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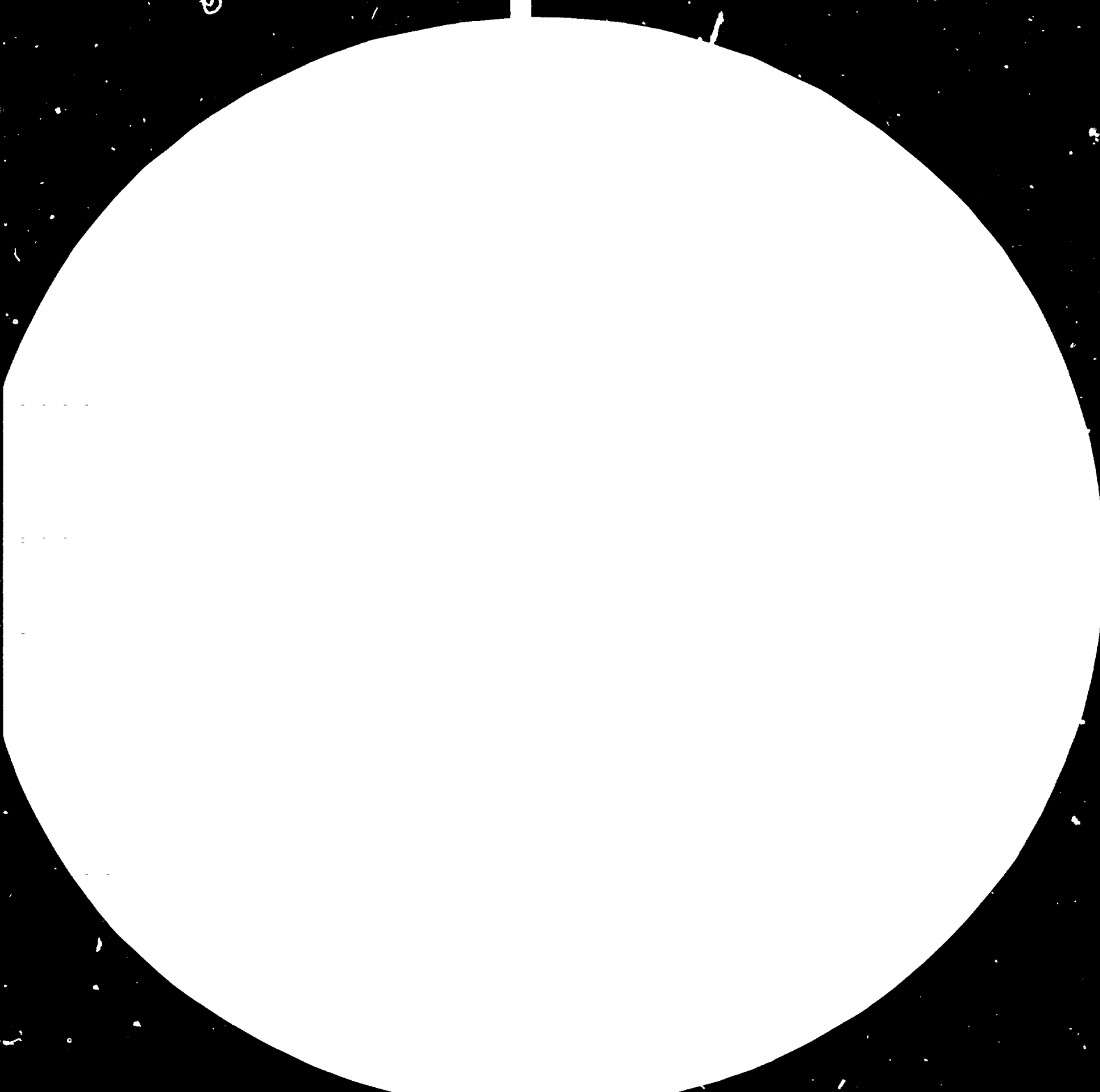
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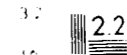




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Seminar on Furniture and Joinery Industries
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The Furniture and Joinery Industry in Jordan *

by

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** TWICO, Jordan.

1. General information:

Jordan has an area of about 168,000 km². The population of Jordan is about 2,115,000 and its annual growth is 4 percent. In 1980, the average number of people per family is about 6.4. GNP per capita is about US\$ 220. Jordan has a Mediterranean climate which is cold in winter and warm in summer.

2. Raw materials:

2.1 Sawn wood:

Plantation of trees in Jordan started only in 1970 and they were not planted to produce wood but only to beautify the landscape. No sawn wood is produced locally.

2.2 Wood based panels:

All wood based panels are imported from different countries. A large factory which will produce plywood, particle board, based on imported logs from Venezuela will start production in about two years.

2.3 Hardware and fittings:

All hardware and fittings are imported from different countries, mainly from the United Kingdom and the Federal Republic of Germany.

2.4 Adhesives:

Two small factories exist which can produce adhesives for wood working industries. These two factories cannot satisfy the local demand, so the majority of the adhesives are also imported.

2.5 Surface finishing materials:

Jordan has six small factories which can produce paints, lacquer, etc. based on imported raw materials. Some of these factories have the know-how to produce all the paint required by the local wood processing industries.

2.6 Upholstery:

All upholstery materials are imported. We have some factories for plastic foams which produce the requirements of the furniture industries. Jordan has two factories for mattresses.

Most of the raw materials are imported, and no problems for importing any kind of raw materials required for furniture industry exist.

3. Structure of the industry:

There are two small factories producing all types of furniture in small quantities, one factory for producing kitchen cabinets, two factories for doors and windows and two factories for prefabricated houses. All these factories are located in Amman and employ 40 to 100 persons each. They do not export any furniture, but large quantities of doors are exported.

There are about 300 joinery shops which are distributed all over the country and most of them are located in Amman. These small joinery shops can produce all types of modern products according to the customer's specifications, but only in small quantities.

There are about 250 show-rooms distributed in all cities of Jordan. These show-rooms are selling furniture imported from Denmark, Finland, Italy, etc... Sales are good due to the good design of the imported furniture.

Prices of furniture are very high due to several reasons. One of which is that all raw materials are imported which makes the cost of production very expensive.

The total number of persons employed in the wood industries in Jordan is about 5000 people. By and large they are good skilled workers.

The problems facing the furniture industry in Jordan are competition of importers, supply of raw materials, increases of costs of raw ma-

materials and wages in the last five years, as well as poor design of locally produced furniture.

4. Design and marketing:

All factories and joineries in Jordan are working on an order basis and produce only small series. All owners of factories and joineries lack know-how of design and marketing. They have good machines, good workers, but bad quality of products and low productivity in their factories.

5. Industrial Infrastructure:

5.1 Professional associations:

Most factories and joineries are organized under the association of handicraft workers. This association helps them in promoting their industries and solves problems which may occur between them and government departments.

5.2 Training:

Training of workers in furniture can be obtained in some cases. Some of the possibilities are (a) in preparatory schools, students are divided into groups and one of these groups provides industrial training. This branch provides the necessary education in woodworking. This is part of formal courses.

(b) There are two technical schools which take students after they finish preparatory education. Such schools give their students good practical training in wood industries. These schools give certificates to students after graduation which helps them to find their jobs.

(c) The directorate of training attached to the Chamber of Industry and the Industrial Development Bank conduct each year seminars with the help of the Chamber of Industry for managers of furniture and joinery industries.

(d) Labour Unions, also conduct some seminars for workers from all industries which helps them to some extent to be better organized, and more productive.

(e) Training of workers inside the factory by the engineers or managers.

5.3 Existing institutes:

(a) Chamber of Industry.

(b) Two technical institutes, Ministry of Education.

(c) Technical education in preparatory schools (Ministry of Education)

(d) Association of handicraft workers and labour unions.

(e) Industrial Development Bank.

6. Measures which could be taken by the managements of the plants, the manufacturers' associations, and the Government:

1. New factories should be built using modern machines, and engineering methods to have higher production and good quality products and designs.

2. The Government should encourage such industries by reducing taxes on imported raw materials and machines.

3. Standards for raw materials and products should be set by the Ministry of Industry.

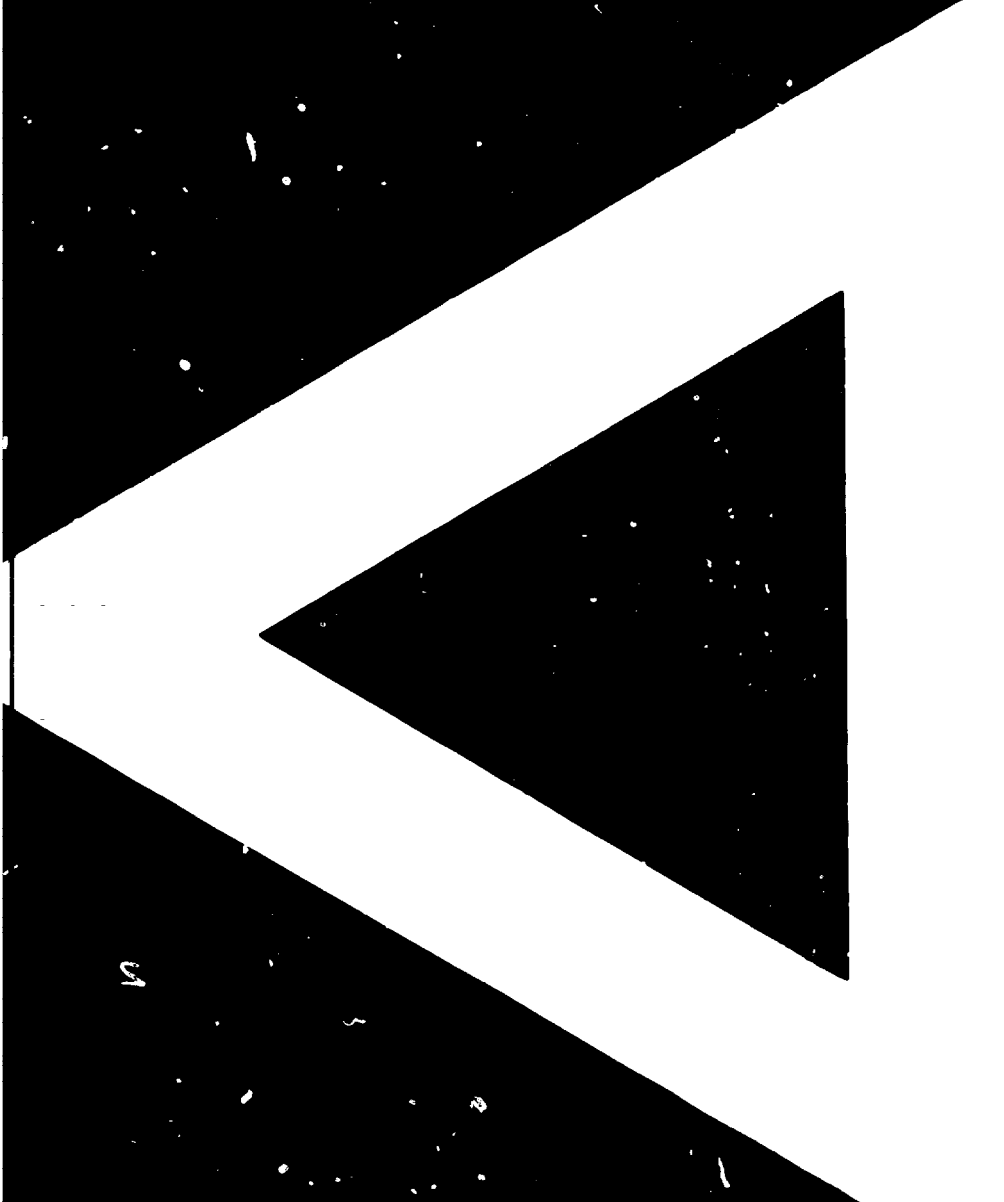
4. Advice should be provided to businessmen to invest in such projects.

5. Plantation of trees of appropriate species should be encouraged by the Ministry of Agriculture. This in the long run will decrease the volume of imported wood.

6. Marketing studies should be done for local and export markets.

7. Missions should be organized for people working in wood industries to acquire the know-how of modern techniques in furniture industries.

8. Concentration on product development so as to have good quality and design. This will help it compete with foreign products.



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