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Flash Note - Jobedu Signs Licensing Agreement with Walt Disney Company for the Middle East

[Jobedu](#), a Jordanian streetwear company, announced the signing of a licensing agreement with Walt Disney Company for the Middle East and North Africa to create original collections, developed by Jobedu's ever-growing team of regional and international graphic designers; featuring iconic Marvel characters, Star Wars and Mickey to name a few.

The agreement is another milestone in Jobedu's expanding operations in the region and further recognition of its creativity and innovation.

Tamer AlMasri, co-founder and CEO of Jobedu, said "We are super excited to have Jobedu play a central role in providing consumers in the region with merchandise based on their favorite characters and franchises - and for the first time ever in Arabic"

Jobedu signed a similar agreement in March of this year with Warner Bros to produce t-shirts and hoodies featuring DC Super Heroes such as Batman and Superman, Harry Potter, as well as Animation favorites such as Looney Tunes, Tom and Jerry.

Globally, the licensing is a 250 billion USD industry, less than 5% of it comes from the MENA region. Jobedu is committed to building the infrastructure needed to have a vibrant licensing industry in the region.

Jobedu was founded in 2007 in Jordan - the company specializes in producing, retailing, and distributing original pop culture merchandise created by and for the Arab World.

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