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PROMOTING WOMEN'S ACCESS TO FINANCE

Work-plan, Schedule, and Inventory of Banks

July 10, 2008

This publication was produced for review by the United States Agency for International Development. It was prepared by Dania Gharaibeh, Development and Training Services Inc.

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DEPARTMENTS IN JORDAN

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PROMOTING WOMEN'S ACCESS TO FINANCE

RATIONALE

Women owned small and medium enterprises (SMEs) face significant constraints in accessing finance for business start up, growth and expansion. Studies and assessments reveal this happens for two main reasons. 1). Banks need to realize the market potential of women clients and design products that address their financial needs. 2) Studies reveal that women fear banks due to the ambiguity of their structure, services, and procedures. It became clear to the Workforce and Gender Integration Solution team at the USAID Jordan Economic Development Program (SABEQ) that this issue can be effectively addressed by organizing a series of events in collaboration with the Jordan Forum of Business and Professional Women (JFBPW) aimed at bridging the gap between businesswomen and banks. The event will consist of three workshops delivered by three different banks. The banks will be encouraged to use this opportunity to establish booths and provide promotional materials and interact with women during the awareness and training event.

WORK PLAN AND SCHEDULE

Proposed Date	Mar-09
Partners and Stakeholders	Jordan Forum for Business and Professional Women (JFBPW), Cairo Amman Bank, Al Ahli Bank, Housing Bank, USAID Jordan Economic Development Program Workforce Development and Gender Integration Solution Team (W&GS)

Deliverable	Tasks	Timeframe	Responsible Partly
Commitment letters from 3 banks to actively participate in the event	Select the banks	January	W&G S and JFBPW
	Draft a Letter of Commitment (LoC) with the selected banks to conduct the workshops.	January	W&G S
	Visit the banks	January	W&G S and JFBPW
	Follow up with the banks to confirm LoCs, dates, and venues.	January	W&G S
	Collect LoCs	January	W&G S
Workshop preparations	Meet with JFBPW and assign roles and responsibilities.	January	W&G S
	Draft workshop agenda	February	W&G S and PPD&O
	Visit the three selected bank awareness and training sites.	February	W&G S and JFBPW
	Request workshop presentation from banks	February	W&G S
	Review workshop presentations banks will deliver	February	W&G S and PPD&O
	Design invitations	February	PPD &O
	Invite USAID	February	PPD &O
	Invite MOPIIC	February	PPD &O
	Print invitations	Two weeks prior to event	PPD &O
	Send invitations to JFBPW invitees	Two weeks prior to event	JFBPW
	Send invitations to USAID Jordan and USAID Jordan Economic Development Program invitees	Two weeks prior to event	W&G S and PPD&O
	Send letter to banks with final arrangements	February	W&G S
	Confirm invitees participation (RSPV)	One week after receipt	W&G S
	Reserve Venue and arrange logistics	February	PPD &O
	Prepare workshop material to be distributed in the event	One week prior to event	W&G S and PPD&O

INVENTORY OF SME BANKS IN JORDAN

Bank	Tel . No	Names	Notes
Arab Bank Plc	5600000	Dina Shoman Mohamed Moussa Salem Barkan Mohamed Ghanmeh Mohamed Zaqout	May be hard to reach the Arab Bank so you will need component one's help to access their management but they have branches that only serve women (one is in Al Gardens' St.)
Arab Jordan Investment Bank	5607126	Hany Abdel Qader el Qady Usama Abu Sabah Ramy Abu Ali Mohamed Farid	This is a small bank that requires extensive capacity building but has cooperative management.
Cairo Bank	4616910	Khaled Sabeeh El Masry Wafaa Qasem El Farayeh	Cairo Amman Bank has product lines customized for micro, small, and medium businesses. They also have an excellent geographic coverage.
Capital Bank of Jordan	5694250	Haitham Qamhiyeh Sadeer el Tell Nada Zaid Maher Ourtany	Capital Bank was highly cooperative in previous events held at USAID Jordan Economic Development Program (SABEQ)
The Housing Bank for Trade and Finance	5005555	Shoukry Bshara Samir Abdel Aziz	The Housing Bank already has a product line for women only.
HSBC Bank	5518090	Ray Webber Miss Luma Jamal Rania Krikorian Tala Nejme	When visited last year, HSBC indicated they wanted to reach out to women clients by establishing customized products for them.
National Bank of Kuwait	5608800	Jabra Ghandour Mohamed Salah Banan Ashoud Sherine el Saqqa	When visited last year Mohamed Saleh indicated that they intended to expand their SME services.

WORKSHOP THEMES

- Types and procedures of financial services (credit cards, SME loans..etc)
- How loans to the services sector are evaluated and granted
- How is a potential loan grantee evaluated by banks?
- Interest rates- how it works

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