



**INTERNATIONAL FOOD**  
AND TECHNOLOGY EXPO



**Amman / Jordan**  
of the Food and Food  
Technology Exhibition

*Inftexpo*

2022-6/12-6/9

+962 06 551 60 18  
+962 06 551 60 17  
+092 795598184

info@infexpo.com  
www.infexpo.com

Jordan International Exhibition  
Center Amman / Jordan

## Brief summary about International Food and Technology Expo **“INFTEXPO”**



International Food and Technology Expo 2020, will be held in Amman – The Hashemite Kingdom of Jordan, where the world of food industry is preparing to learn the new and modern in the food and beverage industry and technical trends. The exhibition will be held at the Amman International Motor Show Halls for the first time in the kingdom and will be organized by Pulse Media for Organizing Exhibitions and Conferences.

With the cooperation of the Syndicate of food traders in Jordan, there will be 100 leading companies in the sectors exhibiting locally and internationally.

## Brief summary about International Food and Technology Expo **“INFTEXPO”**

The exhibition will be held from the 1st of July, 2020 till the 4th of July, 2020.

The food industries in the Kingdom is advanced and is ranked second in terms of quality and reach most of the markets of neighboring countries.





## Jordanian Market

Food products are difficult to enumerate, and it is difficult to quantify the quality, characteristics and specifications if it. Every year, the world is witnessing hundreds of different kinds of new food products, different types and sources of raw materials.

The total number of establishments operating in the food industries registered in the third industrial chambers (Amman, Zarqa and Irbid) in 2014 reached 922 local establishments compared to the number of establishments in 2008 with 852 establishments registering an increase of 2.8%

The exports of the sector constituted 34% according to the 2014 census issued by the Jordanian Chamber of Industry. Of the total industrial exports, this large number of exports reflects the quality and advantages of Jordanian products in this sector.

Exports of processed food products from Jordan have increased significantly since the beginning of 2000 - about 2.6% between 2003 and 2013 in terms of value in US dollars.



### Targeted participating companies in the exhibition:

includes the following sub-sectors:

- Live animals and animal products and meat.
- Fruits, vegetables and processed products.
- Cocoa and chocolate, sugar, candy, desserts and Eastern sweet products.
- Dairy products.
- Cereals, flour, starch, pastry and bakery products, potato chips and corn.
- Beverages, soft drinks, juices, vinegar and mineral water.
- Spices, salt and flavorings.
- Franchise.
- Machineries.

[www.aifbexpo.com](http://www.aifbexpo.com)

## Exhibition concept and aim

The concept of Amman International Food & Beverage Exhibition is based on providing exhibitors and consumers needs all under one roof and to participate efficiently in the exhibition, as it gives the chance to International exhibitors to display their products in the local and regional market, meet businessmen to bound their relations, get new customers and to explore new techniques.



## Jordan's Economic Importance



Jordan has a sound and resilient economy which gives it the capability of adapting to local and regional shocks and to achieve growth at stable and sustainable rates.

Despite the fact that the global economy is engaged in a struggle with three economic and financial crises not seen in terms of economic growth rates especially for emerging and developing economies and deterioration of the indicators of financial strength in international credit markets.

However, the national economy continues to perform strongly in many of its financial and sectoral indicators, including economic growth.

Jordan is also a member of the World Trade Organization and an important regional centre and one of the most desirable in investment locations in the region.

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## Aims of the Jordan Chamber of Commerce

Contribute in the effort of trade and service development and reinforce them, including the small and medium enterprises.

Enhancing cooperation between chambers of commerce on the one hand and between Arab chambers of commerce and their unions and foreign chambers on the other.

Supporting and coordinating the capabilities of national chambers of commerce.

Participate with the concerned authorities in organizing and holding trade and economic conferences at the local, Arab and international levels.

Implement, publish and update studies and researches related to trade and services.

## Geographic location of Jordan

Jordan is located to the south of the Syrian Arab Republic, to the east of the State of Palestine, to the north of Saudi Arabia and to the west of the Republic of Iraq. This makes it an important link between three developing countries.

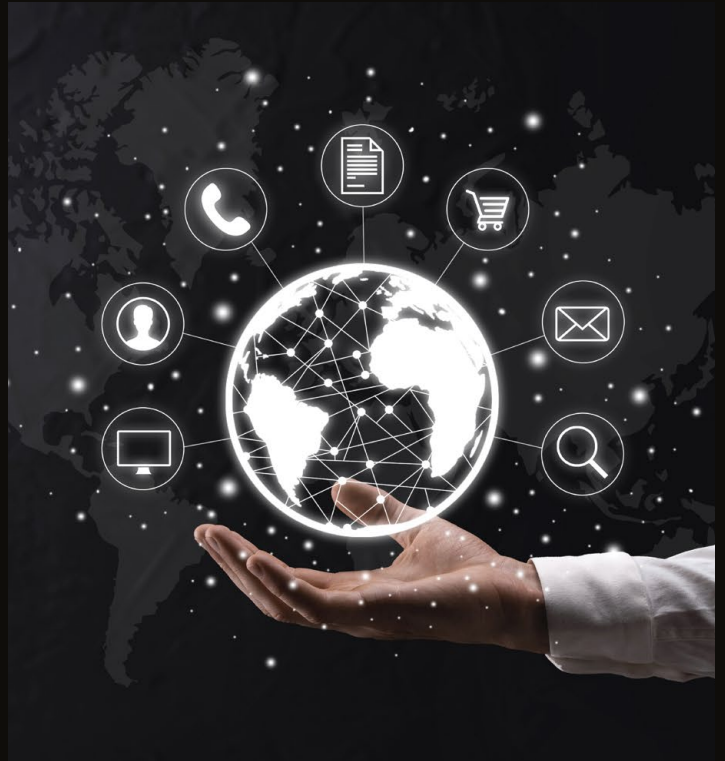


# Marketing and **Advertisement Campaign**

Sending a direct invitation to the governmental organizations, industrial and commercial chambers and embassies in and outside the Kingdom

## Outdoor campaign :

- Sending an international invitation to the embassies.
- Outdoor signs that will be spread all around the kingdom.
- Advertising media.
- Indoor advertisement: display screens inside and outside the hall.
- Publications which will be spread all around the kingdom, in the daily and weekly newspapers.
- Annual publications in the daily and weekly newspapers.
- Bus routes campaign.
- Advertising through a special website associated with the exhibition.
- Opening event for the exhibition with the attendance of important figures.
- Live coverage from Radio Rotana during the days of the exhibition.
- On the side-lines of the exhibition, the exhibition will be attended by businessmen and traders.
- Full media coverage.



- Opening event for the exhibition with the attendance of important figures.
- Live coverage from Radio Rotana during the days of the exhibition.
- On the sidelines of the exhibition, the exhibition will be attended by businessmen and traders.
- Full media coverage.
- Dinner for all participants.



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