



Amman International Fashion Exhibition

2019/03/23-20



About Amman International Fashion Expo "Extile"

Amman International Fashion Exhibition "Extile", Is the first exhibition of its kind in Jordan and in the region which focuses on the most trending fashion and textile upcoming collections and technics.



The concept of this exhibition

The concept of this exhibition is to gather all fashion and textile industries locally and globally in one place to provide its visitors the ease to explore the latest and the most trending fashion and textile updates and to give its' participants and attendees the chance to spread their products.



Aims objectives of the exhibition

Fashion and textile industry, importing and exporting products are on peak in the past few years, bounding B2B relations between countries, business men and companies is one of the most important aspect of this exhibition, along with displaying their products, to give the ease for business men to buy and sell their products directly and to enhance the relationship between local and international business men, as well as other important aspects.



Targeted Industries

Ready-to-
-wear

01

Lingerie &
Swimwear

02

Outwear

03

Leather &
fur

04

Shoes &
bags

05

Accessories

06

Home
textile

07

Equipment

08

Fabrics &
fittings

09





Pulse Media for Organizing and planning events and conferences is located in Amman, The Hashemite Kingdom of Jordan.

Pulse Media have organized many exhibitions in the past which were a hit in the market of exhibitions, along with many planned exhibitions that will be executed in the year of 2018 and 2019. The present exhibitions include many sectors.



Jordan's Economic Importance



Jordan has a sound and resilient economy which gives it the capability of adapting to local and regional shocks and to achieve growth at stable and sustainable rates.

Despite the fact that the global economy is engaged in a struggle with three economic and financial crises not seen in terms of economic growth rates especially for emerging and developing economies and deterioration of the indicators of financial strength in international credit markets

However, the national economy continues to perform strongly in many of its financial and sectoral indicators, including economic growth

Jordan is also a member of the World Trade Organization and an important regional centre and one of the most desirable in investment locations in the region.



Aims of the Jordan Chamber of Commerce



Contribute in the effort of trade and service development and reinforce them, including the small and medium enterprises. Enhancing cooperation between chambers of commerce on the one hand and between Arab chambers of commerce and their unions and foreign chambers on the other hand. Supporting and coordinating the capabilities of national chambers of commerce.

Participate with the concerned authorities in organizing and holding trade and economic conferences at the local, Arab and international levels.

Implement, publish and update studies and researches related to trade and services.





Geographic location of Jordan

Jordan is located to the south of the Syrian Arab Republic, to the east of the State of Palestine, to the north of Saudi Arabia and to the west of the Republic of Iraq. This makes it an important link between three developing countries.



A hand is shown interacting with a tablet. The tablet screen displays the word 'CRITERIA' in large, bold, white letters on a dark background. Below the word, there is an orange button with the word 'START' in white. At the bottom left of the screen, there is a small icon of a computer monitor and the text 'PLAY PROPERTIES'. The background of the image is a light blue and white pattern, possibly a wall or a screen. A pink curved line is drawn across the image, separating the 'Working criteria' section from the list of criteria.

Working criteria

Sending a direct invitation to the governmental organizations, industrial and commercial chambers and embassies in and outside the Kingdom.

Outdoor campaign:

Sending an international invitation to the embassies.

Outdoor signs and billboards that will be spread all around the kingdom.

Advertising media.

- Indoor advertisement: display screens inside and outside the hall.
- Publications which will be spread all around the kingdom, in the daily and weekly newspapers.
- Annual publications in the daily and weekly newspapers.
- Bus routes campaign

Advertising through a special website associated with the exhibition.

Exhibition events:

Opening event for the exhibition with the attendance of important figures.

Live coverage from Radio Rotana during the days of the exhibition.

On the side-line of the exhibition, the exhibition will be attended by businessmen and traders.



From 10am till 2 pm
Break from 2 pm 4- pm
From 4am till 9 pm

Duty Hours



Amman International Fashion Exhibition
2019/03/23-20

Location

Airport Street-Amman
International Motor Show





ORGANIZED BY **PULSE MEDIA** WITH THE
COOOOPERATION OF **TURKEL FAIR**



+962 655 160 17

+962 655 160 18

[HTTP://EXTILE.NET](http://EXTILE.NET)

INFO@PULSEJO.NET