

# JSMP

Launching the  Grant Schemes

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**EU-Funded Jordan Services Modernisation Programme  
to support the Services sector**



European Commission



**JEDCO**

Jordan Enterprise  
Development Corporation

# Launching the JSMP 5 Grant Schemes

## *Agenda for Today:*

### SESSION 1

- 9:00 – 9:10 Opening Remarks
- 9:10 – 10:00 Overview of JSMP Guidelines
- 10:00 – 10:15 Overview of Annexes
- 10:15 – 11:00 Questions and Answers
- 11:00 – 11:15 Coffee Break

### SESSION 2

- 11:15 – 11:45 How to Fill Out the Grant Application Form
- 11:45 – 12:00 How to Fill Out the Budget Form
- 12:00 – 12:15 TIPS
- 12:15 – 13:30 Questions and Answers
- 13:30 – 13:45 Coffee Break

# Jordan Enterprise Development Corporation in Partnership with the EU Delegation

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- ✓ **Is launching the first pilot programme focusing on the Services sector**
  - To modernise the services companies and business associations (Business up-grading, Export development, Finance, Policy)
  - To enhance the export capacity of Jordanian services providers
- ✓ **Total budget EUR 16 million (EC 15 + HKJ 1) including:**
  - EUR 6 million grants for private sector
  - EUR 2 Million Loan Guarantee fund for private sector
- ✓ **Programme duration: 4 years**
  - (3 years for contracting + 1 year final implementation)

## ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***



### **Scheme 1:**

#### **Participation to trade fairs & events**

**Objective:** to assist Services sector companies participating in Trade Fairs, Exhibitions and Events; and other similar actions related to the development of export activities.

- ✓ **Beneficiaries:** SMEs (5-250 employees)
- ✓ **Duration of Action:** between 1 and 12 months
- ✓ **Budget indicatively available:** EUR 1 000 000
- ✓ **Maximum grant per company and per year:** EUR 25 000
- ✓ **JE Grant Maximum Contribution:** 80% (90% for women owned & Companies outside of Amman) + For supply 80% (or 90%) of 60% of the equipment total eligible cost.
- ✓ **Revolving every 2 months:** Set deadlines 11/04/2010; 13/06/2010; 08/08/2010; 10/10/2010; 12/12/2010; 13/02/2011, 10/04/2011

# ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***



**Scheme 1:**  
Participation to trade fairs & events

## **What Type of Actions**

All related actions to the development of export facilities, which mainly concerns the participation to commercial fairs, exhibitions, economic missions, etc.

# ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***

## **Scheme 1:** Participation to trade fairs & events

### **What Type of Costs**

- ✓ Salaries of new staff
- ✓ Subscription to a commercial event
- ✓ Rental of space and all needed facilities
- ✓ Stand preparation (incl. material rental or purchase, transportation, and all related costs),
- ✓ Translation and Interpretation costs,
- ✓ hostesses and catering,
- ✓ Travel(s), local travel(s) and staff per diem,
- ✓ All other relevant costs related to the Action including supplies.

## ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***



### **Scheme 1:**

Participation to trade fairs & events

### **Scheme 2:**

Support to export development

**Objective:** to assist Services sector companies in developing export plans and more generally in all actions related to the development of export activities

- ✓ **Beneficiaries:** SMEs (5-250 employees)
- ✓ **Duration of Action:** between 1 and 12 months
- ✓ **Budget indicatively available:** EUR 1 to 1.5 million
- ✓ **Maximum grant per company and per year:** EUR 100 000
- ✓ **JE Grant Maximum Contribution:** 80% (90% for women owned & Companies outside of Amman) + For supply 80% (or 90%) of 60% of the equipment total eligible cost.
- ✓ **Revolving every 4 months:** 11/04/2010; 08/08/2010; 12/12/2010; 10/04/2011

(no later than 3:00pm)

## ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***



### **What Types of Actions**

All related actions to the development of exports, such as

- ✓ development and implementation of export plans and marketing strategies
- ✓ development of promotional materials and tools (website, short films),
- ✓ Export related training
- ✓ product development and all other relevant actions which might include the participation in commercial fairs, economic missions

# ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***

## **Scheme 1:**

Participation to trade fairs & events

## **Scheme 2:**

Support to export development

## **What Types of Costs**

- ✓ Salaries of new staff
- ✓ Subscription to a commercial event
- ✓ Design and production and transportation of marketing material, and promotional tools
- ✓ Expenses of recruiting Consultant
- ✓ Costs related to Market research,
- ✓ Costs related to the applicant's staff trainings,
- ✓ All other relevant costs related to the Action including supplies.

## ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***

### **Scheme 3:**

**Associations, Federations, and Joint Initiatives by services firms**

**Objective:** to assist Business Associations, Federations and Joint Initiatives by services companies in all actions related to business development, export activities (including studies, marketing research, market analysis) and access to finance.

- ✓ **Beneficiaries:** Associations / Federations / Joint Initiatives
- ✓ **Duration of Action:** between 1 and 12 months
- ✓ **Budget indicatively available:** EUR 1 to 1.5 million
- ✓ **Maximum grant per company and per year:** EUR 100 000
- ✓ **For Joint Initiatives from companies,** (at least 2 companies), each company should comply with all eligibility criteria
- ✓ **JE Grant Maximum Contribution:** 90% of total eligible cost.
- ✓ **Revolving every 4 months:** 11/04/2010; 08/08/2010; 12/12/2010,10/04/2011

(no later than 3:00pm)

# ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***

## **Scheme 3:**

**Associations, Federations, and Joint Initiatives by services firms**

### **What Types of Action**

Actions related to the strengthening Business Associations and developing their capabilities to provide professional services to their members, this includes:

- ✓ developing or upgrading services
- ✓ enhancing the Association's sustainability or
- ✓ helping the Association develop its advocacy capacity or professional & sector development capacity.

Actions related to promoting cooperation between companies of the same or different sectors and research establishments with the aim of developing export activities, this includes:

- ✓ Participation to trade fairs and events
- ✓ promotion actions
- ✓ encouraging collective certification and accreditation of services providers

# ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***



## **What Types of Costs**

- ✓ Travel(s), local travel(s) and staff per diem
- ✓ Salaries of new or existing staff implementing the Action including the CEO
- ✓ Subscription to a commercial event
- ✓ Rental of space and all needed facilities
- ✓ Design and production and transportation of marketing material
- ✓ hostesses and catering,
- ✓ All other relevant costs related to the Action including supply.

## ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***

**Objective:** to assist SMEs for all actions related to Certification/Accreditation process

- ✓ **Beneficiaries:** SMEs (5-250 employees)
- ✓ **Duration of Action:** between 1 and 12 months
- ✓ **Budget indicatively available:** EUR 250 to 500 000
- ✓ **Maximum grant per company and per year:** EUR 25 000
- ✓ **JE Grant Maximum Contribution:** 80% (90% for women owned & Companies outside of Amman) + For supply 80% (or 90%) of 60% of the equipment total eligible cost.
- ✓ **Revolving every 4 months:** 11/04/2010; 08/08/2010; 12/12/2010; 10/04/2011

(no later than 3:00pm)

**Scheme 4:**  
**Support to Certification process**

**Scheme 5:**  
**Start-ups and Reinforcement**

# ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***

## **What Types of Action**

All related action that supports the Jordanian Services companies in getting the required certifications in order to better position themselves in the market. The main objective is to support the applicants companies in getting the certification they deem to be necessary in order to improve their services, and to be better positioned in the market.

**Scheme 4:  
Support to Certification process**

**Scheme 5:  
Start-ups and Reinforcement**



European Commission



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# ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***

## **What Type of Costs**

- ✓ Salaries of new staff
- ✓ Travel(s), local travel(s) and per diem of applicant 's staff,
- ✓ Membership fee, if required to get the certification
- ✓ Training courses
- ✓ Inspection/auditing related costs
- ✓ All other relevant costs related to the Action including supplies.

**Scheme 4:**  
**Support to Certification process**

**Scheme 5:**  
**Start-ups and Reinforcement**

## ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***

**Objective:** to assist start-ups and SMEs in Business Development

- ✓ **Beneficiaries:** start-up companies and existing SMEs
- ✓ **Duration of Action:** between 1 and 18 months
- ✓ **Budget indicatively available:** EUR 2 to 3 million
- ✓ **Minimum grant per company and per year:** EUR 10 000
- ✓ **Maximum grant per company and per year:** EUR 100 000
- ✓ **Special rules** for start-up companies



### **Scheme 5:** Start-ups and Reinforcements

## Start-up Companies Under Grant Scheme 5

### If a start-up company is

- Has been established not earlier than 1st January of the year preceding the year of the CfP deadline (i.e. 01.01.09 for CfP deadlines in 2010, 01.01.10 for CfP deadlines in 2011, etc)
- In the case that the company is not yet constituted, or is being hosted by a Business Incubator, a natural person can apply.
- In case of provisional grant awarding, the applicant will have to immediately register the company to benefit from the grant.
- Already established entities, wishing to constitute a new company, may apply and in case of provisional grant awarding, the applicant will have to immediately register the company to benefit from the grant.
- No condition about number of employees or paid capital.

### Company can apply

# ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***

**Objective:** to assist start-ups and SMEs in Business Development

- ✓ **JE Grant Maximum Contribution:** 80% (90% for women owned & Companies outside of Amman) + For supply 80% (or 90%) of 60% of the equipment total eligible cost.
- ✓ **Revolving every 4 months:**
  - Set deadlines for the Concept Notes: 25/02/2010; 24/06/2010; 28/10/2010; 24/02/2011 (no later than 3:00pm)



## **Scheme 5: Start-ups and Reinforcements**

# ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***

## **What Types of Action**

For Start-Up and existing Enterprises Reinforcement, any proposed actions MUST be related to the business development plan; This includes but do not limit to the following examples:

- ✓ Development of internal training and capacity building,
- ✓ International partnership research and feasibility studies and analysis,
- ✓ Sub contracting of experts and/or recruitment of a business developer
- ✓ International patent, trademark or design registrations, trade-marks and/or designs on the international market. plans,
- ✓ Financial restructuring, budgeting, financial planning, loan and fund raising etc



### **Scheme 5: Start-ups and Reinforcements**

# ***JE will launch 5 Grant Schemes for Services companies and Services Business Associations***

## **What Type of Costs**

All eligible/relevant costs related to the action implementation including and not limited to:

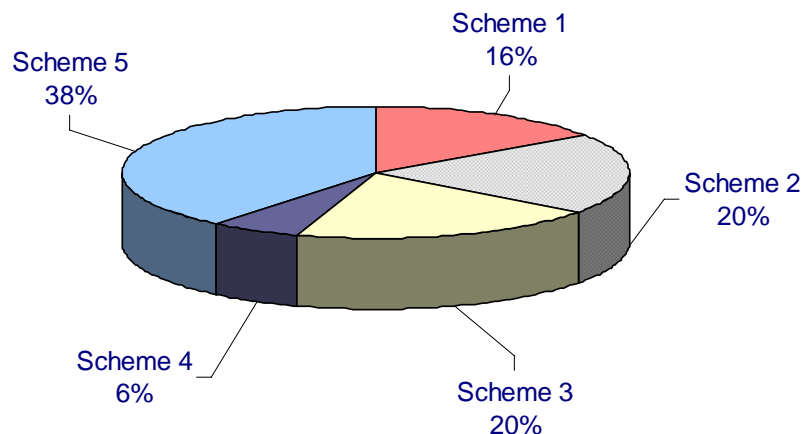
- ✓ Recruited/utilised resources and sub-contracted services.
- ✓ Costs related to recruiting consultants
- ✓ Costs related to training staff
- ✓ Costs related to developing or computerising management systems
- ✓ All other relevant costs related to the Action including supply.



### **Scheme 5: Start-ups and Reinforcements**



# The Grants are Provided Within the Limit of the Total Available Budget of 6 Million Euro According to General Rules



The grants are awarded through a competitive Process which starts with a Call for Proposals

The Call for Proposals can be launched in repeated cycles with several deadlines (i.e. every 2-4 months)

Applicants can submit only one application per scheme in the grant cycle

An applicant can only benefit from one grant per scheme per year

Companies can apply to all schemes (including Scheme 3 if being part of a cluster Joint Initiative)

# Who Can Apply?

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In order for **COMPANIES** to be eligible for a grant, they must:

- ✓ Be a legal entity and
- ✓ Be a service company established in the Hashemite Kingdom of Jordan and
- ✓ Be registered at CCD (MIT) and
- ✓ Have a paid capital superior to JOD 5000 and
- ✓ Number of employees being 5 to 250 ( hospitals and educational organizations don't not have to comply )
- ✓ Be 100% privately owned
- ✓ Be directly responsible for preparation and management of the proposed action

## Who Can not Apply? (Exclusion Criteria)

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- ✗ If you are bankrupt or being wound up, are having your affairs administered by the courts, or have entered into an arrangement with creditors.
- ✗ If you have been convicted of an offence concerning your professional conduct.
- ✗ If you have been guilty of grave professional misconduct.
- ✗ If you have not fulfilled obligations such as security contributions or the payment of taxes.
- ✗ If you have been the subject of proceedings related to any illegal activities detrimental to the EU's financial interests.

**Remedy the Situation before  
you apply**

For More Information refer to article 2.3.3 of the practical guide to contract procedures.

[http://ec.europa.eu/europeaid/work/procedures/implementation/practical\\_guide/documents/2008new\\_prag\\_final\\_en.pdf](http://ec.europa.eu/europeaid/work/procedures/implementation/practical_guide/documents/2008new_prag_final_en.pdf)

# Who Can Apply?

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In order for **ASSOCIATIONS / FEDERATIONS / JOINT INITIATIVES** to be eligible for a grant, they must:

- ✓ Be a legal entity and
- ✓ Be a Service association/federation dealing with the Services sector in the Hashemite Kingdom of Jordan or Be a Joint Initiative between at least 2 services companies or 2 associations, federations or mix) and
- ✓ Be registered at the relevant line ministry or CCD and
- ✓ Be directly responsible for preparation and management of the proposed action

# Actions for Which an Application may be Made?

- ✓ All types of actions, in all sectors related to services, that contribute to the achievement of its relevant Scheme's objectives.
- ✓ **Location of action:** EU 27 member states + European Neighbourhood Policy Countries (ENP) + EU Accession Candidates (IPA) + League of Arab States Members (except for Scheme 4&5 where Actions should mainly take place in Jordan - *Countries are listed in the guidelines*)



## Ineligible Action

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- ONLY OR MAINLY INDIVIDUAL SPONSORSHIPS** for participation in workshops, seminars, etc.
- ONLY OR MAINLY INDIVIDUAL SCHOLARSHIPS** for studies or training courses.
- ONE-OFF CONFERENCES.** Conferences can be financed as part of a wider range of activities



# What Costs are Covered by the Grant: Eligible Costs

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**Direct Eligible Costs:**  
All eligible/relevant costs related to the action implementation including (Human resources, Travel, Equipment and supplies, Subcontracted services, and Other action related costs)

**Eligible Indirect Costs (Overheads)**  
*Max 7% of Total Eligible Costs*

**Contingency Reserve**  
**Max 5% of Direct Eligible Costs**

*\* More Details will be provided when Annex B is presented*



# Ineligible Costs

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**Salaries of Board Members/Directors**

**Salaries of Existing Staff (Except for Scheme 3)**

**Purchases of Lands & Buildings**

**Costs After the End of Contract Implementation**

**Costs Prior to Signature of the Contract**

**Items Already Financed in Another Framework**

**Debts & Provisions for Losses or Debts**

**Currency Exchange Losses**

**Taxes Including Vat**

**Interest Owed**



# Eligible Countries of Origin for your Supply

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## EU Countries Member States (Only): 27 Countries:

Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom

## ENP Countries (9 Countries):

Jordan, Egypt, Palestinian Authority, Lebanon, Syria, Israel, Morocco, Algeria, Tunisia, Libya, Mauritania, Moldova, Ukraine, Belarus, Georgia, Armenia, Azerbaijan, Russia, Kazakhstan.

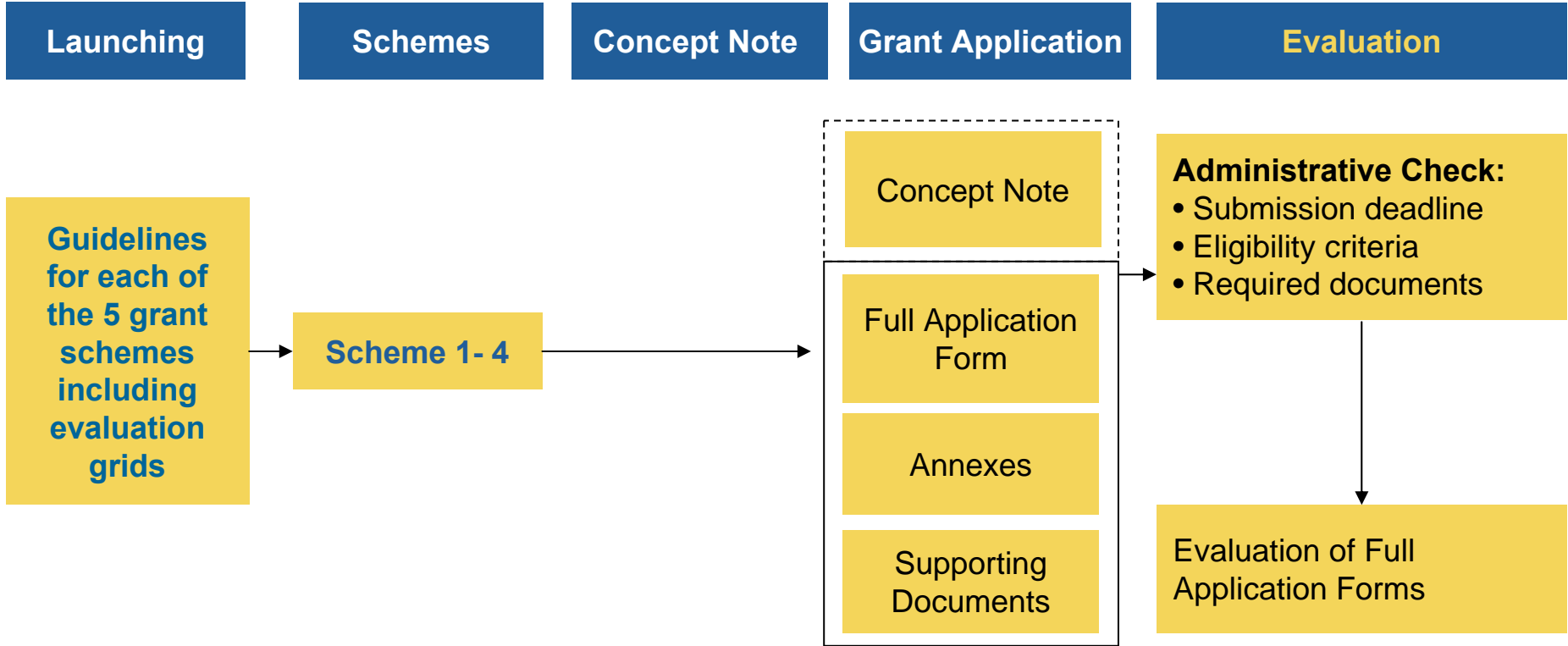
## EU Candidates countries (2 countries):

Turkey, Croatia

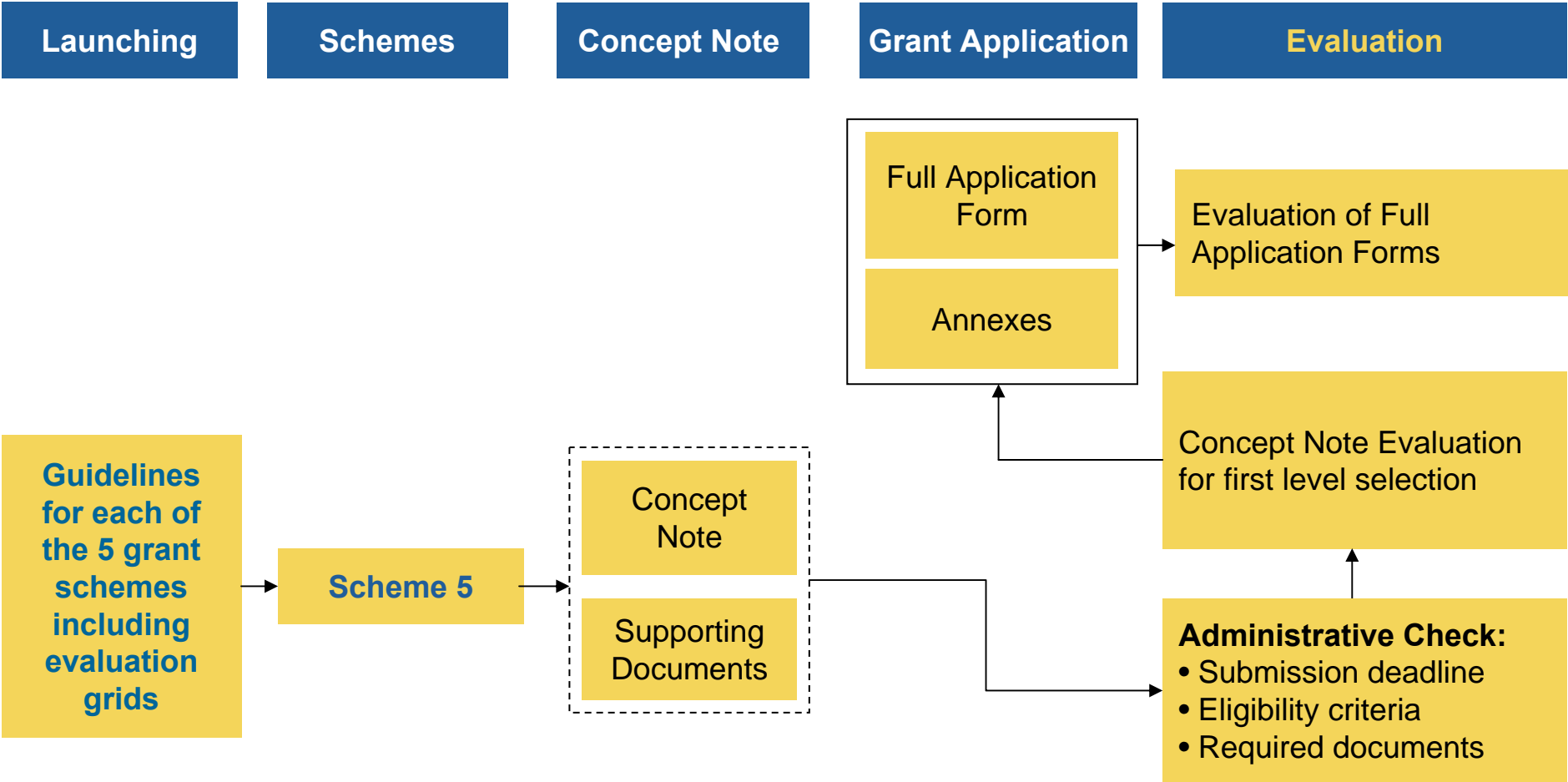
## The EEA countries:

Iceland, Liechtenstein and Norway

# Application process



# How to Apply?



## Supporting Documents to be Delivered

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- ✓ *CDD for companies or line ministry register for BA*
- ✓ *Financial Statements*
- ✓ *Paid Capital for companies (Minimum JOD 5000)*
- ✓ *Social Security Corporation certificate*
- ✓ Each document needs to be completed, printed, stamped and signed. Arabic original documents need translation.

# How to Send Grant Application & Documents (1)

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- ✓ Application language: English
- ✓ All documents must be fully completed and consistent. If not, rejection.
- ✓ **1 original + 3 copies A4 size + CD-Rom (or USB)**
- ✓ The outer envelope must bear the **reference number and the title of the call for proposals**, together with the full name and address of the applicant, and the words "Not to be opened before the opening session" and “لا يمكن فتح العطاء قبل جلسة فتح العروض”
- ✓ Be aware that the reference number for each call for proposal will change (e.g. this call for proposal reference number for scheme 5 is **JE/JSMP/Sch5/1-2010/JO**, while the second call for proposal reference number will be **JE/JSMP/Sch5/2-2010/JO**)

## How to Send Grant Application & Documents (2)

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Grant Application/Concept Note and supporting documents must be submitted in a sealed envelope **EITHER** by registered mail, private courier service **OR** by hand-delivery to **Ms. Sarah Qutieshat, JE's Client Relationship Management officer** at the address below:

Eng. Yarub Qudah  
CEO

Jordan Enterprise Development Corporation (JEDCO)  
P.O. Box 7704 Amman 11118 JORDAN

A signed and dated certificate of receipt will be given to the deliverer

*\* Concept Notes or Full Grant Applications sent by any other means (e.g. by fax or by e-mail) or delivered to other addresses will be rejected.*

# Where to Find more Information on JSMP Grants

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1. For your enquiries to the Contracting Authority, send your enquiry to [jedco\\_services@jedco.gov.jo](mailto:jedco_services@jedco.gov.jo)
2. For your enquiries related to the Guidelines and Application Form, contact the CRM Officer, she will refer you to the relevant technical department.
3. JE's Website [www.jedco.gov.jo](http://www.jedco.gov.jo) provides the full guidelines documents and its Annexes
4. A series of focus group meetings will be held following these main Info Days to provide more information tailored to specific sectors or areas of support.

These focus group meetings will be held in full cooperation with Business Associations/Federations/Councils.

# Regional Info-Days

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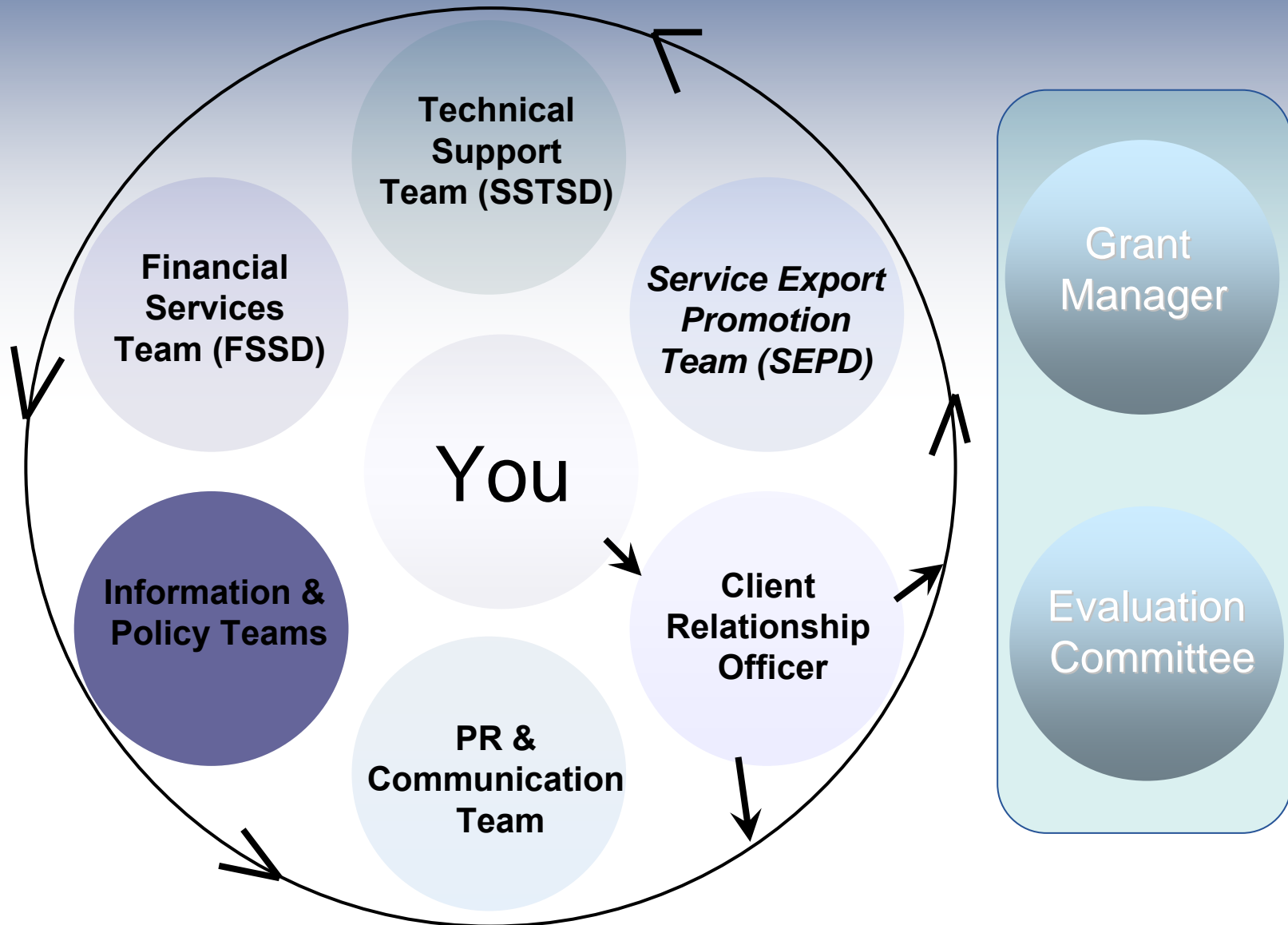
#	Date	Sector
1	Thursday, 28 Jan	Irbid
2	Sunday, 31 Jan	Aqaba
3	Monday, 1 Feb	Petra

## Sector Specific Info-Days

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#	Date	Sector
1	Tuesday, 2 Feb	Business Associations
2	Wednesday, 3 Feb	Health and Medical Sector
3	Thursday, 4 Feb	ICT Sector, in partnership with Int@j
4	Sunday, 7 Feb	Incubators and Start-ups organizations, in partnership with YEA
5	Monday, 8 Feb	A&E and Construction Services, in partnership with the A/E Business Council
6	Tuesday, 9 Feb	Consulting & Professional services, in partnership with IMC
7	Thursday, 11 Feb	Tourism Sector

# JSMP TEAMS are there to support you at all stages



# Important Remarks

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1. Jordan Enterprise will not write the Grant Application for the Company or Business Association
2. Technical Support provided by JE staff does not guarantee winning of the proposal
3. If your proposals has been rejected, it does not mean it is not good, but that there are other proposals which have been evaluated as better than yours.

*This Grant Provides Your Organization the  
Opportunity to Explore its Full Potential  
and Innovative Capacity...*

*... So Act on the Opportunity and Optimize  
the Benefit*

For more Information, visit JE Website <http://www.jedco.gov.jo>