

# JORDAN STARTUP EXPO



The Global Stage For Jordan's  
Most Innovative  
& Emerging Startups



Organized By  
**The future event**<sup>™</sup>

19th - 20th October, 2022  
St Regis, Amman

# ORGANISER'S NOTE:

Dear Guest,

On behalf of The Future Event Team, we would like to thank you for attending the launch edition of Jordan Start-Up Expo 2022, hosted on 19 - 20th October 2022.

Jordan Start-Up Expo 2022, the only large-scale B2B conference and exhibition in The Hashemite Kingdom of Jordan. This expo brought together the country's emerging yet innovative start-ups along with leading cutting-edge solution providers, Venture Capital firms, Angel Investors, Accelerators & Incubators. With the Jordanian Start-up Ecosystem receiving both regional and international recognition, given the same being ranked 3rd in the Middle East & 64th Globally, the Jordan Start-up Expo 2022 has successfully achieved its mission to fuel this existing growth and help Start-ups bridge the gap between idea to funding to discovering essential solutions and Infrastructure to scale and progress. Apart from being the global stage for all the creatively promising start-ups in Jordan, this corporate networking event was hosted under the Patronage of The Ministry of Digital Economy & Entrepreneurship, along with the presence H.E. Mr. Ahmad Al Hanandeh, Minister of Digital Economy and Entrepreneurship. There were also hundreds of C-Level executives from some of the top corporations, government agencies, incubators, investors, HNIs, VC funds, banks, and technology companies across the Middle East and Globally.

We hope you enjoyed the event, learned new aspects, developed new perceptions and ideas that will help us all prosper and excel in growing the Jordanian start-up ecosystem further.

We thank you for your time and participation. We hope to see you again next year for the 2nd Edition Jordan Startup Expo, 2023!

Best Regards,

**The future event**<sup>®</sup>

# EXPO OVERVIEW: DAY 1

Jordan Startup Expo 2022 was the largest tech expo for start-ups in The Hashemite Kingdom of Jordan. Hosted on 19th – 20th October, 2022, JSE was endorsed by the Ministry of Digital Economy & Entrepreneurship and brought together more than 200 start-ups from across Jordan along with Venture Capital Companies, Investors, Accelerators & Incubators. The event started by a keynote from Liza Habashneh, the Director of Investments at the Ministry of Digital Economy & Entrepreneurship, in which she stressed on the Ministry creating policies and strategic plans to support entrepreneurs in the kingdom. Ms. Habashneh added that Jordanian start-ups have been able to prove themselves regionally and globally through innovative businesses in areas such as mobile applications, e-commerce, education technology, financial technology, health technology, media and design, artificial intelligence and others. She encouraged the youthful openness and creativity that Jordan has witnessed in recent years along with their ability to keep pace with global developments despite facing difficulties and challenges.

This was followed by a presentation from Mr. Murad Abida, the Regional Managing Partner of Global Advocacy & Legal Counsel, which was the Diamond Sponsor of the event. Mr Abida spoke about the most difficult challenges faced by start-ups, including lack of effective planning, demand for the product or service marketing, business management skills, financing, finding talent, leadership, time management, finding a work-life balance and lastly planning for the next stage.

Jordanian start-up ecosystem and its presence in the region was a major topic discussed by Marwan Juma, Founder of Kinz & Belal Hafnawi, Technology Leader from the Telecommunications Regulatory Commission. Thereafter the first day continued with the attendees networking during the networking breaks. This was followed by several panel discussions by speakers from Arabia Weather, 360Moms, Xina AI, Bloomcart, Decapolis, Kitchefy, Whyise, VentureX, Alfredo Books, American Chamber of Commerce, Vibes Solutions & Algebra Intelligence, that tackled important aspects of start-ups such as start-up grassroots, performance and technologies.

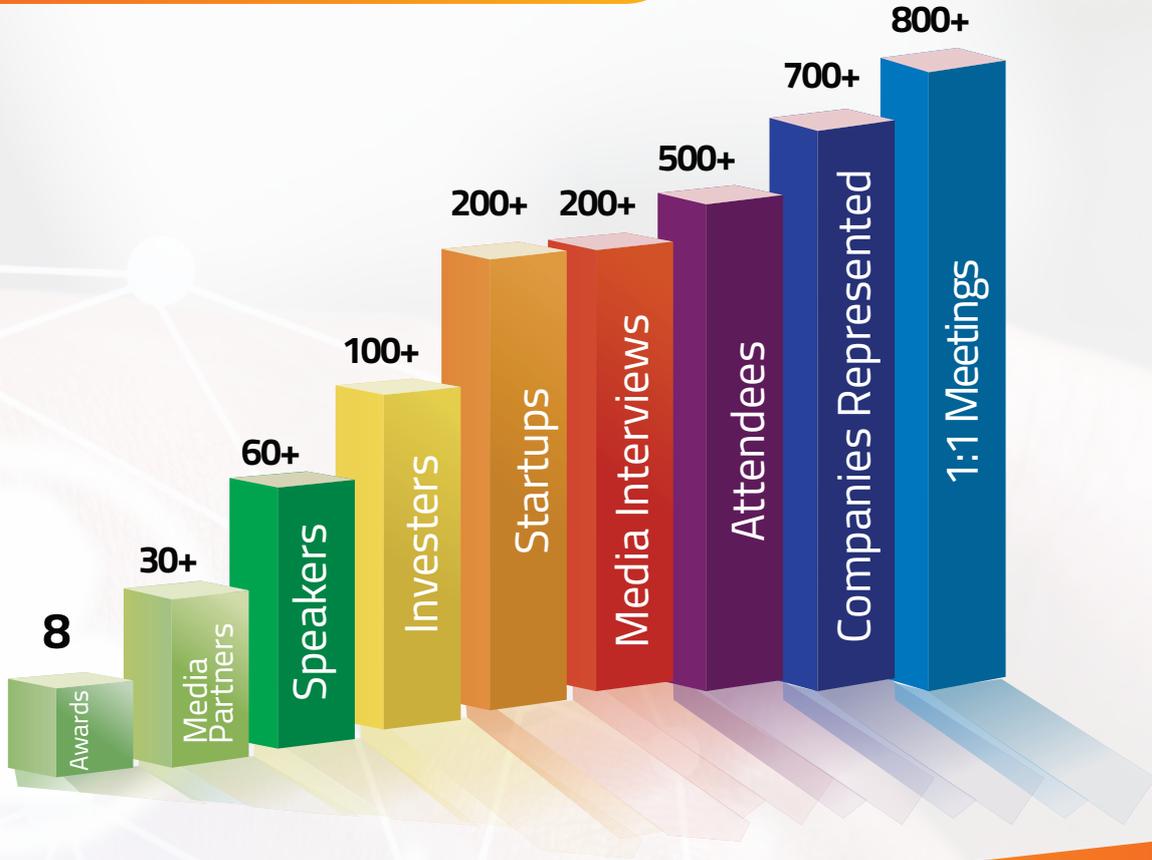
# EXPO OVERVIEW: DAY 2

The 2nd day, 20th October, started off with refreshments for the 500+ attendees at the event. The opening keynote delivered by the Secretary General of the Ministry of Investment, H.E Zaher Al-Qatarneh. He stated that Jordan has succeeded in building a strong information and communication technology sector and how it has immense potentials for international companies. He also pointed out that Jordan's permanent message to these companies is that "Jordan is open for investment". Al-Qatarneh stressed that developing the start-up ecosystem is in line with Jordan's vision for economic modernization 2030, where start-ups will play an important role in making Jordan a technology center in the Middle East and North African region. He explained that Jordan has succeeded in building a strong sector of information and communication technology, as it has attracted multinational companies over the past two decades and investment funds, angel investors, incubators and accelerators, which constitute a variety of products and services available to investors.

Several keynotes took place after Zaher Al-Qatarneh's opening speech, that covered topics such e-Commerce, Fintech & Gaming from Jordanian start-ups such as Abwaab, Dumyah, MadfooatCom, Babil Games & Tamatem Games. This was followed by Investment sessions in which experts from Dinare Ventures, ISSFJo, MEVP, Newchip Accelerator & Relatively Fund took the stage and spoke about Funding, Investments, Pitch Decks, Time Management & more.

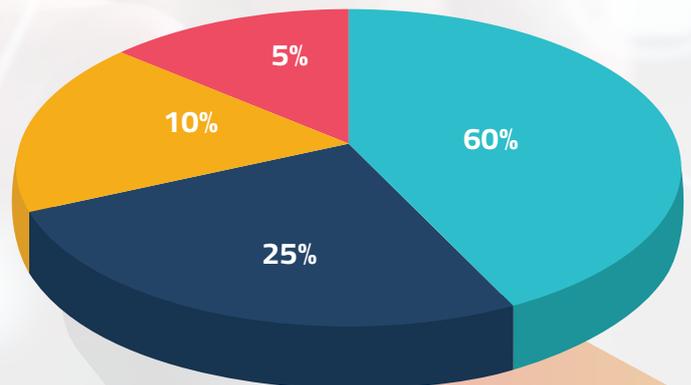
After the lunch break, another group of Investment Experts from Wamda & Silicon Badia took to stage to speak about the exit strategies of start-ups & investors alike. At the end of the 2nd day, there was a Pitch Competition of selected Jordanian start-ups and an Awards Ceremony presented by H.E Zaher Al-Qatarneh, Liza Habashneh & Mr. Murad Abida, representative from the Diamond Sponsor of the event.

# QUICK NUMBERS:



## Attendees Breakdown By Profession

- Founder | Co-Founder | CEOs  
Presidents | MDs
- CIOs | CTOs | Chief Revenue office  
Chief Strategy Office | CMOs
- Government Officials  
Chamber of Commerce | Universities
- Others



# ATTENDING COMPANIES

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Actual 360  
Adwize Group  
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Algebra Intelligence  
Alrai Newspaper  
Amideast Programs - Jordan  
Annex Investments  
Antwork  
Arab Investors Union Co. For Real Estate Development  
Arabiaweather  
Arabnet And Womenspark  
Ardd  
Atypon  
Avtech For Aviation Solutions  
Babil Games  
Beecell  
Belbio  
Better Business / Khibraty  
Bith.tv  
Bloomcart  
Boshang  
Business Retina  
Carers  
Castfy  
Coach You  
Consciously Marketing  
C-path  
Crossboundary  
Daad Jordan (German Academic Exchange Service)  
Ddt  
Decapolis  
Dinare Ventures  
Dot Group  
Dumyah  
E-bazaar  
Electronic Network Co. Agribusiness & Development (Efresco)  
Esense Software  
Etlad Group Uae  
First Step Marketing Llc.  
Flan Tech  
Foodccine  
Fornax Solutions  
Freshworks For Startups  
George Abuzeid & Co. Furniture  
German Jordanian University  
Global Advocacy And Legal Counsel  
Hambro Perks  
Oryx Fund  
Inferno Gaming Center  
Intajuna  
International Engineering Consulting & Training  
Issfjo  
Japan External Trade Organization  
Jordan Entrepreneurship Association  
Jordan Times  
Jusoor  
King Abduallah Center For Excellence  
Kinz  
Kitchefy

# ATTENDING COMPANIES

Kitchmarket  
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Leaders International  
Leo Productions  
Madfoatcom  
Makaseb  
Makesy  
Masrafji App  
Mediascope  
Megnatis  
Mena  
Middle East Venture Partners (Mevp)  
Ministry Of Digital Economy & Entrepreneurship  
Ministry Of Investment  
Ministry Of Public Work And Housing  
Mo3en Service Group  
Modarby  
Muyawama  
Network International  
Newchip Accelerator  
Nformacy  
Nolimit  
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Psut  
Purple Ocean For Technological Empowerment  
Quiqclaim  
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Sharqi  
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Silicon Badia  
Simplify9  
Sofe  
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Startsmart  
Synntic Company  
Tamatem Games  
Tamrah Applications  
Tapit  
Tarabezah  
Tawqi3i  
Tech3arabi.com  
Techno  
Telecommunications Regulatory Commission (Trc)  
The American Chamber Of Commerce - Jordan  
Toys Corner  
Us Department Of Commerce  
Venturex  
Vibes Solution  
Wajeez  
Wamda  
Waragami  
Washywash  
Wecare & Nitaj  
Whyise  
Xina.ai  
Zenobia Ai  
Zignuts Technolab Pvt. Ltd  
Zoho For Startups

# PHOTO GALLERY



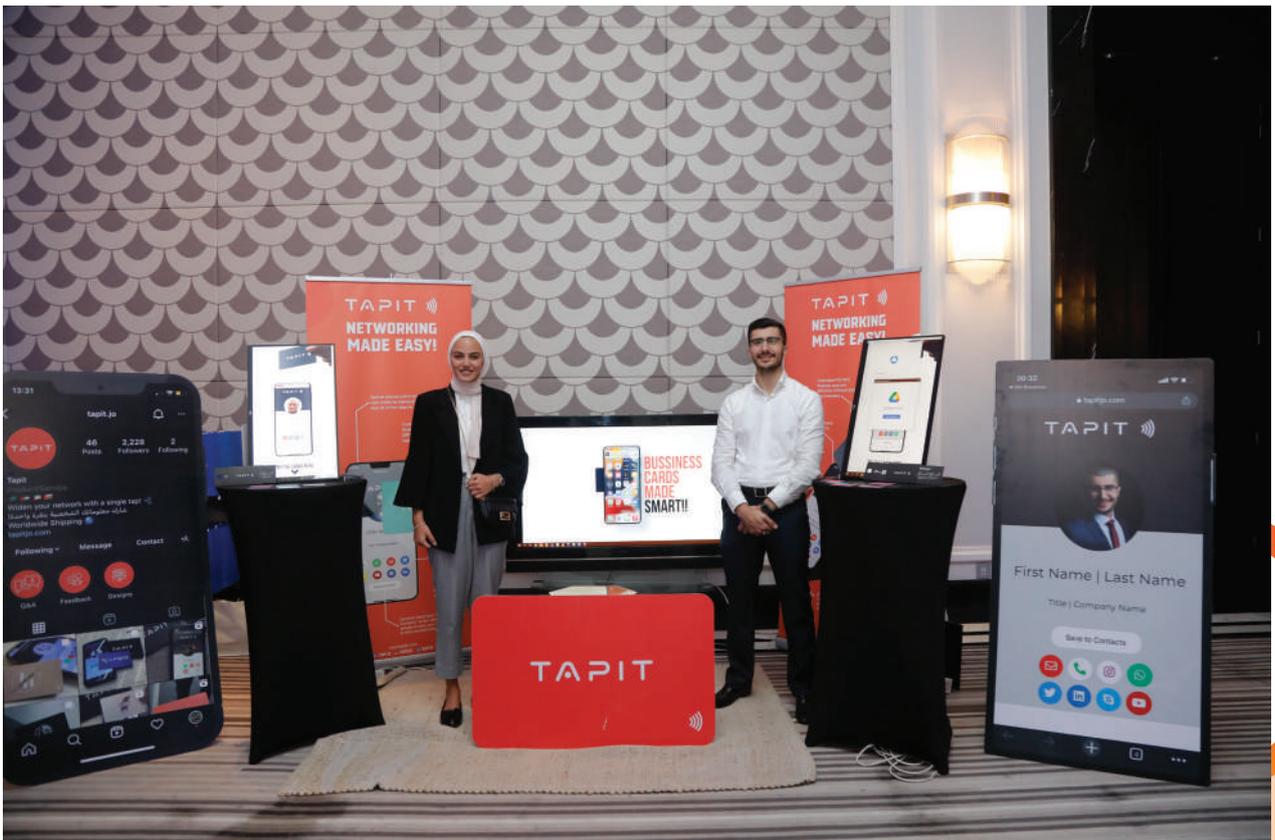
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# TESTIMONIALS



## H.E Ahmed Hanandeh

Minister of Digital Economy and Entrepreneurship

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"I love the positive attitude of the Jordanian Startup ecosystem displayed.



## Zaher Al Qatarneh

Secretary General of Ministry of Investment

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"Thank you to the team of the Future Event for hosting such an important event for the start-up ecosystem in Jordan"





## Ted Souder

Former Google Executive | Global Speaker | Advisor

"It is a great event with smart young entrepreneurs everywhere, who are eager to grow their business, eager to hire people & are eager to have an impact on the entire world"



## Triska Hamid

Editorial Director at Wamda

"It has been a very interesting expo with lots of great founders here tonight. I had a great time meeting all the entrepreneurs present today."



## Hamdi Tabbaa

Co-founder and CEO of Abwaab

"It is a great get-together for everyone. Honestly, I am very impressed. I didn't know what to expect. But it has turned out to be a great gathering of lots of people from the start-up ecosystem with great talks & good coverage"





## Murad Abida

Regional Co-Managing Partner  
- Global Advocacy & Legal Counsel

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"This expo has kicked off very well. The event is being very successful with hall & the hotel lobby being full. Infact the meeting rooms are also filling up. Its wonderful to watch the engaging conversations between the investors & the startups."



## Samer B. Haddad

Founder & CEO at VIRIFI Technologies LTD

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"It's a great opportunity to be here. We look forward to all the upcoming editions of the Jordan Startup Expo. I wish you all the luck"



## Raghad Al Khojah

CEO at American Chamber of Commerce Jordan

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"It has been fantastic. The concept was very good & the networking has been phenomenal"





## Mohammad Fahmi

CEO at Babil Games

"It's a lovely event- one of its kind! I am glad that the Future Event is doing this event since it is very important for us to connect & mingle with other industry experts."



## Hussam Hammo

Founder & CEO at Tamatem Games

"This is a great conference! We are already looking forward to the 2nd Edition of the Jordan Startup Expo."



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For more information, please visit: <https://thefuture-event.com>

## CONTACTS:

### **Queries & Sponsorships:**

Jamal Alturaby: [jamal@thefuture-event.com](mailto:jamal@thefuture-event.com)

### **Speakers:**

Mohamed Abbass: [abbass@thefuture-event.com](mailto:abbass@thefuture-event.com)

### **Investors:**

Ambreen Khatoon: [ambreen@thefuture-event.com](mailto:ambreen@thefuture-event.com)

### **Government Relations & Protocols:**

Mohammed Yassin: [yassin@thefuture-event.com](mailto:yassin@thefuture-event.com)

### **Marketing & Media Partnerships:**

Priya Chowdhury: [priya@thefuture-event.com](mailto:priya@thefuture-event.com)

### **Hackathon Registration & Queries:**

Ambreen Khatoon: [ambreen@thefuture-event.com](mailto:ambreen@thefuture-event.com)

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**Thank You!**



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