

Jordan Enterprise Development Corporation (JEDCO)

Jordan Enterprise Development Corporation (JEDCO) established in 1972 to support the private sector in Jordan and help SMEs and start-ups in particular to grow and become competent in the global marketplace. It is an independent organization with a board of directors chaired by the minister of industry, trade and supply, and with members equally representing the public and private sectors.

JEDCO vision is that: Jordanian SMEs are well developed and capable of reaching global markets. This can be achieved through carefully designed support programs that meet the highest business management standards to develop technical, managerial and marketing capacities of the Jordanian start-ups, small and medium enterprises resulting in sustainable business environment and increase their global competitiveness.

One of many support programmes implemented by JEDCO is the Rural Economic Growth and Employment Project (REGEP)

REGEP Project Details:

REGEP is an agricultural development project funded by the International Fund for Agricultural Development (IFAD). The project provides technical and financial support to small farmers, rural women and youth, farmers' groups and associations, food processors and exporters of agricultural products. The project has Two components that are working together to achieve the project intended impact of creation of productive employment and income generating opportunities for the rural poor and vulnerable (especially youth and women). Project activities are designed to the Mobilisation, Capacity Building and Enterprise Development, addressing key constraints in the fruits and vegetables value chain to enhance market access, improving quality standards, and strengthen value chain linkages; and extracting lessons learned and best practices for wide dissemination and provide input into the national policy and strategy development. Also increasing access to a range of appropriate financial products for the members of the target group, producers associations and rural MSMEs.

REGEP came into being after financing agreement between the Hashemite Kingdom of Jordan represented by the Ministry of Planning and International Cooperation (MOPIC) and the International Fund for Agricultural Development (IFAD) entered into force on 25 March 2015, with an original completion date set on 31 March 2021. An Additional Financing (AF) Agreement, combined with a three-year extension, entered into force in September 2020. With a completion date of 31 march 2024

The Jordan Enterprise Development Corporation (JEDCO) manages the project through the Rural Economic Growth and Employment Project unit, which was established to manage and monitor the implementation of the project's activities, as well as progress and achievements.

Implementing Partners & Donors:

This project is funded by IFAD and the Government of kingdom of Netherland

JEDCO is the lead implementing agency of the project and its components through a group of partners according to the agreements signed with them. Those partners are:

National Agricultural Research Center (NARC): Provides Farmer Field Schools (FFS) extension services for selected high-value crops, with the aim of improving good agricultural practices and encouraging the adoption of modern technologies.

Non-governmental organization (NGO): Jordan River Foundation (JRF) was contracted to development and Support of Saving and Credit Groups and Associations and Business Mentoring and Marketing and Specific Training for Farmer Groups / Associations.

Jordan Exporters and Producers Association for Fruit and Vegetables (JEPA): facilitate linkages between small farmers and large producers, retailers, suppliers, and exporters. Also arrange study tours and trade fairs and participates in developing market studies, training courses, workshops.

Jordan Standards and Meteorology Organization (JSMO): Provides awareness training for farmers and exporters regarding Global GAP certificate requirements. Also performs the inspections required for granting Global GAP certificates to farmers, farmers' associations, processors and exporters.

Central Bank of Jordan (CBJ): Responsible for implementing the rural finance component. CBJ does this activity through the micro-, small- and medium-sized financial institutions slated to provide lending services to the target groups.

Summary of Project objectives and services:

The project will directly address key priorities, which appear in all relevant government strategies including:

- Improving access to finance in rural areas
- Integrating smallholder farmers in value chains and improving value chain efficiency and organization
- Increasing exports of high quality fruit and vegetables
- Creation of employment opportunities in rural areas for women and youth.

Target governorates:

Ajloun, Jarash, Al Balqa, Madaba, Al Mafraq, Irbid, Zarqa, Karak, Tafilah and Ma'an.

Project target groups and beneficiaries

The project will target:

- Jordanian or Syrian refugees.
- Rural households working in the agricultural sector with no stable income source and no employed or economically active family members (included Syrian refugees).
- Rural households with employed earners but insufficient income.
- Small producing farmers of vegetables and fruits.
- Small and medium-sized agricultural companies.

Who can benefit from the project?

- Smallholders' farmers.
- Rural entrepreneurs and associations
- Unemployed in rural areas (women and youth). And
- SMEs in rural areas.