

INVESTEE PROFILE: SOUHOUL AL OLA



Contact Info:	Mr. Anwar Al Affash, Owner Anwar.al.affash@gmail.com
Location:	Mafraq
RLI Category:	R3 – employing refugees
Company Background:	The farms of "Souhoul Al-Ola Establishment for the Marketing of Agricultural Production" are constantly developing and keep pace with the latest agricultural technologies to become one of the largest competitors in the region and internationally. The company specializes in growing vegetables and fruits; marketing agricultural production; trade agricultural supplies and seeds; import-export; packing and packaging vegetables and fruit; and agricultural education and training. The farms, covering 1310 dunums, are in the village of Sabha, near the city of Mafraq, in northern Jordan, 88 km from the capital, Amman. The area is excellent for cultivation with large-scale production.
Industry/Sector:	Agriculture
Products/Services:	Vegetables and fruits: almond, peaches, pomegranate, olives, and grapes.
Export Activity:	Exporting to the Middle East and Gulf Countries. Used to export to Europe as well but the new procedures and quality standards are too difficult to navigate.
Financial Performance:	Financed organically through business operations, bank loans, and project grants.
Management Team:	Owner, Founder, and CEO, Anwar Al Affash, is an Agricultural Engineer.
Employees and Refugee Workforce:	Employs 300-500 Syrian refugees as farmers yearly. The packaging/cold storage facility employs 100 people, including around 70 refugees.
Market Overview and Trends:	In 2020, the company planned and executed an alternative energy project which contributed to reducing the annual cost of traditional energy. In 2021/2022, the company implemented a fruit and vegetable cooling and packing center (which was further expanded in 2023) to avoid spoilage of the product in transport and creating a competitive product for the export market; create new jobs for refugees in the area; and support other local farmers in improving the quality of their products and income by providing access to a facility and services that didn't previously exist in the area. The project is implemented within a plot of about 20,000 square meters in Sabha, near other local farms and Za'atari.
Estimated Investment Needs:	The company is looking to expand fruit production and packaging lines, storage capacity, production of new, value-added agricultural products (e.g., jam, juice, molasses); start a training program for employees; expand post-harvest and agricultural marketing services available to local farmers. They seek an investment of \$2.47 million over the next 2 years to implement these projects, which they estimate will generate employment 438 people (90% will be Syrian refugees.)
Prior Experience with Investment:	The cooling, packing, and storage facility the company built in 2022 was financed (partially, with 50,000 JD) by the Smart Dessert project, an AFD-funded program. Bank loans are challenging.
RLI Thesis and Impact Opportunity:	Contribution to local employment including refugees in Mafraq.
RLI Technical Assistance Needs:	Potential needs for finding Syrian workforce in Mafraq, improving working conditions, expanding skills training. Export expansion support. RLI storytelling for marketing, in particular to Europe, and narrative change.