

Amman Chamber of Commerce

From: Jordan Chamber of Commerce (Diwan) <diwan@jocc.org.jo>
Sent: Monday, January 6, 2025 11:17 AM
To: Jordan Chamber of Commerce (Diwan)
Subject: تدريب حول تعزيز خدمات الذكاء السوقي للمؤسسات المحلية باستخدام أدوات مركز التجارة الدولية (ITC)
Attachments: QEF Agenda.docx; تدريب حول تعزيز خدمات الذكاء السوقي للمؤسسات المحلية باستخدام أدوات مركز التجارة الدولية.png

السادة أعضاء مجلس إدارة غرفة تجارة الأردن المحترمين

الجهة الوارد منها: مركز التجارة الدولية

الموضوع: تدريب حول تعزيز خدمات الذكاء السوقي للمؤسسات المحلية باستخدام أدوات مركز التجارة الدولية (ITC)

السلام عليكم ورحمة الله وبركاته،،،

أهدي سعادتكم أطيب التحيات، وأرجو أن أرفق لكم نسخة عن الرسالة الالكترونية الواردة من مركز التجارة الدولية تاريخ 2025/1/2 المتضمنة الدعوة للمشاركة في "تدريب حول تعزيز خدمات الذكاء السوقي للمؤسسات المحلية باستخدام أدوات مركز التجارة الدولية (ITC)" خلال الفترة 19-2025/1/23 في فندق روتانا - عمان، بهدف تطوير قدرات المؤسسات المحلية في إعداد البيانات التصديرية والتحليل السوقي لتعزيز الوصول الى الأسواق الدولية.

أرجو سعادتكم التكرم بالاطلاع والايعاز للتعميم على أعضائكم المعنيين وحثهم على المشاركة وضرورة التسجيل من خلال الرابط الالكتروني التالي:

https://docs.google.com/forms/d/1iqlLnLEKaGtdo_j7Ec7pj0VHmYCV5UfZk345xV2A8Lw/edit

وتفضلوا بقبول فائق الاحترام والتقدير ،،،



خليل محمد الحاج توفيق
رئيس مجلس الإدارة

غرفة تجارة الأردن

هاتف: +962 6 5902040

فاكس: +962 6 5902051

Dear Sir,


Hope this email finds you well.

As per our phone call, the International Trade Centre (ITC) is pleased to invite your esteemed institution to the capacity-building programme titled:

"Enhancing Market Intelligence Services of Local Institutions Using ITC Tools"

The training is organized under the United Kingdom Trade Partnerships Programme (UKTP), funded by the UK's Foreign, Commonwealth & Development Office (FCDO).

 Date: 19-23 January 2025

 Venue: Rotana Hotel, Amman

The programme aims to strengthen participants' capacity in developing Quantitative Export Factsheets (QEFs) and conducting market analysis using ITC's tools. Interactive workshops and ongoing technical support will be provided to ensure effective implementation.

Kindly confirm your participation and **nominate your representatives by today** via the below registration link

https://docs.google.com/forms/d/1iqlLnLEKaGtdo_j7Ec7pj0VHmYCV5UfZk345xV2A8Lw/edit

Attached is the event agenda and the training flyer.

We look forward to your valued participation.

Regards,
Obieda Abueid
MENATEX National Coordinator - Jordan
Fibers, Textiles and Clothing



International Trade Centre

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ITC is the joint agency of the
World Trade Organization and the United Nations.



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تدريب حول تعزيز خدمات الذكاء السوقي للمؤسسات المحلية باستخدام أدوات مركز التجارة الدولية (ITC)

"تطوير قدرات المؤسسات المحلية في إعداد البيانات التصديرية والتطيل السوقي لتعزيز الوصول إلى الأسواق الدولية."

هدف البرنامج:

- تطوير مهارات المشاركين في إعداد أوراق حقائق تصديرية كمية (QEFs).
- تطيل الأسواق باستخدام أدوات مركز التجارة الدولية (ITC).

أنشطة التدريب:

- ورش عمل تفاعلية لتطبيق المهارات عمليًا.
- دعم فني مستمر بعد التدريب لضمان التطبيق الفعال.

التاريخ: 19-23 يناير 2025

المكان: فندق روتانا، عمان، الأردن

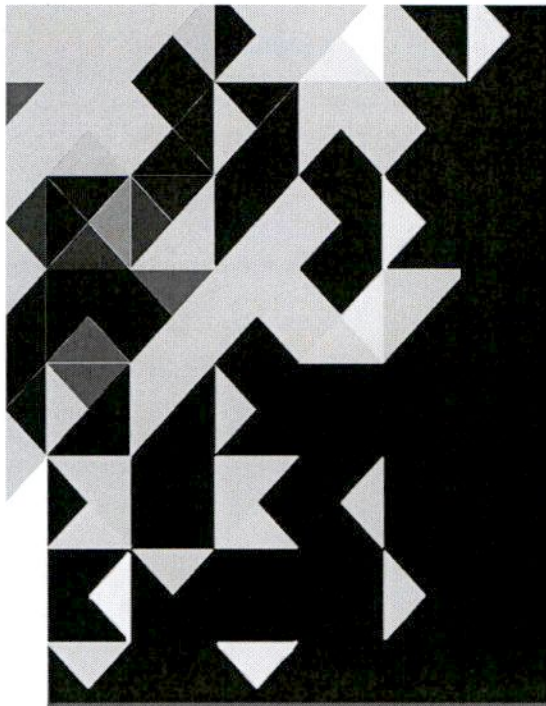
♦ نرجو تأكيد الحضور بموعد أقصاه **19 ديسمبر 2024** حسب الرسالة المرفقة مع الدعوة

أو عبر التواصل مع السيد عبده أبوعيد، المنسق الوطني لمركز التجارة الدولية

oabueid@intracen.org

"انضموا إلينا لتعزيز قدرات مؤسساتكم ودعم منظومة التجارة في الأردن لتحقيق وصول أكبر إلى الأسواق العالمية."





Preparation of Quantitative Export Factsheet

Training to Jordanian export stakeholders
January 19 to 23, 2025, Amman, Jordan



Partnership | Progress | Prosperity

Preparation of Quantitative Export Factsheets (QEF)

To navigate emerging trade landscape, it is critical to have the understanding of the key concepts as well as the analytical skills to work with the available toolkit. At this face-to-face workshop, ITC will train participants to use the ITC Tools to establish data-driven Quantitative Export Factsheets (QEF) for Jordanian products. Participants will work in small groups and present their findings on the perceived export opportunities to their peers and ITC experts for feedback.

The intensive training programme shall consist of:

1. Preparation of the Quantitative Export Factsheet workshop.
2. Group presentation of the Quantitative Export Factsheet project in the workshop.
3. Submission of individual Quantitative Export Factsheet (home assignment)
4. Virtual mentoring (Sharpening your Quantitative Export Factsheet).

Participants will work in small groups of 2/3 people and present their findings on the perceived export opportunities to their peers and ITC experts for feedback.

Certificate of attendance will be provided at the end of the QEF workshop to participants who attend the full workshop and actively contribute to the group work.

Individual submission of Quantitative Export Factsheet (QEF)

Within approx. 3/4 weeks after the workshop, each participant will have to submit an individual final Quantitative Export Factsheet, i.e. a document of 4-5 pages, using the template provided by ITC. ITC trainers will offer the option to submit a first version of the QEF and will share feedback with the participants, allowing them to improve the document before the final submission.

Certificate of achievement will be granted to participants who submitted a QEF of satisfactory quality.

Virtual week “Sharpening your Quantitative Export Factsheet”

The virtual week consists of customized online sessions designed to help participants sharpen the quality of their Quantitative Export Factsheet

While attending the sessions is not mandatory, it is highly recommended for participants to make the most of this opportunity. Invitation to participate in the virtual week is extended exclusively to those participants seeking to receive a certificate of achievement for the training program.



Quantitative Export Factsheet - Agenda

Day 1

- 08:15 – 08:30 Registration
- 08:30 – 08:45 Opening remarks
- 08:45 – 10:00 Introduction to the workshop
- 10:00 – 10:15 Coffee break
- 10:15 – 12:00 Trade Export Potential – Concept and class activity
- 12:00 – 12:45 Lunch break
- 12:45 – 13:45 Quantitative Export Factsheet (QEF): What & How?
- 13:45 – 15:30 Analysing trade performance – Concept and class activity #1 & #2 (*including coffee break*)

Day 2

- 08:30 – 09:00 Recap of day 1, questions & answers
- 09:00 – 10:00 Introduction to market access conditions – Concept and class activity
- 10:00 – 10:15 Coffee break
- 10:15 – 11:30 Trade related topics in Quantitative Export Factsheet (QEF)
- 11:30 – 12:15 Lunch break
- 12:15 – 13:45 Trade agreements and Rules of origin – Concept and class activity
- 13:45 – 15:30 Market access related topics in Quantitative Export Factsheet #1 & #2 (*including coffee break*)

Day 3

- 08:30 – 09:00 Recap of day 2, questions & answers
- 09:00 – 10:30 Regulatory requirements/Non-tariff measures – Concept and class activity
- 10:30 – 10:45 Coffee break
- 10:45 – 11:30 Group work: Quantitative Export factsheet
- 11:30 – 12:15 Lunch break
- 12:15 – 12:45 Global Performance in Trade in services: Concept and class activity
- 12:45 – 13:15 Global Performance in Investment – Concept and class activity
- 13:15 – 15:30 Group work: Quantitative Export factsheet (*including coffee break*)

Day 4

- 08:30 – 09:00 Recap of day 3, questions & answers
- 09:00 – 10:00 Regional Trade Tool for the Mediterranean Region: Euromed Trade Helpdesk
- 10:00 – 10:15 Coffee break
- 10:15 – 11:30 Group work: Quantitative Export factsheet finalisation
- 11:30 – 12:15 Lunch break
- 12:15 – 15:15 Group presentations I, II, III, IV (*including coffee break*)
- 15:15 – 15:30 General feedback

Day 5

- 08:30 – 11:30 Group presentations V, VI, VII, VIII (*including coffee break*)
- 11:30 – 12:30 Closing: Debrief, workshop evaluation, delivery of certificates
- 12:30 – 13:30 Lunch break

