

**27<sup>th</sup> – 29<sup>th</sup> April 2010**  
**Amman International Motor Show**  
**Amman – Jordan**

Organizers

Communication Craftsmen (COMCRA)



Jordan Olive Products Exporters Association (JOPEA)



Amman Chamber of Industry (ACI)



## Contents

- 1: Introduction
- 2: Show Summary
- 3: Visitor Attendance Statistics
- 4: Exhibitor Statistics
- 5: Advertising and Public Relations Campaigns
- 6: What the Exhibitors Said
- 7: Press Comments

## **1: Introduction**

Due to the remarkable International development in the olive oil industry in Jordan and the great business opportunities that sector could bring into the Mediterranean, The Communications Craftsmen (COMCRA) and Jordan Olive Products Exporters Association (JOPEA) and The Amman Chamber of Industry had joined efforts to organize The International Olive Products & Technology Exhibition and (IOTEX).

This exhibition is a biannual exhibition that gives the chances for all olive industry stakeholders all over the world to meet in one place and discuss business opportunities, joint ventures and to gain knowledge about the latest technologies of olive industry.

The importance for organizing this exhibition - which was a real green meeting for olive lovers from all over the world – is to focus the attention on Jordan as a regional hub for olive industry and trade in addition to achieve several objectives through;

- Attracting international investments in this sector to Jordan
- Upgrade olive oil industry in Jordan through accruing new and developed production equipments and systems.
- And focus the attention on Jordan as major importer and trader country for olive products.

## **2: Summary**

The Exhibition, held at the Amman International Motor Show Exhibition in Amman during the period from 27<sup>th</sup> – 29<sup>th</sup> April 2010 attracting 3567 specialized business visitor from 32 countries.

The exhibition also attracted exhibitors from 12 countries representing 81 companies.

The advertising campaign, which comprised a total of 10 advertisements in Jordan, Palestine and Syria, promoted the exhibition with an overall circulation in excess of 1 million all over the world.

The Exhibition PR campaign resulted in more than 35 articles, reaching a circulation of 1 million in addition to wide ranging emails, direct mail, telemarketing and radio and TV advertisements and interviews.



The exhibition was patronized by HE Minister of Industry & Trade in Jordan and Launched by Ministries of Industry & Trade and Agriculture secretary generals.

The Exhibition was held in a modern, purpose built exhibition venue – it was the second business to business exhibition in olive products and related technologies sectors, managed and organized to world class standards and best international practices in Jordan.

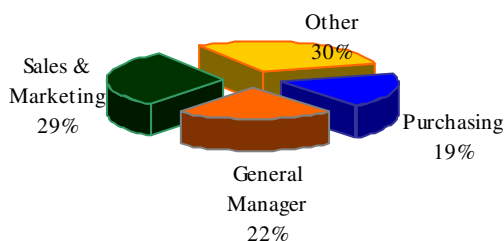
With the Exhibition corresponded to International Quality levels and the presentation of the event was exceptional the exhibitors reaction was favorable, and there were many comments referring to the high quality of visitors.

Press comments indicated the great success of the exhibition and the massive developments underway in the region indicate that there are enormous opportunities for companies involved in the olive products and related technology sectors.

### **3: Visitor Attendance Statistics**

The Visitor registration process was monitored thought-out the exhibition by Amman Chamber of Industry (ACI) and Jordan Olive products Exporters Association (JOPEA). The visitor cards and data from the registration process have been retained for audit and inspection.

There were a total of 3567 trade visitor and conference delegate in IOTEX and 567 were foreign businessmen attended the exhibition representing 18.9% from the total visitors of the exhibition. The analysis indicates that the exhibition attracted the key decision makers



Due to the fact that the exhibition took place in Amman – Jordan, International visitors had to make the decision that the exhibition was appropriate to them and make the effort to attend.

As a result the audiences that come to the shows from 31 countries and Jordan was relevant to the exhibitors and of a high quality.

*Visitors Statistics*

Country	No. of Visitors	Country	No. of Visitors
Syria	127	Saudi Arabia	46
Lebanon	40	Bahrain	4
Palestine	81	UAE	18
Israel	22	Qatar	9
Iraq	43	Kuwait	13
Greece	7	Egypt	21
Bulgaria	5	Tunisia	12
Turkey	35	Libya	29
UK	2	USA	5
Germany	7	Canada	2
France	2	China	13
Switzerland	1	Korea	1
Spain	3	Brazil	1
Cyprus	2	Chile	1
Algeria	5	Yemen	4
Sudan	6	Jordan	3000
<b>Total</b>			<b>3179</b>

**4: Exhibitor Statistics**

81 companies exhibited their products and services in the exhibition – they come from 12 countries and included 4 national pavilions:

The Tunisian pavilion was organized by Tunisian packaging Technical Center and Tunisian Export Promotion Center, The Libyan by The Libyan Export Promotion Corporation, The Palestinian by the Palestine Trade Center and Jordan by Jordan Enterprise Development Corporation.



The exhibitors from Jordan, Palestine, Syria, Lebanon, Saudi Arabia, Egypt, Libya, Tunisia, Turkey, Italy, Spain and Germany occupied an area of 1.600 square meters.

## **5: Advertising & Public Relations Campaign**

### **5.1: Database / Telemarketing Campaign**

A Database of over 10,000 manufacturers, importers and retailers in the olive products and related technologies was put together to target exhibition visitors.

This database was then validated through tele-validation. Visitor couriered to all pre- registered visitors and this way followed by emails and telephone calls to ensure that registration codes has arrived.

The telemarketing campaign (involving as many as four calls per contact) reminded potential visitors of the dates and location of the exhibition.

### **5.2: Radio**

10 Radio interviews were broadcasted through 3 famous FM radio stations in Jordan.

### **5.3: TV**

6 TV interviews and 3 TV reports were made before and during the exhibition in the official local and Arabic and International TV Satellite channels that include (Jordan TV, Aljazeera, CNN, Abu Dhabi TV, Kuwait TV, CNBC, AlRafidain TV & Normina).

### **5.4: E-Mail Campaign**

A visitor registration form and newsletters promoting IOTEX were sent to full database as well as over 600000 General Managers and decision makers in Jordan and the region.

### **5.5: Direct Mail Campaign**

Approximately 5,000 tickets were sent out across Jordan, Syria, Lebanon, Saudi Arabia, Palestine and Egypt using the in-house database for IOTEX.

### **5.6: Newspaper / Magazine Advertising**

10 colored advertisements were placed in the national and regional newspapers in Jordan, Syria and Palestine. The publications circulated to an audience of over 1 million people.

An extensive public relation campaign was run throughout Jordan by specialized Media Consultant promoting the exhibitors as well as covering the inauguration of the exhibition. This resulted in more than 35 press articles, and those reached an audience of over 1 million.

## **5.7: Overseas Missions**

6 promotional missions were made by IOTEX steering committee to Syria, Lebanon, Tunisia, Libya, Turkey and Italy where presentations were made to key institution in the olive oil industry and related technologies and export promotional agencies in these countries.

## **6: What the exhibitors and VIP visitors said**

Excellent event with lots of potential. The exhibition is targeted to the right people.” *Ibrahim Polat – Polat Makina – Turkey*

Very niche visitors visited – we are pleased with the quality of visitors and the genuine interest of the crowd that visited.” *Ajmal Hayat – Watania Agriculture – Saudi Arabia*

Pretty good visitor profile and we made some good contacts.” *Marco Antonelli – Alfa Laval SPA – Italy*

Potential Buyers visited IOTEX. We contacted lot of buyers, so it was excellent.” *Haitham Khoury – Borges Middle East – Jordan*

Well organized exhibition and very specialize. We will consider our country participation in 2010.” *Fernando Varela – Ambassador of Chile – Chile Republic*

Very specialized exhibition and I believe that packaging & filling Industries in Korea have a great chance to compete in the region and we will consider official national participation in 2012.” *Bongkil Shin– Ambassador of the Republic of Korea – Korea Republic*

## **7: Press Comments**

**Attached**