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VEGA Jordan Long Term Business Advisors

Quarterly Report (October – December 2006)

**LEADER WITH ASSOCIATE AGREEMENT (LWA)
EEM-A-00-04-00002-00**

**Associate Cooperative Agreement
278-A-00-05-00317-00**

**Prepared for the United States Agency for
International Development (USAID)**

Implementing Organizations:

**INSTITUTE OF
INTERNATIONAL
EDUCATION**



Subject: USAID/Jordan Long Term Business Volunteers

Dates Covered: October 1- December 31, 2006

Reference: Associate Cooperative Agreement No. 278-A-00-05-00317-00
Under Leader-with-Associate CA No. EEM-A-00-04-00002-00

Summary:

This report covers the progress of the current 2006-07 Advisers, plans underway to field an additional Adviser in March 2007, and follow-up of the recently returned 2005-06 group.

Tasks completed during this quarter:

- Recruited and fielded a new Adviser, Raymond Grant, to replace Adviser Chris Reinstadtler who unexpectedly withdrew after two months in the field. Raymond participated in an EMDAP pre-departure orientation in Washington, DC from November 13-16, 2006.
- Recruited an Adviser, Gabriela Prudencio for JOPEA to replace a candidate originally scheduled for assignment in late November who had to withdraw for medical reasons. Gabriela is a current EMDAP Adviser successfully completing her assignment in another country.
- Identified an alternative assignment for Erica Stuhleyer at her request after personnel problems at her original worksite made it unfeasible to continue her assignment there.
- Received and evaluated reports submitted to IIE.
- Monitored Case Study development progress of both the 2005-06 and 2006-07 groups.
- Disbursed funds to Advisers.
- Invited 2006-06 group to de-briefing set for March 2007 in Washington, DC.

Tasks for next quarter:

- IIE EMDAP Director's site visit to Amman in January 2007.
- 2006-06 Adviser de-briefing March 8-9, 2007 in Washington, DC.
- Pre-departure briefing focusing on country-specific issues for Gabriela Prudencio. Gabriela is scheduled to begin her new assignment at JOPEA on March 18, 2007.

Volunteers and Assignments:

1. **Kathleen Keiser, Economic Advisor, Aqaba Special Economic Zone Authority (AZEZA)**



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Contact e-mail: kathleenkeiser@gmail.com

Assignment Period: 10 months: September 10, 2006-July 10, 2007

Kathleen provides quantitative support to the Strategic Planning (SP) Department of AZEZA. Her work plan goals are:

- Update monitoring and evaluation (M&E) and projections data
- Create and implement systems to ensure future data collection and analysis, including transfer of knowledge to staff
- Centralize relevant M&E and projections data for use by SP Department into database
- Identify pertinent indicators and data not yet being collected
- Participate in strategic planning by providing rationale behind projected outcomes

Kathleen observes: “A new Special Economic Zone has just been announced for a different region of the country; this combined with similar Zones in neighboring countries, focusing on quite similar economic attractions, means that AZEZA [the first designated Special Economic Zone in Jordan] must focus on its strengths.”

2. Erica Stuhldreier, Promotion Officer, Jordan Investment Board (JIB)

Contact e-mail: estuhldreier@gmail.com

Assignment Period: 10 months: September 10, 2006-July 10, 2007

Although Erica has been with JIB only since October, she is pleased with how quickly she has been integrated and accepted in her workplace. Her immediate priority is work on a comprehensive report and presentation on the investment climate in Jordan which she and her colleagues will give to the Prime Minister and King. This project will form the basis for a working database for JIB.

Looking forward, Erica will strive to “develop marketing strategies that will assist with the opening of four new country offices in 2007, beginning with China. This will take a significant amount of research and skill building, but once completed my overall goal remains to assist colleagues in JIB’s Promotion and Research Department with formulating marketing strategies. I am also looking forward to producing a team-based marketing strategy for targeted countries.”

3. Greg Swarin, Program Officer, The Business Development Center (BDC)

Contact e-mail: greg_swarin@yahoo.com

Assignment Period: 10 months: September 10, 2006-July 10, 2007

Greg’s work plan goals are:



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- Increase effectiveness and sustainability of business support organizations that facilitate international trade and business linkages over the long term
- Enhance U.S.-Jordan business linkages through bilateral trade, alliances, and market access that can mutually benefit both nations
- Increase export sales by Jordanian private sector firms to the U.S. and support the Free Trade Agreement between the United States and Jordan
- Expand Jordanian enterprises' regional and international trade activities and maximize benefits of other trade agreements signed by Jordan
- Assist in the development of Jordanian SMEs by drafting a wide variety of business and marketing plans

On an operational level, Greg is responsible for planning and implementing two major initiatives. He is co-planning the first Annual Regional Conference on Business Development Services (*first goal above*), scheduled to take place in February 2007. He is also spearheading an exchange program dubbed "Friends for Success" which consists of partnerships between U.S. graduate schools and promising Jordanian SMEs (*2nd through 5th goals*). The first exchange is planned for January 2007.

4. Kate Weber, Marketing Officer, Jordan Garments, Accessories and Textiles Exporters' Association (JGATE)

Contact e-mail: kateaweber@hotmail.com

Assignment Period: 10 months: September 10, 2006-July 10, 2007

Kate describes her role thus far:

"JGATE is a very small organization with only four employees. Therefore, while I am officially the Marketing Officer, I do many things unrelated to marketing. Since advocacy regarding labor issues is a big concern for us right now, I'm involved in some activities related to that. I will also be working on event planning and management over the next few months, since JGATE's Programs Officer just left.

"As to be expected, I do a lot of writing in English for our members...I am also putting together a Membership Kit for JGATE members with restaurant and hotel discounts...Finally, JGATE's Chairman of the Board wants to organize a one-day seminar on labor issues for all professional associations in Jordan, and I'm working on planning and organizing that event."

5. Chris Reinstadtler (September-November 2006)

Raymond Grant, (since November 2006), Financial Adviser, Excellence, Inc.

Contact e-mail: ray_grant562000@yahoo.com



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Assignment Period: 10 months: November 27, 2006-September 27, 2007

Raymond's preliminary work plan goals, based on pre-assignment discussions with the CEO of Excellence, Inc., are:

- Conduct financial consulting for the organization's clients
- Create an Action Plan for clients to build proper financial systems
- Train staff in statistical tools
- Interpret data affecting investment programs
