MEDIA ADVISORY: 22.04.2015

International Trade Centre to launch an exporter survey on non-tariff measures in Jordan

Company survey to identify and better understand trade barriers faced by Jordan’s private sector

WHEN: 10:00–12:00, 27 April, 2015

WHERE: Ministry of Industry, Trade and Supply, Amman, Jordan

(Geneva/Amman) – The International Trade Centre (ITC) will launch on Monday 27 April 2015 a survey on non-tariff measures (NTMs) and related trade obstacles faced by Jordanian exporters and importers in their business operations. The survey is implemented as part of ITC’s NTM programme and aims to identify regulatory and procedural trade barriers faced by the Jordanian private sector.

Ipsos Jordan, an Amman-based market-research company, will carry out the interviews on ITC’s behalf, collecting perceptions from over 500 companies in relevant sectors from across the country. The collected data will allow a detailed analysis – by product and partner country – of private-sector concerns with trade regulations. The survey results will serve as basis for stakeholder discussions, which will identify recommendations for specific interventions in affected sectors.

On Monday 27 April 2015, the Ministry of Industry, Trade, and Supply is organizing a workshop in collaboration with ITC to present the methodology and the objectives of the survey. It will bring together national stakeholders, including representatives from several ministries, trade support institutions, government agencies and the private sector. The workshop will set out the rationale and the importance of NTMs and will call for support of the implementation of the survey.

Media interested in speaking to one of the experts are requested to please contact the below ITC representatives.

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About the International Trade Centre

ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the Millennium Development Goals.

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