



**Company
Profile**

SOQIA

Innovative Environmental Solutions





About Soqia:

Soqia is a Jordanian SME specialized in smart and sustainable environmental solutions, with a strong focus on research, training, and technology development. We have developed the IWCS (Intelligent Water Consumption System), which ensures effective management of water quality and quantity, providing efficiency, sustainability, and water security.



Vision

To redefine water and environmental sustainability in arid regions through intelligent, data-driven ecosystems that enable resilience and long-term resource security.

Mission

To deliver advanced AI and IoT-powered solutions that maximize water efficiency, enhance agricultural performance, and drive scalable climate resilience through innovation and strategic collaboration

Core Values

We are driven by sustainability, innovation, measurable impact, and integrity—building scalable solutions through strong partnerships and science-based excellence.

Methodology

A science-driven, field-validated approach integrating AI, IoT, and real-time data to design, deploy, and continuously optimize scalable environmental solutions.

Our Solution – IWCS

Intelligent Water Consumption System



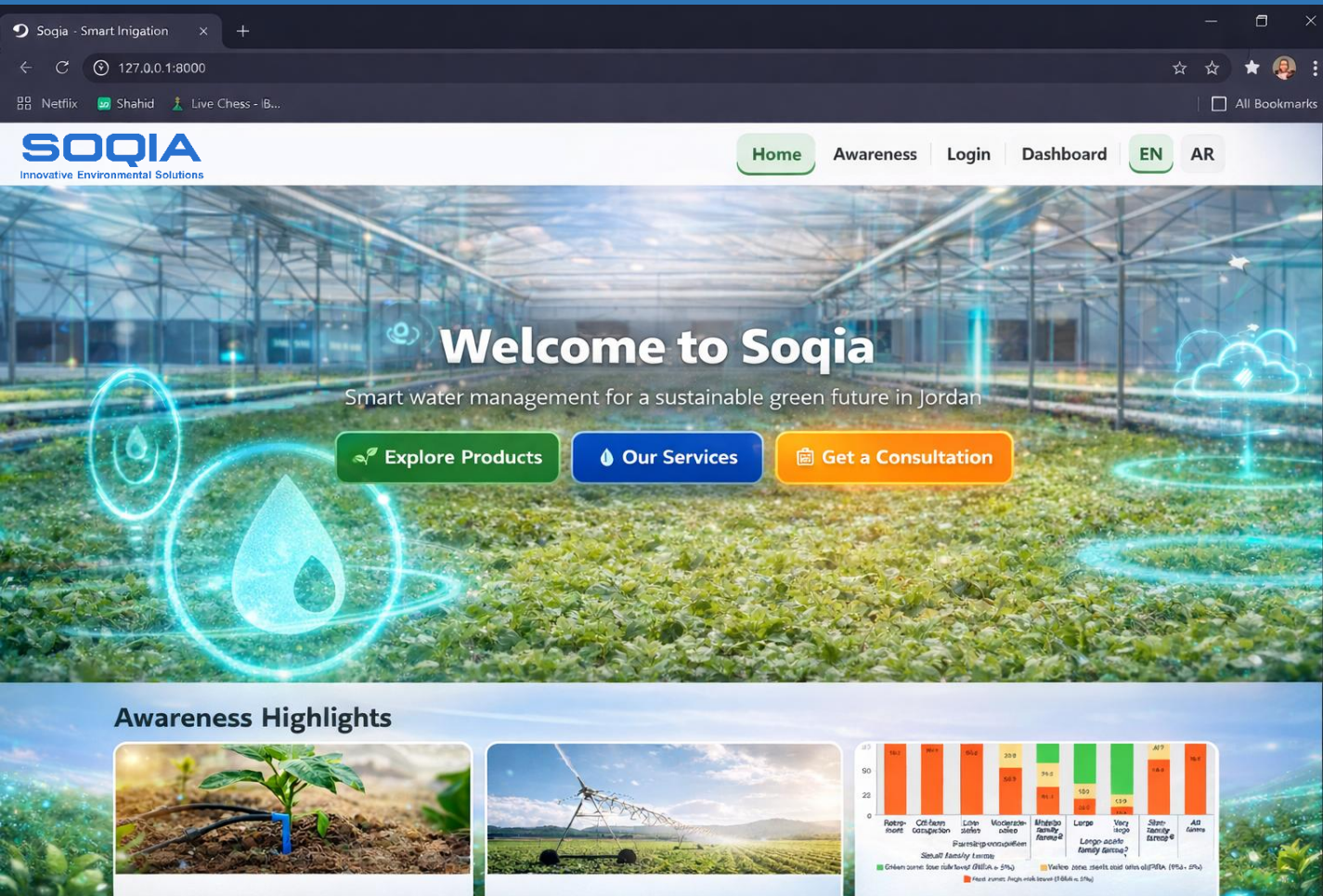
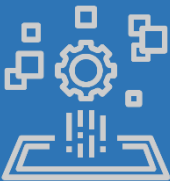
Soqia has developed IWCS, a smart irrigation and water management system that leverages AI and IoT technologies to optimize water usage in agriculture.

Key Features:

- Real-time environmental monitoring
- AI-based irrigation recommendations
- Soil moisture and climate data integration
- Remote system control via mobile/web
- Predictive analytics for water efficiency

Impact:

- Significant reduction in water consumption
- Improved crop productivity
- Lower operational costs for farmers



An integrated platform that combines awareness and technology, aiming to highlight traditional irrigation challenges and the importance of water conservation, while integrating the **IWCS (Intelligent Water Consumption System)** to showcase Soqia’s advanced solutions.

The platform supports the transition toward smart, sustainable, and efficient irrigation practices using AI and IoT technologies.

Our Product

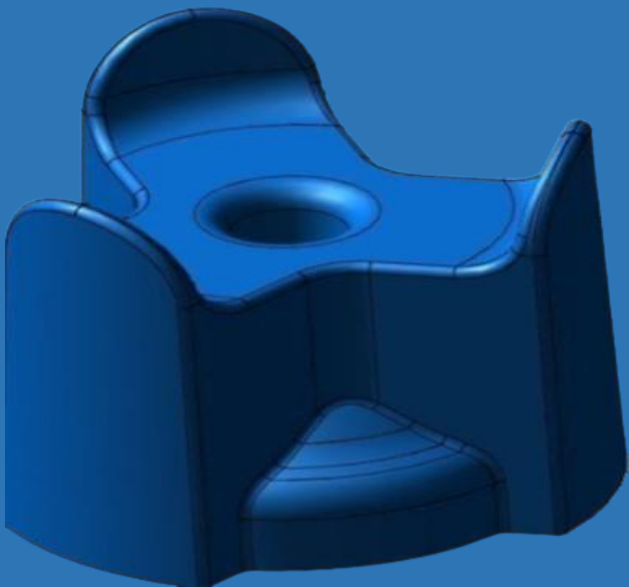
20L Ergonomic Bottle Holder

In collaboration with Arbeel Electric

A smart and ergonomic solution designed to simplify the handling and dispensing of 20-liter water bottles. The system ensures stability, safety, and ease of use, making it ideal for both indoor and field environments.

Use Cases

- Homes and residential use
- Offices and workplaces
- Farms and outdoor environments
- Field operations and remote sites



Enhancing daily water handling through a simple yet effective design that improves safety, reduces effort, and ensures a reliable user experience.

Impact

Soqia contributes to measurable environmental and social impact:



Reduction in water consumption



Increased agricultural productivity



Contribution to Sustainable Development Goals (SDGs)



Empowerment of farmers and youth



Promotion of sustainable resource use

Achievements & Recognition



Letter of Appreciation from HRH Prince El Hassan bin Talal for Soqia's innovations in sustainable water management



Recognition from HRH Princess Basma bint El Hassan for participation in Global Entrepreneurship Week 2025



Entrepreneurship Hackathon 2024

Ranked among the Top 100 Startups in Jordan by the Ministry of Digital Economy and Entrepreneurship (MoDEE)

R&D Strategic Partners:



A Greek company specializing in high-quality, innovative security and building control solutions, including intercom systems and custom entrance constructions.



SMART AI SOLUTIONS

A Greek company pioneering in AI, creating innovative solutions to tackle complex challenges across industries.



A Bulgarian company specializing in **fire alarm, intruder alarm, and safety systems**. Their products are used worldwide in residential, commercial, and industrial settings.

In **Jordan**, **Soqia** works with Teletek's **exclusive authorized distributor** to provide local access, support, and services.



Arbeel Electric
electricity & beyond

A Jordanian company specializing in the design and manufacturing of **electrical and industrial equipment**, including **solar power control systems (inverters)** and **induction sealing machines** used in industrial production lines.

Strategic Partner (Entrepreneurship & Training)



Training Center



Workshop Hub



Drone Courses



Study Space

ScopeX Center is a premier, integrated professional hub located in Irbid, Jordan, strategically designed to bridge the gap between academic learning and career excellence. It serves as a dynamic ecosystem for students, freelancers, and professionals by combining a high-tech Training Academy with a modern Co-working & Study Space.

Strategic Partner (Entrepreneurship & Training)



Innovation and Entrepreneurial Projects Center
at The Hashemite University



Soqia, together with its strategic partner, the Innovation and Entrepreneurial Projects Center at The Hashemite University, delivers specialized, high-quality training programs in green entrepreneurship, focusing on professional student qualification in sustainable water management, climate adaptation, and smart agriculture.

Achievements & Recognition

International Grants & Funding



EU-ENI CBC Med – EMPHASIS: Open innovation and cross-border collaboration grant



EU-ENI CBC Med – U-SOLVE: Grant for IWCS prototyping (Water-Energy-Food Nexus)



Plan International: "Najahuna" climate innovation program



UNICEF: "Bassmati" program for youth and social impact



JRF & GGGI (KOICA): Green Business Incubator support

Academic & Industrial Collaboration



Implemented by
giz Technische Dienstleistungen
für die Wirtschaft
GmbH



TechForward (GIZ/int@j): Selected among Top 14 startups



Hashemite University:
MoU for AI and agricultural cybersecurity research



Jordan University of Science and Technology (JUST):
Incubated
at the Center of Excellence for Innovative Projects



The University of Jordan (UJIEC):
Engineering faculty collaboration



Yarmouk University:
Recognition at the 2025 Sustainability Conference

Technical Validation & Readiness



المركز الوطني للبحوث الزراعية
National Agricultural Research Center

NARC (National Agricultural Research Center): Technical validation



Implemented by
giz Gesellschaft für Internationale Zusammenarbeit
an der Deutschen Zsammenarbeit



Finance Forward (GIZ/Orange): Investment readiness certification

Media & Public Recognition



Recognized through national media exposure on Jordan Television (JTV), showcasing Soqia's innovation in smart water management and its role in advancing sustainable technologies.



WORKSHOP

Driving Agri-Food Innovation in Jordan | ICARDA, IWMI, (NARC)



Participation in Exhibitions and Events:

- Jordan Innovation Village Exhibition
- National Olive Festival
- International Dates Festival

NGO Community Partnership

Participating in today's Career Day with the CircassianCharity Association



الجمعية الخيرية الشركسية
Адыгэ ҫырымшъу Хасэ



The CircassianCharity Association is one of the oldest civil society organizations in Jordan, established in 1932, with a long-standing role in community service and humanitarian work. It stands out as a leading model in integrating sustainability into social impact through development initiatives that promote efficient resource use and support local communities. The association also fosters entrepreneurship by empowering youth and supporting startups, while preserving cultural identity and advancing sustainable socio-economic development.



NCEJ

المركز الوطني للعدالة البيئية
NATIONAL CENTER FOR ENVIRONMENTAL JUSTICE

"Founding member of the National Center for Environmental Justice since 2012, and continues to serve on its administrative board, demonstrating an ongoing commitment to environmental leadership, sustainable development, and community responsibility."

Partnerships



المركز الوطني للبحوث الزراعية
National Agricultural Research Center



Energy Integration Layer



Arbeel Electric
electricity & beyond



IWCS integrates with **Arbeel Electric** solar pump inverters to deliver fully autonomous, off-grid irrigation powered by renewable energy and optimized through intelligent control.

Soqia Team



Majed Alkhateeb

Founder & General Manager



Islam Assolie

Co-Founder & Researcher



Rosanna Babagiannou

AI Developer



Rula Massad

Project Manager



Abed Alraouf Alrwabdeh

Accountant



Asia Ali

Operations Manager



SOQIA

Innovative Environmental Solutions



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Every Drop, A Sustainable Hop

