Margin

Customer Base

Business Model: B2G ,B2C, B2B

Primary Acquisition Channels:





Jada is one of the leading manufacturers of steel and wooden doors in Jordan. The company's mission is to be the specialist in fire-rated and safety doors. Jada strives for excellence in its operations and products and aims to become a regional construction company, as well as an internationally recognized supplier of high quality, metal construction materials. Jada is backed by a team of talented professionals and has experienced a recent annual growth rate of 25%.

Company Details

Owner: Michael Jada

Email: michael@jadadoors.com

Established: 1973

Head Office: Amman

Legal Structure: Limited Liability

Website: jadadoors.com

Products/Services

In its state-of-the-art facility, Jada manufactures customizable doors with a lifetime guarantee. Products include:

- Fire rated doors
- Hollow metal frames
- Blast and x-ray resistant doors
- Green panel certified doors
- Acoustic doors
- Access panels

65 Employees **5** Refugees

1,977,000 Turnover (USD)

1,091,000 Net Assets (USD)

35% Profit Margin

Opportunity

Jada is looking for partners and buyers to expand its offerings to new regional and international markets.

Markets



Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:



Certifications

Certificated from American and British Certificate, UL and BM TRADA



Millennium Energy Industries (MEI) is a leading turnkey solar solutions provider. The company believes that solar can be a primary source of energy for heating, cooling, generating power, and treating water. MEI's vision is to become a global leader in making solar energy an economically reliable, practical, and primary energy choice. MEI's approach is to seamlessly integrate solar solutions into customers' existing facilities by combining proven third-party technology and equipment with world class international engineering and installation practices. The company's average annual growth rate has been 15%.

Company Details

Owner: Anas Al Remawie

Phone: +962 6 5855533

Established: 2002

Head Office: Amman

Legal Structure: Limited Liability

Website: meisolar.com

Products/Services

From Chile to Europe to the Arab region, MEI provides cutting-edge solar solutions, including:

- Industrial process heating and steam
- Power and water
- Space heating and solar cooling
- Pool heating

MEI's services are based on professional engineering from the conceptual design stage through to installation, maintenance, and operations. Their top selling products are for PV Solar and Thermal projects.

25 Employees **3** Refugees

4,977,000

Turnover (USD)

undisclosed

Net Assets (USD)

16%

Profit Margin

Opportunity

MEI is interested in identifying business partners or investors that will support the expansion of their PV, solar, and thermal projects.

Markets

Jordan and exports to Chile, Saudia Arabia, Palestine, and other countries in the Middle East.

Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:



Certifications

ISO 9001





World Plastics
for Construction Industries
Advanced piping systems



World Plastics is a leading company in the field of advanced piping systems. Their mission is to offer customers the best engineering materials for heating, water and gas systems. World Plastic uses virgin raw material, which enhances the quality and safety of their products, and complements the company's vision of becoming a leading engineering and technical company. World Plastics' goal is to offer solid products at reasonable prices while delivering advanced technology in the fields of central heating, hot and cold-water networks, gas networks, and sanitation. The company distributes and supplies products across Jordan through accredited dealers, as well as outside Jordan through credited agents designated in many countries.

Company Details

Owner: Eng. Abdulhalim Abdin

Phone: +962 6 4711912

Established: 1984

Head Office: Amman

Legal Structure: Private Shareholding

Website: advanced-piping.com

Products/Services

World Plastics manufactures a range of plastic pipes for use in construction projects. They include:

- Thermopipes
- Alutherm, thermopex and themopert
- CPVC and UPVC pipes
- Electropipes and aquapipes

The company also offers chrome fittings, angle and radiator valves, manifold clamps, strainers, and maintenance accessories.

World Plastics is the sole distributing agent for APE and Eurostandard.

90

Employees

1,410,000

Turnover (USD)

Undisclosed

Net Assets (USD)

10%

Profit Margin

Opportunity

World Plastic is interested in identifying new agents for product distribution across Africa, MENA and Europe.

Markets

Export

25%

Palestine, United Arab Emirates, Oman, Kuwait, Qatar, Iraq, Syria, Yemen, Bahrain and Libya.

75% Jordan

Customer Base

Business Model: B2C, B2B, B2G
Primary Acquisition Channels:



Trade Fairs

Social Media

Direct Marketing

Certifications

ISO 14001, ISO 9001



3 Food & Beverages



Parfai Chocolate Gifts is a Syrian-owned chocolate and sweets manufacturer. The company draws inspiration from chocolate pioneers around the world and combines that with the unique flavors and techniques deeply-rooted in their history. This results in heavenly confections that keep their customers coming back for more. Parfai is also committed to excellence in its operations and products, they employ refugees, and they have experienced a recent annual growth rate of 23%.

Company Details

Owner: Hussam Samkari

Email: hussam93@yahoo.com

Established: 2000

Head Office: Amman

Legal Structure: Private Shareholding

Website: parfai-chocolate.com

Products/Services

Parfai manufactures chocolate products and a variety of sweets including Baklava, Maamoul, Nougat, and Dried Fruits.

The high-quality of their raw materials and ingredients, along with unique flavors, differentiates them from other competitors. Parfai does not use hydrogenated materials or palm butter, and they incorporate eastern and Arabic flavors into their sweets.

18 Employees **2** Refugees

561,000

Turnover (USD)

130,000

Net Assets (USD)

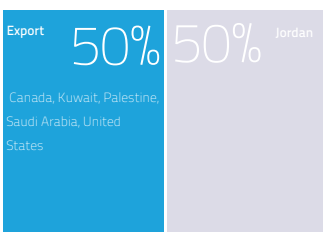
4%

Profit Margin

Opportunity

Parfai seeks **USD 987,000** to expand its production facility and to expand its manufacturing to Europe and the GCC. The company is also looking for assistance in market its products in Europe where Parfai's products, like Maamoul, will offer a unique Arabic twist on the chocolate products and sweets typically available on the European market.

Markets



Customer Base

Business Model: B2C, B2B, B2G

Primary Acquisition Channels:



Certifications

Haccp Certification & ISO 22001





With 140 different items and varieties available to its consumers, **Blue Mill** is the largest spice and pulse manufacturer in Jordan. The company offers competitively-priced products made with the highest quality raw materials and sourced from around the world. Blue Mill counts among its competitive advantages its in-house printing and private labelling service, as well as its prompt delivery and innovative approach to business. The company values engagement with its community and supports small and medium-sized enterprises by connecting them with distributors and shipping their small volume of products with their own. With an annual growth rate of 10%, one of Blue Hill's goals is to be a key exporter of ethnic food products to the United States.

Company Details

Owner: Adnan Al Khudari

Email: adanan@khudari.com

Established: 1977

Head Office: Amman

Legal Structure: Limited Liability

Website: khudari.com

Products/Services

Blue Mill specializes in manufacturing, processing, and packaging food products. Its product lines include:

- Dried foods (pulses)
- Spices, speciality blends, and powders
- Liquids (flower waters, vinegars, syrups)
- Herbal line (herbs and herbal tea)

The company's top selling food products are dessert mixes, black pepper, and thyme.

110

Employees

7,000,000

Turnover (USD)

2,846,000

Net Assets (USD)

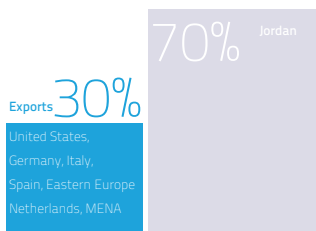
15%

Profit Margin

Opportunity

Blue Mill seeks to identify business partners, specifically international distributors, that can assist the company in accessing new markets.

Markets



Customer Base

Business Model: B2C, B2B
Primary Acquisition Channels:



Certifications

HACCP, ISO 22000, ISO 9002, GMP for sanitizers and syrups





Dijla's mission is to manufacture high-quality, healthy and delicious products that exceed the expectations of the Arabian market. Dijla follows Islamic Law in the production of its meats and uses superior ingredients by sourcing from select suppliers who comply with international standards. The company's factory covers an area of 6,000 SQM, is fully automated and equipped with the latest technology in food processing, and has the capacity to produce 20 tons per day. Dijla has an annual growth rate of 15% and its team consists of food industry, administrative, executive, and consultative experts. Dijla's vision and values include embracing creativity and innovation to ensure a long-term future and to be recognized as 'Best in Class'. The company has many exclusively registered brands.

Company Details

Owner: Hareth Mustafa Ali
Email: mus958@yahoo.com
Established: 2008
Head Office: Sahab
Legal Structure: Limited Liability
Website: dijlafood.com

Products/Services

Dijla produces a variety of frozen meat products that cater to the Arabian palate. This includes:

- Processed chicken and beef such as tenderized breast
- Breaded strips and fillet
- Nuggets and burger patties

100 Employees **8** Refugees

11,996,000 Turnover (USD)

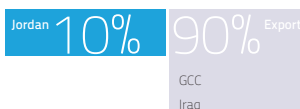
12,996,000 Net Assets (USD)

15% Profit Margin

Opportunity

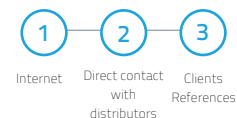
Dijla is looking for **USD 9,870,000** to support raw material costs.

Markets



Customer Base

Business Model: B2B
Primary Acquisition Channels:



Certifications

ISO 22000, BRC, (GS1 SYSTEM)





Al Durra is a family-owned manufacturing business spanning four generations. The company opened its first factory in Turkey in 1980, followed by two more factories in Jordan and in Egypt. Al Durra's mission is to keep its customers happy by delivering high-quality, delicious, and healthy foods. The company's vision is to have its food products on every table in every home. The Al Durra factory in Jordan now occupies 15,000 SQM and includes a laboratory fully equipped with the latest technology to meet international food standards. The company's annual growth rate stands at 20%.

Company Details

Owner and CEO: Emad Alnen

Email: emad@aldurra.com

Established: 1979

Head Office: Amman

Legal Structure: Limited Liability

Website: aldurra.com

Products/Services

Al Durra differentiates itself from other brands by using the finest Mediterranean ingredients. Products include:

- Jams
- Pastes
- Pickles and olives
- Canned food products

The company also owns Al Durra Markets, a chain of stores offering groceries and fresh food, located in Jordan, Germany and Austria.

720 Employees **150** Refugees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

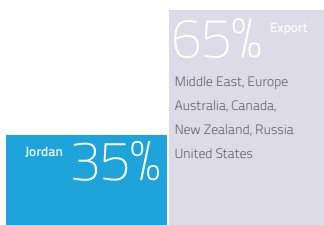
15%

Profit Margin

Opportunity

Durra has strategic partners in Austria and Germany and welcomes offers for new business linkages.

Markets



Customer Base

Business Model: B2C, B2B, B2G

Primary Acquisition Channels:



Certifications

ISO 9001, ISO 22000, HACCP





شيخ الكار



Al Bustanji Company, the owner of the Shaikh Al Kar brand, produces delectable sweets such as halva and tahini. Since its inception, the company has used the finest raw materials in the industry, imported from the world's best sources. In 2019, due to rising local and international demand, the company moved to a new plant in the Al-Muwaqar development zone, outside Amman, to increase its production capacity. The new production line is unique, fully automated, and has five sieving stages for sesame seeds, as well as a sortex machine. Shaikh Al Kar is committed to international food production standards in both preparation and packaging.

Company Details

Manager: Baha El Deen

Phone: 962 64122014

Established: 2008

Head Office: Muwaqqar

Legal Structure: Solidarity Company

Website: albustanjico.com

Products/Services

Shaikh Al Kar produces high-quality sweets including:

- Halva
- Tahini
- Roasted sesame seeds

55 Employees **18** Refugees

15,510,000 Turnover (USD)

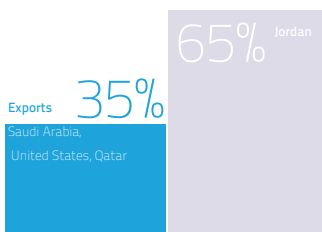
3,525,000 Net Assets (USD)

5% Profit Margin

Opportunity

The company needs **USD 2,115,000** in investment to afford high cost of production, mainly due to increased cost of sesame. The company is looking for both customers and distributors in new markets.

Markets



Customer Base

Business Model: B2B

Primary Acquisition Channels:



Certifications

ISO 22000





Golden Bird Food Industries is a leading manufacturer and trader of Arabic and Halal food products. The company specializes in stock cubes and soup and has the largest production capacity in the region. Golden Bird aspires to be the first choice for consumers in Jordan and international markets by offering top quality foodstuff at competitive prices. In order to serve their consumers and ensure trust is maintained in the varieties they offer, Golden Bird continuously develops and improves its products by adopting scientific research, selecting the best raw materials, and adhering to international standards.

Company Details

Owner: Mahmoud Masoud

Phone: 962 6 489 09 05

Established: 2004

Head Office: Amman

Legal Structure: Limited Liability

Website: goldenbird.jo

Products/Services

Golden Bird Food Industries offers a large variety of products that meet all needs of Halal markets in Jordan, and in all Arabic, African and European countries. Products include:

- Bouillon cubes
- Stock powder and soups
- Spices and sauces
- Instant coffee
- Cocoa powder



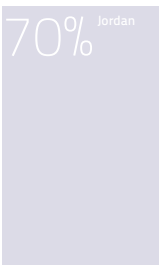
Opportunity

Golden Bird Food Industries is open to partnerships that would allow the company to expand to new markets and is looking for clients for private labelling.

Markets

Afghanistan,
Australia, Iraq,
Kuwait,
Pakistan, Palestine
Yemen
United States

Export 30%



Certifications

ISO 22000, HACCP



35 Employees **4** Refugees

2,700,000 Turnover (USD)

3,665,000 Net Assets (USD)

20% Profit Margin

Customer Base

Business Model: B2B, B2C

Primary Acquisition Channels:





Tops Chocolate believes in perfection every step of the way. Their mission is to create distinctive and delectable chocolate, beautifully packaged for every type of consumer. The company's vision is to expand within the region by pursuing investments based on thorough market analysis. Tops Chocolate has applied for a new patent for a vitamin and mineral-infused sugar-free chocolate. Annual growth stood at 45% last year.

Company Details

Owner: Tareq Qabar

Phone: +962 6 402 0430

Established: 2013

Head Office: Sahab

Legal Structure: Private Shareholding

Website: topschocolate.com

Products/Services

Tops Chocolate is a chocolate and confectionary manufacturer that produces chocolate bars (with and without nuts). The company also offers low-calorie chocolate bar varieties and a diabetes-friendly chocolate using Maltitol, a natural ingredient produced from corn that satisfies cravings without risk.

40

Employees

750,000

Turnover (USD)

1,900,000

Net Assets (USD)

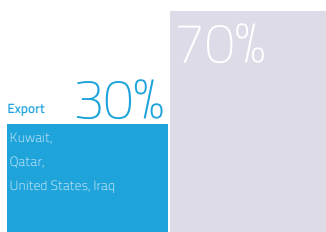
23%

Profit Margin

Opportunity

Tops Chocolate will use **USD 1,500,000** in investment to develop new product lines, apply for additional patents, and to conduct research and development for new products. The company is also interested in potential partners who can support global marketing efforts.

Markets



Customer Base

Business Model: B2C, B2B, B2G
Primary Acquisition Channels:





معصرة
حوفا الوسطية



Hofa Al Wasatiah Olive Mill's mission is to become a leading olive and olive oil producer in Jordan, and to expand its offerings to other countries in the Middle East region. The eco-friendly company grew 25% in size last year.

Company Details

Owner: Mohammed Ahmad Altawaha

Email: hofaolivemill@yahoo.com

Established: 2011

Head Office: Irbid

Legal Structure: Sole Partnership

Website: facebook.com/

hofaalwasatiahmill

Products/Services

Hofa Al Wasatiah produces olive oil within its own mill, while also recycling and packaging olive peels.

The company's automated grinding technique sets it apart from its competitors.

6

Employees

3

Refugees

56,000

Turnover (USD)

undisclosed

Net Assets (USD)

10%

Profit Margin

Opportunity

Hofa Al Wasatiah Olive Mill is seeking investment to introduce bottling services to the company's operations. They are also looking for new distributors and suppliers across the globe.

Markets

Jordan

100%

Customer Base

Business Model: B2C

Primary Acquisition Channels:

1

Clients
References

2

Social
Media

3

Advertising



Saray Nuts provides processed cashews and pistachios with the help of high-quality machinery and state of the art manufacturing facilities. Saray Nuts is the only cashew processing plant in Jordan in terms of its scale. The company roasts all nuts in house. It has strategic partnerships for importing raw materials from Turkey and procuring world-class equipment from India. Growing at 3%, Saray Nuts' vision is to become the leading cashew processing unit in the GCC. The company plans to add 35 employees this year.

Company Details

Owner: Mohammad Al-Nasser
Email: mohammedalnaser1408@gmail.com

Established: 2018

Head Office: Al Ramtha

Legal Structure: Limited Liability

Website: entrepreneurs.
 buildingmarkets.org/listings/saray-nuts

Products/Services

Saray Nuts produces, roasts, slices and sells in cans and bags:

- Cashews
- Pistachios
- Hazlenuts
- Almonds

38 Employees **5** Refugees

1,250,000 Turnover (USD)

1,125,000 Net Assets (USD)

22% Profit Margin

Opportunity

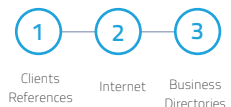
An investment of **USD 2,115,000** will allow Saray Nuts to purchase raw materials, boost its production capacity, and expand the company's business across the region - including in the retail market.

Markets

Jordan **100%**

Customer Base

Business Model: B2B, B2G
Primary Acquisition Channels:





Netto was founded in Syria in 1991 as a small production facility under the brand name HumHum. With 40 years of experience in the confectionery industry, the company became one of the core brands in its market segment, outpacing expected growth in regional and export markets. In 2013, Netto relocated to Jordan under the Jouri Food Industry to continue its operations. The company's mission is to maintain customer satisfaction by providing a diverse range of delicious products. Their vision is to be one of the leading confectionary manufacturers in the world. As a part of its plan to expand, they intend to hire seven additional employees in 2019.

Company Details

Owner: Mohammad Anzarouti

Email: m.anzarouti@jourifood.com

Established: 2013

Head Office: Sahab

Legal Structure: Limited Liability

Website: jourifood.com

Products/Services

Netto is a confectionery manufacturer of chocolate bars, chocolate wafers, and fruit candies.

Netto operates under the brand name HumHum.

65 Employees **1** Refugee

Undisclosed

Turnover (USD)

Undisclosed

Net Assets (USD)

Undisclosed

Profit Margin

Opportunity

Netto seeks investment to support the company's research and development and to enhance their presence in Jordan by marketing new products. In addition, Netto is interested in distributors in the United States, Canada, and Africa.

Markets

Jordan and exports to Germany, Palestine, Yemen.

Customer Base

Business Model: B2B, B2C
Primary Acquisition Channels:



The DELIGHTS SHOP

Dates & Chocolates



The **Delights Shop** is a leading Jordanian manufacturer and marketer of chocolate-covered dates. Their mission is to delight customers with divine and unforgettable treats with a healthy twist. They take pride in using the finest ingredients to produce and design their confections. Each product is the result of an artisanal process, undertaken with intricate care every step of the way – from the selection of natural ingredients – to the beautiful custom-made packaging.

Company Details

Owner: Zaid Qaawar

Email: t.jana@thedelightsshop.com

Established: 2001

Head Office: Amman

Legal Structure: Limited Liability

Website: thedelightsshop.com

Products/Services

The Delights Shop sells Medjool dates dipped in Belgian chocolate and cookie mixes.

They produce numerous variations of their sweets, including white and dark chocolate, mini, fruit and nut, and ganache-infused.

20

Employees

367,000

Turnover (USD)

Undisclosed

Net Assets (USD)

40%

Profit Margin

Opportunity

The Delights Shop is seeking **USD 71,000** in capital to acquire new machinery that will allow the company to boost their production capacity.

Markets

Jordan

100%

Customer Base

Business Model: B2B, B2C

Primary Acquisition Channels:



Certifications

JFDA



4 Home Furnishings



JS Furnishing's mission is to produce beautiful designs and furniture that meets the needs of local and regional Arab markets. Using the latest techniques and cutting-edge systems, the company strives to compete with American and European furniture manufacturers in terms of quality and finish. JS Furnishing has an aggressive growth strategy and plans to hire 200 additional employees this year.

Company Details

Owner: Ammar Al Sagherji

Email: ammar@furnishingjs.com

Established: 2017

Head Office: Amman

Legal Structure: Limited Liability

Website: furnishingjs.com

Products/Services

JS Furnishing manufactures furniture and provides contemporary interior design solutions for:

- Hotels and hospitals
- Homes and gardens
- Schools, malls, and offices

JS Furnishing's most popular service is its kitchen designs.

80

Employees

40

Refugees

undisclosed

Turnover (USD)

2,000,000

Net Assets (USD)

25%

Profit Margin

Opportunity

JS Furnishing seeks an investment of **USD 2,800,000** to increase liquidity and build inventory, enabling it to compete for valuable government contracts, which typically pay two to six months post-delivery. The company is also interested in supplying to buyers from regional and international markets.

Markets

Jordan

100%

Customer Base

Business Model: B2C, B2B, B2G

Primary Acquisition Channels:

1

Trade
Fairs

2

Digital
Advertising

3

Clients
References



DECORATION ONE
ORIENTAL ORNAMENTS



Decoracion One's mission and vision is to make contemporary Arab/Islamic decorations and furnishings widely accessible in a range of markets. The company's vision is for people to see their decorative items as a cornerstone of good interior design and style. Susanne, Suha and Sally Baalbaki, three sisters from Jordan, started handcrafting home decorations with their children to bring out the festive atmosphere during various Islamic holidays. In 2010, they decided to turn their passion into a business, resulting in a line of products that combine the whimsy of homemade decorations with the richness of Arab/Islamic art and calligraphy.

Company Details

Owner : Sally Baalbaki Sabbagh

Email: sally.baalbaki@decoration-one.com

Established: 2010

Head Office: Amman

Legal Structure: Limited Liability

Website: decoration-one.com

Opportunity

Decoracion One is seeking

USD 2,820,000 in investment to expand its products and services, reach more customers, and hire additional employees in the coming 6 months.

Clients

- Bloomingdales
- Qatar Airways
- Zara Hotels

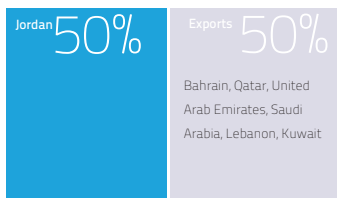
Products/Services

Decoracion One helps its clients create beautiful, modern living spaces through unique custom-designed products that reflect an Arab/Islamic aesthetic. This includes:

- Tableware
- Decorative items
- Home accessories

Their products also make unique gifts and can be customized with personalized

Markets



8

Employees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

undisclosed

Profit Margin

Customer Base

Business Model: B2G, B2C, B2B

Primary Acquisition Channels:





De House's mission is to manufacture stylish, beautiful, and timeless furniture. The company's products and services are intended to make spaces more livable and enjoyable at affordable prices. DeHouse is committed to delivering value products and services and dedicated to customer care. The company employs knowledgeable sales associates to ensure expectations are exceeded. When it manufactures furniture, DeHouse balances the concepts of quality, design, precision, and comfort.

Company Details

Owner: Walid Diab Abu Saloum

Email: daniadehouse@gmail.com

Established: 2018

Head Office: Amman

Legal Structure: Solidarity Company

Website: entrepreneurs.

buildingmarkets.org/listings/de-house

Products/Services

De House manufactures furniture with unique designs that utilize a room's space. The company prides itself on its customer service representatives who are specialized in:

- Building closets
- Bedroom furniture
- Kitchens

32

Employees

592,000

Turnover (USD)

395,000

Net Assets (USD)

20%

Profit Margin

Opportunity

De House seeks **USD 140,000** capital to grow its manufacturing capability and expand its product offerings.

Markets

Jordan

100%

Customer Base

Business Model: B2B, B2C

Primary Acquisition Channels:





JWICO is a leading furniture manufacturer in Jordan and the Middle East whose mission is to create unique living and working environments. JWICO has become synonymous with high-quality, long-lasting products and market leadership in home and office furniture. The company's continuous effort to achieve complete customer satisfaction has built extensive client loyalty unsurpassed in the region. JWICO's core values are reliability, integrity, passion, loyalty, and sustainable growth of the brand.

Company Details

Owner: Ramez Qubain
Email: ramezq@jwico.com
Established: 1975
Head Office: Amman
Legal Structure: Public Shareholding
Website: jwico.com

Products/Services

JWICO works with homeowners, developers, and project managers to deliver comprehensive furniture solutions. JWICO provides:

- Kitchens
- Wardrobes and vanities
- Hotel and office furniture
- Fire and non-fire rated flush doors

The company uses state of the art equipment and machines, as well as an industry specific ERP system that ensures a smooth end-to-end process and can ship orders to the UK within 14 days."

Opportunity

With an investment of **USD 3,500,000** JWICO will expand to new locations, increase its market share, and create new products and designs. JWICO is also interested in

Markets

Jordan and exports to Saudi Arabia, United Arab Emirates, Iraq, Qatar

Certifications

ISO 9001:2015, IFC Certification



Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:





Stones is a cutting-edge firm that manufactures a variety of durable, eco-friendly products with superior workmanship. The company also offers expert design services that are tailored to a client's needs. They have successfully implemented 175 projects with a range of clients, including: Jordan Royal Bureau, Emirates Airlines, National Bank of Abu Dhabi, Jordan River Foundation, Movenpick Resort, and Queen Alia International Airport. Stones has distributors in Oman, Manchester, and Toronto. They boast a 15% annual growth rate and plan to hire an additional 10 staff members in the coming 6 months.

Company Details

Owner: Rami Abu Ghosh
Email: rami@stonesjordan.com
Established: 2014
Head Office: Amman
Legal Structure: Limited Liability
Website: jadadoors.com

Products/Services

Stones offers a variety of durable, eco-friendly products with superior workmanship, including:

- Stone Lighting fixtures
- Natural stones,
- Handmade Terrazzo tiles, concrete art,
- decorative stones

16

Employees

1,500,000

Turnover (USD)

2,000,000

Net Assets (USD)

25%

Profit Margin

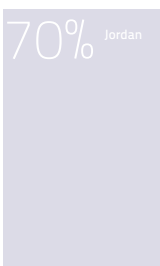
Opportunity

Stones is looking for matches to help the company access new markets, specifically in the United States and Europe. It is also looking to open a showroom in the GCC.

Markets

United Kingdom
 United States
 Brazil, MENA

Export 30%



Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:



5

Manufacturing (Other)



Arab Technical Company for Plastic Industries (TOP) is a leading Jordanian company in the field of manufactured plastic products. Since its establishment in 1993, Top has become one of the leaders in manufacturing plastic in Jordan by providing a range of high quality products with diverse range of high-quality products and the best prices, supported by outstanding customer service. Since its establishment, Top has witnessed a compound growth rate, which is a direct result of its insightful management team, innovative products of the highest quality and a reputation that is based on honesty, respect, fairness and trust. TOP management is committed to provide the highest standards of quality. The company has earned ISO 9001:2008 certification as the result of developing a disciplined, process quality operating system and continual improvements in order to consistently exceed customers' expectations.

Company Details

Owner : Ahd Al Rajabi

Email: info@top.com.jo

Established: 1993

Head Office: Sahab-Amman

Legal Structure: Limited Liability

Website: top.com.jo

Products/Services

TOP manufactures and distributes a large range of plastic products:

- Plastic furniture (chairs, tablets)
- Household items (kitchen items)
- Laundry and cleaning items
- Drawers and cabinets
- Plastic Crates



90

Employees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

undisclosed

Profit Margin

Opportunity

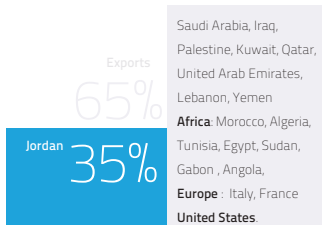
The company is looking for a partner to open to new markets. They plan to hire approximately 50 more full-time staff members and to invest in their facilities.

Certifications



Top holds ISO 9001:2008 and TÜV Certificates.

Markets



Customer Base

Business Model: B2B, B2C, B2G

Primary Acquisition Channels:





Al Saad Hygienic Paper Co seeks to satisfy customer demand by producing superior quality paper products made responsibly from natural ingredients. The company uses the finest grades of virgin pulp mixed with eucalyptus fibers harvested from well-managed forests. These forests remain healthy and stable through ongoing replanting. They plan to continue expanding, including adding 40 new employees to their operation in 2019.

Company Details

Owner: Wasim Abdel Aziz

Email: wasim@saadhp.com

Established: 2004

Head Office: Marka

Legal Structure: Limited Liability

Website: saadhp.com

Products/Services

The company produces:

- Facial tissues, toilet paper, wet wipes
- Hygienic product solutions for businesses
- Customizable nylon and hard packaging



Opportunity

The company is looking for investment in production facilities for the new product lines. the company is seeking new partnerships that can offer access to new markets in Jordan and abroad.

Certifications



Top holds ISO 9001, ISO 14001, ISO 18001

Markets



ACI is export focused and exports mostly to neighboring countries

150

Employees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

undisclosed

Profit Margin

Customer Base

Business Model: B2B, B2C, B2G

Primary Acquisition Channels:





Beirut Lights Hygienic Paper Manufacturing is a Syrian-owned, family company established in 2012 in Jordan at King Abdullah II Industrial City. The company aims to export its products worldwide, with focus on the EU where the paper tissue market continues to grow apace at a rate of approximately 2% annually.

Company Details

Owner: Samer Hussni

Email: beirut-1@hotmail.com

Established: 2012

Head Office: Sahab

Legal Structure: Limited Liability

Website: beirutlights.com

Products/Services

Beirut Lights specializes in producing premium quality private label and branded tissue paper products for the consumer market, including:

- Facial tissues
- Toilet paper
- Napkins and kitchen rolls

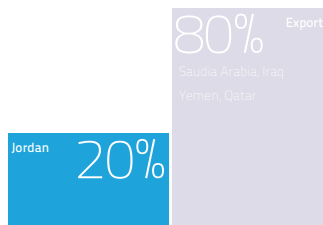
These hygienic paper products from high quality raw materials composed of 100% natural cellulose and are characterized by strength, softness, high absorption, and plumbing safety. Beirut Lights partners with distributors working with large supermarket chains and wholesalers in local and regional markets.

Opportunity

Beirut Lights requires

USD 2,115,000 in capital to access new markets and to increase its market share worldwide.

Markets



Certifications

ISO 9001



50

Employees

2,820,000

Turnover (USD)

7,050,000

Net Assets (USD)

25%

Profit Margin

Customer Base

Business Model: B2B, B2G

Primary Acquisition Channels:





Established in 2014, this Syrian, family-owned business manufactures industrial steel tubing in strict line with international standards, and in response to various project- contractors' need to source locally. **Baraka Metal Industries** prides itself in providing customers with transparency around production methods and process, environmental impact, general documentation, and safety guidelines. Product integrity and customer satisfaction have prepared Baraka to reach deeper into neighboring Gulf and African markets.

Company Details

Manager: Rajai Mohammed

Mail: baraka@baraka.com.jo

Established: 2014

Head Office: Amman

Legal Structure: Limited Liability

Website: baraka.com.jo

Products/Services

Baraka Metal Industries provides the local market with high quality steel tubing and lining used in construction. While it manufactures tubing in a range of dimensions, its most popular products are:

- 4x8 tubes (domestic)
- 2x2 tubes (export)

20 Employees **2** Refugees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

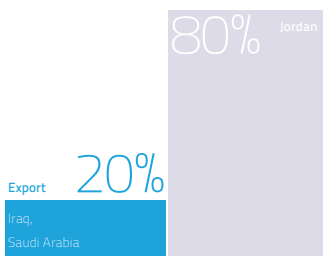
undisclosed

Profit Margin

Opportunity

Baraka seeks partners that can help the company access new international markets, particularly in the Gulf and Africa.

Markets



Customer Base

Business Model: B2C, B2B, B2G

Primary Acquisition Channels:



Certifications

ISO 14001:2004, OHSAS 18001





Arabian Steel Pipes (ASP) mission is to fulfill the need for electricity and water projects in Jordan and across the region. In the long term, the company's vision is to expand its product line and manufacturing technology to contribute to improvements in occupational health and solutions to the environmental challenges of today and tomorrow. The company utilizes an enterprise resource management system, which helps integrate information flows and plan operations and processes. This makes resources consistently accessible, contributing to a seamless manufacturing process that meets client needs. ASP is committed to local and international quality standards.

Company Details

Manager: Issa Nafith Dalbah

Phone: +962 6 402 2136

Established: 1988

Head Office: Sahab

Legal Structure: Public Shareholding

Website: asp-jo.com

Products/Services

Arabian Steel Pipes specializes in:

- Steel pipes
- 3LPE coated pipes
- ASTM A53 Type E pipes
- Tubular and lattice poles
- High-voltage and Telecom Towers
- Hot dip galvanization service

The company's best selling products are its 0.5-3.0 inch pipes.

125

Employees

9,870,000

Turnover (USD)

18,612,000

Net Assets (USD)

5%

Profit Margin

Opportunity

ASP is looking for **USD 350,000** in capital for the acquisition of new machinery that will increase production volumes and lines and allow the company to penetrate new markets.

Markets

Exports

20%

Iraq, Lebanon, Libya,
Palestine, Syria,
Yemen,
Canada,
United States

80%

Jordan

Customer Base

Business Model: B2B, B2G

Primary Acquisition Channels:



Certifications



ASP holds ISO 9001, ISO 14001, ISO 18001, Quality Jordan Market, Clean Production, TÜV Austria

Clients

Jordan Electric Power Company,
Total, National Electric Power Co, Irbid
Electricity, Authority of Water, Aqaba
Water Company



Al Hadaf International Company has successfully operated in Jordan for more than 20 years, holds 50% of the country's market share, and exports to nearly 20 countries worldwide. From management to designers and engineers, a versatile professional team drives its mission to exceed customers' expectations in quality, delivery, and cost through continuous improvement and superior customer service. The company's vision for becoming a benchmark for manufacturing companies worldwide is supported by its recent growth averaging 27% and its strategic plan for 2022, which includes corporate institutionalization, increasing local and international product lines and sales channels, and work force expansion.

Company Details

Owner: Rami Jehad Al Saheb

Phone: +962 6 4887776

Established: 1998

Head Office: Marka

Legal Structure: Limited Liability

Website: rz.jo

Products/Services

Al Hadaf International Company manufactures more than 2000 SKUs of food packaging, disposables, and catering supplies. This includes:

- Aluminum foil (top selling) and cling film wrap
- Food containers, cups, cutlery, bags
- Wrapping paper
- Hygienic and cleaning supplies

145 Employees **4** Refugees

19,000,000 Turnover (USD)

7,000,000 Net Assets (USD)

5% Profit Margin

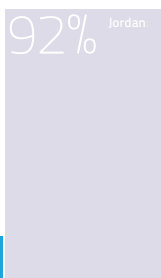
Opportunity

Al Hadaf's partnership interests include acquiring a distribution company outside of Jordan and securing new contracts with buyers, distributors, wholesalers, and retail stores.

Markets

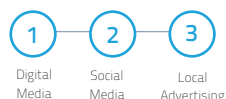
United States
Iraq, Saudi Arabia,
Germany, Italy, United
Kingdom, Sweden, GCC,
MENA Region

Export **8%**



Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:



Certifications

RZ holds JFDA, ISO 9001, ISO 14001, ISO 22000, BRC





Sikayat Al Kheirat was founded in Syria 20 years ago. The company's mission is to become a major international market player by providing an excellent performance to cost ratio and staying ahead of the curve by integrating the latest advancements in the field of irrigation. To ensure they uphold the highest standards, their quality control department is equipped to test raw materials and finished products. In addition, their experienced personnel are available for design and installation. With an increasing demand for their expertise, Sikayat Al Kheirat is setting its sights on African markets.

Company Details

Owner: Ammar Bakkar
Email: kh-irrigation@gmail.com
Established: 2014
Head Office: Ayn Al Basha
Legal Structure: Limited Liability
Website: kh-irrigation.esy.es

Products/Services

Sikayat Al Kheirat designs and manufactures high-quality plastic pipes and accessories for use in agricultural irrigation. This includes:

- Polyethylene and PVC pipes
- GR Pipes used in irrigation (best-selling)
- Integrated driplines
- Saddles
- Light fittings
- Filters and fertilizer
- Sprinklers

24 Employees **18** Refugees

987,000

Turnover (USD)

1,128,000

Net Assets (USD)

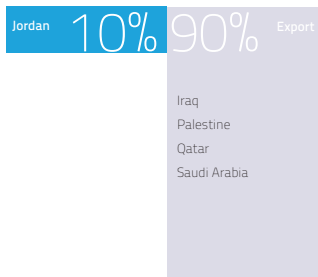
5%

Profit Margin

Opportunity

Sikayat Al Kheirat seeks **USD 705,000** in investment to introduce a new advancement in the irrigation field, the Lite GR dripline system.

Markets



Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:



Certifications

ISO 9001 & UKAS





Safe Techno Plast Company specializes in manufacturing high-quality household products. The company aims to have their items in every household in Jordan, expand their market share, compete internationally, and hire an additional 15 employees in the next 6 months. The company's top clients are Mohammad Mabied for Household Products in Lebanon and First Distribution Company in Morocco.

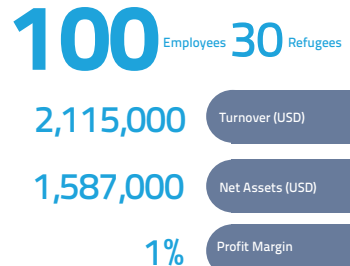
Company Details

Owner: Abdul Hafez Mouaffak
Email: abdulhafez@syrtechnoplast.com
Established: 2012
Head Office: Sahab
Legal Structure: Limited Liability
Website: syrtechnoplast.com

Products/Services

Safe Techno Plast manufactures household supplies. They offer 180 different products ranging from cleaning tools to clothes hangers.

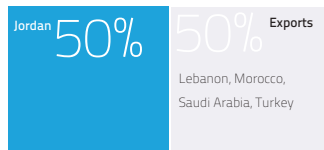
The company is distinguished for allowing customization of packaging design and for providing first time buyers with flexible pricing options.



Opportunity

Tops Chocolate will use **USD 1,500,000** in investment to develop new product lines, apply for additional patents, and to conduct research and development for new products. The company is also interested in potential partners who can support global marketing efforts.

Markets



Customer Base

Business Model: B2C, B2B, B2G
Primary Acquisition Channels:



Certifications

ISO 9001:2015





Established in Amman as a single division company, **Jordan Pioneer's (JP)** success is driven by an investment in staff management and training, the utilization of the latest techniques in engineering and manufacturing, a commitment to customer service, and the strict quality control they have over their raw materials, which are produced in-house. Since its founding, JP has delivered large projects in Jordan, Yemen, Iraq, Africa, and Afghanistan; With an annual growth rate of 15%, the company is continually expanding to new international and regional markets.

Company Details

Owner: Bahaa Al Khateeb

Email: baha@jordanpioneer.com

Established: 2004

Head Office: Amman

Legal Structure: Limited Liability

Website: jordanpioneer.com

Products/Services

Jordan Pioneer specializes in the manufacturing, supply, and construction of:

- Portable caravans
- Prefabricated buildings
- Light gauge steel frame buildings
- Insulated sandwich panels
- Cladding solutions
- Steel fencing

65

Employees

7,500,000

Turnover (USD)

5,660,000

Net Assets (USD)

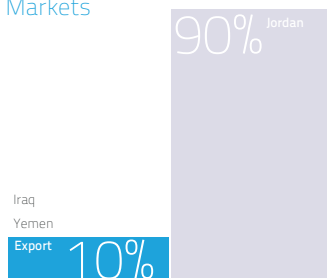
5%

Profit Margin

Opportunity

JP is seeking new buyers in Jordan and international markets who have a need for high-quality pre-fabricated buildings and portable caravans.

Markets



Customer Base

Business Model: B2B, B2C

Primary Acquisition Channels:



Certifications



Quality assurance certification ISO 9001:2008, Environmental certification OHSAS 18001:2007, and safety certification ISO 14001:2004



Petra Engineering manufactures HVAC equipment that meets a diversity of applications, catering to global markets. Petra believes that the road to success lies in customer satisfaction, which requires the provision of products that are top quality, innovative, and competitively priced. In 2005, Petra became the first company in Jordan to be made a member of the Golden List Program. Today, Petra facilities are over 300,000 sqm with over 2000 technical and managerial employees. To cope with the increasing demand for Petra's products worldwide, Petra has completed an expansion program with a 200,000 SQM production facility in Mafrqa and a new 45,000 SQM facility at the King Abdullah Economic City in Saudi Arabia. The company has environmentally responsible practices and plans to hire an additional 400 staff members in the coming 6 months.

Company Details

Managing Partner: Firas Abu Wishah

Email: fabuwishah@petra-eng.com.jo

Established: 1987

Head Office: Al Muwaqqar

Legal Structure: Limited Liability

Website: petra-eng.com

Products/Services

Petra Engineering's products include HVAC equipment such as air handlers, chillers, dry cooler units, exhaust fans, and fan coil and split units. Their HVAC equipment offers customers:

- Energy efficiency
- Low noise Solutions
- Integrated communication protocols
- Quick delivery and short lead times
- After sales service and spare parts availability

Opportunity

Petra is looking to create partnerships with businesses working in construction, real-estate projects, factories, hospitals, and hotels.

Petra's R&D facility conducts tests according to applicable ARI, AMCA and ASHRAE standards. Leadership and agility, coupled with innovative design and engineering expertise, gives Petra a competitive edge."

Markets



8% Jordan

Certifications

ISO14001, ISO9001
CE Product Certifications
among dozens



2,450

Employees

150,000,000

Turnover (USD)

90,000,000

Net Assets (USD)

10%

Profit Margin

Customer Base

Business Model: B2B, B2G
Primary Acquisition Channels:





Al Sahab was established in 2013 with a mission to produce high quality cosmetics at affordable prices for consumers and leading brands in Jordan and the region. With a recent growth rate of 15%, Al Sahab is keen to expand its reach to new regional and international markets. The company plans to hire an additional 10 employees in the upcoming 6 months.

Company Details

Owner: Omer Mohammad Khalil

Phone: +962 5 3812201

Established: 2013

Head Office: Al Hashimiyah

Legal Structure: Limited Liability

Website: entrepreneurs.

buildingmarkets.org/listings/

al-sahab-for-packaging/

Products/Services

Al Sahab manufacturers and packages cosmetics for a range of brands. This includes:

- Facial made mask
- Foot and body scrub
- Shampoo, conditioner and hair gels (top selling product)
- Shaving cream
- Nail polish remover
- Facial cleanser
- Bath oils (top selling product)

35 Employees **3** Refugees

1,100,000 Turnover (USD)

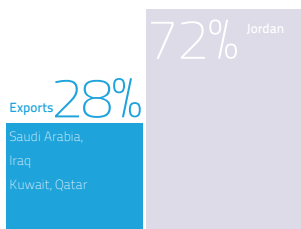
450,000 Net Assets (USD)

22% Profit Margin

Opportunity

Al Sahab seeks **USD 140,000** in investment to improve the quality of its products, modernize its lab, and to purchase new plastic molds.

Markets



Customer Base

Business Model: B2B, B2G
Primary Acquisition Channels:



Clients

Awarid Cosmetics Trading and Kawakeb Aljamal (Saudi Arabia). Strategic partnerships with AMKA Products (South Africa) and Nu Age Cosmetics (United Arab Emirates)



ZA Packaging is a pioneer can-maker and distinguished packaging producer. The company has been growing and acquiring a considerable market share in the MENA region joining major players in the canning industry in Turkey, Europe, and the Common Wealth of Independent States. ZA Packaging has reached high business volumes by exceed its customers' expectations and cultivating long-term business relationships. ZA Packaging factories utilize state-of-the-art technologies, including automatic and computerized testing and inspection devices, which results in super-quality products, better services, and on-time delivery.

Company Details

Owner: Mohammad Hashim

Phone: +962 6 4885173

Established: 2014

Head Office: Amman

Legal Structure: Limited Liability

Website: zapackaging.com/jordan

Products/Services

ZA Packaging produces a variety of customizable metal cans aimed to meet all of your food packaging needs. This includes:

- Lacquered or branded cans
- Lids and other accessories
- Necked (stackable) and beaded cans
- Cylindrical cans (best selling item)

Products are 100% recyclable and manufactured in accordance with international environmental standards.

53

Employees

undisclosed

Turnover (USD)

6,000,000

Net Assets (USD)

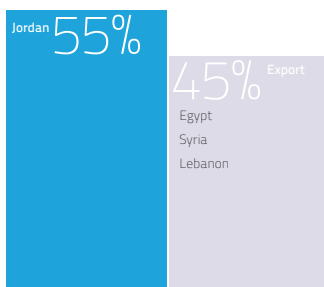
10%

Profit Margin

Opportunity

ZA Packaging seeks **USD 3,500,000** to add production lines and support the financing of raw materials.

Markets



Customer Base

Business Model: B2B

Primary Acquisition Channels:

Direct Marketing

Certifications



ISO 9001, ISO 22001


maani VENTURES

maani VENTURES


Maani Ventures is one of Jordan's leading industrial groups. The company is driven by a vision to develop a new generation of customized engineering products and solutions. Maani Ventures' client-centered focus, culture of collaboration, and investment in development and innovation has consistently allowed the company to anticipate and respond to the market's ever-changing needs. A commitment to products and to sustainability, employee engagement and development, and CSR underpins its brand integrity and continued growth. Maani Ventures employs more than 700 engineers, technicians, and highly skilled laborers and professionals. Since its establishment, it has expanded into a conglomerate of five companies.

Company Details

Owner: Omar Maani

Email: jack@maani.com

Established: 1986

Head Office: Amman

Legal Structure: Limited Liability

Website: maani.com

Products/Services

Maani Ventures has two core business divisions: construction and Furniture. Each offers unique product lines and custom solutions:

- Construction has six product lines: Prefab, Steel, Structures, Metalform, LGS, and Solar.
- Furniture has five product lines: Office Concepts, Learning & Community, Labs, Components, and Contract Furniture.

740 Employees **5** Refuges

42,300,000

Turnover (USD)

22,560,000

Net Assets (USD)

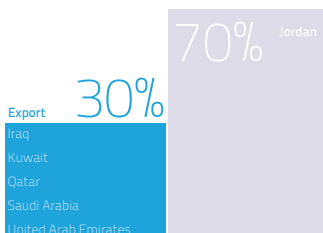
7%

Profit Margin

Opportunity

Maani Ventures seeks capital totalling **USD 7,000,000** to fund real estate projects.

Markets



Customer Base

Business Model: B2B, B2G
Primary Acquisition Channels:



Certifications

OHSAS, QMS, AWI Member, IFCC1080, ISO9001, ISO14001



6 Pharma & Cosmetics



Al Gadeed manufactures and supplies cost-effective and high-quality pharmaceuticals to Jordan and the region. Al Gadeed is actively growing its product line and production capacity to support efforts in accessing new export markets, and plans to create 30 new jobs in 2019. The company's vision is to become a world-class leading pharmaceutical provider. Al Gadeed's manufacturing facilities have been designed in accordance with GMP standards and adhere to national and international regulatory requirements. The company's recent growth rate has been 15% per annum.

Company Details

Manager: Ghaith Al Ansary

Email: ghaith@algadeed.com

Established: 2013

Head Office: Amman

Legal Structure: Limited Liability

Website: algadeed.com

Products/Services

Al Gadeed Pharmaceutical Industries specializes in generic pharmaceuticals including:

- Analgesics-antipyretics
- Anti-viral drugs
- Antibiotics
- Antidepressants
- Gastro-intestinal drugs
- Respiratory tract drugs
- Laxatives (top selling product).

140 Employees **30** Refugees

Undisclosed

Turnover (USD)

Undisclosed

Net Assets (USD)

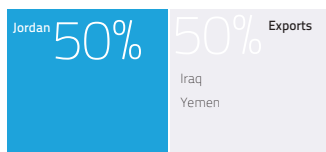
15%

Profit Margin

Opportunity

Al Gadeed is looking to engage with strategic partners who can offer access to new markets and help grow their market share.

Markets



Customer Base

Business Model: B2B

Primary Acquisition Channels:



Certifications

ISO 9001, Jordanian Food And Drug Association (JFDA) GMP Certificate, JFDA Manufacturing License (MI) Certificate



juman 
juman dead sea 



Integrating the latest industry techniques and trends, **Juman** has become a leading pharmaceutical and cosmetics producer. The company established itself as a pioneer in the field of private label manufacturing when it began branding its own products in 2013. Juman carefully selects ingredients and fuses them with innovative formulations to create the optimal product and experience for their customers. The company is renowned for their attention to detail, quality, efficiency, and aesthetics. Juman's goal is to become the most trusted and preferred para-pharmaceutical and cosmetics manufacturer in the MENA region and beyond. The company already maintains a logistics center in the United States where its line of Dead Sea cosmetics is distributed.

Company Details

Owner: Rasha Aleid

Phone: +962 777486843

Established: 2006

Head Office: Amman

Legal Structure: Sole Proprietorship

Website: jumanfactory.com



Products/Services

With an unparalleled commitment to excellence, Juman manufactures unique products that exceed customer expectations. This includes:

- Cosmetic products (moisturizing and skin whitening creams, cleansing milks, tanning products)
- Dead Sea products (body and face scrubs, massage creams, 100% pure Dead Sea Salts)
- Para-pharmaceutical products (treatment of diabetic foot, scars, acne, dandruff, joint and muscle pain)
- Baby care products (oils and skin care lotions)

24

Employees

860,000

Turnover (USD)

361,000

Net Assets (USD)

26%

Profit Margin

Opportunity

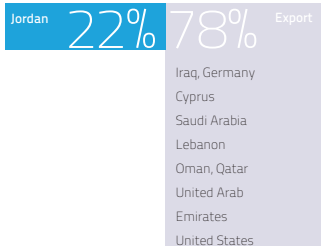
Juman is seeking business partners and distributors to help increase the company's brand awareness and implement a targeted marketing strategy in new countries.

Certifications

ISO 220 00, BRC, (GS1 SYSTEM)



Markets



Customer Base

Business Model: B2B
Primary Acquisition Channels:





Inspired by her graduation project about the Dead Sea and its natural resources, Elham Mousa Zeadat founded **Bloom**. The company's mission is to continuously satisfy client and customer needs through exceptional service and an indulgent experience. Bloom's vision is to become a leading voice on wellness and beauty, ensuring the greatest number of people understand the magic and unique benefits of Dead Sea minerals.

Company Details

Owner: Elham Zeadat

Email: bloom@nets.com.jo

Established: 1993

Head Office: Amman

Legal Structure: Limited Liability

Website: bloom.com.jo

Products/Services

Bloom Dead Sea Gift Enterprise produces a range of natural skincare products for hotels, spas, private label, and retail use.

- Hand and foot creams
- Day and night eye and face cream
- Body lotion, including sunblock and after
- Sun Gel
- Mud masks, scrubs, bath salts, and soaps
- Gift boxes

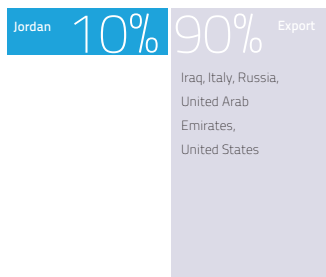
Bloom launched a new franchise called Bloom Relax, a high-end foot and hand treatment center at Queen Alia International Airport in Amman, the first in any airport worldwide. The company is GMP certified, ensuring quality products at competitive prices.

Opportunity

Bloom is looking for investors to open a treatment center/clinic located at the Dead Sea.

Bloom is continuously looking to identify buyers, specifically those in Russia, China and across European markets

Markets



Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:



51

Employees

500,000

Turnover (USD)

590,000

Net Assets (USD)

50%

Profit Margin



Universal Labs was founded to allow as many people as possible to experience the natural, healing, and pampering properties of the Dead Sea. The company's mission is to make a range of Dead Sea-based skin care products (C-PRODUCTS) available world-wide. By maintaining superior quality through a combination of nature and science, the Universal Labs and its technicians aim to raise awareness about the importance and benefits of the Dead Sea. C-PRODUCTS has become the brand of choice for over 90% of spas at 5-star hotels in Jordan. This includes Marriott International, who now provide C-PRODUCTS in their Saray Spas in many of their properties across the MENA region.

Company Details

Owner: Osama Qutaishat
Phone: +962 6 533 3243
Established: 1989
Head Office: Amman
Legal Structure: Limited Liability
Website: c-products.com

Products/Services

Marketed under the brand name C-PRODUCTS, Universal Labs is a leading manufacturer and exporter of natural health and beauty products from the Dead Sea. This includes:

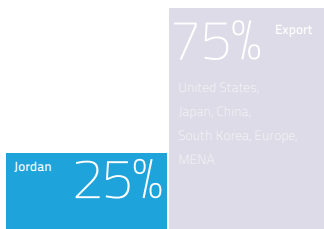
- Facial and mud masks (top selling items)
- Hand, eye, body, and foot care
- Haircare, soap, and shower products
- Bath salts and scrubs (top selling items)

Universal Labs guarantees the quality of its products through careful selection of raw materials, standardized production processes, and a highly qualified and experienced team of experts.

Opportunity

Universal Labs is seeking **USD 1,410,000** in investment to franchise and conduct international marketing. The company is also interested in potential matchmaking opportunities to find exclusive agents, with an interest in the United States and United Kingdom markets, as well as an investor looking for acquisition (100%).

Markets



40 Employees **1** Refugee

2,100,000 Turnover (USD)

2,281,000 Net Assets (USD)

20% Profit Margin

Customer Base

Business Model: B2B, B2C
Primary Acquisition Channels:





Rivage's mission is to help its customers reveal their inner beauty with natural, high-performance skin and haircare products. Inspired by the power of the Dead Sea, a healing and medicinal natural spa that has been celebrated since 3000 BC, Rivage skincare products fuse the ancient with the modern. The minerals and botanicals in Rivage's formulas are carefully engineered to work in harmony with skin's natural qualities to renew, detoxify and nourish. Devoted to one of its most inspirational and valuable resources, the company is also dedicated to protecting the Dead Sea environment.

Company Details

Owner: Adel Al Qassem

Email: 962 65621767

Established: 1996

Head Office: Amman

Legal Structure: Limited Liability

Website: rivagecare.com

Products/Services

Rivage is one of the largest manufacturers of skincare in Jordan. The company has hundreds of products that use 64 natural ingredients. Products include:

- Masks and exfoliators
- Soaps, cleansers, and toners
- Moisturizers, eye and neck creams
- Anti-aging serum and anti-wrinkle creams

100

Employees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

undisclosed

Profit Margin

Opportunity

Rivage seeks **USD 7,000,000** in capital for growth in North American and Far East markets, investment in e-commerce and promotions, and facility expansion. The company always welcomes introduction to new sellers, distributors, agents, and suppliers of raw materials.

Markets

Jordan and exports to Malaysia, Europe, Asia, Canada, MENA

Customer Base

Business Model: B2B, B2C,
Primary Acquisition Channels:



1
Exhibitions
And events

2
Clients
References

3
Digital
Marketing

Certifications

GMP, ISO 9001, JFDA, CPNP European Cosmetic Portal registration





LaCure Dead Sea Products is a frontrunner in the region's skincare industry. LaCure's mission is to offer women and men the best cosmetics in terms of quality, effectiveness, and safety. Their vision is to become the leading international provider of personal care products from the Dead Sea, sharing the benefits of this unique and natural resource with the rest of the world. Over the years, its highly skilled, well-trained team has increased the company's market share locally, regionally, and internationally. Today, LaCure exports to over 60 countries worldwide. At this scale, the company's commitment to quality management has driven it to become ISO 9001 certified and to fulfill compliance with EC & FDA regulations.

Company Details

Manager: Ayman Al-Refai
Email: ayman@lacure.co
Established: 1994
Head Office: Amman
Legal Structure: Limited Liability
Website: lacure.co



Products/Services

LaCure's products are made with natural ingredients directly extracted from the Dead Sea. The company offers retail and spa lines, bulk material, and private labeling. Retail and spa products include:

- Facial care
- Hand and foot care
- Body and bath care

LaCure is one of the early entrants to the Dead Sea product market and adheres to international standards. Its top selling products are mud and salt.

16
500,000

Employees

455,000

Turnover (USD)

45%

Net Assets (USD)

Profit Margin

Opportunity

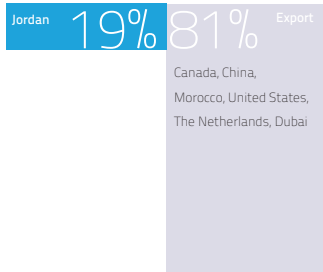
LaCure seeks funding to increase marketing through participation in local and international exhibitions. It also invites investment in its production facility to increase capacity to meet demand. The company would like to connect with wholesalers, department stores, and hotels.

Certifications

ISO 90001, US FDA



Markets



Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:





Services (Other)



Better Business functions on the premise that employees are the key to a company's success. When they thrive and feel valued, a business will thrive. To this end, Better Business delivers strategies that unleash employee potential and performance, ultimately ensuring that collective company goals are achieved faster. As the digital presence of Better Business grows, they plan to hire additional employees, including refugees. Over the next six months, they project adding three new staff members. Better Business has over 300 corporate clients, boasts a 340% growth rate in their profit, and a 6% growth rate in revenue.

Company Details

MD: Abeer Qumsieh

Email: abeer@betterbusiness.com.jo

Established: 2003

Head Office: Amman

Legal Structure: Limited Liability

Website: betterbusiness.com.jo

Products/Services

Better Business specializes in skills training and human capital development for corporations in the Middle East. This includes:

- Learning and Development Training
- Customer Service Consultancy
- Assessment Center and Advisory
- Corporate Learning Events

20 Employees **1** Refugee

1,452,000 Turnover (USD)

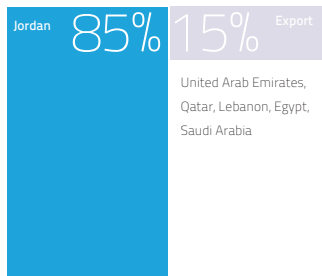
235,000 Net Assets (USD)

10% Profit Margin

Opportunity

Better Business is seeking **USD 700,000** in investment to grow their digital presence in the Middle East. The company is also looking for academic partners (universities and learning institutions) that provide corporate, technical, and vocational education and training.

Markets



Customer Base

Business Model: B2C, B2G
Primary Acquisition Channels:





Iraqi-owned, **Al-Bashaer** strives to maintain high-quality services that meet market demand for efficient and reliable automotive services. In 2019, the company intends to expand its locations in Jordan. Al-Bashaer also plans to hire 25 more employees in the next six months.

Company Details

Owner: Ali Farhan

Email: a.farhan@albashaergroup.com

Established: 2011

Head Office: Marka

Legal Structure: Solidarity Company

Website: entrepreneurs.

buildingmarkets.org/listings/

al-bashaer-fuel-stations

Products/Services

Al-Bashaer Fuel Stations provides wholesale fuel and car services to the Amman-Madaba-Zarqa area, including:

- Routine oil changes
- Automotive repairs
- Car washes and detailing

Their consistent quality of service is a competitive market advantage. All Al-Bashaer stations offer automatic services with attached convenience stores.

55

Employees

44,000,000

Turnover (USD)

4,935,000

Net Assets (USD)

4%

Profit Margin

Opportunity

Al-Bashaer Fuel Stations will respond to increasing market demand by opening a sixth station with an investment of **USD 700,000**.

Markets

Jordan

100%

Customer Base

Business Model: B2B, B2C

Primary Acquisition Channels:





e-Arabization is one of the leading Arabic translation companies in the MENA region. Its mission is to deliver not just a translated product, but a localized one that truly communicates ideas across borders and cultures, ensuring their clients' products and services can compete and thrive in the MENA market. They guarantee operational excellence backed by technological, long-lasting solutions that are driven by dedicated talent. Growing at 15% annually, e-Arabization plans to add 5 new employees in the next 6 months and is striving to become the worldwide leader in the field of Arabic translation.

Company Details

Owner: Dareen Mukhaimer

Email: dareen.mukhaimer@e-arabization.com

Established: 2007

Head Office: Amman

Legal Structure: Limited Liability

Website: e-arabization.com

Products/Services

e-Arabization retains a talented staff of Arabic speakers representing a range of countries and offering native specialty for most local dialects in the MENA region. Translation services include:

- Multi-media subtitling, transcription and translation
- QA & editing for third party product
- Copywriting

e-Arabization's clients work in a variety of sectors, such as. medical, e-Commerce, IT, nonprofit, food and beverage, media, and government.

12 Employees **3** Refugees

197,000 Turnover (USD)

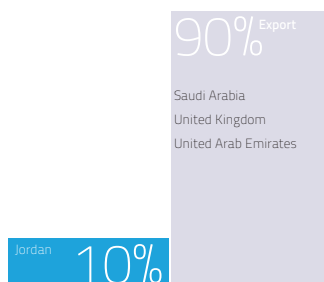
24,000 Net Assets (USD)

25% Profit Margin

Opportunity

e-Arabization seeks an investment of **USD 141,000** and business partners to support the growing demand for their services. Additional capital would be used for software upgrades, new staff, and opening a Dubai office, where most clients are located.

Markets



Customer Base

Business Model: B2B

Primary Acquisition Channels:





Al Haramain Speciality Hospital is a general medical facility providing a range of services. Its mission is to be recognized as a center of excellence in healthcare and training. With a growth rate of 20%, the hospital works to comply with internationally recognized standards and to serve as a tertiary care facility focusing on patient safety and service at a reasonable cost. The Hospital's vision is to offer comprehensive, high-quality treatment options that respond to the diverse needs of patients.

Company Details

Owner: Mousa Al Qudah

Email: mousaqudah@gmail.com

Established: 2012

Head Office: Amman

Legal Structure: Limited Liability

Website: entrepreneurs.

buildingmarkets.org/listings/
al-haramain-specialty-hospital/

Products/Services

Al Haramain provides world class medical services in a conveniently located hospital in Amman. Services includes:

- Dentistry
- Urgent care
- Walk-in services
- Surgical and non-surgical cosmetic operations
- The Hospital makes use of modern equipment and recruits highly qualified professionals.

90

Employees

3,000,000

Turnover (USD)

8,500,000

Net Assets (USD)

15%

Profit Margin

Opportunity

Al Haramain seeks **USD 4,250,000** investment to open new cardiovascular, optometry and dental departments, increase the number of patient rooms, procure an MRI device, and open external clinics. The Hospital is also looking for partnerships with international hospitals to share medical expertise and patient care.

Markets

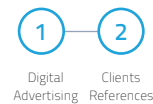
Jordan

100%

Customer Base

Business Model: B2C

Primary Acquisition Channels:





Bioscan is a newly established chain of radiology and imaging centers whose mission is to improve the industry standard through state-of-the-art facilities, innovations in digital record and data management, and patient-centered care. Founded by a team with deep experience in the sector, Bioscan is staffed by expert technicians that provide world-class services. Bioscan works with all local insurance companies in Jordan.

Company Details

Owner: Abdelnour Nayef Abdelnour

Phone: +962 65920036

Established: 2017

Head Office: Amman

Legal Structure: Private Shareholding

Website: bioscan.jo

Products/Services

Bioscan offers radiology and medical imaging services in its state-of-the-art facility, including:

- Digital x-rays, digital ultrasounds, CT scans, and MRIs
- Private units for women's mammogram and ultrasound imaging
- State of the art 1.5 Tesla MRI, offering the best in patient comfort
- CT scan for non-invasive cardiovascular and gastrointestinal procedures
- Imaging procedures for neurology,
- orthopedics, and general surgery

Bioscan has a secure online portal that gives patients and healthcare professionals 24-hour access to medical records.

Opportunity

Bioscan seeks an investment of **USD 7,000,000** to open a new center, equipped with its state-of-the-art technology, to better meet market demand for radiology and imaging services in Jordan.

Markets



12

Employees

1,000,000

Turnover (USD)

undisclosed

Net Assets (USD)

undisclosed

Profit Margin

Customer Base

Business Model: B2C

Primary Acquisition Channels:





Profifix, a company under Profect Group, is a leading professional maintenance provider specialized in services for residential and commercial facilities. With an annual growth rate of 15% and the sole franchise model for maintenance service providers in Jordan, Profifix is driven by a desire to provide its customers peace of mind by offering top quality services through carefully trained and dedicated technicians and employees. Profifix is currently developing a platform where freelance technicians can register after receiving training and qualifications from Profifix. They plan to have 2,400 technicians on the platform by 2021. The company is also expanding their franchises in Jordan to Irbid and Zarqa and plan to move into Qatar, Egypt and Kuwait in 2020.

Company Details

Owner: Mohammad Ghazal

Email: m.ghazal@profectgroup.com

Established: 2014

Head Office: Amman

Legal Structure: Limited Liability

Website: weprofifix.com

Products/Services

Profifix provides professional maintenance services for residential and commercial buildings:

- General maintenance (floors, windows, painting),
- Air conditioning and Heating,
- Electricity (wiring, installation, satellite, lighting systems),
- Plumbing (pumps, sewage, water reservoirs),
- Interior design

50 Employees **4** Refugees

973,000

Turnover (USD)

536,000

Net Assets (USD)

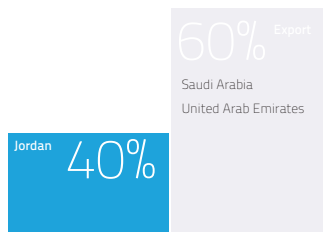
10%

Profit Margin

Opportunity

Profifix is looking for business partners in countries in the Middle East and Africa to open new branches. The company is also seeking entities that can provide certifications.

Markets



Customer Base

Business Model: B2C, B2B, B2G
Primary Acquisition Channels:



Certifications




izif.com

 The Online Music School
 تعلم الموسيقى أون لاين


Izif is the first online music school in the Arab world. The company's mission is to provide access to anyone who wishes to learn how to play a musical instrument or improve their existing skills. Izif offers a user-friendly and rich platform with exceptional learning resources. The company has also designed a blended model for music education that combines convenient online services with offline (in-person, or peer-to-peer learning) services. The company has students from 55 countries and has received investment from Oasis500, Enpact, and Zinc by Zain.

Company Details

Owner : Bisher Abu Taleb

Email: bisher@izif.com

Established: 2012

Head Office: Amman

Legal Structure: Limited Liability

Website: izif.com

Products/Services

Izif is an online platform that teaches users how to play musical instruments. Through high-definition video tutorials, Izif caters to a range of learners from beginner to advanced. Videos show hand movements and are accompanied with visual aids displaying notation in sync with an instructor.

The online school is subscription-based and Oud lessons are the most popular product. Izif's competitive advantage is its offering of traditional and Eastern instruments

Opportunity

Additional capital of **USD 282,000** will allow Izif to translate its website and videos into English and French, expanding its reach. The company also plans to introduce additional instruments and videos to its platform.

Markets

Export **100%**

United States,
Canada, Kuwait,
United Arab Emirates,
Germany, Turkey,
Saudi Arabia

8 Employees

2 Refugees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

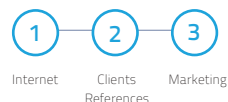
undisclosed

Profit Margin

Customer Base

Business Model: B2C

Primary Acquisition Channels:





The mission of **EcoHotels** is to provide exceptional accommodations and experiences for tourists and travelers while employing good social, economic, and environmental practices. The company's vision is to become the go-to ecotourism business in the region, including expanding the number of lodges it operates. EcoHotels has partnered with the Royal Society for the Conservation of Nature, which is managing its first project in Jordan, the Fenyan Ecolodge. The Fenyan Lodge not only has sustainable practices, it sources and hires locally to generate economic opportunities. Since 2016, EcoHotels has seen year-on-year annual growth of around 30%. EcoHotels are proving that business can be profitable while having a positive local impact.

Company Details

Owner : Nabil Tarazi

Phone: +962 6 464 5580

Established: 2009

Head Office: Amman

Legal Structure: Private Shareholding

Website: ecohotels.me

Products/Services

EcoHotels develops and manages small hotels and lodges, offering its guests authentic experiences revolving around nature, food, adventure, culture and conservation.

EcoHotels has been recognized with awards from Trip Advisor, National Geographic, Ernst & Young, and Bank Al Etihad.

25

Employees

800,000

Turnover (USD)

undisclosed

Net Assets (USD)

13%

Profit Margin

Opportunity

EcoHotels seeks to engage investors or government officials who are looking for eco/sustainable tourism partners in Jordan.

Markets

Jordan

100%

Customer Base

Business Model: B2G, B2C, B2B

Primary Acquisition Channels:





RANCO Diversified Investments believes in perseverance, efficiency, integrity, and value creation. Both traditional and passionate, RANCO employees have an appetite for statistics, and respect organized processes as much as they value intuitive direction and inspirational dreams. RANCO recognizes that a combination of diverse perspectives, methods, and ideas yields disruptive and innovative solutions to existing problems. As such, it cultivates these qualities in its own culture, too, by maintaining a collaborative environment and investing in employee development. RANCO plans to expand its portfolio to include Architecture & Master Planning of Developments, Real Estate Management, Technology Services and Product Design as well as increase its positions in Hospitality, Clean Tech, and Alternative Energy investments.

Company Details

Managing Partner: Shaker Muasher

Email: s.muasher@ranchoholdings.com

Established: 1970

Head Office: Amman

Legal Structure: Limited Liability

Website: ranchoholdings.com

Products/Services

RANCO Diversified Investments is a private investment company, which has been a strategic, early investor in, and founding member of a diversified group of companies in a variety of sectors in Jordan including:

- Hospitality & Tourism
- Financial Institutions
- Manufacturing & Industrial Operations
- Real Estate Development
- Interior Design
- Media & Technology
- Agriculture
- Solar Energy

In 2012, RANCO Diversified Investments established RANCO Capital, a department and fund that focuses on early stage investments in technology start-ups both in Jordan and abroad. Thus far, RANCO has invested in 10 technology start-ups based in Jordan, the UK and the USA.

Opportunity

RANCO plans to expand its investment portfolio within Jordan and abroad, and is currently looking to bring in partners into some of its portfolio companies. More specifically, they plan to expand their Industrial Operations, Hospitality Portfolio, and Solar Energy Developments and Services within Jordan. Three of RANCO's portfolio companies have plans for new Hospitality Developments and expansions of existing projects in Amman, The Dead Sea, Petra and Aqaba (Jordan), and are open to investment partners.

Markets



13

Employees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

undisclosed

Profit Margin

Customer Base

Business Model: B2B, B2C,
Primary Acquisition Channels:




**cg imagine
+invent.**


CG Imagine + Invent's mission is to help companies strategically engage their target audiences through effective and clear communication. They develop and designs influential online and offline campaigns using innovative marketing techniques, unique visuals, and cutting-edge technology. CG Imagine + Invent has offices in Jordan, Saudi Arabia, Iraq, and Bahrain, and its clients include high profile companies like Coca-Cola, BMW, and IKEA. The company plans to hire an additional eight staff members in the coming six months.

Company Details

Owner: Ahmad Santarissy

Email: ahmad.s@cgandi.com

Established: 2012

Head Office: Amman

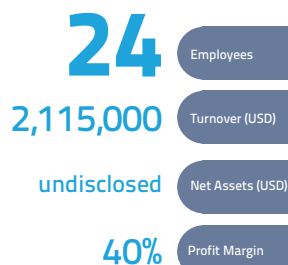
Legal Structure: Limited Liability

Website: entrepreneurs.

buildingmarkets.org/listings/cg-imagine-invent

Products/Services

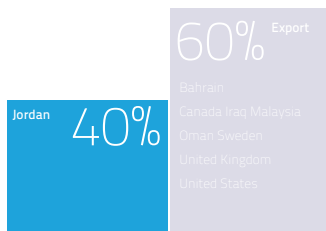
CG Imagine + Invent offers: innovative marketing, communication, and technology services, including web and mobile app development.



Opportunity

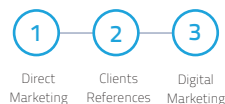
CG Imagine + Invent is looking for **USD 700,000** in investment as well as new partners to help expand its services into Kuwait, Russia, and Europe.

Markets



Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:





Biolab's mission is to be a private medical laboratory group that offers cutting edge medical technology at the service of its patients, physicians, hospitals, and referring clinical laboratories. The company values the expertise and professionalism of its practitioners, and adheres to the highest medical and professional standards. As part of an ever-evolving scientific industry, Biolab commits to operating with honesty and transparency in order to provide the best care, comfort, and peace of mind for its patients. Biolab's vision is to become a major international reference lab, pursuing development locally, regionally, and globally. In the first half of 2019, they intend to open one new location and hire 50 additional employees.

Company Details

CEO and Founder: Dr. Amid Abdelnour

Email: amid@biolab.jo

Established: 2010

Head Office: Amman

Legal Structure: Limited Liability

Website: biolab.jo

Products/Services

Biolab is a pioneer in applying innovation in medicine and science to medical laboratory testing in Jordan, making it uniquely positioned to deliver timely, accurate test results and convenience for physicians and their patients. Its full range of diagnostic lab services include:

- Comprehensive diagnostics
- Custom designed test profiles
- Mobile patient services / House calls
- Occupational health testing
- Pre-employment and referral testing
- Online access to results and full medical records

Opportunity

Biolab has launched a centralized lab system in Georgia and seeks matches with international governments to implement this process in other countries.

Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:



Biolab utilizes a consolidated service delivery model consisting of one centralized laboratory and twelve specialty testing laboratories. It is the sole laboratory in the Kingdom to have received the American Joint Commission International (JCI) accreditation as an independent laboratory, along with the European ISO 15189 certificate.

186

Employees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

undisclosed

Profit Margin

Markets

70% Export
France, England, Germany, Hong Kong, Singapore, Iraq, Kurdistan, Kuwait, Egypt, Sudan, United Arab Emirates, KSA, and Palestine

Jordan

30%



Since its establishment, **Alimtyaz Co.**'s mission has been to maintain a competitive edge through responsiveness to customers, high quality products, and sparkling clean results. The company is committed to scheduled timeframes and providing an ideal and secure working environment. Alimtyaz's vision is to become the leading cleaning service in Jordan.

Company Details

MD: Nael Abu Yaqeen

Email: ammaralmahmoud@yahoo.com

Established: 2015

Head Office: Al Ramtha Industrial Zone

Legal Structure: Limited Liability

Website: entrepreneurs.

buildingmarkets.org/listings/

al-emteyaz-co-for-cleaning-services/

Products/Services

Alimtyaz Co. provides cleaning services directly to individuals, businesses, non-governmental organizations (NGOs), and government entities. Services include:

- Business waste management and
- Provision of cleaning products and tools.
- New waste recycling services are in

75 Employees **35** Refugees

7,755,000

Turnover (USD)

942,000

Net Assets (USD)

9%

Profit Margin

Opportunity

Al Emteyaz Co. seeks strategic partnerships in Jordan and the region to reach new customers and markets.

Markets

Jordan

100%

Customer Base

Business Model: B2B, B2C, B2G

Primary Acquisition Channels:



Clients
References

Digital
Marketing

Advertising



MOONEH
OPTIMUM PRODUCT INTEGRITY



After decades of working as a domestic wholesaler in Jordan, the Abu Shehab family established **Mooneh Trading**. Today, Mooneh serves as a leading logistics provider for traders, authorized dealers, and produce exporters in Jordan. The company's bonded warehouse allows for close border proximity, drastically cutting client transportation costs. Mooneh Trading prides itself on its culture of integrity, transparency and excellence, and has a strong corporate social responsibility focus, including providing support for the International Red Cross/Red Crescent.

Company Details

Owner: Oday Abu Shehab

Email: oday@moonehtrade.com

Established: 2011

Head Office: Sahab

Legal Structure: Limited Liability

Website: moonehtrade.com

Products/Services

Mooneh serves as a secure, state of the art logistics and storage hub, offering warehousing (chilled-frozen-dry), and supply chain solutions for food and medical suppliers.

Mooneh's quality assurance program offers full product insurance. Clients with bonded warehousing services are granted access to package, label, and brand their products while still in storage.

128 Employees **13** Refugees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

67%

Profit Margin

Opportunity

Mooneh is seeking a strategic investment or business partner who can help expand its services and offerings in new markets in the Middle East.

Markets

Jordan

100%

Customer Base

Business Model: B2B, B2C, B2G

Primary Acquisition Channels:



Certifications

ISO 9001, ISO14001



Technology





Sitat Byoot means 'Women of the Home', which is the focus of the company.. With a demand driven approach, they enable women entrepreneurs, who sell handmade Jordanian products to access skills and equipment that will allow them to grow and scale online businesses. This approach is giving more women the opportunity to enter the labor market, wield their skills, and generate a livelihood. Sitat Byoot has reached 2,000 women, exceeded 1 million followers on Facebook, and amassed over 400,000 views on their training videos.

Company Details

Owner: Nada Hanieh
Email: nada.hanieh@sitatbyoot.com
Established: 2010
Head Office: Amman
Legal Structure: Limited Liability
Website: sitatbyoot.com

Products/Services

Sitat Byoot enables the growth of women artisans in the Arab region who operate online businesses. Products and services include:

- Sewing machines and equipment
- Wool for knitting and crochet (top selling)
- Supplies for embroidery
- Microfinance facility

6 Employees **1** Refugee

85,000 Turnover (USD)

Undisclosed Net Assets (USD)

30% Profit Margin

Opportunity

USD 564,000 in Investment in Sitat Byoot will allow the company to grow its inventory, boost delivery capacity, increase Marketing outreach, and expand production capacity through the recruitment of 4 new employees. Sitat Byoot is interested in connecting with new suppliers for its products.

Markets



Customer Base

Business Model: B2C, B2G
Primary Acquisition Channels:





طقس العرب
ArabiaWeather



ArabiaWeather is the largest private weather company in the Arab World and a leading innovator in weather-related technology. ArabiaWeather has a team of over 40 meteorologists, researchers, developers, and designers. The company has recently grown at an annual rate of 150%. ArabWeather's mission is to be smarter and better at providing tools for effective weather-related decision-making. In the long term, the company's vision is to become the most accurate and relevant weather provider in the world. ArabiaWeather is one of the most-trafficked websites in Saudi Arabia and Jordan, and in 2017, Google singled out the company as one of the top applications on the market.

Company Details

Owner: Mohammad Al-Shaker

phone: 962 6 586 0060

Established: 2012

Head Office: Amman

Legal Structure: Limited Liability

Website: arabiaweather.com

Products/Services

ArabiaWeather offers online and offline weather watch services in English and Arabic. This includes:

- Hyper local sub-city point data covering MENA
- Targeted model blending
- Global satellite and model data
- Apps for iOS and Android
- MENA related weather forecast descriptors.

90 Employees **2** Refugees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

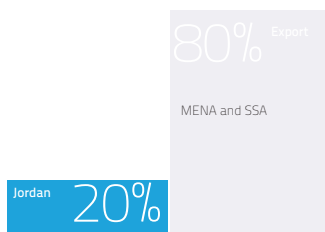
undisclosed

Profit Margin

Opportunity

ArabiaWeather is looking for **USD 7,050,000** in capital to expand to Africa, grow service offerings to inform decision-making related to agriculture and renewable energy, and to invest in AI weather stations.

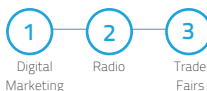
Markets



Customer Base

Business Model: B2C, B2B, B2G

Primary Acquisition Channels:



Clients

- Al Jazeera TV
- MBC
- Al Arabiya TV



DICEDREAM
INTERACTIVE



Dicedream aims to restructure the gaming industry in the MENA region and to take it to the next level. As part of their corporate social responsibility, Dicedream has started to publish mobile and PC games created by local and regional developers to provide them with consulting and premium publishing services and to connect them to international markets. The company hopes to expand and triple its staff by the end of 2019.

Company Details

Owner: Fadi Abdulhadi

Email: fadi@dicedream.com

Established: 2017

Head Office: Amman

Legal Structure: Limited Liability

Website: dicedream.com

Products/Services

Dicedream is a leading video game developer and publisher in the MENA region.

The company creates games for mobile (iOS and Android) and PC-use. The Sky Falcons their top-ranked game. Dicedream publishes games made by local and regional developers.

4

Employees

20,000

Turnover (USD)

10,000

Net Assets (USD)

70%

Profit Margin

Opportunity

Dicedream seeks **USD 800,000** in additional capital in order to increase its access to new markets through product development.

The company is looking for a match with large multinational gaming company such as Microsoft or Sony Playstation.

Markets

Exports

40%

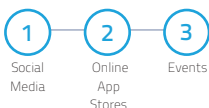
United States,
France, Germany
United Kingdom,
China, MENA



Customer Base

Business Model: B2B, B2C, B2G

Primary Acquisition Channels:





ZenHR's mission is to help Human Resources (HR) departments and employees reach a state of zen by offering innovative cloud-based software solutions that provide value across all stages of HR from 'Acquire' to 'Retire'. Their vision is to become the leading HR software solutions company, offering world class services in the MENA region. The company also localizes its products, including all labor laws, expat regulations, and social security and tax laws, providing clients with the flexibility necessary to manage HR and recruitment seamlessly.

Company Details

Owners: Yousef Shamon
 Mohammad Haj Hasan
Phone: +962 6 577 7500
Established: 2007
Head Office: Amman
Legal Structure: Limited Liability
Website: zenhrsolutions.com

Products/Services

ZenHR Solutions offers cloud-based, scalable human resources products, including:

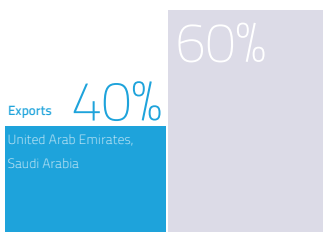
- Akhtaboot - online career network and mobile app
- Career Connect - customized and branded jobs portal
- Cavall - applicant Tracking System
- Testello - testing and assessment provider tailored for the Middle East region

The company's competitive advantage lies in their complete HR value chain and product integration."

Opportunity

ZenHR Solutions requires USD 1,410,000 in capital to grow its technical team and to penetrate new markets.

Markets



50

Employees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

undisclosed

Profit Margin

Customer Base

Business Model: B2B, B2G
Primary Acquisition Channels:





POSRocket is modernizing the way businesses operate by offering a client point of sale (POS) platform that optimizes their operations. Their vision is to disrupt the retail industry in the MENA region and make cash registers obsolete, freeing businesses to focus on delivering more value to their customers. The company is building a POS platform rather than POS software, meaning APIs will allow hundreds of third-party applications to access, build or integrate their solutions on top of POSRocket. Growth has been rapid, averaging 53% annually, and POSRocket plans to add 10 new employees this year. The company has a strategic partnership with Talabat in Jordan, which allows restaurants to use POSRocket's system.

Company Details

Owner/Founder: Zeid Husban

Email: z.husban@posrocket.com

Established: 2016

Head Office: Amman

Legal Structure: Limited Liability

Website: posrocket.com

Products/Services

POSRocket provides a secure, seamless, intuitive, cloud-based point-of-sale system that allows merchants to run smarter businesses by creating efficiencies in staffing, regulating inventory, and accessing sales reports.

56 Employees **1** Refugee

380,000

Turnover (USD)

1,586,000

Net Assets (USD)

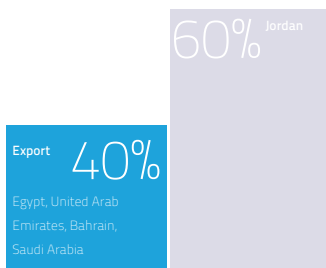
Undisclosed

Profit Margin

Opportunity

POSRocket welcomes matchmaking opportunities with strategic partners that can support its market penetration in Jordan and other markets. The company is also interested in new investment.

Markets



Customer Base

Business Model: B2B

Primary Acquisition Channels:





موضوع
www.mawdoo3.com
خدمة اي ف



Arabic speakers are the most underserved online, with limited access to quality Arabic content and a lack of technological impact, particularly in voice tech, compared to platforms supporting other languages. Mawdoo3's mission is to upend that reality by building on its position as the daily most visited Arabic website in the world. Mawdoo3's strength relies on its 45 million monthly unique users and its 6,000 talented professional experts who produce and contribute media to the site on a range of topics. The adoption of new technologies and artificial intelligence applications as part of its core business has allowed Mawdoo3 to quickly scale its content library and mobile applications. The company has also recently launched a beta of the most comprehensive Arabic NLP toolkit for developers (ai.mawdoo3.com), designed to serve as the building blocks of 'Salma', an Arabic version of Siri and Alexa. In 2018, Mawdoo3 closed a USD 13.5 million Series B round led by UK-based fund Kingsway with participation from the US-based fund Endure Capital.

Company Details

Co-founder and CEO: Rami Qawasmi

Email: rami@mawdoo3.com

Established: 2010

Head Office: Amman

Legal Structure: Limited Liability

Website: mawdoo3.com

Products/Services

Mawdoo3 is the world's most visited Arabic-language website and MENA's number one digital platform featuring:

- Original and translated informational articles in Arabic
- A wiki-platform model for content publishing
- Sponsored ads, branded content, and sponsored media content customized to target markets and user segments

While Mawdoo3 follows the wiki-model of publication, it provides in-house content verification and plagiarism control.

Opportunity

The company needs **USD 5,642,000** of additional capital, which would be invested in: purchasing additional equipment and servers; hiring more content developers and programmers; expanding Arabic content; and developing of Artificial Intelligence (AI). The company seeks partnerships with advertising companies to improve revenue generation;

Markets

Exports to Algeria, Egypt, Saudi Arabia, and Sudan.

144

Employees

289,000

Turnover (USD)

1,270,000

Net Assets (USD)

40%

Profit Margin

Customer Base

Business Model: B2B, B2C, B2G

Primary Acquisition Channels:





ShopGo's vision is to have a comprehensive e-commerce platform that makes selling online accessible to everyone in the MENA region. ShopGo provides support to merchants and their changing needs at every stage of their online businesses' growth. The company's clients get a powerful start in e-commerce with resources available on setup, shipping, payment choices and rates. ShopGo also allows its clients to benefit from competitive rates through exclusive partnerships with payment and shipping solutions. A key differentiator of ShopGo is its Arabic-language platform, storefronts, and support team. ShopGo has been growing 20% annually.

Company Details

Owner: Lubna Taimeh

Email: lubna@shopgo.me

Established: 2017

Head Office: Amman

Legal Structure: Limited Liability

Website: shopgo.me

Products/Services

ShopGo offers the following services to businesses that want to sell their products and services online in the MENA region:

- Technology
- Shipping couriers
- Payment options

15

Employees

205,000

Turnover (USD)

901,000

Net Assets (USD)

40%

Profit Margin

Opportunity

Shopgo is looking for **USD 2,000,000** to scale its presence and services in regional markets.

ShopGo also seeks strategic Marketing and product sourcing agents to promote its merchants.

Markets

80%

export

Canada, China, Egypt, Germany, Iraq, Japan, Kuwait, Lebanon, Libya, Morocco, Palestine, Bahrain, Qatar Saudi Arabia, Sudan, Tunisia, Turkey, United Arab Emirates, United Kingdom, United States

Jordan

20%

Customer Base

Business Model : B2B, B2C

Primary Acquisition Channels :





MAYSALWARD
LIVE THE GAME

Forward-thinking entrepreneur and gaming enthusiast, Nour Khrais, established **Maysalward** in 2003, well before most game developers shifted their attention to mobile devices, and before the mass adoption of smartphones. As a pioneer in mobile game development and publishing, Maysalward's early glocalization vision- localizing global games and giving them cultural relevance - became the hallmark of an award-winning enterprise and boosted its profile as the top gaming company in the Middle East. Over the next few years, Maysalward plans to leverage its innovative spirit, experience, network, and creative team to lead the mobile game industry in the MENA region and have an active presence worldwide.

Company Details

Owner: Nour Khrais

Email: nour@maysalward.com

Established: 2003

Head Office: Amman

Legal Structure: Limited Liability

Website: maysalward.com

Products/Services

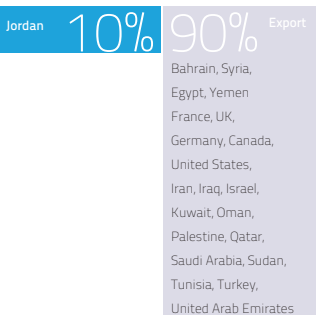
Maysalward designs, develops, and publishes original and licensed entertainment mobile games with exceptional player experiences. Game categories include:

- Mobile casual games for iOS, Google Play, Android mobile phones and tablets, such as trademark cards games Trix, Tarneeb, and Balot
- Digital tabletop games, including its award-winning Dominoes
- Mobile virtual and augmented reality games for Google Cardboard and Oculus Go

Opportunity

USD 2,500,000 would enable Maysalward open new offices, expand its development team, and bring new mobile games to market in 2019. Building on its collaboration with OneAnimation, Maysalward seeks new partnerships with game developers and other creative studios, worldwide.

Markets



Customer Base

Business Model : B2B, B2C, B2G
Primary Acquisition Channels :



25
423,000

Employees

3,525,000

Turnover (USD)

25%

Net Assets (USD)

Profit Margin



In the MENA region, there are extremely limited options for locally-issued credit cards that are enabled for foreign or online transactions on international e-commerce websites. Additionally, these sites do not deliver internationally - this is where **CashBasha** comes in. CashBasha's service is based on a secure cash payment network that enables customers to complete their purchases conveniently around their city. It's guaranteed to be 100% safe or clients get their money back. CashBasha has an annual growth rate of 30% and is the most visited local e-commerce website. This includes more than 200,000 orders placed, over 100,000 registered users, and more than 6,000 kilograms delivered every month.

Company Details

Owner: Fouad Jeryes
Email: foud@alphaappsinc.com
Established: 2014
Head Office: Amman
Legal Structure: Limited Liability
Website: cashbasha.com

Products/Services

CashBasha is a convenient online platform, that allows users to shop on the world's largest websites (such as Amazon, ebay, AliExpress) and pay for their order with cash. Users shop via CashBasha's integrated services and immediately get quoted with a total price inclusive of transparent customs and shipping charges.

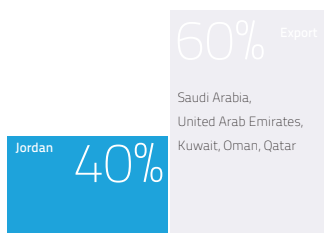
Orders are delivered right to a customer's doorstep. CashBasha also accepts credit card payments.



Opportunity

CashBasha would like to expand its services and reach through partnerships and integration with new e-commerce sites.

Markets



Customer Base

Business Model: B2B, B2C
Primary Acquisition Channels:





Little Thinking Minds was founded by social entrepreneurs Rama Kayyali and Lamia Tabbaa. They started their company to improve early childhood literacy and numeracy and quickly scaled it to an online educational technology platform. Little Thinking Minds aims to improve learning outcomes, skills, and cultural connectedness for children in the MENA region by supplementing classroom learning in a self-paced environment. Growing at 50% annually, the company's vision is to become the leading global provider of Arabic educational resources. In 2018, the company announced \$1.265m in Series A funding in a round led by Algebra Ventures with participation from Mindshift Capital and Al Turki Group.

Company Details

Owner: Rama Kayyali
Phone: +962 6 5520080
Established: 2015
Head Office: Amman
Legal Structure: Limited Liability
Website: littlethinkingminds.com



Products/Services

Little Thinking Minds creates Arabic-language digital solutions for schoolchildren aged 3-12 years. Resources are for native and non-native Arabic speakers and are accessible across three platforms:

- "Learn Arabic" (web browser)
- "Arabic for Kindergarten" (web browser)
- "Read in Arabic" (iOS, Android, web browser)

Little Thinking Minds serves public and private schools and its material is in line with the national curriculum.

32
1,400,000

Employees

Turnover (USD)

undisclosed

Net Assets (USD)

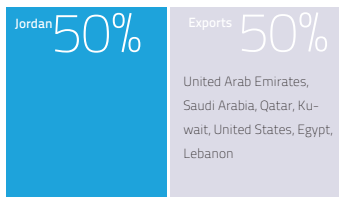
12%

Profit Margin

Opportunity

Little Thinking Minds is seeking opportunities and partnerships that will allow them to expand to new countries, increase their user-base, and improve their platforms.

Markets



Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:





MadfooatCom is an acclaimed leader in financial services technology and currently the sole service provider of electronic payment systems in Jordan. MadfooatCom's assets include financial technology specialists committed to continuous optimization and innovation, as well as their proprietary platform, eFAWATEERcom, established in partnership with the Central Bank of Jordan. The company's mission is to deliver world-class payment and support services for clients. Nearly doubling revenue each year, Madfooat's vision is to offer seamless global electronic presentment and payment services, enabling businesses to focus on offering value to their customers, and simplifying payment processes for consumers anywhere, any time.

Company Details

Owner: Nasser Al Saleh

Email: nhsaleh@madfooat.com

Established: 2014

Head Office: Amman

Legal Structure: Limited Liability

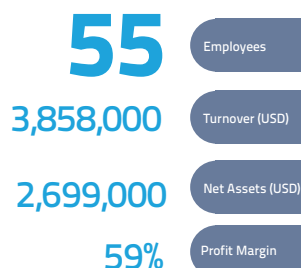
Website: madfooat.com



Products/Services

MadfooatCom offers an electronic payment solution that eliminates manual billing and provides customers with secure payment channels. Features include:

- Streamlining the billing and collection process
- Microservices-based architecture, accommodating billers, banks, and payment service providers
- Systems to enable real time settlements and support both push and pull modes of billing inquiry
- Integration with current customer support programs enables data cross-referencing
- PC and mobile friendly



Opportunity

MadFooatCom seeks **USD 10,000,000** to expand services in Jordan and to new markets that are heavily reliant on cash payments. They are also interested in matchmaking opportunities with international companies, such as Visa and Mastercard.

Markets

Jordan

100%

Customer Base

Business Model : B2B, B2C

Primary Acquisition Channels :



Textiles

9




Alsamah is a Syrian-family owned business that is committed to providing superior hosiery and underwear that will meet the needs of all customers. Alsamah has three factories, based in Syria, Turkey, and Jordan, and 20 branches in Jordan alone. The company plans to expand its reach across the MENA and European markets through agents and franchised stores exclusively offering Alsamah products. Alsamah takes client feedback on board, regularly reinvests in its staff, and employs a quality management system. The company strives to be eco-friendly and is one of the few businesses in the region to implement a smoke-free office policy.

Company Details

Owners : Tayseer Al Qaisi
Yasser Al Qaisi, Muyassar Al Qaisi
Email: alsamah@alsamah.com
Established: 2012
Head Office: Marka
Legal Structure: Limited Liability
Website: alsamah.com

Opportunity

Alsamah is interested in identifying franchise agencies and distributors in Europe, Canada, and the United States.

Products/Services

Alsamah manufactures and trades a variety of socks and undergarments. The company offers products for the whole family, including:

- Women's pantyhose, tights (best-selling product), socks, corsets, and seamless underwear
- Men's socks and underwear
- Children's socks and underwear

80 Employees **15** Refugees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

undisclosed

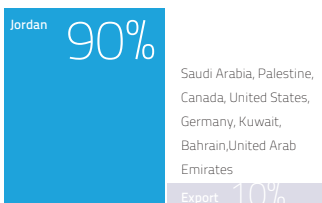
Profit Margin

Certifications

The firm is granted an ISO 9001 certificate



Markets



Customer Base

Business Model: B2B, B2C
Primary Acquisition Channels:





Haifa Apparel is one of the largest garment manufacturers in Jordan. The company's mission is to exceed customer expectations by producing world-class products that are made with the highest quality standards and materials. Haifa Apparel has a commitment to transparency, excellence, and a safe and healthy work environment. Their vision is to gain greater recognition in the apparel industry and become a leading supplier of garments in the MENA region. Haifa has experienced a recent annual growth rate of 20%.

Company Details

Owner: Majed Khair Addin

Email: accthaifa@hotmail.com

Established: 2006

Head Office: Al Ramtha

Legal Structure: Solidarity Company

Website: entrepreneurs.buildingmarkets.org/listings/haifa-apparel/

Products/Services

Haifa Apparel specializes in the manufacturing of clothing. The company has a focus on supplying women's apparel to the Israeli market.

400

Employees

2,820,000

Turnover (USD)

1,311,000

Net Assets (USD)

20%

Profit Margin

Opportunity

Haifa Apparel requires **USD 1,410,00** in investment capital to expand the company's production lines. In addition, they would like to connect with potential partners and buyers to enable new market access.

Markets

Export: Israel

100%

Customer Base

Business Model: B2B

Primary Acquisition Channels:

1

Trade
Fairs

2

Clients
References

3

Strategic
Partnerships



Saida Carpets wants its customers to experience the luxury of the highest quality products at affordable prices. Founded in Syria in 1994, the company's success led to the opening of 26 local branches, followed by a regional expansion to Egypt, Jordan, Iraq, Lebanon, and Saudi Arabia. In 2015, Saida started manufacturing carpets in Jordan and now has 20 branches across the country. The company believes in the quality of its products and the efficiency of its production processes and aspires to reach a global market. Among its competitive advantages are new machines it has imported from Europe.

Company Details

Manager: Akram Makansi
Email: makansi1@scs-net.org
Established: 2015
Head Office: Amman
Legal Structure: Limited Liability
Website: saidacarpet.com

Products/Services

Saida manufactures various types of carpets in all sizes, which include wall-to-wall, handmade, and machine-made carpets, as well as carpets for mosques, offices, and hotels.

70 Employees **33** Refugees

undisclosed

Turnover (USD)

2,100,000

Net Assets (USD)

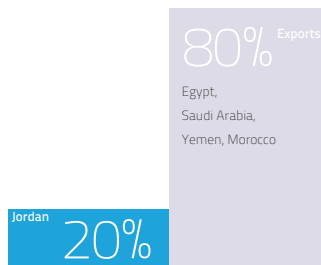
undisclosed

Profit Margin

Opportunity

Saida seeks investment of **USD 9,870,000**. This new capital will be used to double its production capacity through the acquisition of new machinery and equipment. The company is also looking for opportunities and partnerships to expand to new markets.

Markets



Customer Base

Business Model: B2B, B2C
Primary Acquisition Channels:





Lebra for Leather Industries is a Syrian-owned manufacturing company whose mission is to produce high quality leather products using the best manufacturing techniques in the business. The company's vision is to grow its exports and compete with international competitors. Lebra is expanding its operations and plans to hire an additional 40 employees in 2019.

Company Details

Owner: Mohammed Shweiki

Email: lebra.gm@live.com

Established: 2012

Head Office: Wadi Al-Seer

Legal Structure: Limited Liability

Website: entrepreneurs.buildingmarkets.org/listings/lebra-for-leather-industries/

Products/Services

Lebra specializes in the production of leather belts. Its top selling item is leather belts for men.



12 Employees **2** Refugees

350,000 Turnover (USD)

260,000 Net Assets (USD)

15% Profit Margin

Opportunity

Lebra will use an investment of **USD 300,000** to increase its production capacity by upgrading the company's machinery and equipment.

Markets

Jordan

100%

Customer Base

Business Model: B2B

Primary Acquisition Channels:





Classic Fashion's mission is to operate with the highest standards of quality production and delivery while responsibly scaling all facets of business as it grows. This includes prioritizing collaboration and teamwork, environmental protection and sustainability, fair labor practices, and ensuring conformity with all national and international regulations. The company's reputation for excellence is rooted in its consistent reliability and punctuality. Established with 300 employees, today Classic Fashion employs 24,000 workers and has surpassed half a billion USD in total sales since incorporation. The company's sales goal in 2019 is USD 600 million, which will be achieved through the addition of 3,000 employees, including 100 Syrian refugees, and a new fabric mill.

Company Details

Owner: Sanal Kumar
Mail: sanal.kumar@cfaiteam.com
Established: 2003
Head Office: Irbid
Legal Structure: Limited Liability
Website: classicfashionapparel.com

Products/Services

Classic Fashion is an export-focused garment manufacturer that offers 24/7 service, transparent cost shares with its clients, and is able to flexibly deliver custom products per client needs and expectations. Among its products are:

- Active/Performance Wear Tops & Bottoms
- Knit Tops & Bottoms
- Outerwear Jackets
- Outdoor Tops & Bottoms
- Golf Polos & Bottoms
- Woven, Denim & Casual Bottoms

Opportunity

The company seeks **USD 55,000,000** in capital to fund new factories, increase production rates, and invest in a mill for fabric production.

Markets

Export

100%

United States
Europe

Certifications

ISO 9001:2015, ISO 14001:2015, OHSAS 18001:2007, Sedex SMETA, WRAP/OHSAS 18001:2007



Top Clients

Walmart Stores Inc.
 Under Armour Inc.
 Adidas,
 American Eagle Outfitters Inc.

24,000 **180** Refugees
Employees

undisclosed

Turnover (USD)

90,000,000

undisclosed

Net Assets (USD)

Profit Margin

Customer Base

Business Model: B2B
Primary Acquisition Channels:
 Direct Marketing



Lafayette Industrial & Trading Co. is a leading hotel supply manufacturer, primarily focused on textiles. The company is a new branch of Mustafa Ashi & Sons Group, which has operated in the textile manufacturing business since 1952. Lafayette supplies 90% of the 5-star hotels in Jordan and its key clients are the Kempinski Hotel in Qatar and the InterContinental Hotel in Jordan. Over the next two years, Lafayette will continue expanding its services throughout the region, focusing on the Arabian Gulf Area. It also hopes to hire an additional six staff members in the next six months.

Company Details

Owner: Sa'd Ashi

Email: sashi@exxab.com

Established: 2014

Head Office: Amman

Legal Structure: Limited Liability

Website: lafayette.site

Products/Services

Lafayette manufactures premium supplies and furniture for luxury hotels, hospitals, and apartments at a competitive price. This includes:

- Bedding and linens
- Bath towels and robes
- Curtains and tablecloths
- Kitchen and serving ware
- Mattresses, furniture and carpeting

Lafayette's assets include experience as textile dealers in the Egyptian Public District, factories based in Jordan, and trusted relationships with major European brands and manufacturers.

6

Employees

undisclosed

Turnover (USD)

undisclosed

Net Assets (USD)

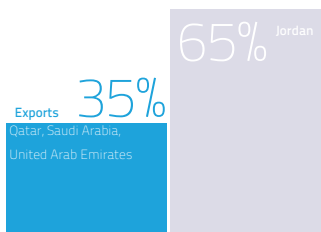
undisclosed

Profit Margin

Opportunity

Lafayette recently entered the market in Qatar and seeks investors or matches to help move it into more international markets, specifically in Europe, the GCC, and Saudi Arabia.

Markets



Customer Base

Business Model: B2B, B2C, B2G

Primary Acquisition Channels:



Certifications

ISO 14001, ISO 9001



10 Wholesale & Retail

الجرارات الأردنية
Jordan Tractor



Established as part of the Jallad Group, and operating as the exclusive distributor of Caterpillar heavy equipment in Jordan, **Jordan Tractor's** vision is to be recognized as the unparalleled market leader in providing superior products, solutions, and exceptional after-sales support. They work to achieve this vision through their core company values: integrity, commitment, teamwork, and excellence. Jordan Tractor provides its customers with optimal solutions and reliable products at the lowest costs. Jallad has matured into a leading participant in Jordan's economic and industrial development, as well as a first-class supplier of training for its Jordanian staff. Growing at 15% per annum, the company expects to create 80 new jobs over the next six months.

Company Details

Owner: Amin Amireh
Email: aamireh@jtec.com.jo
Established: 1953
Head Office: Amman
Legal Structure: Limited Liability
Website: jordanttractor.com

Products/Services

Jordan Tractor distributes construction, earthmoving, industrial, mining and agricultural equipment within five operational facilities.

The company provides a full range of services to their clients throughout the entire life cycle of the equipment, starting from product acquisition (new, used, rental) and culminating in professional after-sales support.

162

Employees

59,220,000

Turnover (USD)

141,000,000

Net Assets (USD)

25%

Profit Margin

Opportunity

Jordan Tractor seeks new clients in the mining and aggregates, construction, defence, municipality, industrial, tourism and hospitality, marine, agriculture, and education sectors in Jordan.

Markets

Jordan

100%

Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:

1

Client References

2

Internet

3

Traditional Marketing



Mamoudia Motors is a leading automotive dealership and repair center in Jordan. The company's mission is to provide clients with luxury vehicles that offer sophistication, performance, and unrivalled safety standards. Mamoudia has been recognized with numerous awards for its exceptional customer service. As the official provider of Jaguar Land Rover (JLR) cars in Jordan, the company was named 'Top Dealer' of 2016 by JLR Middle East, North Africa and Pakistan. In partnership with JLR, Mamoudia will soon launch the first regional Training Academy for aspiring engineers. The Academy is meant to fill a key labor market gap in the region where there is a shortage of level 3 and 4 mechanics. This will benefit both Jordanians and refugees.

Company Details

General Manager: Abdimajid Haithar
Email: abdimajid@mahmoudiamotors.jo
Established: 1999
Head Office: Amman
Legal Structure: Limited Liability
Website: mahmoudiamotors.jo

Products/Services

Mamoudia Motors is the sole dealer of Jaguar and Land Rover vehicles in Jordan. The company also provides full automotive services for the Jaguar Land Rover brand. Mamoudia guarantees a high level of customer service and qualified after-sales services through its state-of-the-art service center, staffed by certified mechanics and technicians.

100
110,110,000

Employees

Turnover (USD)

undisclosed

Net Assets (USD)

undisclosed

Profit Margin

Opportunity

Mahmoudia is interested in partnerships that could expand their customer base in Jordan. They are also looking for partners to support their new training academy.

Markets

Jordan

100%

Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:





IMAGE produces durable, high-quality furniture by utilizing state-of-the-art machinery, the latest technologies, and operating quality assurance programs. Its success throughout the MENA region can also be attributed to its skilled sales associates and staff members, who are committed to providing personalized customer care service. The company's objective is to foster long-term partnerships with their clients. **IMAGE**'s vision is to continuously research and innovate furniture solution systems that create comfortable, efficient environments and comply with international requirements and standards. They plan to hire 30 new people in the next six months.

Company Details

Owner: Mohammad Bashar

Phone: +962 6 4622316

Established: 2001

Head Office: Amman

Legal Structure: Limited Liability

Website: image.com.jo

Products/Services

IMAGE is a manufacturer, exporter, and wholesale and retail supplier of furniture. Their products meet the needs of:

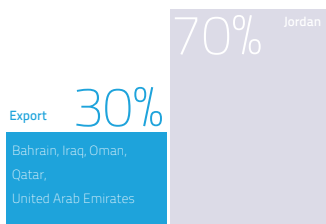
- Residences and offices
- Hotels and schools
- Cinemas and auditoriums
- Archiving

IMAGE has three factories and produces full height wall partition systems under the brand name of **KATBI**. The company's competitive advantage lies in the high quality, competitive prices, and its central location, allowing for fast delivery.

Opportunity

Image is poised to expand and is interested in export opportunities with buyers in regional and international markets.

Markets



Certifications

ISO 9001, UKAS 005 Portal registration



120

Employees

3,479,000

Turnover (USD)

1,475,000

Net Assets (USD)

33%

Profit Margin

Customer Base

Business Model: B2B, B2C, B2G
Primary Acquisition Channels:





Family founded and owned, **Baalbaki & Partners Co.** has over 40 years of experience and reputation driving a diversified offering and competitive edge in Jordanian and international markets. The company's long-term vision includes growth in the hospitality sector, generating new demand in local economies, and creating jobs for refugees. As a corporate leader in the region, Baalbaki aims to help vulnerable communities in Jordan increase their employability and access to jobs.

Company Details

Owner: Mohammed Khir Baalbaki

Email: baalbaki@go.com.jo

Established: 1969

Head Office: Amman

Legal Structure: Solidarity Company

Website: baalbaki.net

Products/Services

Baalbaki & Partners specializes in the supply, installation, operation and maintenance of equipment for or hotels, restaurants, industrial kitchens, and supermarkets, including:

- Industrial-scale cooking and baking
- Equipment
- Food preparation tools
- Cold rooms and extensive refrigeration solutions

95

Employees

9

Refugees

5,640,000

Turnover (USD)

31,020,000

Net Assets (USD)

20%

Profit Margin

Opportunity

Baalbaki seeks investment of **USD 2,820,000** to renovate an existing complex in a rural area near Amman for use as a hospitality training center where over 100 refugees would improve their job readiness. The company also seeks strategic partners to franchise products internationally and expand online sales.

Markets

Export

30%

European Union,
United States, Iraq,
Kuwait, Saudi Arabia,
Qatar

70% Jordan

Customer Base

Business Model: B2B, B2C, B2G

Primary Acquisition Channels:





Zait & Zatar Supermarket is the first online grocery shopping site in Amman. The company offers a unique and welcoming experience to its customers whether in their store, online, or through interactions with their delivery services. Zait and Zatar Supermarket plans to hire an additional 30 employees in the coming six months.

Company Details

Owner: Mousa Al Qudah
Email: mousaqudah@gmail.com
Established: 2009
Head Office: Amman
Legal Structure: Limited Liability
Website: zaitozatar.com

Products/Services

Zait & Zatar Supermarket provides a large variety of fresh and high-quality grocery products.

The company differentiates itself from its competitors through its online shopping application (available through Apple and Google Play). Zait & Zatar also offer free delivery services.

170 Employees **10** Refugees

undisclosed

Turnover (USD)

2,679,000

Net Assets (USD)

23%

Profit Margin

Opportunity

Zait & Zatar is looking for international investors as it hopes to open franchise locations outside Jordan.

Markets

Jordan

100%

Customer Base

Business Model: B2C
Primary Acquisition Channels:



Building Markets is a 501(c)(3) organization registered in the United States and headquartered in New York City. The organization's mission is to create jobs and economic growth by connecting local SMEs to investment and supply chains. It has operated across a range of markets and currently has offices and projects in Jordan, Turkey, and Myanmar.

Businesses featured in this report who have websites can be accessed through their urls, which are listed on their profiles. They can also be found on Building Markets matchmaking platform: entrepreneurs.buildingmarkets.org

A SNAPSHOT OF JORDAN'S PRIVATE SECTOR

Jordan: Growth and Opportunity
London Conference 2019