



EXPERTISE

Economic and Employment Promotion



COUNTRY

Jordan, Palestine



VOLUME

111.984 €



FINANCING

Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (BMZ)



PERIOD

01/04/2019 - 31/03/2020



CLIENT NAME

PTB - Physikalisch-Technische Bundesanstalt



ECONOMIC AND EMPLOYMENT PROMOTION

PROJECT DESCRIPTION

The countries of the Middle East are facing economic and social challenges, which have also been exacerbated in the last years by regional crises and conflicts, leading many Arabic countries to drop out as trade partners. This will be compensated through an increased export to other countries such as those of the European Union, Russia or China. Aiming to reduce trade barriers, various agreements are made and economic development is promoted.

Especially in the Palestinian Territories and in Jordan many manufactures lack knowledge regarding market requirements and compliance with quality standards pose challenges for the successful export to other countries.

The German Metrology Institute (PTB) hence supports the Region in the provision of quality assurance services according to international good practices. In cooperation with the PTB, ICON-INSTITUT GmbH has developed two websites - one for the Palestinian Territories and one for Jordan – including market requirements for selected export markets. The websites improve the knowledge of companies / manufactures concerning the requirements of export markets in selected sectors. They give answers to market-related issues and market requirements regarding relevant standards, quality, and conformity of products. This helps in getting acquainted with international trade standards and fosters the export, i.e., to the European Market and turns them more independent from the crisis-ridden Region.

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