

“Jordan: Adapting Retail to the Region”
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Good afternoon,

It is an honor to be in the presence of the leaders and members of this unique industry who believe as deeply as I do in the future and potential growth of this industry in the region

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Background about Jordan

In the Middle East and on the crossroad of five countries lies Jordan; famous above all for its trade; a path has been taken since ancient times due to its nominal resources and strategic location (as a crossing point that link Asia, Africa and Europe.)

A distinguished nature and location with a total area of approximately (92,000 Sq Km) km and land boundaries of approximately (1,600 Km) facing five considerable countries that generate an increasing number of visitors every year makes land travel retail trade excel and makes Jordanian Duty Free Shops one company that emplaces a duty free shop to where it belongs

(Realizing Jordans strategic trading location, the potentials of its able population, its infrastructure, the political stability and business environment, Jordan offers much to the investors to become a partner in helping its trade and retail business.)

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Economy and land travel retail industry in Jordan

In the prescription of new laws that take into consideration helping our economy in utilizing its potentials, Jordan's economy has exemplified a huge growth and trade development through

attracting direct and indirect foreign investments. Because of such efforts and practices we can notice the establishing and foundation of many new modernized service centers, super malls and international franchises (which develop the overall retail business in general and has a definite and a positive effect on the land travel retail industry.)

A key element that plays a big role in the development of the local market and the travel retail business is the political and economic stability of Jordan

To affiliate and pursue the significant growth of Jordan's economy, travel retail business had to use a very efficient business model through obtaining consistency and enhancing its overall operations

Under the leadership of his majesty King Abdullah, Jordan's market has demonstrated development to achieve and exceed all expected growth rates using all potentials available

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(The vision, aspiration and determination of his majesty King Abdullah the 2nd along with Jordan's good and sincere relationships with countries all around the world have made Jordan a magnet for foreign investments as well as a hub for trade and market growth in general attracting not only investors but also a considerable numbers of tourists and visitors the thing that will enable Jordan's economy to continue its real sustaining growth)

Many factors are promising the land travel retail in Jordan a great successful future, the government is developing the port of Aqaba as a Special Economic Zone (ASEZ) which is located in the south of Jordan between four countries and two continents (SA, Egypt, the Palestinian national authority and Israel).

with low taxes, minimal bureaucracy, and investor-friendly policies that help in creating a full of potentials environment that would attract more exterritorial investments to the region. Aqaba project is the largest developmental project that is growing tremendously and will continue to grow in the near future. Such initiatives will grant the land travel retail more opportunities to grow

Being the only land travel retail company in Jordan, JDF has been affected, to a considerable extent, by the political development and circumstances in and around Jordan, for which we owe a great deal of our success

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Background about JDF

As the only company that operates duty free shops on the land borders and sea ports of Jordan. JDF is considered the leading land travel retail operator in the region not only serving all travelers who travel to and from Jordan but attracting travelers by providing them with high quality genuine products within a friendly shopping environment.

Obtaining consistency in our business and following an upward trend relies on both external and internal factors

External factors:

- Rules and regulations imposed by the government.
- Customer loyalty and behavior regarding the idea of duty free shopping as well as the spending habits of those customers.
- The consistency and efficiency of the supply chain along with the contribution of our partners in that chain.
- And finally competition

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Internal factors like

- The efficiency of the workforce involved in the business operations.

And here I would like to focus on the fruitful outcome of such meetings and operations conducted and supervised by this unique and professional association.

- The best use of technology.
- Merchandising.
- Marketing and advertising activities that help our unique concept of running duty free shops in sixteen different locations.

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Current and future plans in JDF

I was asked not to focus on JDFS company but on the land travel retail which is the core business of JDF and proudly we are the exclusive providers of this service in Jordan

Putting our workforce through sales, management as well as product and category management training, was a line of action that we practiced for several years and will continue for the years to come in order to insure the best practice of business operations and the most sustainable results.

Adapting the effective use of technology in any business operations is also a critical issue in drawing the lines of the trends to be met.

Regular Updating for our managerial systems and technology is also a key factor that helps in how the business runs and in speeding up the overall operations

(We are in the process of improving and updating the company's Information Technology System to be up to the international standards and to meet the current and future requirements.)

By reviving the image of luxurious and exquisite service with some help from the nature and mentality of our customers, JDF has managed to alter the concentration on the two major categories in land travel retail shops; by developing other vital categories such

as perfumes, confectionary, electronics and toys and we will continue in providing more categories by utilizing the best use of space to meet the various demands of our visitors.

We are also in the process of renovating our outlets to meet the international standards and to provide our customers with a comfortable and modernized shopping environment which will enable us to stand on the same platform as our retail counterparts in the other parts of the world

We started by renovating our shop on the Syrian border the thing that came back with more than 50% increase in the sales volume of that shop using around 1000 sq m to serve those who cross the Jordanian borders to Syria.

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With respect to the huge difference between the cultural and social background of our visitors we always seek to comprehend their different needs and wants and so the characteristics of our shops vary according to its locations in order to suite the nature and mentality of our visitors; VIP, Downtown, Ship chandelling... etc.

Trying to allocate the right articles to the right places, we alter what ever the wants of our visitors to become a need.

Covering all main entrances to Jordan through Jaber and Al ramtha on the Syrian boarders, Al Karama on the Iraqi Boarders, Al Omari and Al Mdawara On the Saudi borders, Sheikh Hussein and King Hussein bridges on the Palestinian and Israeli borders, and four shops on the Gulf of Aqaba, Land travel retail utilize these unique location to its operations and services.

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With an increase of almost 37% more than 2004, exceeding anticipated sales value by 17% for the same year, JDF is moving in an upward trend that indicates a promising policy in shaping the future of land travel retail sector in Jordan and the region.

Using a very powerful means of success JDF has created a world-class shopping experience that uses both best service conduction and the perfect consistency with a flexible regulatory over the operations of the travel retail environment.

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Allow me and through you to extend our thanks to your countries for the support we received in Jordan regarding the tragic and irrational actions that took place on the 9th of November with our full assurance that Jordan will continue to be as safe as before and to attract more investment and business.

Thank you all for being here today, my special thanks extend to Martin Moddie, Linda Hopkins, MEDFA, the organizers of this event that opens an excellent channel where we all could share our visions and opportunities for what is to come in the middle east travel retail.