



ABOUT THE JANA PROJECT

In 2020, the Jana Mafraq project was launched to strengthen the competitiveness of crucial export-oriented agricultural value chains in Jordan. This Jana initiative will focus on defining new ways to work together in order to enhance the competitive position of Mafraq's firms on the world market. It will aim to improve innovations and allow farmers to better satisfy market demands. In this way it will also aim to improve the business environment in order to stimulate the growth of local companies.

Figure: Main objectives in the Jana Mafraq project



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The project will aim to jointly elaborate a strategy that will update the vision and strategic diagnosis of the industry and allow Mafraq's farms to be more competitive. Ultimately it will present a plan of concrete actions to implement this strategy. The Competitiveness Task Force teams will then support and facilitate implementation of this action plan over the coming years. Through such efforts, the team should improve the general ecosystem to generate new opportunities, identify future markets, improve dialogue with public administrations, and enhance visibility to the companies.

PROJECT STAKEHOLDERS

The Jana Mafraq project team will work with different agents in the agriculture sector, covering the entire value chain from farmers and suppliers to agents handling transport, export, and marketing. Through these initiatives, the project team will aim to enable a collaboration between the public and private sectors in order to resolve the most pressing challenges in the Mafraq region.

In creating future action plans for strengthening competitiveness, one of main inputs will come from the stakeholders (farmers, private companies, etc.), which will actively be involved and informed through whole project duration. As such, the project will be reaching out to these stakeholders in order to:

- Guide the project team with suggestions and information on the industry
- Attend the set of Public Meetings and invite other companies that we might have forgotten
- Contribute to the definition of action lines during the 3rd Phase of this initiative

The project team will be available to assist project stakeholders by:

- Facilitating the thinking process
- Coordinating meetings
- Communicating throughout each step of the initiative

While the project does not have any funding to disburse, the project team hopes to facilitate a collaboration that can help stakeholders reach a common understanding on the actions required. In this way, the project aims to put Jordan on the world map as an exporter of high-quality agricultural produce.

PROJECT PHASES

This project will be divided into three phases of engagement.

First phase: Identification of challenges: the first stage in this project will be through the identification of challenges and lost opportunities. The project starts by understanding the sector, the situation within the country, and, more specifically, in the project region. The project team will work with the farms to get a better understanding of their current situation. The phase will culminate in a public meeting where farmers and other stakeholders can gather to discuss their challenges.

Second phase: Guiding the strategy: this phase provides a detailed strategic analysis for the cluster to identify the gaps between where the firms/farms are now and where they aspire to be. Furthermore, the project team will facilitate engagement with leaders in the sector and meetings with experts until a consensus is reached on the future vision.

Third phase: Launching the actions: In this phase, the project will gather crucial stakeholders to develop a set of action lines, which will emerge from the strategic analyses that are undertaken. These action lines will facilitate individuals wishing to engage in a new way of doing business. Ultimately, stakeholders will agree to a plan for continuing to work together to reinforce competitiveness.

Figure: JANA project phases



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COMPETITIVENESS TASK FORCE

The Jana Mafraq project team is a group of dedicated civil servants from various professional backgrounds, knowledge, and expertise. The team is available for contact with any stakeholder that would like to speak about their challenges.

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We are encouraging you to reach us in case you would like to hear more about our initiative and how can you participate actively.