

Ameed Food Industries

Ameed Food Industries was founded in 1995 as a subsidiary of a Kuwaiti coffee production company boasting over 40 years of success. Ameed Food Industries' high quality products were instrumental in enabling it to set strong roots in Jordan, and despite its strong presence in regional and international markets spanning Arab countries, Western Europe, Canada, America and Australia, the Company's owners have set their sights on expanding to new markets in Eastern Europe.

To achieve this goal, Ameed Food Industries sought to participate in several international exhibitions. The Company's owners were also advised to seek financial support from the European Union through Jordan Enterprise Development Corporation (JEDCO) in order to cover their funding requirements, capitalize on consultation services, and develop an effective marketing strategy.

After obtaining the grant from JEDCO and the European Union (EU), Ameed Food Industries devised an action plan to tap into new markets. The grant covered participation fees for several food exhibitions in and field trips to Eastern European countries such as Moscow, Azerbaijan, Armenia, Georgia and Romania. It was also used to establish partnerships with influential businessmen within the food industry, organize food tasting fairs, and conduct workshops that facilitated the process of accessing target markets.

JEDCO and EU's fund also included the revamping of the Company's website, whereby Russian was added to its existing languages. It also covered the printing of informative brochures and flyers, organization of tasting fairs, and participation in several international exhibits. This comprehensive approach resulted in a significant 9% increase in exports.

Ameed Food Industries plans to build the largest coffee factory in the Middle East, namely in Al-Mashta in Jordan. It also aspires to introduce production lines offering new products that are on par with top quality standards.

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