



CANADA ARAB BUSINESS COUNCIL
CONSEIL DE COMMERCE CANADO-ARABE
المجلس التجاري الكندي العربي



Global Affairs
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Webinar on Aqaba, Jordan Monday, 28 June 2021 @ 9:00am (Ottawa time)

The Canada Arab Business Council (CABC) in cooperation with the Canadian Trade Commissioner Service in Jordan, Jordanian Embassy in Ottawa and the Toronto Region Board of Trade / World Trade Centre Toronto will host a webinar on:

“Expand your Middle-East market from Aqaba, Jordan”.

Jordan is the only Arab country with which Canada has a free trade agreement since 2012 and therefore Canadian companies could benefit from the location, the costs and the number of agreements that Jordan has developed with its neighbors to facilitate trade and movement of goods.

Aqaba offers a port, an airport, and a multitude of infrastructure for storing, packaging, labelling and then shipping by ground, sea or by Air, to other potential markets such as Iraq, Syria, Saudi Arabia, etc. Starting January 2020, Aqaba became more attractive for Canadian businesses following the establishment of the direct shipping link between eastern Canada ports and the port of Aqaba.

The webinar will have senior representatives who will present on the advantage of using Aqaba Special Economic Zone as a hub for Canadian Middle-East strategy.

Audience:

- Canadian exporters, producers, consolidators
- Potential Canadian investors
- Investors in Aqaba
- Private sector contacts in the region

Registration Link:

<https://www.eventbrite.ca/e/webinar-expand-your-middle-east-market-from-aqaba-jordan-tickets-157980561111>



Program Agenda

Start Time EDT	End Time EDT	Duration	Activity
09:00 am	09:05 am	5 MINS	Opening Remarks: CABC
09:05am	09:15 am	10 MINS	Welcome Remarks: <ul style="list-style-type: none"> - H.E. Donica Pottie - Ambassador of Canada to Jordan - H.E. Majed Alqatarneh - Ambassador of Jordan to Canada
09:15 am	09:25 am	10 MINS	Presentation: H.E. Eng. Nayef Al Bakheet, Chief Commissioner of Aqaba Special Economic Zone Authority (ASEZA)
09:25 am	09:35 am	10 MINS	Presentation: H.E. Mr. Bashar Abu Rumman, CEO of Aqaba Development Corporation (ADC)
09.35 am	10:00 am	25 MINS	The Aqaba experience for foreign businesses Panellists: <ul style="list-style-type: none"> • Mr. Sheldon Fink, PBI Aqaba International Industrial Estate LLP • Mr. Soren Jensen, CEO of Aqaba Container Terminal • Mr. Sharif Kamal, National Real Estate Company (NREC) Moderator: <ul style="list-style-type: none"> • Mr. Majid Dellah, Senior Trade Commissioner, Canada's Trade Commissioner Service
10:00 am	10:10 am	10 MINS	Q&A
10:10 am	10:15 am	5 MINS	Thank you and Closing Remarks



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Speaker Profiles:

H.E. Donica Pottie – Ambassador of Canada to Jordan



Ms. Donica Pottie (BA Hons [Asian Studies], Saint Mary's University, 1985) joined External Affairs and International Trade Canada in 1991. At Headquarters, she was director of Human Security Policy from 2007 to 2010, director of Development Policy and International Financial Institutions from 2012 to 2013, director of Peace Support Operations and Fragile States Policy from 2013 to 2015 and director general of Consular Operations from 2015 to 2016.

Overseas, she served as third and second secretary and vice consul in China from 1993 to 1996, as head of the political section in Jordan from 1999 to 2002, as ambassador to Cambodia from 2004 to 2007 and as ambassador to Thailand (with cross-accreditation to the Lao People's Democratic Republic and Cambodia) from 2016 to 2019.

H.E. Majed Alqatarneh – Ambassador of Jordan to Canada



His Excellency Majed Alqatarneh has assumed office as the Ambassador of Jordan to Canada as of November 1st 2019. H.E. Alqatarneh started his career as a Diplomatic Attaché at the Jordanian Ministry of Foreign Affairs in 1992. During his 28 years of service, he held a number of senior positions including Media and Communication Advisor at the Royal Hashemite Court, Spokesperson of the Ministry of Foreign Affairs, Director of the Arab and Middle East Affairs Department at the Ministry of Foreign

Affairs, Permanent Representative to the OIC in Jeddah, Consul General to Saudi Arabia, Director of the North America Affairs Department at the Ministry of Foreign Affairs, and Charge d' affaires at the Embassy of the Hashemite Kingdom of Jordan in London.

H.E. served also as Secretary General of the Jordan Olympic Committee in 2007. He was also appointed as Director of the Programming Unit at His Majesty King Abdullah II's Office, Assistant Chief of Royal Protocol at the Royal Hashemite Court, Head of Political Section at the Embassy of Jordan in Tel Aviv, and Consul of the Hashemite Kingdom of Jordan at the Embassy of Jordan in Washington DC.

H.E. holds a Masters of Laws in International Arbitration from Washington College of Law and a Bachelor of Laws from Jordan University.



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H.E. Eng. Nayef Al Bakheet, Chief Commissioner of Aqaba Special Economic Zone Authority (ASEZA)



Eng Nayef has an experience of over 35 years in the fields of Engineering, Project management, public administration, strategic Planning and Business Development.

in Feb 2019 Eng. Bakheet was appointed as the Chief Commissioner of Aqaba Special Economic Zone Authority (ASEZA) and serves as the Chairman of the Board of Aqaba Development Corporation, Aqaba Container Terminal Company, Aqaba Company for Ports Operation and Managements.

Prior to this posting Eng. Bakheet has served as the Chief Executive Officer of Daman Development Corporation (DDC) (Mafraq Development Corporation-Irbid Development Corporation), a Jordanian based corporation that acts as the investment arm of the Social Security Investment Fund (SSIF) in the development areas. Eng. Nayef worked on the business case for the King Hussein Bin Talal Development Area, Irbid Development Area, secured the seed financing, led the creation of the Development Areas concept, Law and regulations and managed international consulting consortium in developing master plans and business models.

Before working for DDC he worked for the Public Security Directorate, Hashemite Royal Court as the Director of Royal Engineering Department and reached a rank of Maj General before he retired in 2013.

With over 35 years of local and international experience, Eng. Nayef focus has been on strategic planning, corporate strategy, finance, project management and business development.

Eng. Nayef completed his Masters in Construction Management from Leeds University UK. He also graduated with distinction from Sheffield University UK with a B.Sc. in Civil Engineering.



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H.E. Mr. Bashar Abu Rumman, CEO of Aqaba Development Corporation (ADC)



Mr. Bashar Abu Rumman is the Chief Executive Officer of Aqaba Development Corporation (ADC). Prior to this post, Mr. Abu Rumman served as the CEO of Aqaba Airports Company/ King Hussein International Airport and as the Vice President of ADC.

Having joined ADC, in 2008, Mr. Abu Rumman previously worked as the Senior Legal Advisor at The Aqaba Special Economic Zone Authority (ASEZA) from 2004. In addition to this post, Abu Rumman was the Legal Focal Point/Legal Advisor and consultant for the EU projects in the Aqaba Special Economic Zone (ASEZ). Prior to this, Mr. Abu Rumman served as the legal advisor for a number of private sector firms.

Bashar Abu Rumman holds a number of prestigious academic degrees. He was awarded a MA Degree in Maritime Law, International Maritime Law Institute, Malta 2007, a MA Degree (LLM) in International Business Law and Corporations, and a High Diploma in Legal Studies (DLS) both from the University of Manchester, School of Law. Moreover, he holds a BA in Law from the University of Jordan and obtained the membership of the Jordanian Bar Association Certificate and became a licensed lawyer and member at the Jordanian Bar Association in 2004.

Mr. Abu Rumman served and continues to serve as a board member at several public and private sector entities including Aqaba Ports Marine Services Company, Royal Film Commission, Aqaba Container Terminal Company, Aqaba Airports Company and The Royal Aero Sports Club of Jordan.

Mr Majid Dellah Counsellor (Commercial) and Senior Trade Commissioner for Jordan & Iraq (Moderator)



Majid began his diplomatic career with the Department of Foreign Affairs and International Trade in 2000, after 11 years with Industry Canada, Canada Economic Development and with a non-profit organization to convert a military base to a technology park.

In Canada, Majid held the positions of Senior Desk Officer for France (2000-2001) and Malaysia, Brunei and Singapore (2004-2005); Senior S&T Policy Advisor responsible on the Canada-China S&T Agreement (2006-2008); and Senior IBD Advisor representing Global Affairs Canada to the Federation of Chambers of Commerce (FCCQ) and the Board of Trade of Metropolitan Montreal (CCMM) (2015-2019).



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Abroad, Majid served as Deputy Director S&T and Investment in Taipei (2001-2004); First Secretary and Trade Commissioner in New Delhi (2005-2006); First Secretary, Vice-Consul and Trade Commissioner in Beijing (2009-2012), and Consul and Trade Commissioner in Shanghai (2012-2015). Since August 2019, he is Counsellor (Commercial) and Senior Trade Commissioner for Jordan & Iraq.