



TASTE  
ART  
EXPERIENCE

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DAJANI AGRIBUSINESS

LANDSCAPE ARCHITECTURE  
& FRUIT TREE EXPERTS







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ART  
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## **ABOUT DAJANI AGRIBUSINESS**

Company Profile -

## **MANAGING DIRECTOR / OWNER**

Eng. Maher Dajani Curriculum Vitae -

## **OUR SERVICES**

Fruit Trees & Projects management -

Fresh-Line -

## **INTERNATIONAL REFERANCES**

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## PROFILE

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**Dajani Agribusiness** is a professional landscape architecture & fruit trees expert company established in 1991 by Engineer **Maher Dajani** who came back to his hometown Amman after taking the greatest experience and knowledge in fruit and ornamental trees from France and other European countries with one clear vision. Finding a company that combines modern techniques and knowledge to be specialized in the integration of complete landscape solutions and the fruit industry from nursery to consumer.

Over the past years **Dajani Agribusiness** became one of the pioneer landscaping companies in Jordan, offering all kinds of landscape services from hardscape design -as outdoor rooms, pavings, stone walls, BBQs, water features, swimming pools, pool houses, wood structures, pergolas and gazebos-. Softscape design -as plants selection, distribution, specifications, BOQs-Supplies, installation & planting.

And as a fruit tree export **Dajani Agribusiness** became a top consultant and grower of a wild range of fruit varieties, root-stocks and production pre-harvest, post-harvest, IPM (Integrated Pest Management ) and marketing.





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LANDSCAPE ARCHITECTURE

**"The best time to plant a tree  
was 20 years ago. The second  
best time is now."**

*"Chinese Proverb"*



Dajani also offers the designing and execution of lighting and irrigation systems for projects ranging from small quality homes to malls, banks, parks and resorts, locally and internationally. And our services don't stop there, they extend to Plantscaping, Banqueting, Fruit trees, Fresh-line, Project management, Renovation & Remodeling...

At **Dajani Agribusiness**, we draw our expertise from the experience of our skilled team of designers, landscapers and horticulture experts who bring together all project components to the construction of any size landscaping project.







The basic philosophy of the company is to give the client the ability to invest in our experience, fine taste and opened culture to get exactly what s/he wants & beyond.

As a fruit expert in Jordan & the region, **Dajani Agribusiness** offers a wide range of services & products for the fruit tree growing industry.

From feasibility studies, fruit trees supply, consultation, project management, pre harvest & post harvest consultations to turn key projects.

**FRESH LINE** is the brand of quality fruit produced under a very strict quality control management & Global GAP certified.





# **MANAGING DIRECTOR / OWNER**

Eng. Maher Dajani Curriculum Vitae



## **BASIC INFORMATION**

Last Name: DAJANI    Middle Name: M.N.  
First Name (s): MAHER

Profession: AG. ENGINEER

Specialization: LANDSCAPE ARCHITECTURE & FRUIT TREES.

Present Position: MANAGING DIRECTOR & Owner of DAJANI AGRIBUSINESS

Years of Experience:    35    Years ( 29 with Present Employer).



## **PROFILE**

BSC Graduate of Faculty of Agriculture, Plant Production department, experienced and specialized in Landscape Architecture & Fruit Trees production. Mainly in Jordan & France. Former Deputy Chairman of the Board of Directors of Jordan Exporters & Producers Association of fresh Fruits & Vegetables (JEPAfv).



## **KEY EXPERIENCE**

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- Fruit Trees Orchards, Design, Installation, Project Management Private Extension and Supervision, from choosing Varieties and rootstocks, Planting techniques, Pruning and Training systems, IPM “Integrated Pest Management”, Production management, Post Harvest, Marketing, Supervision & Prof. Consultation, in France, Saudi Arabia & Jordan.
- Landscape Architecture: Computer Aided Designs, Lawn & Tree Experts, Irrigation Systems, Installation and Garden Maintenance for private & corporate garden projects.
- Hard landscape and Soft landscape turn key projects.
- Nurserymen: Garden Ornamental Plants, Fruit trees producers, Dealers for top local, French & Italian nurseries.
- Variety Editors from international breeders.



**EMPLOYMENT RECORDS**  
**1991 – Now**

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DAJANI Agribusiness, [www.dajaniagri.com](http://www.dajaniagri.com)  
3, Abdallah Alhmoud Str., Al-Rawnaq, Amman-Jordan.  
Owner, Managing Director & Tech. Manager.

Director & Organizer of Work Fields:

1. Fruit Trees :

- Turn Key Contractors: Planning, Planting & Installation.
- Consultancy, Training Programs, Supervision & Project Management.
- Agents for DAVODEAU LIGONNIERE Nursery/France, Dealers for Pepinieres LAFOND/France.
- Nurserymen: Fruit Trees & Nursery Stock. Under Contract Orders.
- Fresh Fruit Growers & Producers.
- FRESH-LINE, a Fresh Produce Brand Owner.
- Varieties Editors for INRA- “AGRI-OBTINTIONS” – France, and Others.



2. Landscape Architecture:

- Designs: Corporate & Residential Gardens.
- Installation, Contractors & Maintenance.
- A Joint Venture with ATEL-FRANCE: Top Landscape Designers “Consultants for Four Seasons Group, Resorts & Hotels” In Hawaii, the Caribbean and North Africa.
- Suppliers for Top Quality Garden Plants & Ornamentals.
- Plantscaping: Indoor Plants Decorations, (Design, Installation & Maintenance).
- Banqueting Décor Plants: Banqueting Activities Indoor & outdoor Plants Decorations.



3. Feasibility Studies :

- Fruit Trees Projects: Installation, Production, Post harvest and Marketing.
- A Joint Participation in a MAP Fertilizer factory study.
- King Abdullah II Fund. H.M. King Abdullah II fruit trees farm in Dhuleil, Jordan.



#### 4. Agricultural Consultations, Training & Management:

- IPM Programs “Integrated Pest Management” on Top Fruits.
- Pome & Stone Fruits, Modern Training Techniques, Field and crop management. (Introducers of Long Pruning Techniques & High Density Plantations, Post Harvest...)
- Fertigation Programs and Solutions in Fruit Trees Projects.
- Landscaping & Site Management:
- Soft & Hard Landscape Designs.
- Xeriscape (Arid Landscaping)
- Former sole representatives for ICEA in Saudi Arabia, an International Organic Certification Body.



5. Farm Machinery & Equipment :

- Former agents for WEED BADGER / USA, “Mechanical Weed Control Solutions” for Vine Yards & High Density Orchards.
- Former representatives for AGRO-RESSOURCES / France, “Agro Meteorological Stations & Measuring Tools & Equipments”.



**1987 – 1991**

Project Manager - G. Manager

Yarmouk office for Agricultural Services, Jubeiha,  
Amman-Jordan.

Ref.: Dr. Fahmi SHATAT

1. Supervision & Administration of :

- Fruit Trees Projects: (Planning, Planting, Installation & Supervision).
- Landscaping (Design, Installation & Maintenance).

1. Feasibility Studies: (Fruit Trees Projects).

2. Agricultural Consultations.

3. Farm and Garden: (Equipment, Tools, Fertilizers, Ag. Materials, Fruit Trees and Garden Ornamentals).



**1985 – 1987**

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Agricultural Supervisor

Jordan Army, Royal Supply & Transport Headquarter,  
Officers Club,

Zarqa-Jordan. Landscape Design, Supervision and  
Administration of Officers Club Gardens & Nursery.



## **EDUCATION AND QUALIFICATIONS**

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B.Sc., In Agriculture, Dept. of Plant Production, Faculty of Agriculture, University of Jordan, Amman-Jordan, 1985.



## **MEMBERSHIPS & CONSULTANTS FOR**

- A Royal Nomination by his Majesty King Abdullah II, as a Member of the “Royal Committee for Jordan Agricultural Strategy 2001-2010” – The Royal Economic & Consultant Council, JORDAN.
- A Founder & Active Member of The Agriculture Development Team. “ A Private Sector Voluntary Development Task Force, or Working Group”. A think Tank & Lobbying Force, for the Agricultural sector in JORDAN.
- Deputy Chairman of the Board of Directors, Member of Jordan Exporters & Producers Association of fresh Fruits & Vegetables (JEPAfv), JORDAN, 2002-2006.
- A Member of “International Society of Arboriculture- ISA”, USA.
- A Founder and Active Board Member of the “Continuous Training Center for the Jordanian Agricultural Engineers Association”, JORDAN.
- Consultants for Saudi-Arabia Leading Fruit Tree Growers, TADCO & ASTRA Farms, Tabuk, SAUDI-ARABIA.



## **PROFESSIONAL COURSES**

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- 1988 : Site Planning & Landscape Architecture, Intensive Course, Consultations and Studies Center, Jordan University, Amman- Jordan, 1988.
- 1993 : Pomes Fruits and Stone Fruits Cultivation, Selecting Varieties and Root-Stocks, High Density Plantations & Modern Training Systems, Pruning and Fertigation, G.R.C.E.T.A. de Basse Durance, St. Remy de Provence, Vaucluse, France, 1993.
- 1994 : Modern Orchard & Integrated Pest management (IPM) in Fruit trees, G.R.C.E.T.A. de Basse Durance ,St. Remy de Provence, Vaucluse, France, 1994.
- 1995 : Integrated Pest Management (IPM) & Biological control, "Potential Predators". I.N.R.A "Institut National de Recherche Agronomique", Cap d'Antibes, Antibes, Cote d'Azur, France, 1995.



## **PROFESSIONAL COURSES**

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- 1995: Integrated Pest Management and Biological Control Applications, on Fruit Trees, G.R.C.E.T.A. de Basse Durance, St. Remy de Provence, Vaucluse, France, 1995.
- 2005 : Market Orientation for Export Managers on Post-harvest handling, Marketing & Management of Exports to the EU-market, CBI, Rotterdam, Netherlands, Sept. 2005.
- 2007: Export Marketing/Image Building & Food Safety Standards, SIPPO (Swiss Import Promotion Programme, Jedco, Amman, Jordan, 2007.



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Attended, organized, conducted & participated in many Seminars, Workshops, Open-days & Training Courses in:

- Fruit trees production Techniques,
- Orchard Tree Management,
- Post-Harvest & Supply Chain, Packaging & Marketing,
- IPM in Fruit Production,
- Landscape Architecture, Xeriscape (Arid Landscaping).
- Street-Scape.
- Tree and Garden services: Design, Install & Maintain.
- Quality management.
- Advocacy,
- Strategic Planning & Scenario Building.
- Local & International Fairs & Exhibitions in Europe, Canada & neighboring countries.









## **Fruit Trees and Project management**

A real fruit tree expert, to share with you your worries, your needs and your success. So be our partner and be confident that your profit is our success.

We are pioneers in “under contract” fruit tree production & variety edition Certified VF (Virus Free) new varieties and new rootstocks. Feasibility studies & Turnkey fruit tree projects. Project management and expert consultants.

Who's better than a professional fruit grower, a liable nurseryman, an updated well experienced consultant?

Pioneers and introducers of:

“IPM – Integrated Pest Management” applications, long pruning techniques.

Leaders in applying the fruiting branch concept and many high quality producing modern training systems to be the leaders in high-tech plantations.





























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"Love is a fruit in season at all  
times, and within reach of every  
hand."

"Mother Teresa"























## Fresh Line

The taste of health...

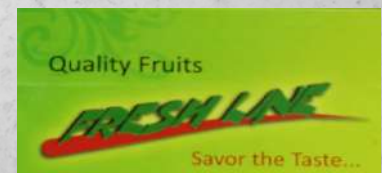
The brand of quality fruits... the brand of healthy taste...

Top fruits produced under strict IPM "Integrated Pest Management" programs.

Benefiting from the relative advantages that Jordan geo-climate offers.

Export oriented production to meet the most sophisticated consumer taste.

Picked & Packed with ultra care to meet your high standards.



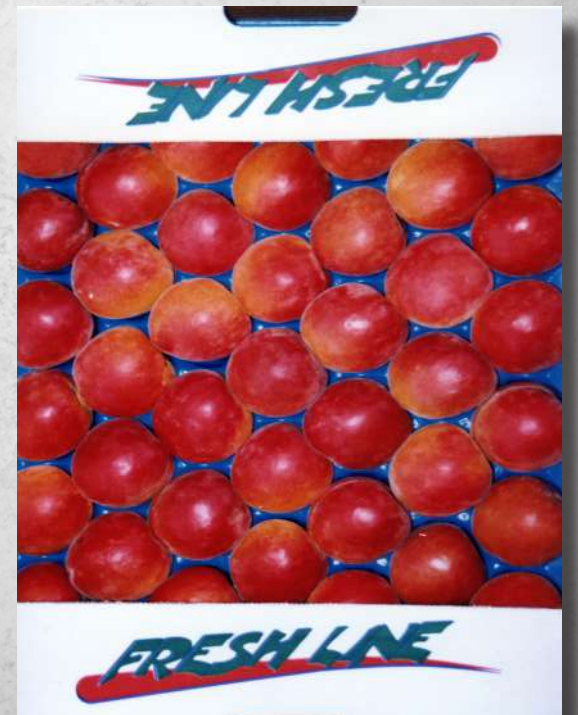




Apples



Apricots







Nectarine



Jujube





Abate Fetel Pear



Pears





Pepper



Peach







# **INTERNATIONAL LIST OF REFERENCES**



## INTERNATIONAL REFERENCES:

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1 GRCETA BASSE DURANCE,  
France. Mr. Jean Aymard - President.

2 DAVODEAU LIGONNIERE, France.  
Mr. Guy Ligonniere - President.

3 PEPINIERES LAFOND, France. Mr.  
Serge Lafond - President.

4 INTERNATIONAL PLANT  
SELECTION, France. Mr. Alexandre  
Darnaud - President.

5 PEPINIERES DARNAUD, France.  
Mr. Jean-Pierre Darnaud.

6 STAR EXPORT, France. Mr. Serge  
Escorihuela - Export Manager.

7 AGRO-RESSOURCES, France. Mr.  
Patrice Guinet - President.

8 ATEL-FRANCE, France. Mr. Patrice  
Mathe - President.

9 CANALE DE FRANCE, France. Mr.  
Pierre Chol. Senior Manager.

10 ADEPTA, France. Mr. Etienne Barbarin  
- Middle-east & North Africa Manager.

11 CAUSTIER GROUP, France. Miss  
Stephanie Fabre - Export Manager.

12 MILES IMPORT S.A., France. Mr. Eric  
Gensac - Fruits Import Manager.

13 EURO-SUD FRUITS S.A., France &  
Spain. Mr. Philippe Bufat - President.

14 CHITI PIANTE, Italy. Mr. Giacomo  
Chiti - President.

15 TESI UBALDO & FIGLI, Italy. Mr.  
Riccardo Tesi - President.

16 VIVAI ZANZI, Italy. Mr. Franco Zanzi -  
Vise president.

17 ORERO Nurseries, Spain. Mr. Juan  
Orero - President.

18 MAC MULTIPLES, England. Mr. Allan  
Legge - Directing Partner & Import Manager.

19 TADCO " Tabuk Agricultural  
Development Co.", Saudi Arabia. Mr.  
Saed Swat - General Manager.

20 ASTRA FARMS, Saudi Arabia. Mr.  
Naser Masri - General Manager.

21 AI-RAJHI & MISFER AGRI. Co,  
Saudi Arabia. Mr. Ghassan Bleibleh -  
Tabuk Branch Manager.

22 Al-Manal Investment group,  
Yemen. Mr. Ali Bathawab - Managing  
Partner.

23 Primafruit Limited . Mr. Charles  
Evans.







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Rahhal complex, Second floor.

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