



Report

WP 4.7.

“Leather centres development and investment promotion for inclusive and sustainable growth in Jordan”

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Report "Leather centres development and Investment promotion for inclusive and sustainable growth in Jordan"	Issue Date: 31/01/2021

Revision History

Version	Date	Author	Description	Action	Pages
1.0	15/01/21	ACI, JUST	Creation of the document	C	7
1.1.	31/01/21	CIAPE	Update of the document	U	9

(*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

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1 Description

At the beginning of the meeting, Dr. Nael Al Husami – General Manager of ACI- delivered a speech that confirmed ACI's main strategic objectives to join INNOLEA project, which is to develop competitiveness of Jordanian leather companies as well as to strengthen the partnership between the industry and academia covering areas of innovation, research and development as well as to face the challenges faced by the Jordanian leather industry.

The Jordanian universities JUST and BAU delivered presentations about the centers' objectives, planned services for the leather industry covering areas of technical tests, training programs, consultancy and advisory services. Moreover, the presentations covered in details the testing equipment that were procured, installed at each centre based on the financial support through the project.

Then, a presentation by Mrs. Desiree Scalia / CIAPE was delivered on the topics focusing on the design and fashion trends of leather final products such as innovation, digitalisation of processes, design-driven material innovation, ECO Design, digital marketing and influencers.

Furthermore, Eng. Salah Aldeen Abu Yahya /JUST delivered a presentation that explained details of technical tests for different types of leather, and then Eng. Ruba Hasan / JUST delivered a presentation about ideas and business development thoughts towards the Jordanian leather industry during which several ideas were highlighted on exploring new business opportunities on areas related to innovation, clustering between SMEs, cooperation with designers and students as well as success stories from different countries .

During the last part of the meeting, an open discussion took place where mainly several issues and concerns were raised and discussed between the participants either from the industry or from the project partners representatives, to mention some as follows:

- The need of effective testing and quality control of imported leather shoes of low prices and low quality, which impacted negatively on the sustainability of national leather industries and their local market share.
- Currently, there is no tanning industry in Jordan due to the lack of infrastructure and wastewater treatment plants needed for such industries.
- Currently, there is no issued national standards for either raw leather or tanned leather or final leather products, which caused a big gap in the area of quality control, customers safety as well as unfair market competition.

After detailed discussion of the above-mentioned issues, several points were concluded and confirmed as follows:

1.The leather centers established at JUST and BAU in the framework of INNOLEA project are important as a national base for leather industry development in Jordan. The centers are targeted to be of added value for the partner universities to serve the manufacturing sector as well as to educate and qualify the students and researchers for applied scientific research projects as well as product development and starting up new



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companies. Working towards these objectives, there is a need to develop gradual cooperation and partnership between the centers, manufacturers and national stakeholders towards developing the centers plans and services to be an added value and demand driven in several areas such as of testing, training, consultancy, innovation and product development.

2. The strategic importance to develop the leather tanning industry in Jordan since there is big amount of unused waste raw leather in Jordan, which is considered to be important for investors. Such strategic issues need to be tackled by all national stakeholders from both the private and public sector in order to resolve the issue of infrastructure and wastewater treatment plant and promote investment in the tanning industry.

3. To explore new business opportunities for Jordanian leather industries that shift from price-based competition to other areas of competition that focus on quality, certification, product design & development and innovation.



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2 Agenda

Round Table Meeting with the Jordanian Leather Industry, 9th, December 2020

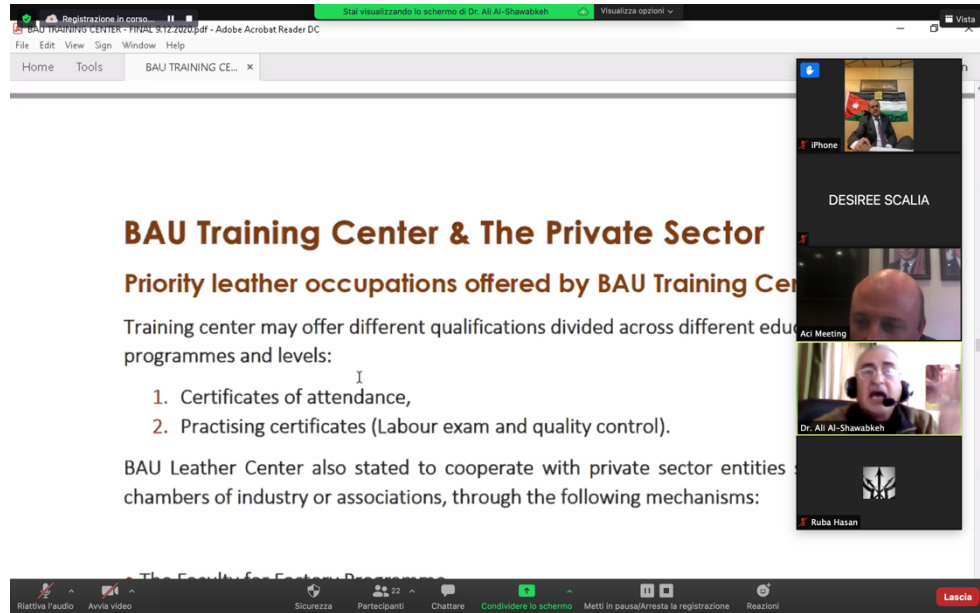
Time	Agenda
13:30 – 13:40	Opening Speech Dr. Nael Al Husami – General Manager of Amman Chamber of Industry
13:40 – 13:55	Leather Center at JUST Eng. Ruba Hasan - JUST
13:55 - 14:10	Leather Center at BAU Dr. Ali Shawabkeh - BAU
14:10 – 14:30	Design & Fashion Trends of Leather Final Products Mrs. Desiree Scalia - CIAPE
14:30 - 14:40	Technical Testing of Leather Eng. Salah Aldeen Abu Yahya – JUST
14:40 – 14:50	Business Development Thoughts towards the Jordanian Leather Industry Eng. Ruba Hasan - JUST
14: 50 – 16:00	Open Discussion



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3 Attendance proofs

23 people attended the conference virtually



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4 Pictures

الاستدامة وأسباب قوة المركز
The strength and sustainability of Center

- First of its kind and is aimed to achieve the national accreditation.
- Testing services are strongly needed by the industry.
- Offers both En/Ar. Training courses and services.
- excellent connection with EU partners.
- Connection point between the students/ researchers and the industry
- A course for the chemical engineering department on leather technology

Co-funded by the Erasmus+ Programme of the European Union

BAU LEATHER TRAINING CENTER INNOLEA PROJECT

Our Leather Training Courses Can Help You Learn About Making Leather

Al-Balqa Applied University

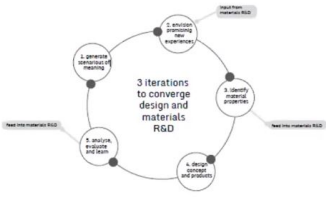
Is a Jordanian official, the advantage of education, applied at the level of bachelor's and diploma, and in particular in the areas of engineering. (BAU) was founded in 1997, a distinctive state university in the field of Bachelor and Associate degree Applied Education, at the capacity of 47,500 student distributed into 32,000 at the Bachelor degree program and 15,500 at the Associate degree program.

BAU' s offered certificates in the academic degrees (Associate , Bachelor , Master's and Doctorate's degree certificates) to different majors accredited by the Council of Higher Education in Jordan, the Arab Association of Universities and all of the Local and International Academic Cooperations



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DESIGN DRIVEN MATERIAL INNOVATION – DDMI



Recent developments in R&D of leather materials broaden application spectra of leather products to a never experienced level, providing textile solutions for other industrial sectors. Individuation of new, economically and environmentally sustainable raw material feedstock, along with rapid and customised manufacturing processes enabled through digitalisation will contribute to maintain leather materials' versatility. Through interdisciplinary collaboration of material scientist, researchers and designers in material development, fostered by applying a design driven material innovation (DDMI) approach, innovations can be achieved.

امثلة لشركات مماثلة Examples for some companies !

- **SoleRebels (Ethiopia)** is arguably the most popular and fastest-growing African footwear brand in the world!
- Bethlehem Alemu started SoleRebels in 2004 with less than \$10,000 in capital she raised from family members. She came up with her business idea after she noticed most of the **artisans in her community**, who made **beautiful footwear**, remained jobless and poor.
- Today, **Solerebels has more than 100 employees and nearly 200 local raw material suppliers, and has opened several standalone retail outlets in North America, Europe and Asia.**
- Despite its **very humble beginnings**, **SoleRebels now makes up to \$1 million in sales every year**, and according to Bethlehem's projections and expansion plans, the company made up to \$10 million in sales by 2016.

ابتدأت من راس مال 10000 دولار امريكي... عام 2004
استفادت من وجود المصممين في بلدها!! جالسين بدون عمل!!! وعملت في مجال الاحذية الصديقة للبيئة....
حاليا شركتها اكثر من 100 عامل ولها اكثر من 200 مورد للمواد الخام!!!
لها فروع في دول افريقية عديدة..
توقعوا انها حصنت ما يقارب 10 مليون دولار امريكي عام 2016!!!




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5 Promotion

INNOLEA-Erasmus+ determinato/a.
 Pubblicato da Désirée Scalia · 9 dicembre 2020 ·

The roundtable organised in Jordan by [Jordan University of Science and Technology JUST](#), [جامعة البلقاء التطبيقية البلقاء Al-Balqa Applied University](#) and [Amman Chamber of Commerce \(غرفة تجارة عمان\)](#) saw the participation of around 25 key stakeholders of the leather sector

Due to ongoing Covid-19 restrictions in Jordan, the roundtable took place online.

Main inputs will be used to finalize the business models for the two leather centers and to draft recommendations to fost...
Altro...

3) Dinamometer (ديناموميتر)
 To measurement the effect of forces at sample leather such as (strength, single edge tear, double edge tear and elongation.
 تأثير القوى في عينة الجلد مثل (قوة الشد ، تمزق الحافة المفردة ، الحافة المزدوجة والاستطالة

110 Persone raggiunte 10 Interazioni [Metti in evidenza il post](#)

Condivisioni: 1

