

Workshop Agenda
“The Dairy Chain in Jordan”
Thursday 31 January 2019 at Jordan Chamber of Industry

Time	Sessions
9:00 - 9:30	Registration
9:30 – 10:45	<p>Welcome</p> <p><u>Session one:</u></p> <p>The Dairy Industry in Jordan: the current situation</p> <ul style="list-style-type: none"> • Production of Milk: Capacities, Consumptions, Costs and Competitions <p>Speaker: Eng. Ahmad Al Karaeen – Ministry of agriculture in Jordan</p> <ul style="list-style-type: none"> • Marketing of Raw Milk: Difficulties and Challenges <p>Speaker: Eng. Mohammad Swalmeh – Association of milk marketing in Jordan</p> <ul style="list-style-type: none"> • Consumption, market demand and trends <p>Speaker: Nielsen</p>
10:45 – 11:00	Coffee Break
11:00 – 13:30	<p><u>Session two:</u></p> <p>The Challenges Facing the Dairy Industry in Jordan</p> <ul style="list-style-type: none"> • The reality of the dairy industry in Jordan <p>Speaker: Mr. Fawaz Al Shakaa, General Manager – Dairy Farms Company</p> <ul style="list-style-type: none"> • Standards and legislations: dairy products <p>Speaker: Eng. Reema Zoubi – Jordan Standards and Metrology Organization (JSMO)</p> <ul style="list-style-type: none"> • Licenses, Approvals and Handling: Challenges and Expectations <p>Speaker: Eng. Sameer Abu Ali – Jordan Food and Drugs Authority (JFDA)</p> <ul style="list-style-type: none"> • Stabilizers and recombining business <p>Speaker: Mr. Dan Pedersen – DuPont Gulf FZCO</p>
13:30 – 14:30	Lunch



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14:30 – 16:00	<p><u>Session three:</u></p> <p>The future of the trade and the trade agreements between the Arab Countries Speaker: Eng. Hala Al Tamimi - Ministry of Trade and Industry</p> <p>Round Table: Problem root-cause analysis and appropriate solutions</p> <p><u>Moderator:</u></p> <p>Mr. Fawaz Al Shakaa, Farm Dairy Company Mr. Ashraf Hourani , Jordan Dairy Company Mr. Juan Jose Carrillo, SDAFCO Mr. Sameer Abu Ali, JFDA</p>
16:00 – 16:30	Closing & Recommendations