



Jordanian Delegation to High Point Market

October 20 - 26, 2008
High Point, NC

Contacts in Jordan:
U.S. Commercial Service
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www.buyusa.gov/jordan/en

Organized by:
U.S. Commercial Service
American Embassy



CORE BUSINESS

The core business of the U.S. Commercial Service is providing timely, relevant, customized business solutions to assist U.S. firms enter and develop the Jordanian market. We do this through a combination of cost effective basic and specialized services including:

- **Market identification and entry:** We can provide key marketing facts about your product, including sales potential, comparable products, distribution channels, market price, and qualified purchasers. This service is called Flexible Market Research.
- **Partner identification:** We can identify and provide you with a profile of pre-qualified representative in Jordan from a fraction of the cost of conducting the search on your own. This customized search for agents, distributors and representatives, termed an International Partner Search will put you in touch with firms that have expressed an interest in representing your product or service.

If you plan to visit Jordan, we recommend our Gold Key Service, which combines orientation briefings, a profile of each Jordanian prospect, information on commercial regulations, interpreter services, and a local Commercial Specialist to escort you to your appointments. Normal duration of the service is one to two days, with no more than four appointments per day.

- **Partner Competency:** We can provide an in-depth profile of a potential partner, using a Dun & Bradstreet report combined with our own assessment of the company, drawn from direct meetings and bank contacts. This service is called International Company Profile.

We help U.S. businesses, particularly small and mid-sized companies succeed in the Jordanian market. Please feel free to contact our office in Jordan.

For more information visit www.buyusa.gov/jordan/en.



Mrs. Sheryl Pinckney-Maas
Commercial Counselor

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Dear U.S. exporters,

Welcome to the U.S. Commercial Service in Jordan. I would like to introduce the first delegation from Jordan to High Point Market. These companies are looking to find American partners to build long and sustainable business relations.

Jordan is making the right moves to establish itself as an important regional and international trading hub, strategically located in the center of the Middle East. Jordan has nurtured a strong relationship with the United States since the 1940s.

The single-most important achievement in U.S.-Jordan trade relations occurred in December 2001, when the Free Trade Agreement between the United States and Jordan entered into force.

The U.S.-Jordan FTA has dramatically boosted bilateral trade, which has increased in just 5 years to over \$1 billion. In addition to the FTA, Jordan's political and economic stability, its good business infrastructure, and its key role as a Gateway to Iraq offer U.S. exporters several reasons to seriously consider business opportunities in Jordan.

Let us help you in providing timely, relevant, customized business solutions to enter and develop the Jordanian market. We do this through a combination of cost effective basic and specialized services such as Customized Market Research, International Partner Search, International Company Profile, Gold Key, Platinum Key and many more.

Please feel free to contact our office in Jordan. For more information please visit:
www.buyusa.gov/jordan/en



Mr. Fareedon Hartoqa
Commercial Specialist
Coordinator

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Mr. Hartoqa joined the U.S. Commercial Service in Dhahran, Saudi Arabia in 2002 and came to work in Amman post in 2004. He covers the following major industries and services: Oil & Gas, Mining, Electrical Power System, Building Materials/Construction Equipment, Industrial Machinery, Material Handling Equipment, Safety & Security, Automotive Aftermarket, Hotel/Restaurant Equipment and Furniture.

Mr. conducts market research in his sectors, counsels local and U.S. companies and organizes and accompanies trade missions to the U.S. to attend International Buyer Program exhibitions. Mr. Hartoqa graduated in 1997 with a MA in Political Science from Jordan University.

*Companies Participating in
The Trade Mission to*
High Point Market 2008

- Al Sheikh Furniture
- Arab Foam Factories Co.
- Elite
- Family House Furniture
- Italian House for Lighting
- Midas
- Milano Gallery for Lighting
- Noor Ala Noor
- Orient Palace for Lighting
- Professionals for Decorations & Furniture
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Range of Sleep Products*



Arab Foam Factories Co. a division of the Nuqul Group of Companies was assigned as THERAPEDIC International Licensee in 2004. The company located in Amman the capital city of Jordan was established in 1972 operates as THERAPEDIC of Jordan and produces synthetic foams for use in the furniture and upholstery industries. Arab Foam Factories Co. is the sole distributor in Jordan of the well known TEMPUR line of pillows and mattresses.

The Nuqul Group (a conglomerate of 27 companies) established in 1952 by Mr. Elia Nuqul, is one of the Middle East's leading industrial groups. The group manufactures a wide array of products ranging from tissue and other paper products, food products, aluminum, to ready mix concrete and packaging. Arab Foam Factories Co. is a leading PU foam producer in Jordan with a modern foam production facility, the company is ISO 9000 & 14000 certified.

The company significantly strengthens the position of the THERAPEDIC brand in the Middle East, along with other International licensees in the neighboring countries in Northern Africa, Saudi Arabia and the GCC. With THERAPEDIC Jordan becoming the 56th THERAPEDIC factory located across six continents, Jordanians will join 50 million people that go to sleep every night on a THERAPEDIC mattress.

THERAPEDIC of Jordan has a prestigious showroom in the heart of Amman and offers a complete range of bed sets, adjustable beds and other bedding products including mattresses, foundations, pillows, comforters, bed linen, blankets, rugs and many other bedroom accessories.

Contact Information:

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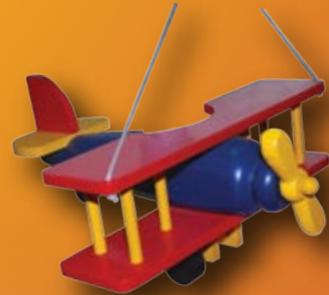


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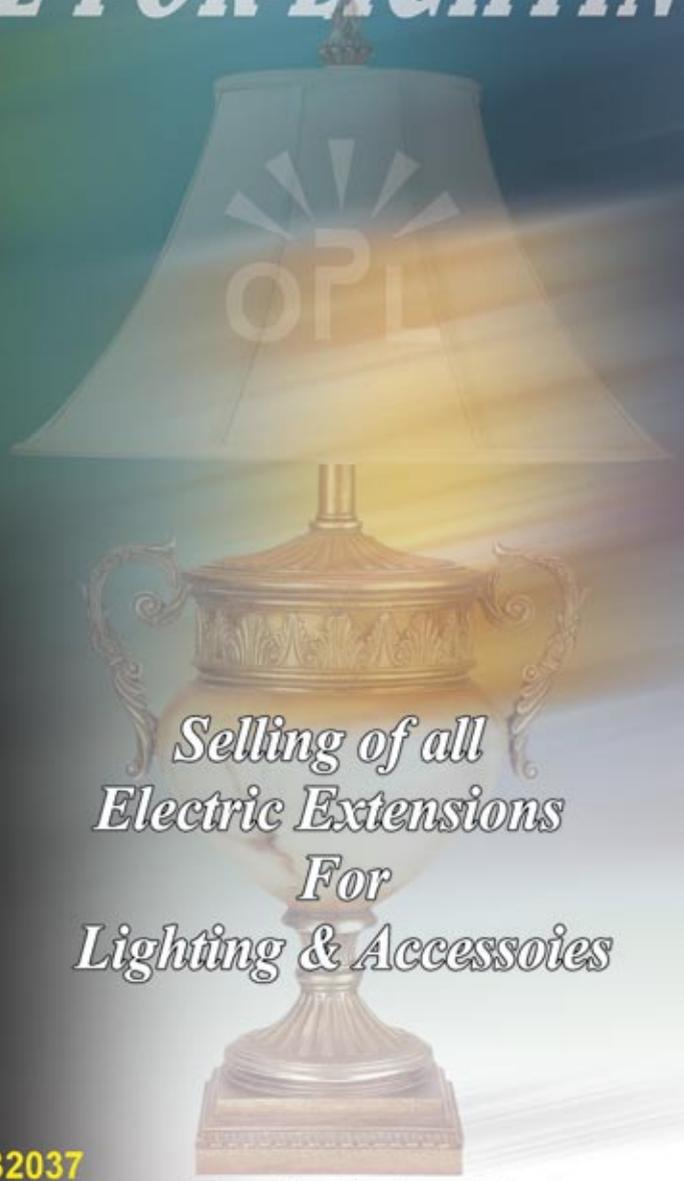


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PROFESSIONALS

decoration & furniture

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PROFESSIONALS for decoration and furniture was founded in 2002 as a factory specializing in custom made for wood decoration and furniture the owner is the architect Kayed ALmadanat

PROFESSIONALS began to evolve and know through projects that have been implemented, such as hotels and commercial buildings, administrative

It had show room located in the most important commercial sites in the capital, Amman

PROFESSIONALS has sought to development progress and obtained the certificate ISO (ISO 9001: 2000) at 2007

PROFESSIONALS launched cope with development and economic progress in Jordan and through the special requirements of projects PROFESSIONALS create a special section for import the furniture that need special specifications, which require global factories production for these types of furniture to complement all needs of projects from custom made and manufacture

we import from Turkey, Indonesia, China, Italy and the prospects for us in opening new markets with the United States of America through trade agreements between the two countries



Soft house furniture is one of the largest furniture exhibitions in Jordan, it consists of seven floors which include comprehensive items of furniture (home furniture, office furniture, chandeliers, accessories and kitchens).

SOFTHOUSE elegance furniture

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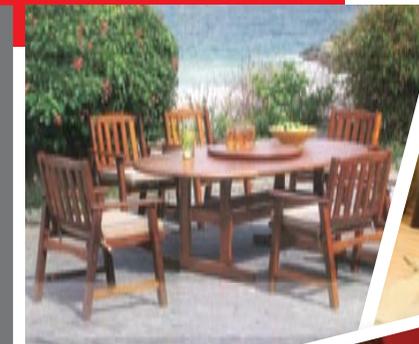


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