

### **Al Hadaf Int'l Co. for Importing and Industry**

Al Hadaf International Company for Importing and Industry was founded by Rami Saheb as one of several projects and businesses owned and run by Rami and his family. Since its establishment in 1998, Al Hadaf has specialized in manufacturing food supplies and packaging.

Following the Company's success and gradual expansion, Rami recognized the need to dedicate more time to its development. In 2004, a new era began for Al Hadaf as it emerged as the sole company in Jordan operating a complete production line for aluminum foil and nylon cling film. The factory underwent gradual expansion starting 2005, and eventually grew to operate five new production lines for different products encompassing sandwich wrapping paper, dessert wrapping paper, aluminum rolls, and nylon cling film.

Following the factory's progress, Rami adopted a new expansion plan, introducing additional production lines. In 2012, and after hearing about the European Union (EU) and Jordan Enterprise Development Corporation's (JEDCO) support for similar projects, he decided to apply for a grant in order to finance his plan. As soon as the grant was approved, production lines were set up and began operation in just one year. As a result, Al Hadaf was the only company to participate in the international *Emballage* exhibition, which is considered one of the most important packaging industry events worldwide.

The grant also covered the acquisition of a number of machines that helped increase productivity; the implementation of a number of marketing studies; as well as the registration and advertising of Al Hadaf's products in a number of European and Arab markets. Furthermore, the grant was used to set up training courses for employees on efficiency, and to develop Al Hadaf's website to promote its products.

Accordingly, Al Hadaf achieved several milestones that would not have been possible without JEDCO and EU's aid. In addition to raising its exports by over 25% in 2013, and increasing the number of its employees from 30 to 70 workers in 2012, Al Hadaf also received the ISO14001 and ISO9001 certifications, which played a significant role in enabling the company to gain consumer trust and facilitate its entry into Arab and European markets such as Poland and Sweden. Al Hadaf plans to participate in one of the biggest international exhibitions in New York and another in Dubai later in 2014.