

CONTRIBUTION OF FRENCH COMPANIES TO THE DEVELOPMENT OF THE JORDANIAN ECONOMY



June 2023

Contents

Foreword by His Excellency Alexis Le Cour Grandmaison, French Ambassador to Jordan.....	5
Introduction and survey methodology	6
10 key findings	7
General overview	8
1. French companies contribute to building local value	10
2. French companies create thousands of jobs in Jordan and contribute significantly to female employment.....	12
3. French companies are fully committed to training and promoting Jordanian talents	14
4. French companies have built excellence in the Kingdom's public-private partnerships (PPPs)	16
5. French companies are historic investors in the most vital water sector infrastructure projects.....	18
6. French companies are actively involved in CSR initiatives	20
Among the participating companies	22



Foreword by His Excellency Alexis Le Cour Grandmaison

French Ambassador to Jordan

France and Jordan have established a strategic partnership that spans across multiple domains. Together, our two countries tackle numerous bilateral and regional challenges. Our economic relations serve as a cornerstone of our robust partnership.

France has been one of the leading investors in Jordan for many years. The companies that make up this presence are deeply integrated into the Jordanian economy, but their impact goes beyond purely economic aspects. This study, conducted by the Economic Department of the French Embassy and the French Foreign Trade Advisors in Jordan (“Conseillers du Commerce Extérieur” – CCEF), provides valuable insights into the extensive and diverse role of French companies in the Kingdom. It not only highlights figures but also emphasizes the human connections and concrete actions that directly influence the country’s activities and its population.

At a time when Jordan is embarking on an ambitious strategy to attract more investors, this study serves as a reminder that French companies are steadfast partners committed to long-term involvement with Jordan. Their projects are aligned with the priorities established by the Jordanian government and actively contribute to the advancement of local talents. French companies are also dedicated to fostering more inclusive and sustainable growth that upholds environmental considerations. Additionally, they enhance Jordan’s global visibility through their involvement in several noteworthy infrastructure projects, often cited as exemplary, while also sending a positive signal to other investors. Their presence significantly boosts Jordan’s attractiveness for foreign companies, particularly as the government sets ambitious targets for foreign investment inflows into the country.

The Royal Vision for Economic Modernization presented by the Jordanian government last year, along with the ongoing reforms to improve the business environment, opens up additional opportunities for our bilateral relationship. I am hopeful that our two countries will celebrate new achievements in the economic sphere and beyond in the coming years and decades.

Introduction and survey methodology

France stands as the leading investor among European Union countries, accounting for 6.2% of Jordan's total Foreign Direct Investment (FDI) stock, equivalent to USD 1.7 billion. France ranks among the top five foreign investors, trailing the United Arab Emirates, the United Kingdom, Kuwait, and Bahrain¹. Nevertheless, these figures offer only a partial glimpse into the robust and extensive economic relations between France and Jordan. They fail to fully capture significant aspects such as the substantial contribution to job creation and the multiplier effects on the activity of Jordanian companies.

The Economic Department of the French Embassy in Jordan and the Jordan Committee of French Foreign Trade Advisors (CCEF) have initiated this study in order to enhance our understanding and to provide insights into the qualitative impact of French investments on both the Jordanian economy and its population.

The Economic Department of the French Embassy in Jordan conducted a survey among French or Franco-Jordanian companies operating in the country, precisely targeting those in which a French shareholder holds at least 20% of the capital. To ensure methodological consistency and data availability, the study focused solely on subsidiaries of French companies, excluding the several distributors, agents, or franchises associated with French businesses.

A survey consisting of 30 questions was distributed to 23 companies identified by the Economic Department. Among them, 19 companies responded, representing a response rate of 83% from the surveyed entities. The questions were specifically designed to explore the creation of value within the Jordanian territory. While the survey does not encompass all French companies present in Jordan, it provides a representative sample that enables us to grasp the importance and positive effects of French investments in the country.

The findings presented in this summary are based on actual data and figures provided by the participating companies. They have not been adjusted or statistically extrapolated to provide an authentic overview of the dynamics and the socio-economic role of French companies within the Hashemite Kingdom of Jordan. Whenever feasible, we have sought to provide contextualization by comparing the collected data with relevant socio-economic indicators published by Jordanian authorities or donors. This approach helps us better comprehend the operating context of the companies and assess their impact accurately.

The main reference year for the survey is 2022. The term «the companies» used throughout the rest of this document refers to the companies that participated in the survey.

¹ Source : Central bank of Jordan, Foreign investment survey 2019 - 2020

Key findings

16k

direct and indirect jobs in Jordan are created by French companies

85

Jordanian suppliers are connected to a French company on average

94%

of the workforce within French companies which have a national scope are Jordanian

>50%

of the French companies are or were involved in a PPP project in Jordan

30%

of the workforce within French firms are women

1/3

of French companies have been engaged in a water sector project

70%

implement training programs to enhance the skills and promote the talents of their teams

71%

of French companies in Jordan are actively participating in CSR actions

40%

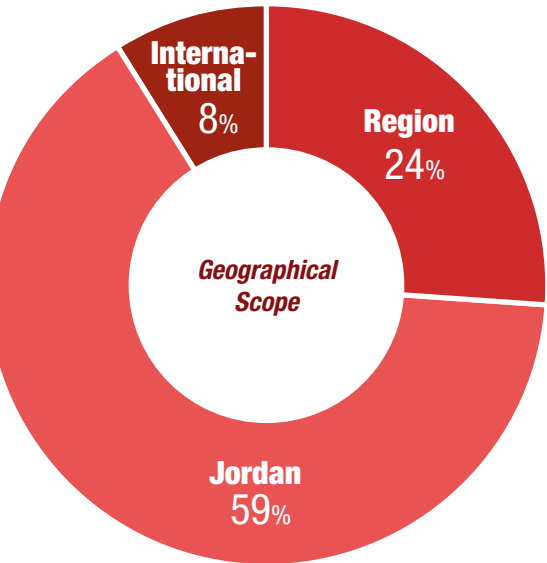
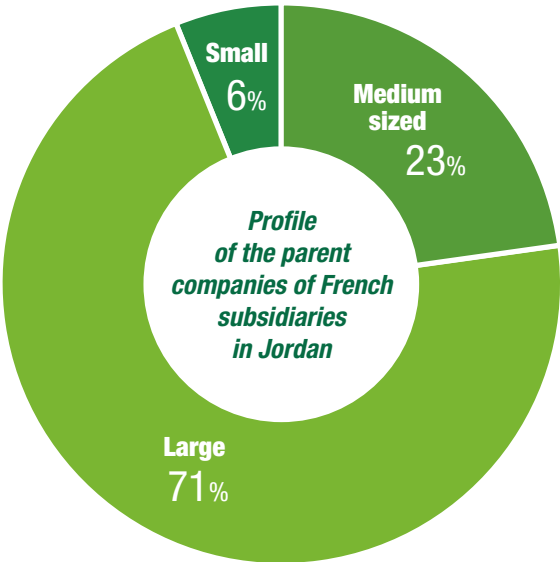
of the French firms have a production site in Jordan

JOD 100 million

(USD 140 million) Investment of French companies combined per year

General overview

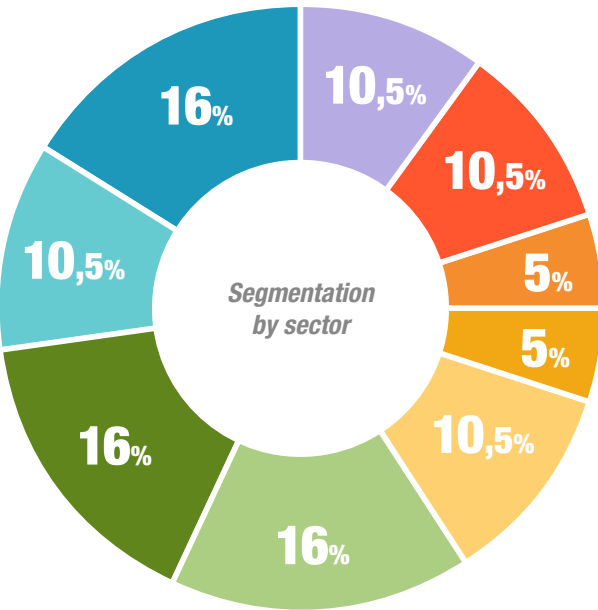
The economic landscape of France in Jordan consists of 76% SMEs and 24% large companies. All of the participants stated that they have majority ownership (over 50%) by French shareholders. The average French ownership rate stands at 86%. The majority of parent companies are large enterprises (71%²) and mid-sized companies (23%). These findings validate the meaningful presence of prominent French groups in Jordan, with some having a history of over 50 years of operation in the country.



A significant portion of French companies recognize the importance of Jordan as a hub for expanding their operations beyond the country's borders. 41% of them indicate that their geographical reach extends to the Levant, the Gulf countries, as well as North Africa and parts of the Asian continent. The main countries covered from Jordan include Lebanon, Egypt, Iraq, and Palestine.

The French economic presence in Jordan is diversified and spans across various sectors. The services sector holds the largest share (42% of companies), followed by the strategic water sector (16%), and with equal representation from the manufacturing, energy, construction, transportation, and storage sectors (10,5% each).

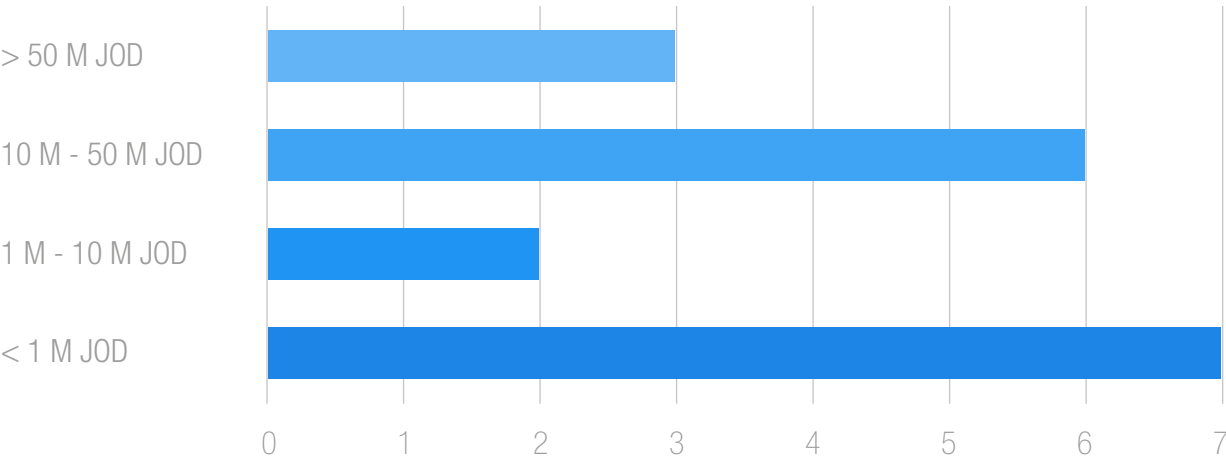
- Construction
- Energy
- Financial & insurance activities
- Information & communication
- Manufacturing industries
- Other service activities
- Specialized scientific & technical activities
- Transport and storage
- Water production & distribution



² 35% of these companies are subsidiaries of companies listed in the CAC40 index, which consists of the top 40 companies in France.

Half of the companies have an annual turnover exceeding JOD 10 million (USD 14 million). The combined revenue of French companies surpasses JOD 1 billion (USD 1.4 billion).

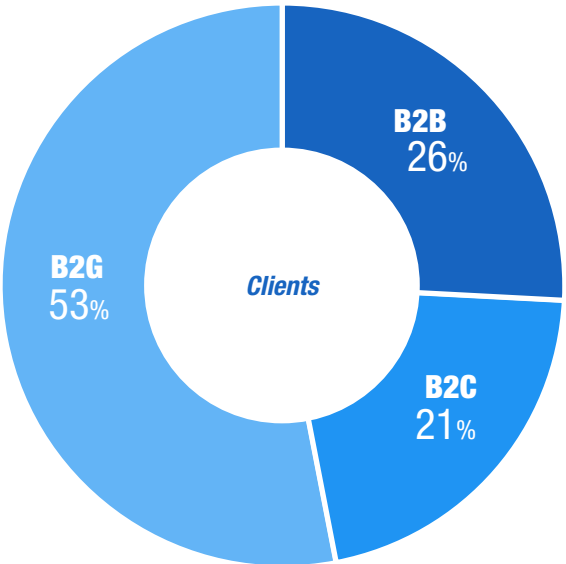
Breakdown by revenue range (2022)



The tax contribution of French companies is significant. French companies pay approximately JOD 86 million (USD 121 million) in annual income taxes, excluding special taxes related to certain activities. It represents almost 8% of the income taxes from companies and projects collected by the Ministry of Finance in 2022³. However, this amount is underestimated as less than half of the surveyed companies answered this question.

French companies maintain their commitment to invest and grow their presence in Jordan. Collectively, they dedicate annual investments of approximately JOD 100 million (USD 140 million) to sustain and enhance their existing assets, as well as to initiate new activities or services.

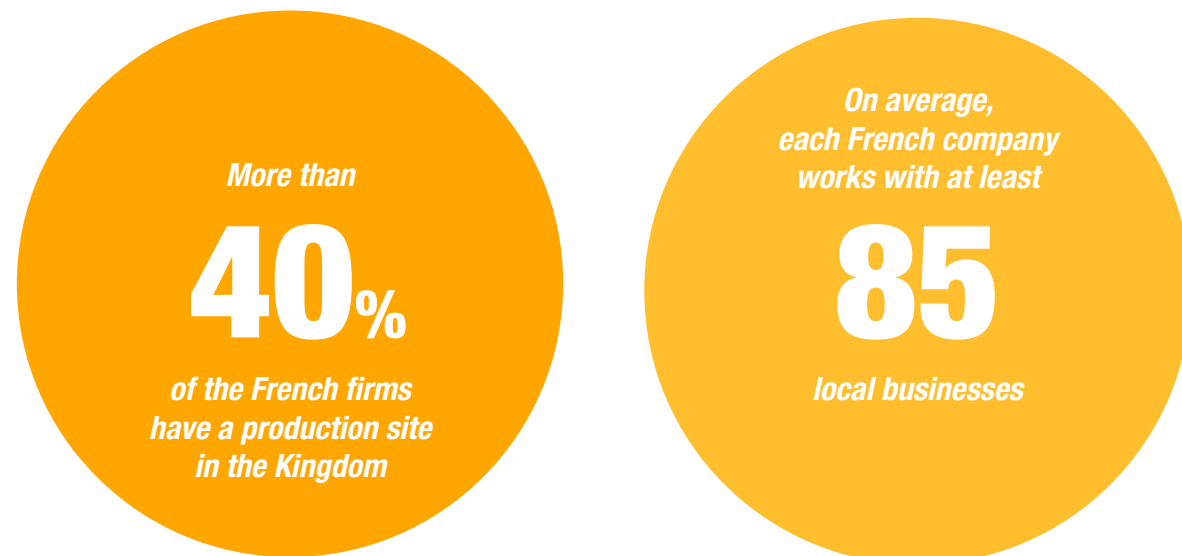
French companies play a significant role as suppliers to Jordanian authorities, with 53% of their clients being public entities. This figure underscores the longstanding ties and the trust that underpin the relationships between these companies and their Jordanian partners.



³ Source: General Government bulletins, Ministry of Finance

French companies contribute to building local value

Through their activities, French companies are deeply ingrained in local value chains and make active contributions to the real economy by generating multiplier effects on the Jordanian private sector. They operate in a wide range of productive sectors. Therefore, they are able to bring a greater dynamism to the Jordanian private sector of which they are an essential element. In fact, the survey conducted shows that more than 40% of the French companies have a production site in the Kingdom.



Their contribution to the local economy is also perceived in the various partnerships they have set up in the country. French companies heavily rely on the local businesses to carry out their activities in Jordan. The findings of the survey confirm that **French companies have in Jordan more than 1 400 suppliers**. On average, each French company works with at least 85 local businesses.

The surveyed companies stated that a large proportion of their supplies were local, with over a half of their total consumption. Mainly, the only products that were imported by the French companies are those which were not available on the Jordanian market. If we consider only companies operating in the secondary and tertiary sectors then **the percentage of local consumption is even higher at approximately 70%.**



Zoom in TotalEnergies Marketing Jordan

TotalEnergies Marketing Jordan (TTE Jordan) since its inception in 2008 has been committed to ensure that our business create a positive change and value for our Jordanian stakeholders. TTE Jordan work force comprise of more than 98% Jordanians who play a pivotal role in development and advancement of business.

TTE Jordan spends annually JOD 25 million on procurement of goods & services via its +200 local suppliers, vendors, and business partners. This spending not only generate economic activity but directly and indirectly provide employment to more than 2 500 Jordanians. Together with our transporters, the prime business partner, we developed a fleet of +100 truck and drivers who deliver fuel to our customers by following highest standards in safety and road transport management.

With an aim to support the youth and fighting unemployment in Jordan, TTE Jordan joined hands with Al Hussein Technical University (HTU) for recruiting technicians for the automotive lubricants field through a competition among HTU students, with two winners receiving funding to start their own service centers. Additionally, we will support HTU's Empowering & Upskilling the Youth Community Initiative project by offering training opportunities to their graduates. This partnership is in line with our sustainability objectives and commitment to ensure that our business and projects create value, as well as positive change.

2 French companies create thousands of jobs in Jordan and contribute significantly to female employment

Unemployment constitutes a huge challenge in Jordan, the latest rate published by the Department of Statistics indicates a slight downward trend to 21.9% in the first quarter of 2023 compared to 22.9% in fourth quarter of 2022. Unemployment is particularly high for youth and women with a staggering unemployment rate of 46.1% for youth and 30.7% for women in the first quarter of 2023.

In this context, French companies are major drivers of job creation across the Kingdom. The findings of the survey confirm that French companies provide direct employment for at least 3 500 people in the country. On average, **each French company employs around 250 people** which is significantly higher than the Jordanian average of 36.5 employees by company according to the Enterprise Survey conducted by the World Bank ⁴ (excluding micro-businesses with less than five employees).

French companies are engaged job creators for the local workforce with equal opportunities for men and women. They contribute heavily in the creation of jobs for the local population. In fact, **89% of the manpower within French companies are Jordanian employees and more than 94% of those with a national scope**. Half of French companies in Jordan have an almost exclusive Jordanian workforce (over 99%). In addition to direct job creation, French companies are major generators of indirect jobs estimated at **12 500**. In total, French companies in Jordan contribute to more than **16 000** direct and indirect jobs in the Kingdom. **The number of direct and indirect jobs created by French companies is comparable to the total number of Jordanians employed in the water and energy sectors**. This represents almost 2% of total private sector employment in Jordan considering that the French firms surveyed represent only 0.01% of the total number of private establishments in the country.



Gender equality in the labour market is another remarkable trait of employment within French companies operating in the country. **According to the survey, women represent on average 30% of the workforce in French companies**, which is twice the proportion of female labor force participation in the country, estimated to be around 14%.

⁴ <https://www.enterprisesurveys.org/>



Zoom in CMA CGM

CMA CGM Jordan agency is committed to take concrete actions for both the people and the planet. We place great importance on national recruitment, recognizing that Jordan offers a vast pool of qualified candidates. We take pride in the fact that we have almost achieved gender parity among our employees. We believe it is the responsibility of the private sector to support local employment by creating job opportunities and providing appropriate training. As part of this commitment, CMA CGM Jordan has partnered with the Jordanian Academy for Maritime Studies to train professionals in the maritime industry. We firmly believe that people are the most valuable assets of any organization and should be at the forefront of all business endeavors.



French companies are fully committed to training and promoting Jordanian talents

Jordan's population of 11.4 million is young as 70% is under 30 years old. This singularity constitutes both a challenge and an opportunity for the Kingdom's future.

Jordan's human capital is certainly one of the country's major assets, the government invests heavily in education and human development. However, high unemployment rates as well as 'brain drain' are substantial challenges.

French companies are fully aware of the potential of the Jordanian talents, they believe in investing in continuous on-the-job training and capacity building for their pools of Jordanian employees. In fact, **70% of the French companies have an agreement with one or more training centers.** Almost 50% have even created their own training centers or are in the process of creating one.

70%

partnership with training centers

50%

companies have created their own

Characteristics of French companies' engagement:

- **Optimizing specific in-demand skill sets needed by the market in the companies' respective sectors of activity.** Therefore, French companies have engaged in partnerships with national academic and vocational institutions focused on market demand needs. Among the partnerships indicated by the respondents are Princess Sumaya University for technology, Al Hussein Technical University, Yarmouk University, Talal Abu Ghazaleh, the Jordanian engineer's association.
- **French companies have also diversified and expanded their capacity building actions beyond the capital Amman,** respondents have indicated investing in human capital in nearby communities and governorates therefore providing access in an equitable manner across the Kingdom's geographical perimeters.
- **French companies aim for a diversified audience within their training scope,** their actions are addressed not only towards their employees but also towards their partners such as public entities. Some companies' actions are more targeted towards employability, hence providing youth with the required knowledge and skills to match the market needs.



Zoom in Orange Jordan

As a responsible digital leader and in line with the national agenda, Orange Jordan designs its programs with the goal to bridge the digital divide and enable everyone, particularly youth, women and persons with disabilities, to seek decent employment and professional development.

We are harnessing the power of digital technologies as a lever to drive sustainable sociocultural development under our corporate social responsibility strategy, which is based on four main pillars: Digital Inclusion; Digital Education; Entrepreneurship; Climate & Environment.

Main 2022 achievements for Orange Jordan

26

Community Centers

49

Accessible Shops

45

Startups received support and mentorship

2600

Young people received general and specialized training

85%

of graduates of Coding Academy by Orange got jobs in IT companies

29

Programs under Orange Digital Centers were opened in Jordan by the end of 2021

4 French companies have built excellence in the Kingdom's public-private partnerships (PPPs)

Developing public-private partnerships (PPPs) is a key strategic focus for the authorities to finance the development of the country's infrastructure and attract more foreign investors.

The Jordanian government has established ambitious goals in this regard. The Royal Vision for the Economic Modernization of the Kingdom, unveiled in June 2022, aims to attract JOD 30.3 billion in PPP investments, covering approximately 73% of the financing requirements outlined in this strategy.

Jordan has been a pioneer in the North Africa/Middle East region in infrastructure development through the implementation of PPP models. Partnering with French companies had led to numerous success stories. **More than 50% of the companies surveyed have reported their active involvement or past experience in a PPP project in Jordan.** Notably, a few of them have entered the Jordanian market after successfully securing a PPP contract, highlighting the impressive capacity of PPPs to attract high-profile foreign investors. Prominent PPPs undertaken in collaboration with French companies encompass the construction of a new terminal and the operation of Queen Alia International Airport as well as the As-Samra waste water treatment plant. These exceptional PPP projects stand as exemplars, bolstering Jordan's regional influence.

The success of these PPPs, initiated in collaboration with French companies over the past two decades, can be attributed to a combination of factors, which include:

- The strong commitment and high-quality dialogue established with the Jordanian government.
- The resolute determination and careful oversight of the authorities which ensured a transparent, equitable and fully compliant procurement process, adhering to the highest international standards.
- The meticulous preparation of projects, from the design phase to the tendering process, has yielded reliable and high-quality information, facilitating decision-making for both bidders and authorities.
- The active engagement and effective coordination of bilateral or multilateral donors who provide financial support and expertise in the project's structuring.
- The appropriate and balanced risk allocation scheme between public and private partners.
- Jordan's stable and well-regulated banking system along with Jordanian Banks' robust financial expertise have played a significant role in the successful financial structuring of complex projects.
- The expertise of all stakeholders is an essential factor for the successful initiation and continued progress of a PPP, covering all stages of the project's lifecycle. PPP projects facilitate the exchange of knowledge and expertise among all related project stakeholders over an extended duration.



Zoom in Queen Alia International Airport

Since the 2013 inauguration of the new Terminal Building, QAIA has ranked first place for five years in the Airport Service Quality Survey's 'Best Airport by Size and Region: Middle East' category for airports serving 5 to 15 million passengers and was amongst the top two in the 'Best Airport by Region: Middle East' category for four consecutive years. In 2022, QAIA became the first airport in the Middle East and the second in Asia Pacific to reach Level 4+ 'Transition' of the Airport Carbon Accreditation Program. These achievements underline the commitment of Airport International Group - QAIA operator and subsidiary of Groupe ADP - to continuously improve the passenger experience and transform QAIA into a sustainable airport.

www.aig.aero



5 French companies are historic investors in the most vital water sector infrastructure projects

Jordan faces a chronic and long-standing water scarcity crisis; the Kingdom is ranked among the most deprived countries in terms of availability of renewable water resources per capita on the global level. This situation has been exacerbated by multiple external shocks affecting the water sector.

For more than 20 years, major French companies have established a strong and longstanding presence in the water sector in Jordan.

20
years

*Establishment
of majors French
companies in the
water sector*

One-third of the French companies operating in Jordan have played a significant role in the advancement of water infrastructure and services. They have actively participated in prominent projects initiated in this sector over the past few decades, contributing their expertise across various crucial stages such as studies, engineering, project management, construction, operation and equipment supply.

The diverse contributions made by French companies in the water sector have been instrumental in:

- Supplying potable water to half of Amman's population and a portion of Zarqa city.
- Treating over half of Jordan's wastewater, with complete reuse in the agricultural sector.
- Rehabilitating the water distribution network in Amman.
- Rehabilitating the distribution net work of Yarmouk Water Company, which serves the northern region.



Zoom in Veolia

Since 2014, Veolia is the operator of the Disi Water Project on behalf of DIWACO (Disi Water Co.), the BOT company of the project, through a 25-year Operation & Maintenance contract for the delivery of 50% of the water needs to the Greater Amman area (100 million cubic meters per year of water extracted from the groundwater aquifer of Disi situated 365 km south of Amman on the border with Saudi Arabia). Over the past 9 years close to 1 billion m3 have been produced and transferred to Amman.

Veolia also built and operates As Samra Wastewater treatment plant, the company won the first Public Private Partnership in a form of a BOT in Jordan signed in 2003. Today, As-Samra is the largest treatment plant in the Kingdom (for 3.5 million habitants), and one of the biggest in the Middle East, its production is destined 100% to irrigation (thus allowing the liberation of water resources for drinking purposes), operated by 99,6% Jordanian highly trained engineers and technicians, that have increased in the past years through their innovations 90% of the self-energy production of the plant, avoiding 40 000 ton/year CO2 emissions.

6 French companies are actively involved in CSR initiatives

71% of French companies in Jordan actively undertake social and environmental responsibility actions. Certain subsidiaries of major French multinational corporations even engage their corporate foundations in the Kingdom. Others have integrated this aspect of their operations into their local organization and, at times, formed dedicated teams.

The overall annual budget dedicated to CSR amounts to JOD 8 million (USD 11 million). Nevertheless, this commitment extends beyond mere figures. French companies also affirm their dedication by integrating CSR criteria into their internal regulations and the manner in which they conduct their activities. For instance, they undertake impact assessments for every project, ensuring a responsible approach across all their operations.

71%

*Companies that actively undertake **social and environmental responsibility actions***

JOD
8
million

*Overall annual budget dedicated to **CSR***

The primary focuses of the CSR strategy implemented by French companies are:

- Reducing their carbon footprint.
- Engaging with local communities through job opportunities and contributions to local charities.
- Promoting economic inclusion for young people through specialized training and recruitment campaigns.
- Providing direct social assistance to the population, including initiatives in healthcare and education.



Zoom in Sanofi

Lysosomal storage diseases (LSDs) are genetic inherited disorders. These diseases are associated with a deficiency of enzymes caused by gene mutations. As a result, LSDs are diagnosed in newborns and children, and patients experience symptoms in various vital organs, leading to debilitating conditions, complications, and even death. However, patients can be saved by providing the missing enzyme, enabling them to develop normally and become productive members of society.

Sanofi is a leading international pharmaceutical company specializing in the field of rare diseases. It has been a longstanding partner for patients with Gaucher, Pompe, MPS1, and Fabry diseases.

Sanofi has been supporting Jordanian children with LSDs for the past 19 years. Through our humanitarian program called ICAP, we provide lifelong treatment free of charge. Currently, we have 31 patients enrolled in this program across the entire Kingdom of Jordan, including 29 Gaucher patients and 2 Pompe patients. Each patient receives a yearly supply through the Ministry of Health, ensuring comprehensive coverage and uninterrupted treatment for all patients.

Among the participating companies

The Economic Department of the French Embassy in Jordan and the Jordan Committee of French Foreign Trade Advisors extend their heartfelt gratitude to the companies that dedicated their time to participate in this survey. Here is a brief introduction to some of them (by alphabetical order).

Airport International Group



Airport International Group is a Jordanian company comprising local and international investors with proven experience in airport rehabilitation, enhancement, operation and management - including Groupe ADP (51%) and Meridiam (32%). In 2007, the Government of Jordan awarded Airport International Group a 25-year Build-Operate-Transfer (BOT) concession agreement based on a Public-Private Partnership (PPP) scheme to manage the rehabilitation, expansion and operation of Queen Alia International Airport (QAIA); Jordan's prime gateway to the world. In 2013, the new Terminal Building was inaugurated by His Majesty King Abdullah II ibn Al Hussein and, in 2016, the second phase was launched by HRH Crown Prince Al Hussein bin Abdullah II, raising annual passenger traffic capacity to up to 12 million.

Bureau Veritas



Bureau Veritas is a global leader in Testing, Inspection, Certification and Technical Solutions. For more than 190 years, and being presented in 140 countries through 1 600 offices and 80 000 employees, Bureau Veritas is delivering high quality services to support clients meet the growing challenges of quality, safety, health, environmental protection and social responsibility.

As a trusted partner, Bureau Veritas offers innovative solutions that go beyond simple compliance with regulations and standards to reducing risk, improving performance and promoting sustainable development.

Bureau Veritas has technical centers around the globe and covers BV businesses in the following markets: Industrial, Certification, Construction, Commodities, Marine & Consumer Products.

Bureau Veritas core values include integrity and ethics, impartial counsel and validation, customer focus and safety at work. Bureau Veritas is recognized and accredited globally by major national and international organizations.

CMA CGM



The CMA CGM Group is represented in Jordan by two offices located in Amman and Aqaba, which handle the commercial representation of the Group's brand, CMA CGM. With a team of knowledgeable and motivated industry professionals, CMA CGM Jordan works closely with its customers to provide them with excellent service and ensure the high-quality transport of their cargo. As part of the global CMA CGM network, we are constantly striving to offer new and innovative shipping solutions to meet our customers' business needs both locally and globally.

CMA CGM Jordan is committed to taking concrete actions for both people and the planet. The agency has made significant investments in Corporate Social Responsibility (CSR) projects aimed at combating climate change and preserving the environment. We actively participate in various cleaning sessions, including forests north of Amman and underwater in the Red Sea, to collect and dispose of trash. In addition, our teams have joined the climate march between Amman and Aqaba to raise awareness and have successfully planted over 350 trees in the desert near Amman. We firmly believe that taking proactive measures for the planet is crucial for ensuring the long-term sustainability of our industry.

Egis Project management W.L.L



Egis is an international player active in the consulting, construction engineering and mobility service sectors. We design and operate intelligent infrastructure and buildings capable of responding to the climate emergency and helping to achieve more balanced, sustainable and resilient territorial development.

With operations in 120 countries, Egis places the expertise of its 16,000 employees at the disposal of its clients and develops cutting-edge innovation accessible to all projects. Through its wide-ranging fields of activity, Egis is a central player in the collective organization of society and the living environment of citizens all over the world.

Fayat Energie Services International



FAYAT ENGINEERING SERVICES, representing the energy and Electromechanical branch of the FAYAT Group, offers innovative solutions for more intelligent and connected cities, through complex projects in electrical, thermal, systems and mobility engineering working in: Industrial, Renewable Energy, Environment, water, and Wastewater, MEP Building, Airports.

Ipsos



Ipsos is a leading global market research and consulting company with headquarters in Paris, France. The company was founded in 1975 and has been publicly traded on the Paris Stock Exchange since 1 July 1999. Ipsos is currently present in 90+ markets employing more than 18 000 people worldwide. With over 75 business solutions, we are proudly serving more than 5 000 clients globally.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth. This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People. To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed, and substance to everything we do. So that our clients can act faster, smarter, and bolder.

Lesaffre



Yeast Industries Co. Ltd has been established in 1974 and started production and sales in 1976 to produce fresh yeast, and dry yeast for the Jordanian market as yeast leader and the only source of yeast in Jordan. In 2002, Astrico joined to Lesaffre group – in France who's leading the yeast business in the world and become working under license of Lesaffre and under the standard of group. Lesaffre Jordan is familiar in Jordan as yeast leader with market share of 90% as of 2022, but also Lesaffre Jordan is the leader in bread improvers as well with market share of 84% as of 2022, using our knowledge and group R&D services we aim strategically to enrich our portfolio to give more products, services, and support to our customers. We are covering all of Jordan's needs for yeast and our other products and serving around 1500 bakeries directly using our own dedicated trucks and indirectly in cooperation with our partners. Also incorpora with our partners, we are fully covering the retail market including governmental hypermarkets. Our current portfolio is divided into the following product families.

- Yeast: Fresh and dry yeast for B2B and B2C channels with sizes ranging between 10 gm. To 500 gm.
- Multipurpose bread improvers: Trading the multipurpose bread improvers (flour correctors)
- Functional bread improvers: Design functional bread improvers as per customers' needs.
- Bread Mixes and premixes: Mixes and premixes for different products like (Potato Bun, Multigrain, etc.)
- Pastry Mixes: New range of pastries for Sponge cake and muffin cake.

Our mission is "to work together for better nourish and to protect the plant," reflecting the company culture and strategic goals, and the operations are driven based on our mission.

Meridiam Jordan



Founded in 2005, Meridiam is an independent, global investment firm specialized in the sustainable development, financing, and management of long-term public infrastructure projects. Meridiam focuses on investment through public-private partnerships and primarily targets greenfield projects. As a long-term investor, Meridiam maintains an active asset management approach to ensure its projects deliver tangible benefits to the communities in which it invests throughout the projects' lives.

Meridiam has been named Global Infrastructure Fund of the Year on numerous occasions and was also the first investor and asset manager to receive ISO 9001 certification for its sustainable and responsible investment process.

Meridiam is active across five continents and currently manages more than \$20 billion of assets across more than 100 projects worth a total capital value of approximately \$80 billion. Meridiam has successfully closed projects across all infrastructure sectors with impact areas including critical public services, sustainable mobility, and innovative low carbon solutions.

Orange Jordan



Orange Jordan is the Kingdom's digital leader and one of the subsidiaries of Orange Global Group, featuring the best networks and innovative digital solutions, with a broad lineup of fixed, mobile, internet, data, and Smart Life Solutions, and more than 1500 dedicated employees are dedicated to meeting the expectations of a base of around 3.7 million customers across the Kingdom.

Orange Jordan offers a wide range of communication services not only to individuals but also to businesses under the brand "Orange Business".

The company takes pride in seven core values: transparency, agility, results-oriented, customer centricity, collaboration, caring, and excellence.

Through its comprehensive corporate social responsibility strategy, Orange Jordan continues to make a sustainable impact on the lives of Jordanians stemming from its societal role and leading position by executing various free digital programs to empower Jordanians and enhance digital inclusion to drive socio-economic development by focusing on 4-main pillars: digital education, digital inclusion, entrepreneurship and climate & environment.

SamGreenPower Jordan



SAMGREENPOWER is a privately owned renewable energy development and advisory firm with offices located in France and Jordan. SAMGREENPOWER has quickly built its reputation by dedicating all of its expertise in offering investment solutions to its clients in the Energy sector by specializing in the incubation & acquisition of renewable energy projects. SAMGREENPOWER has an extensive network of reputable investment banks, specialized funds, infrastructure companies and industrial conglomerates seeking to diversify their portfolio of assets. These investors are well established with long track records and are seeking through SAMGREENPOWER, investments opportunities in well-developed companies within the renewable energy sector.

TotalEnergies Marketing Jordan



TotalEnergies Marketing Jordan was established in 2007 and opened its first service station in March 2009, introducing the Jordanian market to a safer, cleaner and more innovative service stations. TotalEnergies has since cultivated a network of 180 service stations across the Kingdom and has cemented its status as a leading energy company. TotalEnergies Marketing Jordan has introduced new concepts that have positively impacted the Jordanian oil distribution sector, particularly in terms of quality services with offerings such as convenient stores, the TotalEnergies Card, the DAFA heating oil delivery, automatic car wash and oil change facilities.

Since establishing its solid foothold in the Kingdom, TotalEnergies in Jordan has continued to invest in the community and encourage sustainability through its Corporate Social Responsibility strategy, initiating activities that include road safety campaigns, partnerships with universities to train Jordanian youth, and support for environmental projects.

Conseillers du commerce extérieur de la France



The Conseillers du Commerce extérieur de la France (French Foreign Trade Advisors or CCEs) voluntarily share their experience working for the development of France. They carry out concrete actions on a daily basis in partnership with public and private players who have a role in promoting and supporting the internationalization of French companies. Appointed by the Prime Minister, CCEs are vested with four missions by public authorities:

- advising public authorities
- supporting businesses
- training young people for the international stage
- promoting the attractiveness of France.

Sanofi



Sanofi Levant is an affiliate of Sanofi, the global biopharmaceutical company present in 90 countries around the globe. With a presence in Jordan for over 50 years, Sanofi is a dynamic, rapidly growing organization that is working to meet the needs of the country's healthcare professionals and their patients by transforming scientific innovations into therapeutic solutions. R&D teams are accelerating development to deliver breakthrough medicines and vaccines to patients by:

- Focusing on research in priority therapeutic areas in immunology, oncology, rare diseases, neurology & Vaccines
- Using new drug discovery platforms and modalities.

Based in Amman, Sanofi Levant Regional Office covers 4 countries (Lebanon, Jordan, Palestine, and Iraq)

Veolia



Veolia (Revenue for 2022 is €42.885 million) acquired in 2021 Suez Groupe assets in Jordan in addition to the shares of Suez International in Samra O&M Co. With this acquisition, Veolia consolidates and strengthens its presence in Jordan and reinforces its role as key player and operator in the water sector of Jordan.

In Jordan, Veolia is very engaged to provide innovative solutions, expertise and strong support to both water and waste management sectors as Technology & Services provider through its various affiliates (Veolia Middle East, Veolia Water Technologies-Sidem-HPD, Seureca, Enova...). Veolia is determined to provide the best and most adapted way to answer the key stakes and challenges of the Kingdom, Veolia's ambition is to remain a partner of reference in Jordan.

