

Ayla Fertilizers Industries

During his tenure as a fertilizer factory manager in Aqaba, Izz Al-Din Al-Sqour garnered extensive experience in the field of fertilizer production. Upon his retirement, Izz Al-Din felt that the time had come to establish a chemical fertilizer factory in his hometown of Ma'an.

The factory required a large plot of land to be built on, in addition to a significant financial investment, making the initial establishment phase a challenge. Nonetheless, Izz Al-Din's enthusiasm did not falter and he embarked on his mission to secure the needed funds. In 2012, after Ma'an Development Company presented him with a suitable plot of land, he began construction himself to minimize growing costs, which would have otherwise halted his plans. During the construction phase, Izz Al-Din heard from friends about the European Union (EU) and Jordan Enterprise Development Corporation's (JEDCO) grants and quickly realized that they could be utilized to help equip his factory with the needed machinery. He applied while construction was still underway, and received the grant at the end of 2012.

The EUR 50,000 grant from JEDCO and the European Union (EU) covered the acquisition of several machines needed to manufacture chemical, liquid and solid NPK fertilizers. Once manufacturing commenced, the factory's products proved to be highly competitive against imported fertilizers from Italy and Spain, among other countries. Furthermore, Izz Al-Din was able to export 700 tons of fertilizers that were produced specifically for Egypt. The grant also helped support Izz Al-Din's marketing efforts, aiding him in distributing marketing brochures and promoting his products at various fairs and exhibitions.

The factory has generated employment opportunities in Ma'an, offering jobs to five full-time employees and several temporary workers contracted based on the workload. Izz Al-Din aspires to expand his production lines to encompass the manufacture of liquid ammonia in light of its importance in agriculture. He also hopes to put in place marketing strategies that will help him export a wider range of products to markets outside Jordan, especially given the pressing supply shortages due to the current situation within the regional market.

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