



## SUPPORT TO “CULTURAL AND CREATIVE INDUSTRY CLUSTERS IN THE SOUTHERN MEDITERRANEAN REGION”, IN JORDAN

AICS Amman works jointly with Jordanian Institutions on:



### ECONOMIC DEVELOPMENT

- Support to SMEs and creative industries
- Promotion of sustainable tourism
- Promotion of the agribusiness value chain

### PROGRAMME SUMMARY

The “Employment opportunities and creative industries development in the textile value chain” project – Amman Fashion Cluster - is part of a regional project funded by the European Union (€ 5 million) and the Italian Cooperation (€ 600,000), and implemented by the United Nations Industrial Development Organization (UNIDO). The project aims at developing clusters in selected creative and cultural industries in Jordan, Lebanon, Palestine, Egypt, Tunisia, Algeria and Morocco.

In Jordan, the project focused on enhancing economic opportunities and job creation in the textile and fashion industries through capacity building and effective linkages with the job market. Textile is a key sector for the Jordanian economy, and it accounts for nearly 23%

of Jordan’s total exports. It is also Jordan’s second export source to Europe, accounting for €47million in 2017.

The Cluster helps SMEs in the local market which need to increase their productivity; it provides technical assistance, in order for these companies to produce high quality textile products, making use of the unique Jordanian know-how.

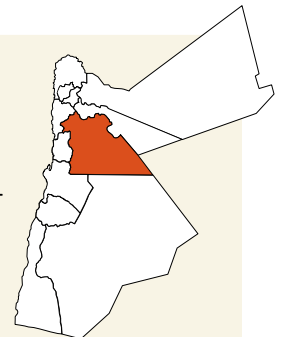


**SECTOR** | ECONOMIC DEVELOPMENT  
**STATUS** | PHASE I COMPLETED

**FUNDED IN** | 2014  
**BUDGET** | € 600,000.00

**IMPLEMENTING PARTNERS** | UNIDO

**BENEFICIARIES** | CREATIVE JORDAN’S TEAM AND TRAINEES, SMES






It also assists members of the cluster in getting access to new markets locally and internationally, by connecting them with buyers in Europe and beyond.

The project included the introduction of the first ever industrial-based Jordanian fashion collection, JO! The collection was designed by a team of Jordanian women with the guidance of an Italian designer. It involved local suppliers, fulfilling the whole supply chain requirements.

The cluster participated in fashion fairs in London, Milan, where the first JO! collection received very positive feedback and was highly considered by agents, media and visitors.

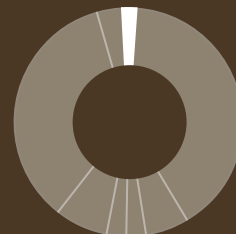
JO! was also available at pop-up shops in Amman.

## 1 INTERVENTION IN 1 MUNICIPALITY

-  training/capacity building
-  business development
-  job placement



1,86%



AICS Amman's investment in **Economic Development** expressed as a percentage of the total budget 2016-2019



GSC Training Centre

Amman



Noorway textile factory

Amman



Noorway textile factory

Amman

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