

Maani Specialized Wood Industries

Ma'ani Group - also known as Ma'ani Specialized Wood Industries - is the sole manufacturer of bended wood furniture in the Middle East, an advantage that facilitated its entry into various Arab and European markets.

In light of the significant increase of large-scale projects in Jordan over the past 10 years, Ma'ani Group decided to expand and develop its production lines. In order to achieve this, the Group embarked on an extensive search for a party that is capable of providing the support needed to help fulfill its aspirations.

In 2006, the Group applied for the European Union (EU) and Jordan Enterprise Development Corporation (JEDCO) grant to launch a new production line for interior and exterior wooden decors. The production line would also specialize in fireproof wooden doors, a product exclusively manufactured by small carpentries that are incapable of catering to the needs of large-scale projects, which are forced to import from Lebanon and the United Arab Emirates.

Upon receiving the grant from JEDCO and EU, Ma'ani Group began the implementation of several projects for various clients, the first of which was the Holiday Inn Hotel. This particular project doubled profits to reach USD 3.5 million and marked a new era for the Group. Following this milestone, Ma'ani Group executed multiple key projects, furnishing 99 kindergartens in cooperation with the Ministry of Education, in addition to implementing numerous major tourism projects in Iraq.

After its resounding success, the Group once again applied for a new grant to carry out further expansions and penetrate the dynamic Saudi Arabian market. The second grant enabled Ma'ani Group to promote its brand at several exhibitions in Saudi Arabia, and covered the cost of purchasing a new production line for paints and several cutting-edge machinery that would double its production capacity. In recognition of its efforts in environmental sustainability, Ma'ani Group was granted the ISO 14001, in addition to a quality certificate for its fireproof wooden doors.

The JEDCO and EU grant allowed Ma'ani Group to develop a website to further promote its product quality and showcase its different projects in the GCC region. The Group was also able to print brochures and flyers, and produce an introductory video about its services. With JEDCO's support, Ma'ani Group also commissioned a study led by a host of experts to determine and tweak its marketing strategy's strengths and weaknesses.

Furthermore, the grant provided Ma'ani Group's staff from across different departments with specialized training courses. The courses educated the employees on the latest technologies

utilized in the industry, and provided them with training on how to operate the new machinery, which ultimately contributed to bolstering efficiency levels.

With Qatar welcoming the FIFA World Cup in 2022, which presents many opportunities for major projects, Ma'ani Group anticipates entering Gulf markets and establishing a branch in Dubai to better cater to the needs of the GCC region.

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