DESIGNING & DEVELOPING THE JORDAN GARMENT SECTOR & JGATE MULTIMEDIA PRESENTATION

Final Report

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AUTHOR: PRIMUS – A DIVISION OF COMPUTER NETWORKING SERVICES (CNS)
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EXECUTIVE SUMMARY

The USA clothing industry is going through a period of profound change. The elimination of quotas has led to intense competition from manufacturers in low cost countries. As a result, retail buyers are placing strict demands on apparel manufacturers in terms of product quality, and delivery times. To make things more challenging, clothing firms face rising costs of raw materials, high-energy and food prices and faltering economy. In order to adapt to this situation and remain competitive, US clothing firms have been forced to make some big changes in their sourcing strategies. Many firms have decided to foster close strategic relationships and partnerships with suppliers in order to maximize costs-quality, and optimize lead times. Jordan should adopt this change as an opportunity to gain more customers with higher value products, due to their advantageous duty-free preference, their good overall quality and delivery reputation.

USAID Jordan Economic Development Project (SABEQ) has already assisted J-GATE in building business strategies and assisted the manufacturers in the planning of initiatives in developing their expertise and capacity to plan and deliver higher-added value products and services to their retail customer.

The aim of this animated presentation is to promote Jordan, show the true face of Jordan's manufacturing sector, easiness to do business, and most importantly a safe place to work, regardless of regional unrest. This will all lead to expanding linkages and exploring new and existing business opportunities; attract customers looking for new suppliers' sources, and gain more customers with higher-value products focusing on Cost, Quality, and Services; eventually increase the outreach capacity of the Garment sector and J-GATE, to US retail buyers, members and the general public.
ANNEX: J-GATE MULTIMEDIA PRESENTATION (MMP)
USAID Jordan Economic Development Program
Salem Center, Sequleyah Street
Al Rabieh, Amman
Phone: +962 6 550 3050
Fax: +962 6 550 3069
Web address: http://www.sabeq-jordan.org