



## Doing Business in Jordan: 2011 Country

### Commercial Guide for U.S. Companies

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## Chapter 1: Doing Business In Jordan

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### Market Overview

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Jordan is strategically positioned at the crossroads of the MENA region, close to Europe, Asia, and Africa. The Hashemite Kingdom is only one of two Arab countries to have made peace with Israel and is the only Arab country to sign a Free Trade Agreement with the United States penned in 2001. The U.S.-Jordan Free Trade Agreement, which came into full effect in 2010, continues to create advantages for U.S. exporters to provide high-quality products at more attractive prices, as all tariff barriers on the majority of goods traded between the United States and Jordan were eliminated.

A moderate and welcoming culture with a beautiful mild climate has made Jordan a popular destination.

Regionally, Jordan is a haven of stability for business and this recent Arab Spring has shown Jordan as an even more attractive place for investment and hub for business. Jordan has strong, cooperative relations with its neighbors and the wider international business community. Imports into Jordan include: mineral fuels and crude oil, machinery and transportation equipment, food and animals, fabrics and textiles, manufactured goods such as rubber products, paper and cardboard, textile yarns, chemicals, clothing and footwear. The largest suppliers are: EU countries (20%), Saudi Arabia (20%), China (11%), United States (6% of total imports), followed by Egypt, South Korea, Japan, and Turkey.

Jordan's major sectors for U.S. opportunities include:

- Energy/Power, including Renewable Energy
- Clean Tech
- Healthcare, including Medical Devices
- Travel & Tourism
- Information Communication Technology

## Market Challenges

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The global economic slump and a decline in sectors such as travel & tourism, construction, and defense have depressed GDP growth rate in Jordan. Jordan imports 96 percent of its energy from neighboring countries such as Egypt and Saudi Arabia. With insufficient water supplies, oil, and natural gas this makes Jordan heavily dependent on foreign assistance. Of serious concern is the fact that Jordan ranks sixth in terms of water poverty after other Arab countries and the poverty line is 500 cubic meters per capita each year excluding agriculture.

Underemployment and high rates of poverty remain critical issues in Jordan. Jordan's budget deficit resonates across all sectors which impacts defense, security, and ICT and is a major deterrent to economic growth. King Abdullah has implemented major economic and government reforms but results are still years away. The middle-class has taken the economic hit harder than any other group in Jordan and this has resulted in lower home ownership and standards of living. The population growth rate continues to climb while 70 percent of the population is under 30 but a whopping 36 percent is under 15 years of age.

## Market Opportunities

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Jordan market opportunities can be summarized as follows:

- Jordan needs to invest heavily in alternative and renewable energy including wind and solar, the renewable energy market for equipment and services is around \$40 million and the U.S. share is 5 percent
- The energy sector, particularly power generation, municipal gas systems, and oil shale development are key sectors of growth.
- ICT sector is the fastest growing sectors in Jordan's economy at 25 percent growth. More than 80,000 jobs total in sector contributing 14 percent of GDP. There are 400 companies in Telecom, IT, Online and mobile content, outsourcing and games development.
- Telecommunications is a liberalized sector but there is a large opportunity in internet penetration which stands at 30 percent with a goal of 50 percent by 2012. Jordan has more than 6 million mobile phone subscriptions
- Opportunities abound in e-health with current pilots in three hospitals and a model based on electronic health solutions royal initiative. Medical tourism is beginning to draw large numbers of patients to Jordan as a medical destination.

The Jordanian market is best entered by working closely with a local agent, distributor or partner. U.S. companies looking at Jordan should be aware of the following:

- Complete and direct foreign investment is possible in most, but not all sectors
- Jordanian firms, across multiple sectors, regard U.S. products highly for their quality and advanced technology
- U.S. consumer products and brands in the market are well regarded, and there is still much room for the introduction of new U.S. products, services and franchises particularly to the 20 to 35 year old segment of the population.
- The perception of distance and delivery time, and lack of familiarity with U.S. products also triggers the need for strong representation by local agents.

U.S. firms considering the Jordanian market should focus on understanding the specificity of this market as well as the potential for using Jordan as a regional hub for certain types of products or services. Working closely with Jordanian agents, distributors or partners is essential to ensure a competitive position and successful market entry.

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## **Chapter 2: Political and Economic Environment**

For background information on the political and economic environment of the country, please click on the link below to the U.S. Department of State Background Notes.

<http://www.state.gov/r/pa/ei/bgn/3464.htm>

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### **Using an Agent or Distributor**

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Good sales results in Jordan are hard to achieve without proper local partnerships. The U.S. Commercial Service in Jordan can help companies find such an agent or distributor. For more information please visit our website <http://www.buyusa.gov/jordan>

### **Establishing an Office**

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Foreign companies and institutions can register and operate in Jordan through the Ministry of Industry and Trade (MOIT). It is wise to use a local attorney as a legal adviser to help in the process.

The Companies Law provides guidance for registering foreign companies and establishing regional and representative offices. Foreign companies can register as operating companies, non-operating companies, and offshore companies. More information can be found at <http://www.mit.gov.jo/>.

The Jordan Investment Board (JIB) operates as a one-stop shop for potential investors is located at <http://www.jordaninvestment.com>

## Franchising

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Jordanians are enthusiastic about U.S. franchises and local investors are increasingly interested in franchising, especially in the service sector and the fast food industry. The Jordanian market, however, cannot absorb large numbers of a single franchise. U.S. retail and service franchises have significantly increased in the last several years. Examples of recent franchises include: TGI Fridays, Applebees, ACE Hardware, and Ruby Tuesdays. Other franchises in the fast food industry such as KFC, Pizza Hut, and McDonald's have been in the market for several years.

Franchises in other categories, such as child care/development, e.g., FasTracKids, are also becoming of interest. Several new malls have opened in the capital in recent years; others are under construction; and there are plans for outlet stores in the southern suburbs of Amman. These projects are expected to generate opportunities for additional retail franchises.

## Direct Marketing

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American companies can use a direct marketing approach for their products to end users in the government and private sectors in Jordan, however, in general it is recommended to work through a local representative.

American companies can find competent local firms that are capable of organizing marketing campaigns for their products through a wide range of media.

## Joint Ventures/Licensing

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Joint ventures with Jordanian partners are one means of penetrating the local market. A joint venture is confined to the special relationship between partners as specified in the joint venture agreement, and is essential in some services where foreign ownership/share of companies cannot exceed 50%.

For a list of restricted sectors, please consult:

[http://tcc.export.gov/Trade\\_Agreements/All\\_Trade\\_Agreements/exp\\_005590.asp](http://tcc.export.gov/Trade_Agreements/All_Trade_Agreements/exp_005590.asp)

## Selling to the Government

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The two primary governmental entities implementing public sector procurement process in Jordan are the Government Tenders Directorate (GTD) and the General Supplies Department (GSD).

The Jordanian Armed Forces have separate procurement offices and have sole jurisdiction over defense sales to Jordan.

Foreign companies can bid for government-commissioned programs that are slated for international or mixed bidders but working with a local partner is recommended.

USAID finances several projects in Jordan in water, economic development, health, education, and democracy and governance. USAID gives priority to using American equipment if available (<http://www.usaidjordan.org/>).

Other governmental projects funded by multi-lateral lending institutions such as the World Bank are done according to those agencies' procurement regulations.

Jordan signed a \$25 million Millennium Challenge Corporation (MCC) Threshold grant. The program aims to strengthen democratic institutions and increasing government transparency and accountability including enhancing the efficiency and effectiveness of customs administration. For more information see <http://www.mcc.gov/>

### **Distribution and Sales Channels**

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There are several border crossings in Jordan but goods generally arrive through the Port of Aqaba or Queen Alia International Airport and distributed to their final destinations by road. Local representation is very helpful for dealing with customs and customs clearance agents. Details on the customs clearance stages can be found on the Customs Department website at <http://www.customs.gov.jo>

Jordan's retail network is transitioning from traditional shops and marketplaces to American-style malls. Several large malls have opened in Amman and there are plans for outlet stores in southern Amman. On-line and mail ordering is quite limited. Marketing via internet is possible but this is still a nascent channel with low internet penetration and with consumers that tend to consider it insecure.

### **Selling Factors/Techniques**

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Cost, delivery time, responsiveness to Requests for Quotations and credit terms are of significant importance in purchasing decisions by Jordanian companies.

Even though an impressive number of Jordanians can speak and read English, it is better from a marketing perspective in some sectors to have catalogues/brochures translated into Arabic.

### **Electronic Commerce**

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Jordan is considered to be one of the advanced countries in the region. Broadband is widely available, and Jordan has multiple internet service providers (ISPs). E-commerce facilities have been developed by various service providers. Use of the internet and e-mail is growing among Jordanians, but e-commerce is still in the early stages of use for the business community. The Jordanian government has started a major e-procurement initiative. This preparatory assistance project will provide initial support required for the establishment of e-procurement in the government of Jordan.

Jordan started to introduce electronic commerce legislation a few years ago, though there has yet to emerge a clear body of regulations and tax laws covering electronic commerce transactions. Legislation that allows for and regulates electronic signatures is still needed. Jordan neither actively regulates nor does it promote electronic trade. No tariffs, however, are imposed on electronic transactions.

## **Trade Promotion and Advertising**

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U.S.-style promotion is gaining popularity. There are a number of trade fair events where U.S. exporters can participate, and many Jordanian business people attend major regional fairs, such as those held in Dubai.

Advertisement in newspapers, radio, and business journals as a means to locate agents, distributors or buyers can also be done. Billboards and electronic screens are also available. Cell phones are ubiquitous in Jordan and an increasing number of notices and advertisements are sent via SMS. U.S. firms may also advertise on the CommercialService/Amman website: <http://www.buyusa.gov/jordan/en/fuse.html>.

Details on Jordanian newspapers can be viewed at <http://www.onlinenewspapers.com/jordan.htm>.

The number of magazines has tremendously grown in the past year in number and quality. They offer good access to the more affluent sector of society. There are a number of regional business magazines and sector-specific magazines distributed throughout the Middle East that can also offer useful advertising opportunities.

## **Pricing**

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Local importers base their pricing on the export price, freight costs, applicable import tariffs and taxes, the 16% sales tax, and profit margin. U.S. manufacturers and suppliers should, however, coordinate with local representatives before assigning a final price to a product. The Jordanian market is generally very price-sensitive. Products with higher prices than the competition will need vigorous marketing support and must be demonstrably of higher quality.

American companies have additional advantages through the Free Trade Agreement that was signed in 2001 between Jordan and the U.S. Please visit <http://www.jordanusfta.com/>.

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Sales service and customer support are vital. It is critical that U.S. firms actively commit to their local agent or distributor, properly train them, and provide on-time comprehensive support to ensure that customers will receive necessary support.

Prior to its accession to the WTO, Jordan passed several new laws to improve protection of intellectual property rights (IPR), patents, copyrights, and trademarks. Laws consistent with TRIPS (Trade Related Aspects of Intellectual Property Rights) now protect trade secrets, plant varieties, and semiconductor chip designs. The law requires registration of copyrights, patents, and trademarks. Copyrights must be registered with the National Library, a subsidiary body of the Ministry of Culture. Patents must be registered with the Registrar of Patents and Trademarks at the Ministry of Industry and Trade. In 2007, Jordan amended its Trademark and Patent Laws to enable accession to the Madrid Protocol Concerning the Registration of Marks and the Patent Cooperation Treaty. Jordan's pharmaceutical industry generally abides by the new TRIPS-consistent Patent Law. In addition, in signing the FTA, Jordan committed to even stronger enforcement of IPR, particularly in the pharmaceutical sector. It acceded to the World Intellectual Property Organization (WIPO) treaties on copyrights (WCT) and performances and phonographs (WPPT).

Jordan's record on IPR enforcement has improved. In 2007, the First Instance Court of Amman issued the first jail sentence in Jordan for software piracy, and the Business Software Alliance indicated that software piracy in Jordan decreased two percentage points to 61 percent in 2006. Jordan's Customs Department and the Public Security Department have created specialized IPR units. Pending amendments to JISM's authorizing law aim to enhance the agency's role in seizing counterfeit products that have entered the Jordanian market. Jordanian agencies responsible for IPR enforcement, however, lack resources and capacity. Enforcement mechanisms and prosecution still need to be strengthened, particularly to enable ex officio seizure authority absent a formal complaint by a private party or right holder. As a result, the government's record on IPR protection remains mixed. A sizeable portion of videos and software sold in the marketplace continue to be pirated. The Jordanian government continues to examine means to provide more comprehensive protection of IPR, including through more stringent enforcement of existing laws, introduction of new regulations based on existing laws, and the creation of an independent IP body.

### **Protecting Your Intellectual Property in Jordan:**

Several general principles are important for effective management of intellectual property ("IP") rights in Jordan. First, it is important to have an overall strategy to protect your IP. Second, IP is protected differently in Jordan than in the U.S. Third, rights must be registered and enforced in Jordan under local laws. Your U.S. trademark and patent registrations will not protect you in Jordan. There is no such thing as an "international copyright" that will automatically protect an author's writings throughout the entire world. Protection against unauthorized use in a particular country depends, basically, on the national laws of that country. However, most countries do offer copyright protection to foreign works under certain conditions, and these conditions have been greatly simplified by international copyright treaties and conventions.

Registration of patents and trademarks is on a first-in-time, first-in-right basis, so you should consider applying for trademark and patent protection even before selling your products or services in the Jordanian market. It is vital that companies understand that intellectual property is primarily a private right and that the US government generally cannot enforce rights for private individuals in Jordan. It is the responsibility of the rights' holders to register, protect, and enforce their rights where relevant, retaining their own counsel and advisors. Companies may wish to seek advice from local attorneys or IP consultants who are experts in Jordanian law. The U.S. Commercial Service can provide a list of local lawyers upon request.

While the U.S. Government stands ready to assist, there is little we can do if the rights holders have not taken these fundamental steps necessary to securing and enforcing their IP in a timely fashion. Moreover, in many countries, rights holders who delay enforcing their rights on a mistaken belief that the USG can provide a political resolution to a legal problem may find that their rights have been eroded or abrogated due to legal doctrines such as statutes of limitations, laches, estoppel, or unreasonable delay in prosecuting a law suit. In no instance should U.S. Government advice be seen as a substitute for the obligation of a rights holder to promptly pursue its case.

It is always advisable to conduct due diligence on potential partners. Negotiate from the position of your partner and give your partner clear incentives to honor the contract. A good partner is an important ally in protecting IP rights. Consider carefully, however, whether to permit your partner to register your IP rights on your behalf. Doing so may create a risk that your partner will list itself as the IP owner and fail to transfer the rights should the partnership end. Keep an eye on your cost structure and reduce the margins (and the incentive) of would-be bad actors. Projects and sales in Jordan require constant attention. Work with legal counsel familiar with Jordanian laws to create a solid contract that includes non-compete clauses, and confidentiality/non-disclosure provisions.

It is also recommended that small and medium-size companies understand the importance of working together with trade associations and organizations to support efforts to protect IP and stop counterfeiting. There are a number of these organizations both Jordanian-based and U.S.-based. These include:

- The U.S. Chamber and local American Chambers of Commerce
- National Association of Manufacturers (NAM)
- International Intellectual Property Alliance (IIPA)
- International Trademark Association (INTA)
- The Coalition Against Counterfeiting and Piracy
- International Anti-Counterfeiting Coalition (IACC)
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Biotechnology Industry Organization (BIO)

## IP Resources

A wealth of information on protecting IP is freely available to U.S. rights holders. Some excellent resources for companies regarding intellectual property include the following:

- For information about patent, trademark, or copyright issues -- including enforcement issues in the US and other countries -- call the STOP! Hotline: **1-866-999-HALT** or register at [www.StopFakes.gov](http://www.StopFakes.gov).
- For more information about registering trademarks and patents (both in the U.S. as well as in foreign countries), contact the US Patent and Trademark Office (USPTO) at: **1-800-786-9199**.
- For more information about registering for copyright protection in the US, contact the US Copyright Office at: **1-202-707-5959**.
- For more information about how to evaluate, protect, and enforce intellectual property rights and how these rights may be important for businesses, a free online training program is available at [www.stopfakes.gov](http://www.stopfakes.gov).
- For US small and medium-size companies, the Department of Commerce offers a "SME IP Advisory Program" available through the American Bar Association that provides one hour of free IP legal advice for companies with concerns in Brazil, China, Egypt, India, Russia, and . For details and to register, visit: [http://www.abanet.org/intlaw/intlproj/iprprogram\\_consultation.html](http://www.abanet.org/intlaw/intlproj/iprprogram_consultation.html)
- For information on obtaining and enforcing intellectual property rights and market-specific IP Toolkits visit: [www.StopFakes.gov](http://www.StopFakes.gov) This site is linked to the USPTO website for registering trademarks and patents (both in the U.S. as well as in foreign countries), the U.S. Customs & Border Protection website to record registered trademarks and copyrighted works (to assist customs in blocking imports of IP-infringing products) and allows you to register for Webinars on protecting IP.
- The U.S. Commerce Department has positioned IP attachés in key markets around the world. You can get contact information for the IP attaché who covers Jordan at: Travis Hunnicutt, Economic Office at [HunnicuttTA@state.gov](mailto:HunnicuttTA@state.gov)

## Due Diligence

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U.S. companies interested in contracting with local agents should conduct due diligence prior to signing any contracts. The Embassy's commercial section is able to conduct confidential background checks on local companies via a fee-based service available through the U.S. Department of Commerce or directly through the Commercial Service office in the Embassy. Go to: <http://www.buyusa.gov/jordan/en/> for more information.

## Local Professional Services

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A full range of banking, auditing, legal, advertising and other service providers is available in Jordan. For further information, please contact the U.S. Commercial Service office in Amman <http://www.buyusa.gov/jordan/en/>.

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- U.S. Commercial Service Jordan <http://www.buyusa.gov/jordan/en/>
- Ministry of Industry and Trade <http://www.mit.gov.jo/>
- USAID Jordan [http://www.usaid.gov/locations/middle\\_east/](http://www.usaid.gov/locations/middle_east/)
- Jordan-U.S. Free Trade Agreement <http://www.jordanusfta.com/>
- National Library <http://www.nl.gov.jo/ar/Pages/default.aspx>
- American Chamber of Commerce (AmCham)  
<https://sites.google.com/a/amcham.jo/ps/>
- Amman World Trade Center <http://www.awtc.com/>
- Information Technology Association Jordan(Intaj) <http://www.intaj.net/>
- The Jordan Garments, Accessories & Textile Exporters Association (JGATE)  
<http://www.jgate.org.jo/>
- Jordan Furniture Exporters & Manufacturers Association <http://www.jfema.org/>
- Jordan Investment Board <http://www.jordaninvestment.com/>
- Jordanian Association of Manufacturers of Pharmaceuticals and Medical Appliances (JAPM) <http://www.japm.com/>

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## Chapter 4: Leading Sectors for U.S. Export and Investment

### Commercial Sectors

- Healthcare Technology and Medical Devices
- Information and Communication Technology
- Renewable Energy
- Clean Tech
- Safety and Security Equipment
- Biotechnology
- Travel & Tourism
- Aviation/Aerospace
- Agricultural Sectors

## Health Technology and Medical Devices

### Overview

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Key Social Indicators 2008	
Indicator	FY 2010
Population (000)	6136
Growth rate (%)	2.2
Crude Birth Rate (Per 1000 Births)	27.0
Crude Death Rate (Per 1000 Population)	6.0
Infant mortality (per 000)	19
Life expectancy:	73
Males (years)	71.6
Females (years)	74.4
Population median age (years)	21.1

Source: Information Center/Ministry of Health/WHO

Jordan's health care system is regarded as one of the best in the region. Jordan has become a medical tourism destination in the region by offering relatively high-quality care at comparatively inexpensive rates. The boom in private hospitals is keyed to this growing "medical tourism" trade. Medical tourism generates about two-thirds of all the tourism income to Jordan, as patients often travel with their entire families and/or stay for relatively long periods.

Jordan's health care system uses the latest technologies and has highly educated and well trained doctors. Many Jordanian physicians have received some form of medical training in the U.S., giving U.S. products good exposure. Jordanian doctors are respected throughout the region for their expertise, hence their choices of technology influences buying decision throughout the region. Many doctors in the region are trained in Jordan, and many Jordanian doctors work in neighboring countries. The influence of Jordanian doctors' choices in medical technology can impact buying decisions in other countries where they practice. This raises the incentive for US firms to enter the Jordanian market.

Primary health care sector reforms underway include renovating and adding medical diagnostic devices and therapeutic equipment; improving the quality of health care and hospital services; upgrading hospital infrastructure; developing and implementing health information systems, and medical research.

According to the World Health Organization (WHO), 10% of Jordan's GDP goes toward health care, with the public sector financing over 45% of this total. By the end of the year 2008, Jordan had 100 hospitals with a total bed capacity of 11,000, and nearly a third of these facilities are in the private sector.

Jordan has the highest per capita rate of health related expenditures after Saudi Arabia and Lebanon. Through 44 public hospitals and 60 private hospitals, it provides health care services for its citizens and over 250,000 patients from neighboring countries annually. Imports of medical equipment and pharmaceuticals exceeded \$370 million in the year 2008 and are expected to grow to US \$ 519 million by 2013, representing a compound annual growth rate

(CAGR) of 7.01%. . The main drivers for growth include the continuing high volume medicine export activity, generated by Jordan's domestic drug manufacturers. Additionally, the epidemiological profile of Jordan indicates an increasing burden of obesity and diabetes-related disorders, which will drive spending in overall healthcare.

**Medical equipment:** Demand for medical equipment and services should increase during the next few years with the increase in the number of government and privately owned hospitals; new equipment for hospitals under construction; renovated equipment to replace existing equipment in functioning facilities; upgrading clinics and health care structures; expanding health insurance coverage; and shifting from older conventional methods to modern treatment methods. It should be mentioned that since 1998, the Ministry of Health has prohibited the import of used and refurbished medical devices into the Kingdom.

**Medical tourism:** In 2004, the MoH set a plan with public and private sectors to generate an annual \$1 billion in medical tourism by the year 2010. Medical Tourism experts at the World Bank have ranked Jordan the leader in the Arab region and the fifth in the world as a medical tourism hub. The medical tourism sector annually generates over \$1 billion in revenues, as the number of foreign patients from 84 foreign countries seeking treatment in the Kingdom in 2008 stands at over 200,100 per year a 10.5% increase over the previous year's total of 190,000, outstripping the (8.8%) increase in general tourism arrivals.

A study commissioned by the PHA for the Ministry of Health said 45,000 Iraqi patients have treated by Jordanian private hospitals in 2007, while Palestinians and Sudanese came second with around 25,000 patients from each country, 20,000 Yemenies, 19,000 Saudis, 10,000 Syrians, 10,000 Libyians and other Bahrain, Algeria and Kuwait. The study also showed that more than 1,800 US citizens, 1,200 UK citizens and 400 Canadian citizens sought medical treatment in the Kingdom during 2007. (cost of treatment in Jordan for an American patient, including air travel and accommodation, is only 25% of the cost of receiving treatment in the US.

In the meantime, Jordan continues to make efforts, such as marketing campaign and web promotions, to attract medical tourists from new destinations, including the former Soviet Union and Africa. And in February 2009 Jordan held an international medical tourism congress aiming to develop new strategies to improve and expand the capacity of the private health sector while also seeking opportunities for growth from other markets. Regulatory policies are also being implemented to gain international quality accreditation to provide standardized protocols for global patients.

Jordan's current medical tourism sector revenues are estimated to reach US\$650mn - \$700 million by the end of 2010 and the country is keen to reach its ambitious target of US\$1bn by 2012. Jordan is aiming to reach the figure of 300,000 medical tourists in 2015, which would bring revenues of US\$1.5bn.

U.S. companies are encouraged to appoint technically strong agents and distributors to sell their products and technologies in Jordan, and participate in leading trade exhibitions, such as the "Arab Health" in Dubai, to create market and product exposure. The U.S. Commercial Service (CS) offers programs to introduce U.S. products and technologies in Jordan.

Proposed projects expected to come on-line within the next five years in the private and public sector include: Drugs Quality Control Laboratories/ MoH, Al-Bashir renovation and remodeling/ MoH - 850 beds.

Best Services Prospects include:

- Consulting in hospital administration, quality control and certification standards
- Training

**Best Product Services include:**

Given the hospital redesign projects and private clinics investments the following equipment offers excellent sales prospects.

- Medical Equipment; C-T Scanners; MRI; PET Scanner; Physiological monitoring; Kidney Dialysis equipment reagents for automated laboratories; Laparoscopy surgery; Endoscopy; Cardiology equipment; Cardiology surgery; Ophthalmology; Neurosurgery; Oncology; Medical Supplies; Electro medical Equipment; Other Medical & Equipment Instruments; Other Electro-diagnostic Apparatus ; UV/IR Apparatus; Surgical Medical Equipment; Radiology and Imaging equipment; Sonography equipment; Endoscopy equipment and flexible scopes; Anesthesia and operating theatres; Laparoscopic surgery; Hospital/ Clinical furniture; Sterilization equipment; and Surgical instruments.
- Consumables for Clinical laboratories ie Tubes/Glasses
- Equipment and supplies for plastic surgery
- Medical Surgical Sterilizers
- Medical x-ray, Alpha, Beta, Gamma Ray Equipment
- Orthopedic & Prosthetic Appliances
- Clinical Lab Diagnostic Equipment; and Clinical laboratories Equipment
- Organ transplant
- Mental health

Hospitals, both private and public, will continue to expand and the demand for new hospitals and medical equipment and pharmaceuticals will continue to grow. The new Queen Rania Pediatric Hospital is now in operation and started its services as of Feb, 2010. Also, new general military hospital is now under construction in Aqaba to replace the old existed Princess Haya Hospital, managed by the RMS as the current location of Princess Haya does not allow any expansion.

The MoH plans to continue investing in hospital infrastructure throughout the country, improving the quality of health care and hospital services and developing and implementing health information systems. Primary health care sector reforms will include renovating and adding

medical diagnostic devices and therapeutic equipment; improving the quality of health care and hospital services; upgrading hospital infrastructure; and developing and implementing health information systems. New general hospital for MoH is under construction in Zarka area .

The Jordanian dental services sector is also expected to grow over the coming years. Such growth is mainly triggered by the inclusion of dental services to the universal healthcare scheme provided by the Ministry of Health. These government initiatives have been well received by the people of Jordan as most of them have had limited access to dental services. Private dental service insurance coverage also exists in Jordan. Dental clinics at all public hospitals have experienced a large increase in the number of patients using the national healthcare scheme for dental services for all categories of the society.

## **Web Resources**

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Ministry of Health: [www.moh.gov.jo](http://www.moh.gov.jo)

Medical Tourism Directorate: [www.moh.gov.jo](http://www.moh.gov.jo)

Jordan Medical Council: [www.jmc.gov.jo](http://www.jmc.gov.jo)

Higher Health Council: [www.hhc.gov.jo](http://www.hhc.gov.jo)

Jordan Private Hospitals Association: [www.pha-jo.com](http://www.pha-jo.com)

Jordanian Association of Manufacturers of Pharmaceuticals & Medical Appliances:  
[www.japm.org.jo](http://www.japm.org.jo)

## Information and Communication Technology

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Information and Communication Technology (ICT) is one of the growth sectors in Jordan's economy. It is Jordan's 3<sup>rd</sup> largest contributor to economy accounting for 14% of GDP, 70,000 jobs (direct employment figures for the IT industry reached 11,934 in 2007 of which 5219 for telecoms, with indirect employment for ICT estimated at around 70,000), and attracting \$150 million in investments annually. Information and Communication Technology (ICT) is one of the growth sectors in Jordan's economy, expanding by 30% per year. Jordan's ICT sector is dominated by telecommunications rather than IT with 4.9 million mobile phone subscribers in Jordan which represents a 94% penetration rate. (in 2007 for the first time revenues for the telecoms sector exceeded \$1.42 billion, the major part of which was taken by the mobile sector, which reached \$1.03 billion). 80% of Jordanian population own mobile phones.

Jordan currently has four mobile phone providers: Zain (40% market share), Jordan Telecom Group/Orange (35%), Umniah (25%), and Xpress (3%). The Telecommunications Regulatory Commission (TRC) granted the first 3G license in 2009 to Jordan Telecom/Orange for \$71m, therefore, Jordan Telecom/Orange has now the exclusive right to the technology for one year.

Xpress offers push-to-talk mobile service and in 2004, it received a \$54 million loan guarantee from the U.S. Export-Import Bank to finance construction of a Motorola network. Since then, customer acquisition has been slow and Xpress has been lobbying GOJ for a free/low-cost GSM license.

An estimated 40% of homes have computers but only 18% are connected to the Internet, primarily at low speeds. The cost of computers is named as the top reason for non-ownership. The Kingdom's ICT strategy has a goal of 50% internet penetration by 2012.

GOJ named 2008 the "Year of Broadband" but high prices have kept adoption low with only 100,000 broadband subscribers. GOJ has been pressuring Jordan Telecom/Orange to lower its prices to customers and to the ISPs who resell its capacity. TRC has overseen a reduction of 70% in internet protocol cost for internet services providers (ISPs) since 2007, with further 15% reduction announced in mid-2009. Also, cost is expected to fall when a second submarine high-capacity fiber cable linking Aqaba with the Red Sea is completed. Four Wimax operators entered the market in 2008, including the first market outside the US to offer Motorola's 4G wireless service in March 2009, are currently offering services in Amman at prices comparable to Jordan Telecom's/Orange's ADSL.

Jordan received 2.4 billion JD in remittances in 2007, coming primarily from the 600,000 expatriates (Palestinian-Jordanians) who work in IT in Gulf countries.

### Sub-Sector Best Prospects

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The total value of imports of IT equipment in recent years was estimated at \$ 261 million with US products accounting for nearly 12% of the IT equipment imports. The majority of IT equipment imports include computer hardware and networking equipment.

One of the most promising areas is offering of services through WiMax which some providers are starting to provide. The service, however, is still in its infant stages. Because of the WiMax

specifications and standards are finalized, there is large demand for support equipment and infrastructure for this form of communications.

The Internet sub-sector also offers significant opportunities, especially with government objectives to significantly increase penetration rates.

## **Opportunities**

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There remains to be a number of opportunities in the e-government project. Priority governmental services that are to be included in the government e-services program include issuing and renewing work permits for foreign workers, issuing certificates of non-criminal record, issuing and renewing vocational licenses, issuing visas and residency annual permits, registering life events and amending civil status information, and issuing Jordanian passports and extending their validity.

USAID is about to launch a project to fund the IT Master Plan for the water sector, which will also create significant demands for IT equipment. Several governmental agencies are still preparing to implement computerized Financial Accounting Systems (FAS). This will entail demand for equipment, systems, software, and capacity building, which also creates opportunities for US providers.

With the government's ambitious aims to increase internet penetration to 50%, there remains tremendous opportunities for expanding the sector.

The last ICT forum revealed plans to boost ICT revenues to \$3billion by the end of 2011. This will need the adoption of the latest technologies of the sector.

The relocation of the Port of Aqaba will require an upgrade and relocation of the coastal telecommunications station in Aqaba. This project is considered a huge opportunity for US companies seeking to increase their share in the Jordanian market.

### Jordan ICT Environment

#### Fixed line

Vertical expansion is another option for future growth in the sector providing IT solutions and services in the health, finance, education, and energy sectors, particularly utilities.

### **Telecom**

#### Infrastructure

Platform for converged data, voice, media, and content

#### Broadband

Virtual e-learning (schools and universities)

### **IT**

#### PPP projects (example e-government)

There remains to be a number of opportunities in the e-government project, outsourcing, Information Technology Outsourcing, Business Process Outsourcing, Arabization and Localization Services, Local, national and international fixed services, Public wireless Internet service provision, Call Centres, Convergence of services, and Electronic service areas of

banking, commerce, governance, health, education, energy, accounting, information security and 3D animation.

## **Web Resources**

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Ministry of Information and Communication Technology: <http://www.moict.gov.jo>

Telecommunications Regulatory Commission (TRC) : <http://www.trc.gov.jo>

General Supplies Department: <http://www.gsd.gov.jo>

General Tenders Directorate: <http://www.gtd.gov.jo>

## Renewable Energy

### Overview

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Unit: USD thousands

	2009	2010	2011 (estimated)	2012 (estimated)
Total Market Size	45,861,586	39,390,375		
Total Local Production	4,219,865	10,474,439		
Total Exports	4,875,312	12,265,025		
Total Imports	46,517,033	41,180,961		
Imports from the U.S.	1,434,646	1,983,096		
Exchange Rate: 1 USD	0.708	0.708	0.708	0.708

\*The figures above are from Jordan Department of Statistics

\*\*Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

The Government of Jordan (GOJ) faces challenges in the energy sector, rising demand due to population growth, increased per capita consumption and a reduction in the availability of market priced fuel. Jordan imports 96 percent of its oil and gas, which accounts for almost 20 percent of the Country's Gross Domestic Product (GDP).

The rising cost of importing energy resources has forced the government to reconsider its energy consumption policies and address the issue of reliance on international energy markets for direct imports.

Jordan does not have the natural resources of its neighbors and has traditionally imported nearly all of its energy and fuel requirements. Under its new National Energy Strategy, renewable and nuclear energy is set to transform the kingdom into a net exporter by 2030, despite a rapidly growing population. As the price of oil increases, energy security has become even more of a priority to Jordan. The government is seeking an investment of US\$18 billion in this sector by 2020. The most prominent proposals include developing civil nuclear power, oil shale and renewable energy. The plans aim to increase the renewable energy share in the energy mix from 2 to 7 percent by 2015 and to 20 percent by 2020.

Wind will be one of the major sources of energy. Negotiations for the kingdom's first wind farm are in the final stages. The government aims to generate some 600MW by 2015 and to double this capacity by 2020. Other sources will be solar power with 600MW of generation by 2020 and 50MW through waste to energy technology.

### Sub-Sector Best Prospects

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#### Wind

Jordan has significant wind energy resources that could be potentially exploited for power generation. The country's Wind Atlas indicates that some areas in the Northern and Western regions of the country have wind speeds that exceed 7 meters/second (M/S). Two wind pilot projects exist in the Country with a capacity of 1.5 MW. They have been running since early 1990.

Currently, two wind projects are in process. The first one is “Al-Khamshah” for 30-40MW. A Greek company was selected to build the project but is still negotiating prices with the Government. The second one “Al-Fujeij” for 80-90MW, the Ministry of Energy and Mineral Resources (MEMR) is reviewing proposals from companies that showed interest in the project.

### **Solar Energy**

Jordan is blessed with an abundance of solar energy, which is evident from the annual daily average solar irradiance on a horizontal surface range between 5 to 7 Kilowatts/hr (kWh)/m<sup>2</sup>; one of the highest figures in the world. Several studies on solar energy projects are being carried out on decentralized solar PV systems to provide energy services to remote and rural villages. Presently in Jordan, with a total capacity of 1,000 kW peak are operating in the rural and remote villages providing electricity for lighting, water pumping and other social services. Moreover, they are interested in developing additional solar thermal for domestic utilization. About 15 percent of total households are equipped with solar water heating systems – with a goal to increase it by 30 percent in 2020. They contribute up to one percent of the total energy consumption at present.

Two feasibility studies are presently under way for two solar power plants. The first one is 100mw plant done by Millennium for Energy Industries using Concentrated Solar Power (CSP) technology. The second one is also a 100 mw plant conducted by Kawar Energy “Shams Ma’an Project” using PV technology. Both of these studies are funded by U.S. Trade and Development Agency (USTDA).

### **Biogas**

Biogas from municipal waste represents a viable resource for electricity generation in Jordan. A one mg pilot demonstration project using municipal solid waste (MSW) through landfill and biogas technology systems was constructed and commissioned in 2001. The project was expanded in 2008 to about 4 mw. Jordan plans to introduce about 40-50 mw waste energy power projects by 2020.

### **Geothermal**

Recently, this resource was investigated by a consulting firm hired by MEMR to evaluate the techno-economic potential of geothermal energy for power generation. The results of the study showed that further deep drilling (up to 3,000 meters) is required in order to determine the techno-economic feasibility of this resource. A road map showing the required actions and costs was developed for this approach.

### **Hydropower**

Hydropower resources are very limited in Jordan. The country's only hydropower plant is the King Talal Dam with 7 mw installed power capacity which generates 25 GWh of electricity annually. Hydropower turbines with total rated capacity of 6 mw were also installed at Aqaba Power Station using the available head of returning cooling sea water. Various studies show an additional hydro resource potential of 400-800 mw could be exploited from the 400-meter elevation difference between Red and Dead Seas through the proposed Red-Dead Sea Canal project.

## Opportunities

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At present, the U.S. share in Jordan's renewable energy market is only 5 percent with \$1.9 million out of \$39.3 million, which means that there are many opportunities for American manufacturers and suppliers to export to this market.

Current and future projects in Jordan will need everything related to renewable energy industry either technology, equipment and consultancy services. The market will be open from solar cells and panels, wind turbines and blades, generators, support structures, energy software management and many more.

Although the Jordanian government is focusing on wind power projects at the moment, solar power projects will become more popular after its technology becomes cheaper and more available-- in particular considering that Jordan has one of the highest annual daily average solar irradiance on a horizontal surface that ranges between 5-7 kWh/m<sup>2</sup>.

## Web Resources

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Ministry of Energy and Mineral Resources (MEMR): [www.memr.gov.jo](http://www.memr.gov.jo)  
National Electrical Power Company (NEPCO): [www.nepco.com.jo](http://www.nepco.com.jo)  
Electricity Regulatory Commission (ERC): [www.erc.gov.jo](http://www.erc.gov.jo)  
National Research Energy Center (NERC): [www.nerc.gov.jo](http://www.nerc.gov.jo)  
Central Electricity Generating Company (CEGCO) : [www.cegco.com.jo](http://www.cegco.com.jo)  
AES Jordan PSC: [www.aes.com/aes/index?page=country&cat=JORDAN](http://www.aes.com/aes/index?page=country&cat=JORDAN)  
Samra Electric Power Generating Company : [www.sepco.com.jo](http://www.sepco.com.jo)  
The Jordan Electric Power Company (JEPCO): [www.jepco.com.jo](http://www.jepco.com.jo)  
The Electricity Distribution Company (EDCO) : [www.edco.jo](http://www.edco.jo)  
Irbid District Electric Company (IDECO) : [www.ideco.com.jo](http://www.ideco.com.jo)

Clean Technology addresses the challenges of achieving energy, food and water security, in the midst of climate change, and managing rapid urbanization. Clean technology covers a broad scope of industries, including those related to energy, water, materials, transportation and design/planning. In Jordan “CleanTech” mainly focuses on:

- 1- Water and Environment
- 2- Energy Efficiency

### Water and Environment

The water scarcity in Jordan continuously triggers demand for technology for water conservation and management at all levels of use. Given Jordan’s high population growth, limited renewable water resources, deteriorating water quality, the effective management and efficient use of water resources is critical both at the household and the country-wide levels. With the ongoing construction boom, improving the water supply and infrastructure, non-traditional water resources and reclaimed water measures are extremely needed.

Jordan is divided into 15 surface water basins and 12 ground basins, some of which extent to neighboring countries.

Water resources depend on rainfall, which varies in quantity and distribution from year to year, with the rainfall between the months of October and May.

Treated wastewater is an important component of the Kingdom’s water resources. Currently, sewage services are available to around 70% of the urban population; therefore, increasing sewage coverage and treatment will help the national water budget.

Managing water scarcity is Miyahuna main priority. Most of the water losses occur in the network closest to the households. Miyahuna will replace this segment of the network in the next five years as part of the water losses control program.

With \$136m invested by Miyahuna by 2011, water losses will be reduced from 43% to at least 32%.

With the recent efforts for reducing water losses in networks and reducing the Non Revenue Water, there are tremendous opportunities for the provision of leak detection technology and equipment.

#### Water and Environment challenges

- Population growth - doubling by 2024
- Economic development increasing demand
- New water sources are expensive
- Excessive extraction of ground water
- Heavily subsidized water, especially for low-value agriculture
- Increasing pollution of water sources

- Lack of operations and maintenance
- Immigration influx
- Increased Irrigation, industrial use, commercial and tourism use
- Climate Change

Steps are being taken on public and private sectors levels to reduce, Reduce, prevent and mitigate pollution; Increase private sector participation and commercial practices; Improve management of water resources; Promote cost-effective, innovative technology; Improve regulatory reforms, tariffs, water allocations, watershed protection, and groundwater over drafting; continue investment in infrastructure-focus on reducing water system losses and wastewater treatment and reuse; and promote cost-effective, innovative technology and many more.

Regarding Energy Efficiency, Jordan has to deal with a big energy security issue, with 96 percent of its energy is imported, which consists of 20 percent of its GDP, the government is looking for different solutions to reduce its dependent on imported energy and trying to provide several alternatives to endorse this problem.

One part of the solution was included in the New Energy Strategy that the Jordan as using as a road map to solve its energy issues. With \$14-18 billion of expected projects in the energy sector, energy efficiency is considered an important part of that strategy to reduce its cost on the budget.

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### Water and Environment

The following summarize the best prospects in this sector

- With the recent efforts for reducing water losses in networks and reducing the Non Revenue Water, there are tremendous opportunities for the provision of leak detection technology and equipment.
- Outsourcing of services in some water utilities is expected to become a trend in the coming years. This will also constitute opportunities for US firms specialized in the sector of water management.
- There is still a need for expanding the wastewater treatment capacity and quality throughout the Kingdom. Several donor agencies are expected to fund a number of wastewater collection and treatment projects. The most promising services in the sector are for engineering services, contracting, and treatment/desalination technology.

**Main best prospects in the energy** efficiency market in Jordan includes: light saving, water heaters, solar panels, insulation, materials, heat exchanger and programmable thermostats.

Outsourcing of services in some water utilities is expected to become a trend in the coming years. This will also constitute opportunities for US firms specialized in the sector of water management.

There is still a need for expanding the wastewater treatment capacity and quality throughout the Kingdom. Several donor agencies are expected to fund a number of wastewater collection and

treatment projects. The most promising services in the sector are for engineering services, contracting, and treatment/desalination technology.

There are a number of opportunities in the areas of engineering services and construction for major infrastructure projects.

Those include wastewater networks and treatment plants. Furthermore, the Prime Ministry has decided that the entire Jordan MCC compact agreement is to be in the water and wastewater sector. Those will mainly be in the areas of wastewater treatment and re-use, and leak reduction. Projects in the value of \$400 million are expected to result from the Compact Agreement, which will create several windows for US service providers.

There are ongoing studies for desalination plants especially on a PPP basis. Those are also expected to offer opportunities for US desalination technology.

WAJ's policy of transforming into a regulatory role and opening the door for Private Sector Participation and Public Private Partnerships in water management will remain as a good potential for US entities specializing in utility management.

## Opportunities

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In 2010, the energy efficiency market size was around \$62 million with a very low U.S. market share of 2 percent reaching around \$1.2 million. American manufacturers and suppliers have several business opportunities in the Jordanian market. In particular American made products are favorable for their quality and competitiveness.

Below you will find the key upcoming projects in the water, environment, and wastewater treatment.

Water Demand Projects	\$735 m
Water Supply Projects	\$233m
Wastewater Projects	\$514m
Irrigation Projects	\$55m
Unconventional Resources Projects	\$57m
Institutional Reform & PSP	\$17m

<b>KEY PROJECTS</b>	
<i>Infrastructure</i>	
East Primary Water Transmission System (Mafrq-Irbid) \$ 51.2 M	2009 – 2011
Mafrq Wastewater Treatment Plant \$ 20 M	2011 – 2014
Replace 8.5 km of the Suf sewer \$ 3.9 M	2010 – 2011
Wastewater Treatment Plants for N. Shouneh & Shoubak \$ 26.4 M	2004 – 2011
Water/Wastewater Infrastructure Project \$ 34 M	2010 – 2015
<i>Institutions-Policy</i>	
Water reuse and conservation programs for industry \$ 28 M	2010 – 2015
Water Demand Management \$ 10 M	2007 – 2014
Public Action for Behavior Change \$ 20 M	2009 – 2014
Community-Based Initiative for Water Demand Management \$ 5.4 M	2006 – 2011
Information Technology Master Plan-implementation \$ 6.0 M	2008 – 2011
Operation and Maintenance Training \$ 5.5 M	2008 – 2012
EPA Training in Enforcement \$ .6 M	2007 – 2011
Institutional Strengthening Support Program (ISSP) \$ 12 M	2011 - 2014

## Web Resources

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National Research Energy Center (NERC) [www.nerc.gov.jo](http://www.nerc.gov.jo)

Water Authority of Jordan <http://www.waj.gov.jo/>

Ministry of Water and Irrigation <http://www.mwi.gov.jo/>

Ministry of Environment <http://www.moenv.gov.jo/>

Government Tenders Department <http://www.gtd.gov.jo>

Jordan Valley Authority <http://www.jva.gov.jo>

## Safety & Security Equipment

### Overview

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Unit: USD thousands

	2009	2010	2011 (estimated)	2012 (estimated)
Total Market Size	56,953,373	58,973,597		
Total Local Production	1,069,262	638,306		
Total Exports	4,552,425	3,615,723		
Total Imports	60,436,536	61,951,014		
Imports from the U.S.	4,587,213	9,802,930		
Exchange Rate: 1 USD	0.708	0.708	0.708	0.708

\*The figures above are from Jordan Department of Statistics

\*\*Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Past and current political developments show that Jordan was and will continue to be located in the middle of an unstable region; therefore, security will always play a fundamental role in the survival of Jordan. There are three entities responsible for maintaining the security in the Kingdom: The Jordan Armed Forces (JAF), General Intelligence Department (GID) and the Ministry of Interior that supervises the Public Security Directorate (PSD), the Gendarmerie and the Civil Defense Directorate. All these entities are always looking to bring the latest equipment and technologies to enable them to provide the highest security especially against terrorism and border security. The government takes an active part in implementing security measures and identifying problem areas.

The Safety & Security market in Jordan is divided into four segments: premises security equipment, personal protection equipment, security services and fire fighting. Although most of the needed equipment is imported, it is worth mentioning that there is an increasing amount of security equipment and devices being assembled or made in Jordan through King Abdullah II Design and Development Bureau (KADDB) different entities.

On the commercial side, the demand for safety and security equipment can be confined to three main categories: the banking sector, construction projects (commercial & residential) and the hotels and tourism sector. For these categories to meet the government's policy for the highest security conditions at various local levels there is a strong demand for the import of such equipment.

A new and fast growing market in the Safety & Security sector is the ICT security segment. With advanced technologies being used with a wide range of applications, providing security for it is becoming increasingly necessary to secure all the data and communication transformed between different agencies, both in the government and private sector levels.

In 2010, the market reflected an increase in its size since 2008 reaching the total of \$58.9 million, of which the U.S. has a 16 percent market share with \$9.8 million.

## Sub-Sector Best Prospects

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The local market demand, in particular the commercial side, is currently focusing on the following segments:

1. Safety and property security systems
2. Electronic Security
3. Bank fraud
4. Traffic Control
5. Theft/intrusion
6. Public Safety

## Opportunities

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Although Jordan suffered deeply from the financial crises that hit the financial world in 2008 and is still reverberating globally today, there are several commercial and residential projects underway in Jordan, which need all types of Safety & Security equipment. Current major projects include: the expansion of Queen Alia International Airport (\$700 million); Abdali (\$1 billion); Marsa Zayed (\$10 billion); and Saraya Jordan (\$1 billion). These projects all require advanced safety & security equipment. Beside these projects, there is continuous demand from banks, hospitals, hotels and universities for safety & security equipment to be updated to secure ground facilities.

On the government side projects include: border security, the Aqaba container terminal, forensic laboratories and the emergency and disaster command center.

The increasing demand for safety and security equipment offers promising opportunities for the American manufacturers and suppliers in the Jordan market.

## Web Resources

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King Abdullah II Design and Development Bureau: [www.kaddb.com](http://www.kaddb.com)

Ministry of Interior: [www.moi.gov.jo](http://www.moi.gov.jo)

Jordanian Armed Forces: [www.jaf.mil.jo](http://www.jaf.mil.jo)

General Intelligence Department : [www.jid.gov.jo](http://www.jid.gov.jo)

Public Security Directorate: [www.psd.gov.jo](http://www.psd.gov.jo)

General Directorate of Civil Defense [www.cdd.gov.jo](http://www.cdd.gov.jo)

Aqaba Special Economic Zone (ASEZA): [www.aqabazone.com](http://www.aqabazone.com)

Saraya Aqaba and Saraya Dead Sea Projects: [www.sarayaholdings.com](http://www.sarayaholdings.com)

Abdali Project: [www.abdali.jo](http://www.abdali.jo)

Ayla Oasis Project: [www.oasis.com](http://www.oasis.com)

Marsa Zayed: [www.marsazayed.org](http://www.marsazayed.org)

## Bio-technology

### Overview

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Biotechnology offers solutions to global challenges from healthcare drug diagnosing and innovative medicines, to efficient agriculture usage and new energy modalities. When developing countries explore creating an ecosystem which supports the advancement of science and technology, initial questions regarding the status of their academic institutions, regulatory infrastructure and protection of Intellectual Property are raised.

In 2004, upon the request of His Majesty King Abdullah II, an initiative was launched to draft recommendations for the leadership in Jordan to advance the Kingdom's biotechnology sector, attracting global recognition, regional leadership, and capitalizing on the strengths and competitive advantages of Jordan's research universities, healthcare institutions and industries.

King Hussein Cancer Center Director General led a steering committee which evaluated the capabilities of Jordan and implemented an aggressive action plan. This action plan provided a framework involving execution of short, intermediate, and long-term objectives of advancing the sector. An ongoing initiative on the development of Best Practices for the legal and regulatory frame work, is being conducted by the Research Triangle Institute (RTI).

In the public sector, there are a number of initiatives underway in the development of the biotechnology sector within the Kingdom of Jordan. His Majesty King Abdullah II launched a series of committees and numerous biotechnology programs within the academic institutions, including a National Biotechnology Center supporting incubator companies, and an analysis of the regulatory and legal infrastructure, and policy recommendations.

### Biotechnology Applications

In medicine, the utilization of transgenic microorganisms, animals or plants to produce biopharmaceuticals, monoclonal antibody-based, and nucleic acid-based medicinal products, now represent approximately one in every four genuinely new pharmaceuticals coming on the market. For such biopharmaceuticals, advances in the alternative production systems and delivery methods will have an important impact upon the number of commercial approvals over the remainder of this decade. Furthermore, pioneering stem research is opening ventures for the generation of tissues to replace injured or damaged ones. In addition, the development of molecular vaccines against infectious diseases as well as gene therapy targeted to correct genetic deficiencies. New diagnostic tools of biotechnology including antibody-based techniques and related tools of genomics and proteomics are in development.

In the agriculture biotech area, functional genomics including gene mining and their applications are on high demand for industry. Among which, is the generation of genetically modified (GMO) plants that withstand biotic and abiotic stresses. Such GMO plants will reduce the need of mutagenic and carcinogenic pesticides and can help in

creating a cleaner environment. Moreover, the use of recombinant microorganisms for bioremediation is a constant and growing need to clean land fills, sewage and carbon-based fuel spills. Also, Assessment Report on Biotechnology Capabilities and

Below is a list of biotechnology programs within the academic institutions of Jordan:

### **The National Center for Biotechnology**

The National Center for Biotechnology is a virtual center housed under the Higher Council of Science and Technology. This Center's vision is to catalyze development in the field of biotechnology. This virtual institute functions to support cooperation and the work of scientists in their own institutions. The plan of the Center is to act as a model for sister Institutions in the Arab World.

The Center is charged with the following tasks:

1. Identifying the national capabilities, potential and activities, in the field of Biotechnology, and coordinating and developing such activities at the different scientific centers and institutions, as well as building the database required.
2. Supporting the Applied Scientific Research in the field of Biotechnology.
3. Nurturing and supporting the establishment of Biotechnology products based enterprises.
4. Increasing the number of patents, and supporting inventions and innovation in Biotechnology. The Center has produced a database creating a voluntary Scientists Network on-line. A scientist can volunteer their specialty, expertise, and publicize what equipment that is in their possession. The list of scientists classified and referenced are public on the website, divided Assessment Report on Biotechnology Capabilities and Opportunities in Jordan - (SABEQ) 5 into ten groups: Commercial Production of Enzymes and Antibodies, Agricultural, Environmental, Natural Products, Veterinary Science, Testing, Genetic Engineering, Bioinformatics, Microbiology, and other biotechnologies. The Center also publicly provides data on grants provided by the Higher Council and the location of specialized equipment in-country.

### **Princess Haya Biotechnology Center Jordan University of Science and Technology (JUST)**

The Department of Biotechnology and Genetic Engineering at JUST was established in 1999. JUST focuses on investment into human resources, training and preparing students for careers in the field.

The Center operates on an annual budget of \$300,000 USD per year. The obtained funding is primarily from JUST, and several grant sources including the US Department of STATE.

Funding is obtained for forensics and DNA identification for unidentified bodies in Iraq. And, scientists from all over the region come to JUST for series of training and educational seminars.

The curriculum at the Department of Biotechnology and Genetic Engineering spans a broad range of basic sciences, from Microbiology, Biochemistry, Genetics, Molecular biology, Plant physiology, and Immunology. JUST contains an FDA biological controlled laboratory. The Department consists of 12 faculty members and 516 undergraduate students.

The center has recently expanded its activity beyond the national borders and established scientific cooperation with Arab and other countries. Cooperation is underway with forensic medicine institute in Iraq, the Saint Joseph University in Lebanon, and the Hamdan Bin Rashid Organization for Excellence in the UAE. In addition, the center hosts a number of graduate students from Saudi Arabia.

Furthermore, there are a number of scientific cooperation agreements with the Human Genetics Center at the University of Humboldt in Germany and The Forensic Medicine Center at the University of Western Australia and Saint Lawrence College in New York.

The center aims to increase awareness of the importance of biotechnology and research in order to help solve the large number of medical and health problems suffered by Jordanian people. In addition, the center seeks to actively participate in creating an advanced biotech industry on a firm scientific and technological base. For this reason the center has the short term goal for this year of preparing an Oracle database that should become a nucleus for the most advanced center for biotechnology and bioinformatics in the Arab region and will help the center achieve its long term goals.

Due to the population groups in Jordan, certain genetic disease statistics are unusually high. Five percent of the population carries Cystic Fibrosis. And, with technology being obtained from outside of the country, questionable practices are on the radar. Overall, this Institute appears to be a go to Center in the region and has the most consistent international partnerships of any particular body.

### **King Hussein Cancer and Biotechnology Institute (KHCBI)**

KHCBI is a not-for-profit non-governmental organization established in 2006 as an initiative of King Abdullah II Fund for Development in concordance with His Majesty King Abdullah II's vision of transforming Jordan into a regional and international center providing cancer patients with an internationally competitive environment.

### **University of Jordan**

The University of Jordan has a number of applied sciences programs in the following departments: Department of Biology, Department of Agriculture: Department of Horticulture and Crop Science, Department of Animal Production , Department of Nutrition and Food Technology, Department of Land, Water and Environment, Department of Plant Protection.

Focusing primarily on agriculture, this University has a number of plant breeding initiatives underway related to the Mediterranean climate. Little international collaboration is known as there is an official ban on agriculture biotechnology within the Kingdom.

## **Hashemite University**

### **Department of Biological Sciences and Biotechnology**

The Department of Biological Sciences was established in 1995. The department offers a Bachelor of Science degree in Biological Sciences and Biotechnology. The department has a limited number of programs in which distinguished students can continue their study for postgraduate studies and scientific research. The biotechnology program focuses on applications of the biosciences to human and animal health, agricultural, environmental and industrial problems. Courses includes genetic engineering technology, basic sciences such as biochemistry, microbiology, molecular biology and immunology, applied sciences such as industrial biotechnology and laboratory techniques, recombinant DNA methods, and Assessment Report on Biotechnology Capabilities and Opportunities in Jordan

## **Philadelphia University**

The Department of Biotechnology and genetic engineering at Philadelphia University was established in 2000. The University created this Department in response to the growing need for specialists in technological fields.

The department offers a Bachelor of Science Degree in Biotechnology and Genetic Engineering. These include molecular biology, recombinant DNA, protein engineering, immunology, genetics, animal and plant tissue culture, plant science, environmental science, microbiology, biochemistry and computing. The Department is planning to introduce postgraduate studies in the next few years. The University reported that graduates in Biotechnology and Genetic Engineering go into the following fields:

- Research Centers
- Specialty Hospitals
- Agricultural Centers
- Ministry of Health
- Pharmaceutical Industry
- Forensic Medicine
- Environmental Protection Agencies
- Biotechnology Marketing
- Animal Husbandry

The majority of the students that do pursue biotechnology jobs in the private sector leave the country for high paying jobs in specific fields. Both the UAE and India are attractive draws for Jordanian graduates.

## **Specialized Facilities**

Biotech companies have two characteristics that distinguish them from young companies in other technology industries. First, bioscience firms are subject to a longer and more costly federally mandated oversight process. Second, unlike other technology industries, biotech companies are required to conduct research in highly specialized and government inspected facilities. The specialization required in these research facilities make them some of the most expensive business real estate to develop.

In Jordan, the private sector has independent investments into clean rooms and compliance with ISO 9000 certified standards. Medical device manufacturing companies in Jordan comply with these standards, along with incubator companies out of the Higher Council.

### **Jordan Laws Affecting the Biotechnology Industry**

Law of Higher Health Council\* Law of Pharmacists Association\*Clinical Studies Law

Public Health Law\*Ordinance Licensing Private\*Medical Laboratories\*Higher Council of Science and Technology Law\*Ordinances of the National Biotechnology Center

Drug and Pharmacy Law\*Ordinance on Testing of Drugs\*Ordinance on Licensing Private Medical Laboratories\*Principles and requirements for licensing parties and accreditation of laboratories\*Public Health Law regarding drug ingredients\*Ordinance on testing of drugs\*Principles for importing and circulating drug supplies\*

Art 49 of Public Health Law on waste disposal from laboratories, vaccines, drug factories, health research centers only\*Environmental Health\*Copyright Law\*Patent Law\*Article 20 of the Labor Law on treatment of inventions by employees\*Registration of Drugs\*Registration Procedures, Article 14\*\*"Contractual" production of registered drug\*Pricing Procedures\*Clinical Studies Law

### **Agriculture**

Globally, the agriculture biotechnology sector is a much different business model than the healthcare biotechnology sector. Ag biotech is dominated by a handful of multinational players that tend to have public private sector initiatives set up with leading universities, USAID, and major markets. There is overlap within the sectors such as nutraceuticals, plant-made pharmaceuticals, and animal biotech applications. With Jordan's population growth and limited resources, dedicated research to the needs of improving the agriculture sector can be applied to the fruits and vegetable industry. As referenced in the academic listing, the majority of agriculture research, plant breeding needs is done at the University of Jordan. There is a great deal of interest and ideas on R&D opportunities, but the market does not support many of them. R&D investment for the future on Jordan's largest vegetable crops such as tomatoes, zucchini, and eggplant could be a potential focus. That includes no significant market resistance to GM as would be the case for exported vegetables to Europe or sensitive Middle East markets such as Saudia Arabia.

Within the private sector, Seminis, a vegetable and fruit seed company has been recently acquired by Monsanto. Seminis has distribution and marketing offices in Jordan and is consider a sleeper for potential biotech activity in the future. Syngenta has a significant R&D center in the north of Jordan.

## **Industrial, Energy, and Environment**

Biotech Compass was specifically requested to explore uses of biotechnology applications within the industrial, environmental, energy, and garment and textiles sector.

There is activity within industrial biotechnology applications but the networks were not as transparent, and the business models for investment are different. There is a venture capital firm operating in Jordan dedicated to the investment of start-ups related to energy and water.

## **Private Sector**

The level in which the private sector is active in the Kingdom varies. A number of biotechnology companies distribute products in the Kingdom, companies such as Amgen and Genzyme have operations or relationships with Drugstores. Individual Drugstores distribute biotechnology and biopharmaceutical products and requested that Biotech Compass identify specific biotech products for them and introduce them to small and medium sized FDA-approved biotechnology companies in the United States. Drugstores are interested and willing to distribute biotechnology products.

Jordan pharmaceutical manufacturers are traveling in search of opportunities to manufacture biopharmaceutical processes.

### **Sub-Sector Best Prospects**

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To catch up, the Arab countries need to invest heavily in both financial and human resources, to encourage private sector involvement within the academic institutions, motivate national, regional and international scientific cooperation and to benefit from the lessons of the advanced and newly active Science & Technology developmental nations.

Strategic planning focused on how best to develop innovative products, build fast growing enterprises, create high value employment and attract international investment, all of which are powerful boosters of the economy.

Marketing these opportunities, the existing academic system, and the Jordan Niche to the biotechnology industry would attract small and medium sized enterprises looking for partnerships and collaboration.

### **Opportunities**

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Jordan has the opportunity to increase international recognition of their existing needs and capabilities. The Middle East region is second in worldwide market growth over the next years, next to China and South Asia. In addition, consumer reports within the multinational brand-name pharmaceutical industry state that Arabs prefer brand name and innovative products. This results in opportunity for growth within the biotechnology and pharmaceutical sectors.

Jordan has a virtual National Biotechnology Centre however, several of the biotechnology programs are isolated in independent pockets. In order to continue advancing the sector, facilitating a face-to-face linking point.

For R&D in biotechnology, laboratory specifications and equipment are needed.

## Web Resources

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The National Center for BiotechnologyL [www.ncb.gov.jo](http://www.ncb.gov.jo)

Princess Haya Biotechnology Center

Jordan University of Science and Technology (JUST)

<http://ejust.just.edu.jo/Center/PHBC/index.aspx?PID=1&PNAME=Mission>

University of Jordan:

[www.ju.edu.jo/Faculties/Faculties Agriculture/agriculture departments.html](http://www.ju.edu.jo/Faculties/Faculties Agriculture/agriculture departments.html)

Philadelphia University: <http://www.philadelphia.edu.jo/biotech/>

## Travel and Tourism

### Overview

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#### Key Tourism Sector Statistics

Tourism is a vital organ in the Jordanian economy contributing substantially to the Kingdom's GDP. Tourism contributes more than \$800 million to Jordan's economy and accounts for approximately 10 percent of the country's gross domestic product. Tourism is the fastest growing sector in the Kingdom, growing at a CAGR of 15.4% during the period 2003-2007. The total number of visitors to Jordan has increased steadily, rising from 5.6m in 2004 to 7.1m in 2008 but only half actually stayed in Jordan for at least one overnight stay. The remaining 3.37m were day visitors from bordering countries.

Tourism is the Kingdom's largest export sector, its second largest private sector employer, and its second highest producer of foreign exchange. The country's tourism strategy has focused on developing niche areas of tourism, ranging from archaeological attractions, religious tours, MICE and sports to adventure as well as eco-tourism.

Jordan ranked in fifth position compared to other countries in the MENA region, ahead of Egypt, Turkey, Morocco and Oman. In Jordan the tourism industry is realizing 10% - 12% sustained annual growth owing to several factors: Jordan's location and rich cultural heritage assets, Holy sites, stability, safety and security, low-crime, and environment. Tourism is the Kingdom's largest export sector, its second largest private sector employer, and its second highest producer of foreign exchange.

The remaining 3.37m were day visitors from bordering countries. Jordan ranked in fifth position compared to other countries in the MENA region, ahead of Egypt, Turkey, Morocco and Oman.

#### Contribution to GDP at Market Prices of:

JD million	2006	2007	2008
Trade, Hotels & Restaurants	1,025.6	1,157.8	1,097.4
<i>% of GDP</i>	<i>9.7%</i>	<i>9.9%</i>	<i>10.5%</i>
Hotels & Restaurants	159.2	177.3	179.1
<i>% of GDP</i>	<i>1.5%</i>	<i>1.5%</i>	<i>1.7%</i>
Facilities Granted to the Tourism Sector	195.1	255.8	354.7**
<i>Growth in Facilities</i>	<i>7.7%</i>	<i>31.1%</i>	<i>38.7%</i>

\* Up to September 2008, unless indicated otherwise

\*\* Outstanding facilities balance granted by licensed banks as of November 2008

Source: Department of Statistics, Central Bank of Jordan

The tourism industry's growth is inhibited by a range of threats including, virus outbreaks such as SARS, international terrorism, and more recently the global recession. These

threats are much more pronounced in the Middle East, where political instability and terrorism has often resulted in tourists being targets.

However, Jordan has a competitive advantage compared to other countries in the region; it is home to three world attractions, Petra, one of the new Seven Wonders of the World, the Dead Sea, the lowest point on earth, and the Baptism Site of Jesus. Ever since Petra was declared one of the new wonders of the world, it has been playing a larger part in attracting tourists to the Kingdom. The number of tourists visiting the rose city reached 566.05 thousand during the first nine months of 2008, up from 389.51 thousand for the same period in 2007, with the number of foreign visitors growing by 72.3%, making Petra the most visited attraction in the Kingdom. Religious based tourism also remains a significant draw and the site where Jesus was baptized is a leading attraction for thousands of tourists from around the world. In 2008 about 142,419 visitors, mostly from Europe, came to the site at the Jordan River, a 54% increase over the number of visitors in 2007.

Employment in the tourism cluster, including indirect employment, was estimated at around 130,000 (11% of the work force). The tourism cluster itself employs 34,405 people, of which 77.5% were in the hotels and restaurant industry. In 2008, the employment just around Amman accounted for 71% of the total national employment. Women just form 10% of the overall tourism employment, a proportion that has not changed much over the years. Within the hotel industry, five-star hotels employed 7,358 workers amounting to 20% of the overall direct employment in the tourism industry. Income from tourism in 2008 reached JD 2.9bn (\$2.97bn), a 27.5% increase over 2007's total of JD 1.64bn (\$2.33bn).

The Ministry of Tourism and Antiquities (MOTA) launched in 2004 the National Tourism Strategy to strengthen tourism marketing, develop human resources, and support product development and competitiveness, by providing an effective institutional and regulatory framework. The National Tourism Strategy targets certain priority niches markets including Cultural, Heritage Tourism (archaeology, eco-tourism); Religion Tourism; Eco-Tourism; Health and Wellness; Adventure; MICE (Meetings, Incentives, Conference and Events) and cruising.

The United Nations for International Development (USAID) established the Jordan Tourism Development Project (Siyaha), a public-private partnership with a funding of USD 17 million, to facilitate the implementation of the National Tourism Strategy. The project supports the private sector in developing tourism products and services, and works hand-in-hand with the Jordanian Government to develop the entire tourism industry in the Kingdom and expand employment.

Since the development of the Strategy, the sector players' efforts resulted in achieving the first target set out in the Strategy to increase the sector's revenues to JD 2.423 billion by 2010 up from JD 2.067 billion in the year before, with revenues at the end of the third quarter of 2008 surpassing that, at JD 1.58 billion. Jordan's Tourism Competitive Team is currently updating the sector's strategy for 2010-2015 in an initiative supported by the USAID and the Jordan Tourism Development Projects.

The largest contingents of foreign nationals come from Syria (2m), Saudi Arabia (1.1m), Egypt (542,000), Palestine (318,000), Israel (279,000), Lebanon (187,000), Iraq (185,000), US (176,535), Kuwait (137,000), Turkey (146,000), UK (87,000).

In support to the Tourism sector, the GOJ has taken step to protect the tourism industry from the effects of the global economic recession by providing sales tax cuts for hotel (from 14% to 8%). The tourism ministry has begun negotiations with the Electricity Regulatory Commission to reduce hotel electricity rates. The Jordanian Ministry of Transport has also embarked on a few large scale projects to improve the Kingdom's transportation infrastructure. The Queen Alia International Airport, will undergo an expansion with a new terminal at a cost of US 700 million and the light railway system project US 6 million to enhance transportation between cities in the Kingdom.(the project to be completed in 2013)

The World Travel and Tourism Council's 2009 "Economic Impact Report" for Jordan forecast growth at an average annual increase of almost 5% over the 10-year period to 2019.

### **Best Products/Services**

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The cluster map is centered on the four pillars of tourism: accommodation, restaurant and food service, transportation, and attractions. Actors in Jordan's tourism range from small vendors to USAID.

Below is a list of some promising opportunities utilized in the travel and tourism industry, which is expected to be in demand due to the continued growth in the Jordanian tourism market: Cultural Tourisms, Religious Tourism, Medical Tourism, Hotels and Resorts, Restaurants, Shopping Malls, Theme Parks, E-commerce tourism services, Agro and Eco-Tourism Development, and Spa.

### **Opportunities**

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For the past few years, the Kingdom has been witnessing a vast number of touristic developments in specific areas of the Country, with particular emphasis on Aqaba, with Tala Bay, Saraya Aqaba and Ayla Oasis being some of the larger development projects in Aqaba, and the Dead Sea area, being a prime destination for both health and religious tourism. Jordan has an abundance of other sites that are considered touristic hotspots, such as Ajloun, Jerash, Salt and Karak, however, these remain somewhat undeveloped, with no hotels or tourist lodgings to cater to the visitors of these areas. In a bid to transform the Kingdom from a transit point to a world class travel destination.

The Ministry of Tourism launched a USD 70 million program in 2007 to restore cities across the Kingdom, ensuring that facilities and accommodation are up to international standards. The Jordan Tourism Board, the marketing arm of the Ministry, meanwhile, has also been working on promoting Jordan as a first class destination in terms of services offered. Several grants have been offered in that concern, the latest of which is a USD 143.25 thousand grant from the USAID for the purpose of promoting Jordan through enhanced research and communications capacities.

Also, in recent years the real estate sector in Jordan has been an important driver of Jordan economic growth. Despite the fact that numerous tourism infrastructure projects have changed Jordan's tourism profile, Jordan needs to create new tourist products to attract tourists. Ultimately, Jordan must re-build its high season and promote itself as a year round destination.

The Ministry of Tourism signed a number of agreements in 2008, executing the first phase of the third tourism development project. The project is intended to develop and rehabilitate Jordan's historical cities.

25 hotels are currently under construction within the country. The increase in investment, is driven by current increases in tourism numbers, as well as y forecasted increase in 2012 and 2013. Seven new projects are being build by the shores of the Dead Sea, 13 in Petra and another five across various tourist sites around the Kingdom. Posited to provide 12, 000 direct job opportunities and another 36,000 jobs through the multiplier effect, tourism is anticipated to outgrow its current contribution of 14% of Jordan's overall GDP and a robust source of hard currency.

Overview of some of the major real estate projects in Jordan.  
Proposed Developments – Jordan

Projects	City/Market	Developer	Estimated Investment
Abdali Development	Amman	Various	US\$3 billion
Sanaya Amman	Amman	Limitless	US\$300 million
Ahl Al Azim	Al Jiza	Taameer Jordan Holding	US\$1 billion
Mansion Hills	Aqaba	Taameer Jordan Holdings	
Marsa Zayed	Aqaba	Al Maabar	US\$10 billion
Saraya Aqaba	Aqaba	Saraya Holding	US\$1 billion
Samarah Dead Sea	DeadSea	Emaar Int'l Jordan	US\$ 500 billion

### Opportunities

- Cultural Tourisms,
- Religious Tourism,
- Cruising
- Medical Tourism,
- Hotels and Resorts,
- Restaurants,
- Meetings, incentive, conferences, and events (MICE)
- Shopping Malls,
- Theme Parks,
- E-commerce tourism services,
- Agro and Eco-Tourism Development, and
- Spa.

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Ministry of Tourism and Antiquities: [www.mota.gov.jo](http://www.mota.gov.jo)

Jordan Tourism Board: [www.visitjordan.com](http://www.visitjordan.com)

USAID Jordan Tourism Development Project /Siyaha: [www.siyaha.org](http://www.siyaha.org)

## Aviation & Aerospace

### Overview

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Air transport plays an important role in Jordan, which has heavily invested in tourism projects over the past decade. There are three major airports in Jordan through which over 3 million passengers pass each year. The Jordan Civil Aviation Regulatory Commission, which falls under the jurisdiction of the Ministry of Transport (MoT), is responsible for safely and securely developing, managing, and operating the civil aviation airports and airspace in Jordan.

The continuous growth in cargo and passenger volumes traveling through Jordanian airports warrants the upgrade of Jordanian airports' and security equipment. This trend, coupled with the events of September 11, the November 2005 bombings in Amman and other recent terrorist attempts in airports around the world warrant upgrades in airport security equipment

The Jordan Civil Aviation Authority (JCAA) falls under the jurisdiction of the Ministry of Transport (MoT) and is responsible for safely and securely developing and operating the civil aviation airports and airspace in Jordan. Other government entities responsible for safety & security include Public Security Directorate (Police), Civil Defense Department, Jordanian Armed Forces and the General Intelligence Department.

Aircraft manufacturing in Jordan is restricted to licensing to assemble and service light general aviation type aircraft and manufacturing Canadian and German designs. Jordan Aircraft Maintenance Company (Jormaco) and Jordan Air motive Limited Company (JALCO) are dynamic aircraft maintenance centers specializing in aircraft maintenance and component repair and overhaul. Finally, there are three Jordanian Airlines; Royal Jordanian and its subsidiary Royal Wings, and Jordan Aviation, and two main aviation academies in Jordan; The Royal Jordanian Air Academy (RJAA) and the Mid-East Aviation Academy (MAA).

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The Government of Jordan has high ambitions for the Kingdom to become a regional hub, therefore, the demand for aircraft and spare parts, maintenance equipment, and aircraft systems for manufacturing will continue to rise. The Civil Aviation Regulatory Commission has just been formed. It is believed that services in civil aviation will be outsourced, which will create significant potential for US companies that specialize in civil aviation and airport management.

### Opportunities

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Jordan Aerospace Industries is seeking agreements with manufacturers of aircraft communication and auxiliary systems to meet the demand in Iraq for surveillance aircraft and agricultural aircraft equipped with a state of the art crop spraying and monitoring system. JAI has also created coalitions and partnerships in Iraq for a multi-purpose manufacturing facility for light aircraft in Northern Iraq that will also create opportunities

for light aircraft manufacturers in the US. Finally, the aircraft maintenance companies will continue to need spare parts and equipment to sustain their operations.

An International tender has been announced to attract investors for developing, operating and managing King Hussein Airport, while the role of the Civil Aviation Authority will be organizing and monitoring the process. The tender will be PPP on a BOT basis.

Plans for the Kingdom's aviation city are taking shape following the recent signing of a number of agreements. A new \$100 million centre for aircraft design and manufacture will be based at Al-Mushatta Industrial Estate, located on the Queen Alia International highway, 35 kilometers south of the capital.

The Ministry of Finance has secured JD40 million of its budget for building a cargo-only Airport in Al-Agwar area, near the Dead Sea. The area would cover approximately 1000 square meters. The expected cost would be over JD100 Million. The airport's services will be expanded to include the receiving of private aero planes that have passengers going to the Convention Centre at the Dead Sea. The exact location is yet to be decided by the government.

The government will announce for a tender for preparing the infrastructure of the Queen Alia Airport in order to be used by the aviation companies that will be transferred from Amman (Marka) Airport.

Also during the next two years a tender will be announced for building 4 hangers for the above purpose for a total cost of JD25 million.

## Web Resources

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Ministry of Transport: [www.mot.gov.jo/](http://www.mot.gov.jo/)

Civil Regulatory Commission : [www.carc.gov.jo/](http://www.carc.gov.jo/)

Royal Jordanian Airlines : [www.rja.com.jo/](http://www.rja.com.jo/)

Jordan Aircraft Maintenance Limited (JorAMCo) : [www.joramco.com.jo/](http://www.joramco.com.jo/)

Jordan Airmotive Limited Co. (JALCO) : [www.jalco.com.jo/](http://www.jalco.com.jo/)

Queen Alia International Airport (QAIA) Concessionaire (Alfa Consortium consisting of Aéroports de Paris (France), J&P (Cyprus), ADIC (UAE), Noor (Kuwait) and EDGO (Jordan))

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Jordan is a net food importing country, purchasing up to 95% of consumable items from abroad, including sugar, rice, powdered milk, tea, coffee, corn, vegetable oil (excluding olive oil), cheese, chick peas, vermicelli, and lentils. Due to the scarcity of water, agriculture has been declining as a component of the overall economy for years. Although it consumes 65-75% of water resources, agriculture accounted for only about 3.0% of GDP in 2009. The agriculture sector employs 15% of the labor force of the country and is run by predominantly expatriate cheap labor. The horticultural product sector, the poultry industry, and small-scale herding are major components of the agriculture sector. Small-scale herders (sheep, goats, and cattle) still enjoy political support due to their traditional place in Jordanian culture.

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U.S. agricultural exports to Jordan were \$197 million in 2010. It is expected to jump to almost \$400 due to purchases of US wheat (\$160 million) and the increase of imports of Rice, Corn, poultry, beef and fish.

Top U.S. agricultural exports consist of grains (including corn and rice), soybean cake, processed and canned food, condiments, vegetable oil, almonds and poultry (both live and carcasses). Under the terms of the FTA, import duties and other trade barriers between Jordan and the United States have been phased out by the onset of 2010. The U.S. has a good market share and potential in wheat, due to government dominance on the process of purchasing and distribution of this commodity, the bidding is always towards the lowest cost.

Jordan border inspection authority selectively imposes sanitary and phytosanitary measures on meat and poultry, effectively most of the nontariff barriers on imports of these products have been removed. Import licenses, or advance approvals to import goods, are required for specific food and agricultural goods. The authorities granting such licenses and approvals are the Ministry of Agriculture and the Ministry of Health.

In addition to the special requirements for certain agricultural products, Jordan requires that importers of commercial goods be registered traders or commercial entities. The Ministry of Industry and Trade occasionally issues directives requiring import licenses for certain goods or categories of goods.

Jordan food and Drug Administration (JFDA) is now the prime authority to decide upon whether to accept or reject food consignment, JISM is only testing and drafting standards. JISM's current product standards generally reflect existing U.S. standards. JISM has worked with EU agencies to review its standards and to consider incorporating new sets of standards. JISM's director has assured the United States that any changes to product standards or introduction of new standards resulting from this review would not bias against U.S. standards.

JISM has already licensed several local labs to test for compliance with applicable standards.

List of Export certification required by Jordan for import and the Products they Cover:  
(pls. go to Restrictions and Prohibited Imports)

## **Web Resources**

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Ministry of Agriculture: [www.moa.gov.jo](http://www.moa.gov.jo)

Jordan Institution for Standards and Metrology: [www.jism.gov.jo](http://www.jism.gov.jo)

Jordan Food and Drug Administration: [www.jfda.jo](http://www.jfda.jo)

Jordan Customs Department: [www.customs.gov.jo](http://www.customs.gov.jo)

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## Chapter 5: Trade Regulations, Customs and Standards

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- [U.S. Export Controls](#)
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### Import Tariffs

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Customs tariffs are based on the harmonized system coding practice. Tariff tables for different products and commodities can be found on the Customs Department website <http://www.customs.gov.jo>.

Additional taxes may apply to some products; a complete description of these commodities is also available at the Customs Department website. Detailed lists of the general and special sales tax can be viewed at the Jordan's General Sales Tax Department's website at <http://www.gst.gov.jo>

U.S. – Jordan FTA, which came into full force in January 2010, eliminated most duties and tariffs on commerce between the U.S. and Jordan. Details can be viewed at <http://www.jordanusfta.com/>

### Trade Barriers

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Jordan has made important reforms in trade liberalization in the past few years, and the government continues its efforts to improve the trade and investment climate.

Designated companies operating in the Qualifying Industrial Zones (QIZs), providing they meet certain criteria, gain quota and duty-free access to the U.S. market and benefit from special import provisions for raw inputs.

For more information <http://www.customs.gov.jo>

### Import Requirements and Documentation

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Import licenses, valid for one year, are required for:

- non-commercial shipments exceeding JD 2,000 (\$2,820);
- biscuits of all types;
- mineral water;
- dried milk for industry use;
- used tires;
- items that require prior clearance from the respective authorities (for a complete list, see —special import provisions).

Items that do not need an import license may require prior authorization by the appropriate government ministry.

Any imported agricultural or food product may be inspected and tested to for human consumption. Virtually all prepared and mixed foods are tested at the border. The Jordan Food and Drug Administration (JFDA) has the authority to inspect food products at the retail and wholesale distribution levels. A representative may enter any place and collect samples for testing. If a product fails to meet technical requirements or is found unfit for human consumption, it is removed from distribution channels and destroyed.

The Jordan Institution for Standards and Metrology (JISM) regulates food additives for JFDA. Permissible additives and their concentrations are those approved by the *Codex Alimentarius* Commission. The technical standards for foods contain specific lists for food additives and their permissible levels of use. These standards should be consulted to make sure that any additives are permitted.

Goods entering the country under temporary entry status, bonded goods and goods benefiting from the investment promotion law are exempt from import licenses. For more information, go to <http://www.jordaninvestment.com>

All Jordanian and foreign trading companies must either obtain an importer's card from the Ministry of Industry and Trade for customs clearance purposes, or pay a Customs fee equivalent to 5% of the value of the imported goods. For non-trading entities such as banks, hospitals and hotels, the ministry issues a special limited card that allows the import of goods specific to that entity's purpose.

The U.S. government requires submission of a shipper's export declaration, or SED, if the value of the shipment is greater than \$2,500. Exporters can submit a hard copy or can use the free internet-based system to file. For more information, to go <http://www.aesdirect.gov>

For shipments to Jordan, exporters are required to provide a certificate of origin, a commercial invoice, an airway bill, and a packing list. A customs declaration is also required, but only an authorized forwarding agent in Jordan can process the declaration, which must be filed electronically.

Regarding a U.S. Certificate of Origin for Exporting to Jordan, a general certificate of origin is acceptable and can be downloaded from the Trade Information Center's Web site <http://www.export.gov/tic>

Both the commercial invoice and the certificate of origin must be certified by the National U.S.-Arab Chamber of Commerce, and then legalized by the Jordanian Embassy or consulate. To locate the National U.S.-Arab Chamber of Commerce view their Web site at <http://www.nusacc.org>

A list of the Jordanian consulates can be accessed at <http://www.jordanembassyus.org/new/consular/consulates.shtm>

Invoices do not have to be written in Arabic but the importer is required to provide an Arabic translation. Typically this is done in handwriting on the actual invoice. Exporters should be aware that commercial invoices for all shipments from the United States *must* bear a notarized affidavit. The Jordanian Customs Department may request other documents related to the shipment as needed.

### **U.S. Export Controls**

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U.S. exporters to Jordan must follow the standard U.S. Government requirements regarding export control documentation for sensitive U.S. exports. For information on this subject contact the U.S. Department of Commerce Bureau of Industry and Security, Internet web site: <http://www.bis.doc.gov>

U.S. export licenses are required for exports to Jordan of certain high technology, and defense-related equipment. U.S. exporters should ensure that they are in compliance with the export control regulations.

### **Temporary Entry**

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Temporary entry exemptions may be obtained by submitting a written request, accompanied by supporting documentation, to the customs department. Imported primary, secondary, or complementary inputs used in the production of export goods are exempt from custom duties and all additional import fees on a reimbursable or drawback basis. Refer to <http://www.customs.gov.jo>

### **Labeling and Marking Requirements**

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Imported products must comply with labeling and marking requirements issued by the Jordan Institution for Standards and Metrology (JISM) refer to <http://www.jism.gov.jo>

Importers are responsible for informing foreign suppliers of any applicable labeling and marking requirements. All labels must either be in Arabic or have a stick-on label in Arabic. Nutritional labeling is mandatory in certain categories of food including infant

formula and food for dietary use. In general, the label should contain the name of the product, the manufacturer's name and address, net weight, fortifying matter, lot number and best before date. A food shipment may be rejected based on ambiguous labeling content. For information on food labeling and packaging contact JISM and Jordan Ministry of Health at <http://www.moh.gov.jo>

## Prohibited and Restricted Imports

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**Prohibited Imports** The government bans the import of plastic waste, the narcotic plant "qat", and diesel passenger cars.

Exporters should always note that U.S. export licenses, though not required for many shipments, are required in certain situations involving national security, foreign policy, short-supply, nuclear non-proliferation, missile technology, chemical and biological weapons, regional stability, crime control, or terrorist concerns. For more information on export licenses, please refer to [www.export.gov/tic](http://www.export.gov/tic).

### Restricted Imports

Imports of raw leather are restricted to the Jordan Tanning Company; crude oil and its derivatives (except metallic oils) and household gas cylinders are restricted to the Jordan Petroleum Refinery Company; cement is restricted to the Jordan Cement Factories Company; which has been sold and is privately owned. Explosives and gun powder are restricted to the Jordan Phosphate Mines Company; and used tires are restricted to tire retreating factories. In addition, biscuits of all types; mineral water, and dried milk for industry use are restricted to those factories.

### Special Import Provisions

Pre-import clearance is required for certain goods. The clearance, once obtained, acts as an import license. However, these clearances are not automatic. These are summarized as follows:

Product	Relevant Ministry
Arms and ammunitions, explosives, switch-blade knives, fuel-operated toy cars, remote control operated toy planes, electric and electronic games for commercial use, self-defense electric tools	Ministry of Interior/Public Security Directorate
Military clothing	Jordan Armed Forces
Radioactive materials and uranium	Ministry of Energy and Mineral Resources
Wireless receivers and broadcast stations, wireless alarm devices, remote control devices (including motor, garage, window and shutter control; excluding television and video devices), site mapping equipment, wireless receivers and broadcast devices, cellular-phone equipment, wireless microphones, communication terminals, remote control toy-planes (also to be cleared by the Public Security Department of the Ministry of the Interior), mobile TV equipment	Telecommunications Regulatory Commission
Decoders and satellite receivers	Radio and Television Corporation

Color photocopiers	Central Bank of Jordan
Medical drugs and antibiotics, food supplements for athletes, potassium bromide, food dyes, asbestos pipes and panels, frozen ice cream, baby food and milk, laser pens, oxygen and nitrogen oxide	Ministry of Health
Halogen use materials, Freon gas	Ministry of Municipal Affairs and Ministry of Environment
Postal clearing devices	Ministry of Information and Communications Technology
Artesian well drills	Ministry of Water and Irrigation
Small monitoring cameras	Military Security

For the import of used electronic equipment (including photocopiers, refrigerators, freezers and pumps), and used gas water heaters and gas ovens, the following conditions apply:

- Equipment must be in suitable, usable condition;
- Equipment must conform to Jordanian and international standards;
- Equipment must be free of any substances, which may negatively affect the environment and the ozone layer;
- Importer must supply a certificate from manufacturing company proving the equipment is under three years old (if a manufacturer's certificate cannot be produced, shipment must be accompanied by certificate of selling agent in the exporting country);
- Ten percent of shipment by value must comprise new spare parts.

Export certificates are required by Jordan for a number of food products.

Abbreviations used: Ministry of Agriculture (MOA), Jordan Institute of Standards and Metrology (JISM), Jordan Food and Drug Administration (JFDA), Customs Department (CA), United States Department of Agriculture (USDA), Food Safety Inspection Service (FSIS), Animal and Plant Health Inspection Service (APHIS), Veterinary Animal Health Certificate (VAHC), *Country of origin certificate (COOC)*, *Sanitary and Phyto Sanitary (SPS)*, *Fitness for Human Consumption Certificate (FHCC)*, *Product Validity for Consumption in the Country of Origin (PVCCOOC)*, Halal certificate (HC).

Product(s)	Title of Certificate	Attestation Required on Certificate	Purpose	Requesting Ministry
Powder Milk	COOC	US Government Or Chamber of Commerce	Custom Valuation, Health, Risk control	MOA, JISM, JFDA, CA
	SPS-VAHC	USDA-FSIS or APHIS	Human Health	MOA, JFDA
	FHCC	FDA or USDA-FSIS	Human Health	JISM, JFDA

<b>Product(s)</b>	<b>Title of Certificate</b>	<b>Attestation Required on Certificate</b>	<b>Purpose</b>	<b>Requesting Ministry</b>
	PVCCOOC	FDA or USDA-FSIS	Human Health	JISM, JFDA
<b>Flavored Milk</b>	COOC, VAHC, FHCC, PVCCOOC, Approved flavor and/or coloring material.	FDA or USDA-FSIS	Human Health	MOA, JISM, JFDA, CA
<b>Bovine Meat</b>				
	SPS-VAHC	USDA-FSIS or APHIS	Free from infectious and contagious diseases- food safety	MOA
	HC	Supplier/ Manufacturer	Verification that slaughter conforms to Islamic traditions. Food quality and consumer protection.	MOA, JISM
<b>Processed meat</b>				
	SPS-VAHC	USDA-FSIS or APHIS	Free from infectious and contagious diseases. Food safety.	MOA
	HC	Supplier/ Manufacturer	Verification that slaughter conforms to Islamic traditions. Food quality and consumer protection.	MOA, JISM
<b>Poultry meat</b>	COOC	US Government Or Chamber of commerce	Custom Valuation, Health, Risk control	MOA, JISM, JFDA, Customs

<b>Product(s)</b>	<b>Title of Certificate</b>	<b>Attestation Required on Certificate</b>	<b>Purpose</b>	<b>Requesting Ministry</b>
	HC	Supplier/ Manufacturer	Verification that slaughter conforms to Islamic traditions. Food quality and consumer protection.	MOA, JISM
	Residues monitoring Program certificate	National Residue Control System (FSIS-EPA & FDA)		MOA, JISM, JFDA
	Poultry meat from flocks that have not been fed on bovine bone and meat meals certificate.	FDA, USDA-FSIS or APHIS	Food safety.	MOA, JFDA
<b>Pisces (Fish and sea fruits) Frozen and or Processed</b>	Validity certificate	FDA, USDA-FSIS or APHIS	Shelf life. Food quality.	MOA, JISM, JFDA
	Processing procedures		Food quality	MOA, JISM
	COOC	US Government Or Chamber of commerce	Custom Valuation, Health, Risk control.	MOA, JISM, JFDA, CA
	SPS-VAHC	USDA-FSIS	Free from infectious and contagious diseases- food safety.	MOA, JFDA,
<b>Cheese</b>	COOC	US Government Or Chamber of commerce	Custom Valuation, Health, Risk control.	MOA, JISM, JFDA, CA
	SPS-VAHC	USDA-FSIS or APHIS	Free from infectious and contagious diseases. Food safety.	MOA, JFDA
	<a href="#">Hazard Analysis and Critical Control Point (HACCP)</a>	Accredited by FDA, USDA-FSIS or APHIS	Food quality.	JFDA

Product(s)	Title of Certificate	Attestation Required on Certificate	Purpose	Requesting Ministry
Honey	COOC	US Government Or Chamber of Commerce	Custom Valuation, Health, Risk control.	MOA, JISM, JFDA, CA
	Residues free certificate	FDA, USDA-FSIS or APHIS	Food safety.	MOA, JFDA
Fresh fruits and Vegetables	COOC	US Government Or Chamber of commerce	Custom Valuation, Health, Risk control.	MOA, JISM, JFDA, CA
	Quarantine pests free Sanitary and Phyto Sanitary certificate SPS	USDA-FSIS or APHIS	Plant health.	MOA

For more information on exporting American food items to Jordan, visit:  
<http://www.fas.usda.gov/scripts/AttacheRep/>

#### Customs Regulations and Contact Information

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Exporters are advised to contact local customs agents to expedite the clearing process. Jordan Customs launched the Customs Integrated Tariff System (CITS) in August 2005. Importers can use this system to track down commodity tariffs, import conditions and commodity trade agreements, regulations and requirements of the commodity trade. For further information on customs procedures, please refer to the following website:  
<http://www.customs.gov.jo>

Key contact:

Jordan Customs Department

P.O. Box 90, Amman, Jordan

Telephone: 962-6-462-3186/8; 462-4394/6

Fax: 962-6-464-7791

E-mail: [customs@customs.gov.jo](mailto:customs@customs.gov.jo)

Web-site: <http://www.customs.gov.jo>

## Standards

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## Overview

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The Jordan Institution for Standards and Metrology <http://www.jism.gov.jo> is the official/national recognized body in Jordan for the preparation and publication of Jordanian Standards.

## Standards Organizations

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JISM issues two types of standards:

- Mandatory standard: these standards cover products, which affect consumers' health and safety such as food products, chemical detergents, electrical equipment and personal safety equipment.

- Optional standard: Optional for manufacturers and importers, examples include furniture products, clothes, textile and shoes.

JISM set and publish food standards for the JFDA to follow. The JFDA test and approve the products before going into sale.

### NIST Notify U.S. Service

Member countries of the World Trade Organization (WTO) are required under the Agreement on Technical Barriers to Trade (TBT Agreement) to report to the WTO all proposed technical regulations that could affect trade with other Member countries. **Notify U.S.** is a free, web-based e-mail subscription service that offers an opportunity to review and comment on proposed foreign technical regulations that can affect your access to international markets. Register online at Internet URL: <http://www.nist.gov/notifyus/>

## Conformity Assessment

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Companies interested in obtaining conformity certificates or Jordanian Quality Marks for their products can send their request directly to the Certification Unit at JISM.

## **Product Certification**

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JISM operates product and system certification programs. The process to receive a quality mark is divided into four stages: application procedure, assessment procedure, certification procedure, and surveillance procedure. Details on the procedure can be found at <http://jism.gov.jo/>

## **Accreditation**

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Imported goods subject to mandatory standards require verification through laboratory testing in Jordan. JISM undertakes these responsibilities by cooperating with official parties (the approved labs) such as Ministry of Health labs, JISM's labs, Amman Municipality labs, National Center for Agricultural Research and Technology Transfer/Ministry of Agriculture labs and Royal Scientific Society (RSS), all of which perform the inspection and testing of the delivered samples from the control department.

## **Publication of Technical Regulations**

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Technical standards (Jordan Quality Mark) are published in the Jordan official Gazette in hard copy only and are registered in the Jordan Quality Mark database. It can also be purchased in a hard copy from JISM.

## **Labeling and Marking**

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Imported products must comply with labeling and marking requirements issued by the Institute of Standards and Metrology and relevant government ministries. Details on labeling requirements are presented above.

## **Trade Agreements**

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The Free Trade Agreement (FTA) between the U.S. and Jordan came into full force in January 2010.

There are several other bi- and multilateral agreements for details on trade agreements, protocols, and trade memos of understanding (MOUs) with Jordan, please refer to <http://www.agreements.jedco.gov.jo>

## **Web Resources**

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Jordan Institution for Standards and Metrology: <http://www.jism.gov.jo>

Jordan Ministry of Industry and Trade: <http://www.mit.gov.jo>

Jordan Food and Drug Administration: <http://www.jfda.gov>

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## Chapter 6: Investment Climate

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### Openness to Foreign Investment

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In the ten years since King Abdullah ascended to the throne, Jordan has taken steps to encourage foreign investment and realize the vision of transforming Jordan into an outward-oriented, market-based economy competitive in the global marketplace. Key reforms have been undertaken in the banking, information technology, pharmaceuticals, tourism, and services sectors. Foreign and domestic investment laws grant specific incentives to industry; agriculture; tourism; hospitals; transportation; and energy and water distribution. The laws also allow the cabinet flexibility in offering investment incentives to other sectors.

United States-Jordan Free Trade Agreement was fully implemented on January 1, 2010. For info, go to:

<http://www.ustr.gov/trade-agreements/free-trade-agreements/jordan-fta>

- Foreigners are prohibited from wholly or partially owning investigation and security services, sports clubs (except for health clubs), stone quarrying operations for construction purposes, customs clearance services, or land transportation services. The Cabinet, however, may approve foreign ownership of projects in these sectors upon the recommendation of the Investment Promotion Committee. The

Committee includes senior officials from the Ministry of Industry and Trade, Income Tax Department, Customs Department, the private sector, and the Jordan Investment Board. To qualify for exemption, projects have to be deemed highly valuable to the national economy and plan to employ a large number of Jordanians. The Prime Ministry deals with such exceptional cases and provides exemptions accordingly.

- Investors are limited to 50 percent ownership in a number of businesses and services, including printing/publishing companies and aircraft or maritime vessel maintenance and repair services. The most up-to-date listing of limitations on investments is available in the FTA Annex 3.1 and may be found at the following internet address:  
[http://ustraderep.gov/assets/Trade\\_Agreements/Bilateral/Jordan/Annexes/asset\\_upload\\_file543\\_8460.pdf](http://ustraderep.gov/assets/Trade_Agreements/Bilateral/Jordan/Annexes/asset_upload_file543_8460.pdf)
- A minimum capital requirement of JD 50,000 (USD \$70,000) is set for foreign investors seeking to register a business. The minimum capital requirement for new enterprises was lowered for Jordanian businesses in 2008 to JD 1,000 (USD \$1,400). The minimum does not apply to investments in publicly held companies.
- Local and foreign investments are screened by the JIB's Incentives Committee. Investors in large projects often find that the involvement of local and central government officials helps to ensure overall governmental cooperation in project implementation.
- The law stipulates that expropriation is prohibited unless deemed in the public interest. It provides for fair compensation to the investor in convertible currency.

With respect to ownership and participation in the major economic sectors in Jordan, there is no apparent discrimination against foreign participation. In fact, many Jordanian businesses seek foreign partners, which are perceived as the key to increased competitiveness and easier entry into international markets. Jordan's efforts have combined to make Jordan's investment climate more welcoming, but some large U.S. investors have reported "hidden costs" when investing in Jordan due to bureaucracy, red tape, vague regulations and conflicting jurisdictions.

Jordan was ranked 111th out of 183 countries for the ease of doing business by the World Bank's 2011 Doing Business Report, down eleven places from its 2010 ranking. Jordan ranked tenth in the Arab world, behind Saudi Arabia, Bahrain, the UAE, Qatar, Kuwait, Oman, Tunisia, Egypt and Yemen. Jordan received its best rankings for taxation, getting construction permits, and trading across borders. Jordan received its worst rankings for starting a business, registering property, protecting investors, and enforcing contracts. Jordan's economic freedom score was 66.1, up 0.7 points from the previous year and making its

economy the 52nd freest in the world. The increase reflected improvements in trade freedom, fiscal freedom, and investment freedom. Jordan ranked 7th out of 17 countries in the Middle East/North Africa region on the economic freedom scale, and its score is better than the world and regional averages. Investors should continue to execute due diligence while exploring investment opportunities and concluding business transactions in Jordan, as they would in other countries.

## **Conversion and Transfer Policies**

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Jordan's liberal foreign exchange law entitles foreign investors to remit abroad, in a fully convertible foreign currency, foreign capital invested, including all returns, profits, and proceeds arising from the liquidation of investment projects. Non-Jordanian administrative and technical employees are permitted to transfer their salaries and compensation abroad. The Jordanian Dinar (JD) is fully convertible for all commercial and capital transactions. The JD has been pegged to the U.S. dollar at an exchange rate of approximately 1 JD to USD \$1.41 since 1995, and the Central Bank of Jordan (CBJ) is expected to continue this policy. Licensed money-exchangers are supervised by the CBJ, the banking system's regulatory authority, but are free to set their own exchange rates depending on market conditions. Unlike banks, they do not pay the CBJ commissions for exchange transactions, giving them a competitive edge over banks.

Other foreign exchange regulations include:

- Non-residents are allowed to open bank accounts in foreign currencies. These accounts are exempted from all transfer-related commission fees charged by the CBJ.
- Banks are permitted to purchase an unlimited amount of foreign currency from their clients in exchange for JD on a forward basis. Banks are permitted to engage in reverse operations involving the selling of foreign currency in exchange for JD on a forward deal basis for the purpose of covering the value of imports.
- There are no restrictions on the amount of foreign currency that residents may hold in bank accounts, and there are no ceilings on the amount residents are permitted to transfer abroad.
- Banks do not require prior CBJ approval for the transfer of funds, including investment-related transfers, although stricter measures are now in place to monitor bank wire transfers to boost Jordan's ability to participate in the global fight against illicit financial flows.

## Expropriation and Compensation

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There are no known cases where the government has expropriated the private property of an investor without just compensation and a just court process.

## Dispute Settlement

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Under Jordanian law, foreign investors may seek third party arbitration or an internationally recognized settlement of disputes. The Jordanian government recognizes decisions issued by the International Center for the Settlement of Investment Disputes (ICSID) of which it is a member. Jordan is also a member of the New York Convention of 1958 on the recognition and enforcement of foreign arbitral awards. In cases where the government (or its agencies) is a party to the dispute, it generally prefers settlement in local courts if an out-of-court settlement is not forthcoming. Jordan abides by WTO dispute settlement mechanisms. Dispute settlement mechanisms under the FTA are consistent with WTO commitments.

## Legal System

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Members of Jordan's Parliament do not have the power to write legislation. According to Article 95 of Jordan's Constitution, ten members of the lower or upper house can propose an idea for a law. If the majority of both houses agree, the idea is then submitted to the Prime Ministry for drafting. Draft laws may be prepared by the relevant government ministry. However, in practice, the Legislative and Opinion Bureau of the Prime Ministry drafts most legislation, with input from the appropriate bodies. Once drafted, laws are submitted to the Cabinet and subsequently presented to the lower house of Parliament for consideration. Once passed in the lower house, draft laws must be approved by the upper house. All laws require royal assent and must be published in the Official Gazette before taking effect. "Provisional" (also referred to as "temporary") laws are constitutionally permitted and may be enacted by a Cabinet decision when the Parliament is not in session or has been dissolved. Provisional laws remain in force until Parliament reconvenes and takes further action. Temporary laws retain their validity for the time they were in force, even if they are later repealed by Parliament. The relevant ministry drafts implementing regulations.

According to the Constitution, the judiciary is independent of other branches of the government. It is, however, susceptible to political pressure and interference by the executive branch in some cases. The judiciary does not have an independent budget and appointments to the bench are not always done on the basis of merit.

The Constitution classifies the judiciary branch into three categories: religious courts, special courts (e.g., Military Court, Customs Court, Income Tax Court), and regular courts. Verdicts rendered by the Jordanian judiciary are based on decisions made by a judge or a panel of judges.

General legal provisions are incorporated within the Civil Code unless a separate, more specialized law governs the nature of a specific relationship. Commercial activities, contracts, and financial papers are governed by the Commercial Code.

The Commercial Code, Civil Code, and Companies Law collectively govern bankruptcy and insolvency. A temporary bankruptcy law was enacted in 2002 and remains in effect. A new bankruptcy law is expected to be presented to the Parliament in 2011.

## **Performance Requirements and Incentives**

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Following Jordan's accession to the WTO, the Trade-Related Investment Measures (TRIMS) agreement came into force. Investment incentives take the form of income tax and custom-duties exemptions, which are granted to both Jordanian and foreign investors. The country is divided into three development areas: Zones A, B, and C. Investments in Zone C, the least developed areas of Jordan, receive the highest level of exemptions. All agricultural, maritime transportation and railway investments are classified as Zone C, irrespective of location. Hotel and tourism-related projects set up along the Dead Sea coastal area, leisure and recreational compounds, and convention and exhibition centers receive Zone A designations. Qualifying industrial zones (QIZs) are zoned according to their geographical location, unless they apply for an exemption. The three-zone classification scheme does not apply to nature reserves and environmental protection areas, which are granted special consideration.

Specifically, the Investment Promotion Law allows for exemptions from income and social services taxes of up to ten years for projects approved by the Investment Promotion Committee (which includes senior officials from the Ministry of Industry and Trade, Income Tax Department, Customs Department, the private sector, and the Director General of the Jordan Investment Board), in accordance with the designated zone scheme:

- 25 percent tax exemption for Zone A
- 50 percent tax exemption for Zone B
- 75 percent tax exemption for Zone C

An additional year of these tax exemptions is granted to projects each time they undergo expansion, modernization, or development resulting in a 25 percent increase in their production capacity for a maximum of four years. Capital goods are exempt from duties and taxes if delivered within three years from the date of the investment promotion committee's approval. The committee may extend the three-year period, if necessary.

In general, the laws on investment and property ownership permit domestic and foreign entities to establish and own businesses. Activities relevant to military and national security, however, are subject to different provisions and procedures. Foreign companies may open regional and branch offices; branch offices may carry out full business activities, while regional offices may serve as liaisons between head offices and Jordanian or regional clients. The Ministry of Industry and Trade manages the government's policy on setting up regional and branch offices.

No foreign firm may import goods without appointing an agent registered in Jordan. The agent's connection to the foreign company must be direct, without a sub-agent or intermediary.

Private foreign entities, whether licensed under sole foreign ownership or as a joint venture, compete on an equal basis with local companies.

Foreign nationals and firms are permitted to own or lease property in Jordan for investment purposes and personal use, provided that their home country permits reciprocal property ownership rights for Jordanians. Property intended for investment should be developed within five years from the date of approval. Depending on the size and location of the property, the Lands and Surveys Department, its Director General, the Minister of Finance, or the Cabinet are the authorities that approve foreign ownership of land and property. Foreign companies holding a majority shares in a Jordanian company, as well as wholly owned subsidiaries, automatically obtain national treatment with respect to ownership of land where the company's business objectives require (e.g., agriculture), or allow for, ownership of land or real estate.

Interest in property (moveable and real) is recognized, enforced and recorded through reliable legal processes and registries. The legal system facilitates and protects the acquisition and disposition of all property rights.

Jordan has passed several new laws to comply with the FTA and meet international commitments in protection of intellectual property rights (IPR). Laws consistent with Trade Related Aspects of Intellectual Property Rights (TRIPS) now protect trade secrets, plant varieties, and semiconductor chip designs. The law requires registration of copyrights, patents, and trademarks.

Copyrights must be registered at the National Library, part of the Ministry of Culture.

Patents must be registered with the Registrar of Patents and Trademarks at the Ministry of Industry and Trade. Jordan has signed the Patent Cooperation Treaty and the protocol relating to the Madrid Agreement Concerning the Registration of Marks, and amended patent and trademark laws in 2007 to enable pending ratification of the agreements.

Jordan's pharmaceutical industry generally abides by the new TRIPS-consistent Patent Law. Jordan acceded to the World Intellectual Property Organization (WIPO) treaties on copyrights (WCT) and performances and phonographs (WPPT), and has been developing new regulations to the national copyright law to meet international standards. Jordanian firms now seek joint ventures and licensing agreements with multinational partners.

Jordan's record on IPR enforcement has improved in recent years, but more effective enforcement mechanisms and legal procedures are still needed. As a result, the government's record on IPR protection remains mixed. A large portion of videos and software sold in the marketplace continues to be pirated goods. Enforcement action against audio/video and software piracy is growing in frequency and improving in its targeting capability, resulting in the first jail sentence in 2007 for software piracy in Jordan. Over the past decade, 3,466 violations of Jordan's current copyright law were referred to the judiciary, including 533 cases between January and November 2010 and 586 cases in 2009. The government is examining ways to strengthen IPR enforcement, including amending current laws so that they grant enforcement officers *ex officio* authority to seize pirated items and bring cases against violators. The government is considering the creation of an umbrella IPR agency to coordinate government policy and enforcement efforts.

#### **Transparency of Regulatory System**

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The government is gradually implementing policies to improve competition and foster transparency. These reforms aim to change an existing system that can be influenced greatly by family affiliations and business ties. Although JIB has worked to streamline the process, red tape and opaque procedures still present problems for foreign and domestic investors. The arbitrary application of customs, tax, labor, health, and other laws or regulations, particularly at the local government level, have impeded investment.

A new Competition Law (similar to the Antitrust Law in the U.S.) to modernize the Competition Law of 2004 is expected to be passed by Parliament in 2011. The new law aims to improve the Jordanian economic environment and attract foreign investment by providing incentives to improve market competitiveness, protect small and medium enterprises from restrictive anticompetitive practices, and provide consumers with high quality products at competitive prices. The Competition Directorate at the Ministry of Industry and Trade conducts market research, examines complaints, and reports violators to the judicial system. The Competition Directorate has settled 308 cases since 2003, including 47 cases in 2010.

The government continued its e-government promotion strategy in 2010. The government pledges to make its services, regulations, and procurement procedures more accessible and transparent via e-government. Implementation to date has been slow, but programs to register businesses, file complaints, and view tax records, existing and pending legislation, and traffic violations online are now

available. A national call center to answer government service-related questions was opened in 2008.

## Efficient Capital Markets and Portfolio Investment

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The three key capital market institutions are the Jordan Securities Commission (JSC), the Amman Stock Exchange (ASE); and the Securities Depository Center (SDC). The most recent Securities Law, passed in 2002, brought the law more in line with international best practices. ASE continually modernizes its technical infrastructure and seeks to enhance the dissemination of information. It launched the Internet Trading Service in 2010, which represents an opportunity to increase the number of investors engaged in securities trading regardless of geographic location. Additionally, the ASE launched a new, bilingual website that uses advanced technology to provide more comprehensive data.

The ASE suffers from intermittent liquidity problems, with the result that the bourse remains prone to speculative movements and is highly volatile. The ASE's market capitalization has grown and shrunk rapidly and repeatedly since 2003. The market continued a downward trend in 2009 and 2010, with its index losing 8.1% in 2009 and 6.3% in 2010. The ASE's market capitalization is down nearly 46 percent from its record high of \$57 billion in June 2008; it currently stands at around \$31 billion. The trading volume in 2010 was \$9.4 billion compared to \$13.7 billion in 2009 and \$28.7 billion in 2008.

### Key ASE Market Indicators (USD)

	2009	2010
Market Capitalization	31.9 billion	30.9 billion
Market Capitalization/GDP	127%	122.7%
Index	2534 points	2374 points
Number of shares traded	6 billion	7 billion
Trading Volume	13.7 billion	9.5 billion
Number of brokerage firms	92	92
Number of companies on ASE	272	277
Percent of Shares owned by		
- Jordanians	51.2%	50.9%
- Non-Jordanian	48.8%	49.1%

Source: Amman Stock Exchange

The CBJ conducts regular Treasury bill auctions of differing maturities on behalf of the Ministry of Finance. Treasury bond auctions traditionally take place on a monthly or biweekly basis, depending on maturity. The government issues development bonds as necessary. All government securities are listed on the ASE and ownership is registered with the CBJ in book entry format. Treasury bonds

valued at \$351.6 million and Treasury bills valued at \$153.9 million were issued in the local market in 2010.

Jordan issued its first bonds on international markets in November 2010 with the fully subscribed offering of \$750 million in five-year bonds. The bonds were sold to some 220 international investors and carried a fixed annual interest rate of 3.875 percent, payable every six months. The Government of Jordan is also considering the issuance of Islamic bonds (sukuk), but legal changes may be required before issuance can take place. The CBJ has introduced a primary dealer plan designed to increase liquidity in the secondary market. The Public Debt Law allows for an increase in the volume of bond and bill issuance by the Treasury, so long as the sum of outstanding debt does not exceed 60% of gross domestic product. Commercial banks hold securities for their clients in a sub-account format. Foreign investors are allowed to participate in auctions and to purchase government securities through banks.

The corporate bond market remains underdeveloped and continues to be overshadowed by traditional direct lending. One reason is the absence of proper mechanisms for corporate debt creation. A few banks, however, are introducing new products and facilitating corporate bond issuances. Corporate bonds with an overall value of USD 417 million were issued in 2007 and 2008, but the financial crises of late 2008 hindered any further issues in 2009. The market slightly revived in 2010, which witnessed the issue of \$14.1 million in corporate bonds.

As a result of strict regulations on lending, particularly mortgage lending, and limited integration with global financial markets, Jordanian banks were reasonably resilient during the last global financial crisis. Despite the relative strength of the banks, the nation's strong regional and global trade ties negatively affected the domestic economy as a whole. The banking sector's indicators remain strong; banks continue to be profitable and well capitalized, and deposits are still the major funding base. Liquidity ratios and provisioning remain high. Non-Performing Loan ratios increased only modestly in 2009 and 2010. The CBJ in December directed Jordanian banks to maintain a minimum JD 100 million in capital and raised the requirement for foreign banks to JD 50 million. The CBJ began setting the minimum capital requirement for domestic banks by announcing a JD 30 million lower limit in 2003 which was to be raised over time. Jordan does not distinguish between investment banks and commercial banks and the CBJ has been encouraging bank mergers. Jordan has 25 banks in total, including commercial banks, Islamic banks, and foreign bank branches.

Banks in Jordan offer loans, discounted bills, and overdraft facilities. Investors are permitted to open margin accounts and to engage in short-selling. The CBJ permits banks to extend loans and credit facilities in foreign currency but only for exporting purposes. In such cases, it requires debt repayment to be in the same foreign currency. A number of banks have off-shore mutual funds to avoid Jordanian taxes.

The Banking Law protects depositors' interests, diminishes money market risk, guards against the concentration of lending, and includes articles on electronic banking practices and money laundering. The CBJ set up an independent Deposit Insurance Corporation (DIC) in 2000 that traditionally has insured deposits of up to JD 10,000 (USD 14,000). The Prime Minister temporarily enacted a 100% government backing of bank deposits in response to the 2008 global financial crisis; the emergency measure has since been repealed. DIC currently insures deposits up to JD 50,000 (approximately USD 71,000) and is expected to maintain the guarantee through the end of 2011 at a minimum. The DIC also acts as the liquidator of banks as directed by the CBJ. The CBJ established a credit bureau for bounced checks in 2001 which requires banks to report the names of account holders with bounced checks. Following the report of one bounced check, the CBJ circulates the names of the account holders to all banks with recommendations to carefully evaluate the account holders' access to banking services.

In 2010, Jordan amended its existing Anti-Money Laundering Law to remedy areas of non-compliance identified by a Middle East North Africa Financial Action Task Force (MENAFATF) Mutual Evaluation Report issued in 2007. By November 2010, Jordan had remedied all key and core areas of non-compliance, consistent with Financial Action Task Force standards. Among other things, the amendments extended the range of predicate offenses to include certain crimes otherwise qualifying as misdemeanors, whether those offenses are committed in Jordan or abroad. The amendments also created a legal framework to address terrorist financing. As such, the law was renamed the Anti-Money Laundering and Combating the Financing of Terrorism (AML/CFT) Law and the existing financial intelligence unit re-named the AML/CFT Unit. The CBJ as well as other financial sector regulators are implementing the AML/CFT Law further through the issuance of circulars and other regulations under their own authority. Jordan has no known record of major money laundering incidents. The first two indictments for money laundering in Jordan were brought in January and April 2010. In both cases, the predicate offenses were committed outside of Jordan.

There are a number of internationally recognized accounting and auditing firms in Jordan. The government's accounting and auditing regulations are consistent with international standards and are internationally recognized.

## **Corporate Social Responsibility**

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Corporate Social Responsibility programs in Jordan continue to evolve and are expected to grow. The GOJ participates in various public-private-partnerships with firms that hire Jordanians by providing vocational education and training for Jordanian workers and helping secure employment opportunities for those who have completed private sector training. There are also examples of Jordanian firms, or non-Jordanian firms operating in Jordan, implementing CRS programs in education and the environment.

The threat of terrorism remains high in Jordan. Transnational terrorist groups, as well as less sophisticated local elements, have demonstrated the capability to plan and implement attacks in Jordan. Al-Qaida in Iraq affiliates have carried out terrorist activities against U.S. and Government of Jordan targets in Jordan. The assassination of U.S. diplomat Larry Foley outside his west Amman residence on October 28, 2002 was attributed to the Al-Qaida in Iraq network. The same network also claimed responsibility for the November 9, 2005 bombings of three international hotels in Amman that killed 60 people and injured over 100. Terrorists detonated a roadside improvised explosive device near an Israeli diplomatic motorcade traveling on the Dead Sea Highway on January 14, 2010. There were no casualties as a result of this attack. On April 22, 2010 a rocket landed at a refrigeration warehouse outside Aqaba. In August 2010 another rocket attack in Aqaba killed a taxi driver and injured five other people.

The Government of Jordan is proactive in maintaining public security, containing demonstrations, and preventing terrorist attacks. However, the potential for politically motivated violence remains.

Corruption, including bribery, raises the costs and risks of doing business. Corruption has a corrosive impact on both market opportunities overseas for U.S. companies and the broader business climate. It also deters international investment, stifles economic growth and development, distorts prices, and undermines the rule of law.

It is important for U.S. companies, irrespective of their size, to assess the business climate in the relevant market in which they will be operating or investing, and to have an effective compliance program or measures to prevent and detect corruption, including foreign bribery. U.S. individuals and firms operating or investing in foreign markets should take the time to become familiar with the relevant anticorruption laws of both the foreign country and the United States in order to properly comply with them, and where appropriate, they should seek the advice of legal counsel.

The U.S. Government seeks to level the global playing field for U.S. businesses by encouraging other countries to take steps to criminalize their own companies' acts of corruption, including bribery of foreign public officials, by requiring them to uphold their obligations under relevant international conventions. A U. S. firm that believes a competitor is seeking to use bribery of a foreign public official to secure a contract should bring this to the attention of appropriate U.S. agencies, as noted below.

**U.S. Foreign Corrupt Practices Act:** In 1977, the United States enacted the Foreign Corrupt Practices Act (FCPA), which makes it unlawful for a U.S. person, and certain foreign issuers of securities, to make a corrupt payment to foreign public officials for the purpose of obtaining or retaining business for or with, or directing business to, any person. The FCPA also applies to foreign firms and persons who take any act in

furtherance of such a corrupt payment while in the United States. For more detailed information on the FCPA, see the FCPA Lay-Person's Guide at:  
<http://www.justice.gov/criminal/fraud/>

**Other Instruments:** It is U.S. Government policy to promote good governance, including host country implementation and enforcement of anti-corruption laws and policies pursuant to their obligations under international agreements. Since enactment of the FCPA, the United States has been instrumental to the expansion of the international framework to fight corruption. Several significant components of this framework are the OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions (OECD Antibribery Convention), the United Nations Convention against Corruption (UN Convention), the Inter-American Convention against Corruption (OAS Convention), the Council of Europe Criminal and Civil Law Conventions, and a growing list of U.S. free trade agreements.

**OECD Antibribery Convention:** The OECD Antibribery Convention entered into force in February 1999. As of December 2009, there are 38 parties to the Convention including the United States <http://www.oecd.org/dataoecd/59/13/40272933.pdf> Major exporters China, India, and Russia are not parties, although the U.S. Government strongly endorses their eventual accession to the Convention. The Convention obligates the Parties to criminalize bribery of foreign public officials in the conduct of international business. The United States meets its international obligations under the OECD Antibribery Convention through the U.S. FCPA. Jordan is a party to the OECD Convention.

**UN Convention:** The UN Anticorruption Convention entered into force on December 14, 2005, and there are 143 parties to it as of December 2009  
<http://www.unodc.org/unodc/en/treaties/CAC/signatories.html>

The UN Convention is the first global comprehensive international anticorruption agreement. The UN Convention requires countries to establish criminal and other offences to cover a wide range of acts of corruption. The UN Convention goes beyond previous anticorruption instruments, covering a broad range of issues ranging from basic forms of corruption such as bribery and solicitation, embezzlement, trading in influence to the concealment and laundering of the proceeds of corruption. The Convention contains transnational business bribery provisions that are functionally similar to those in the OECD Antibribery Convention and contains provisions on private sector auditing and books and records requirements. Other provisions address matters such as prevention, international cooperation, and asset recovery.

**OAS Convention:** In 1996, the Member States of the Organization of American States (OAS) adopted the first international anticorruption legal instrument, the Inter-American Convention against Corruption (OAS Convention), which entered into force in March 1997. The OAS Convention, among other things, establishes a set of preventive measures against corruption, provides for the criminalization of certain acts of corruption, including transnational bribery and illicit enrichment, and contains a series of provisions to strengthen the cooperation between its States Parties in areas such as mutual legal

assistance and technical cooperation. As of December 2009, the OAS Convention has 33 parties (see <http://www.oas.org/juridico/english/Sigs/b-58.html>) but Jordan is not a signatory as yet.

**Free Trade Agreements:** While it is U.S. Government policy to include anticorruption provisions in free trade agreements (FTAs) that it negotiates with its trading partners, the anticorruption provisions have evolved over time. The most recent FTAs negotiated now require trading partners to criminalize “active bribery” of public officials (offering bribes to any public official must be made a criminal offense, both domestically and trans-nationally) as well as domestic “passive bribery” (solicitation of a bribe by a domestic official). All U.S. FTAs may be found at the U.S. Trade Representative Website: <http://www.ustr.gov/trade-agreements/free-trade-agreements>

**Local Laws:** U.S. firms should familiarize themselves with local anticorruption laws, and, where appropriate, seek legal counsel. While the U.S. Department of Commerce cannot provide legal advice on local laws, the Department’s U.S. and Foreign Commercial Service can provide assistance with navigating the host country’s legal system and obtaining a list of local legal counsel.

**Assistance for U.S. Businesses:** The U.S. Department of Commerce offers several services to aid U.S. businesses seeking to address business-related corruption issues. For example, the U.S. and Foreign Commercial Service can provide services that may assist U.S. companies in conducting their due diligence as part of the company’s overarching compliance program when choosing business partners or agents overseas. The U.S. Foreign and Commercial Service can be reached directly through its offices in every major U.S. and foreign city, or through its Website at <http://www.trade.gov/cs/>

The Departments of Commerce and State provide worldwide support for qualified U.S. companies bidding on foreign government contracts through the Commerce Department’s Advocacy Center and State’s Office of Commercial and Business Affairs. Problems, including alleged corruption by foreign governments or competitors, encountered by U.S. companies in seeking such foreign business opportunities can be brought to the attention of appropriate U.S. government officials, including local embassy personnel and through the Department of Commerce Trade Compliance Center “Report A Trade Barrier” Website at [http://tcc.export.gov/Report\\_a\\_Barrier/index.asp](http://tcc.export.gov/Report_a_Barrier/index.asp)

**Guidance on the U.S. FCPA:** The Department of Justice’s (DOJ) FCPA Opinion Procedure enables U.S. firms and individuals to request a statement of the Justice Department’s present enforcement intentions under the anti-bribery provisions of the FCPA regarding any proposed business conduct. The details of the opinion procedure are available on DOJ’s Fraud Section Website at <http://www.justice.gov/criminal/fraud/fcpa/> Although the Department of Commerce has no enforcement role with respect to the FCPA, it supplies general guidance to U.S. exporters who have questions about the FCPA and about international developments concerning the FCPA. For further information, see the Office of the Chief Counsel for International Counsel, U.S. Department of Commerce, Website, at [http://www.ogc.doc.gov/trans\\_anti\\_bribery.html](http://www.ogc.doc.gov/trans_anti_bribery.html)

Exporters and investors should be aware that generally all countries prohibit the bribery of their public officials, and prohibit their officials from soliciting bribes under domestic laws. Most countries are required to criminalize such bribery and other acts of corruption by virtue of being parties to various international conventions discussed above.

### **Information specific to Jordan:**

Corruption is a crime in Jordan. In 2006, Parliament approved a Financial Disclosure Law which officially requires public office holders and specified government officials to declare their assets. Parliament also enacted an Anti-Corruption Law in 2006 that created a commission which reports to the Prime Minister and investigates allegations of corruption. The commission prosecuted its first case in 2010 and other cases are in the pipeline. Some domestic NGOs and international corruption watchdog groups have criticized Jordan's anti-corruption efforts as ineffective. Jordanian law defines corruption as any act that violates official duties, all acts related to favoritism and nepotism that could deprive others from their legitimate rights, economic crimes, and misuse of power. The General Intelligence Directorate (GID) also has a separate anti-corruption department that is responsible for combating bribery, extortion, and other similar crimes.

Allegations of influence peddling and a lack of transparency do arise in government procurement and dispute settlement. The use of family, business, and other personal connections to advance personal business interests is endemic and regarded by many Jordanians as simply part of the culture and part of doing business. In Transparency International's 2010 Corruption Perceptions Index, Jordan ranked 50th, placing it ahead of several European Union member states like the Czech Republic, Latvia, Greece, and others.

### **Anti-Corruption Resources**

Some useful resources for individuals and companies regarding combating corruption in global markets include the following:

- Information about the U.S. Foreign Corrupt Practices Act (FCPA), including a "Lay-Person's Guide to the FCPA" is available at the U.S. Department of Justice's Website at: <http://www.justice.gov/criminal/fraud/fcpa>.
- Information about the OECD Antibribery Convention including links to national implementing legislation and country monitoring reports is available at: [http://www.oecd.org/departement/0,3355,en\\_2649\\_34859\\_1\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/departement/0,3355,en_2649_34859_1_1_1_1_1,00.html). See also new Antibribery Recommendation and Good Practice Guidance Annex for companies: <http://www.oecd.org/dataoecd/11/40/44176910.pdf>

- General information about anticorruption initiatives, such as the OECD Convention and the FCPA, including translations of the statute into several languages, is available at the Department of Commerce Office of the Chief Counsel for International Commerce Website: [http://www.ogc.doc.gov/trans\\_anti\\_bribery.html](http://www.ogc.doc.gov/trans_anti_bribery.html).
- Transparency International (TI) publishes an annual Corruption Perceptions Index (CPI). The CPI measures the perceived level of public-sector corruption in 180 countries and territories around the world. The CPI is available at: [http://www.transparency.org/policy\\_research/surveys\\_indices/cpi/2009](http://www.transparency.org/policy_research/surveys_indices/cpi/2009). TI also publishes an annual *Global Corruption Report* which provides a systematic evaluation of the state of corruption around the world. It includes an in-depth analysis of a focal theme, a series of country reports that document major corruption related events and developments from all continents and an overview of the latest research findings on anti-corruption diagnostics and tools. See <http://www.transparency.org/publications/gcr>.
- The World Bank Institute publishes Worldwide Governance Indicators (WGI). These indicators assess six dimensions of governance in 212 countries, including Voice and Accountability, Political Stability and Absence of Violence, Government Effectiveness, Regulatory Quality, Rule of Law and Control of Corruption. See [http://info.worldbank.org/governance/wgi/sc\\_country.asp](http://info.worldbank.org/governance/wgi/sc_country.asp). The World Bank Business Environment and Enterprise Performance Surveys may also be of interest and are available at: <http://go.worldbank.org/RQQXYJ6210>.
- The World Economic Forum publishes the *Global Enabling Trade Report*, which presents the rankings of the Enabling Trade Index, and includes an assessment of the transparency of border administration (focused on bribe payments and corruption) and a separate segment on corruption and the regulatory environment. See <http://www.weforum.org/en/initiatives/gcp/GlobalEnablingTradeReport/index.htm>.
- Additional country information related to corruption can be found in the U.S. State Department's annual *Human Rights Report* available at <http://www.state.gov/g/drl/rls/hrrpt/>.
- Global Integrity, a nonprofit organization, publishes its annual *Global Integrity Report*, which provides indicators for 92 countries with respect to governance and anti-corruption. The report highlights the strengths and weaknesses of national level anti-corruption systems. The report is available at: <http://report.globalintegrity.org/>.

## Bilateral Investment Agreements

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The United States and Jordan continued to benefit from their extensive economic partnership, including the United States-Jordan Free Trade Agreement, which went into effect in December 2001.

For information, go to:

<http://www.ustr.gov/trade-agreements/free-trade-agreements/jordan-fta/final-text>

Qualifying Industrial Zones (QIZs) are another important example of successful U.S.-Jordanian efforts to boost Jordan's economic growth and promote peace in the Middle East. Established by Congress in 1996, the QIZ initiative allows products to enter the United States duty-free if manufactured in Israel, Jordan, Egypt, or the West Bank and Gaza. The program has succeeded in stimulating significant economic activity and promoting business cooperation between Jordan and Israel. QIZ products still account for more than half of Jordanian exports to the United States, but the QIZ share is declining relative to total products shipped under the FTA. This shift toward importing products manufactured outside of the QIZs demonstrates the important role the FTA plays in helping Jordan diversify its economy.

## OPIC and Other Investment Insurance Programs

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Investments in Jordan are eligible for Overseas Private Investment Corporation (OPIC) insurance and private financing. All eligible projects require a minimum of 25 percent U.S. equity. OPIC has made significant investments in Jordanian private equity ventures and in mortgage financing.

Jordan is a member of the Multilateral Investment Guarantee Agency (MIGA), a World Bank agency, which guarantees investment against non-commercial risks such as civil war, nationalization, policy changes, etc. The program covers investments in Jordan irrespective of the investor's nationality, in addition to covering Jordanian investments abroad.

## Labor

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### Population:

6,407,085 (July 2010 est.)

### Age structure:

0-14 years: 36% (male 1,161,484/female 1,096,441)

15-64 years: 59.4% (male 1,892,472/female 1,829,112)

65 years and over: 4.6% (male 143,058/female 146,718) (2010 est.)

#### Median age:

total: 21.8 years

male: 21.6 years

female: 22.1 years (2010 est.)

#### Urbanization:

urban population: 78% of total population (2008)

rate of urbanization: 3.1% annual rate of change (2005-10 est.)

#### Life expectancy at birth:

total population: 79.92 years

male: 78.64 years

female: 81.28 years (2010 est.)

#### Ethnic groups:

Arab 98%, Circassian 1%, Armenian 1%

#### Religions:

Sunni Muslim 92%, Christian 6% (majority Greek Orthodox, but some Greek and Roman Catholics, Syrian Orthodox, Coptic Orthodox, Armenian Orthodox, and Protestant denominations), other 2% (several small Shia Muslim and Druze populations) (2001 est.)

#### Languages:

Arabic (official), English widely understood among upper and middle classes

#### Literacy:

definition: age 15 and over can read and write total population: 89.9%

male: 95.1%

female: 84.7% (2003 est.)

Of the 1.8 million, there are an estimated 316,000 registered foreign workers, a number which has fallen since 2007. Unofficial indicators suggest that tens of thousands of foreign workers remain unregistered. With the exception of the approximately 25,000 that work in the QIZs as textile workers, most foreign workers work in unskilled sectors, such as construction, agriculture, and domestic service. The Ministry of Labor regulates foreign worker licensing, licensing fees, prohibited sectors, and employer liability. Among its responsibilities, the ministry approves the hiring of professional foreign workers by private businesses. Non-citizens are not permitted by the current law to join unions, although the Ministry of Industry and Trade maintains that such workers enjoy any benefits and protections that unions obtain.

Labor unions serve primarily as intermediaries between workers and the Ministry of Labor, and may engage in collective bargaining on behalf of workers. Currently, there are 17 recognized unions in Jordan, all members of the General Federation of Jordanian Trade Unions. Estimates put union membership at 10% of the labor force.

There are 40 professional associations active in Jordan, many of which have mandatory membership. While these associations occasionally take on characteristics of traditional unions, they are primarily political bodies. According to official figures, about 30% of the total labor force, including government workers, belongs to either a union or a professional association.

## Foreign-Trade Zones/Free Ports

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As part of Jordan's efforts to foster economic development and enhance the investment climate, the government has created geographically demarcated, policy-favored commercial zones. The goal is to encourage clustering among related firms within an industry and linkages to other industries. Some of these zones overlap or have multiple designations.

The semi-governmental Jordan Industrial Estates Corporation (JIEC) currently owns five public industrial estates in Irbid, Karak, Aqaba, Amman, and Ma'an. There are also several privately-run industrial parks in Jordan, including al-Mushatta, al-Tajamouat, al-Dulayl, Cyber City, al-Qastal, Jordan Gateway, and al-Hallabat. These estates provide basic infrastructure networks, cost-effective land and buildings. Investors in the estates receive various tax exemptions.

Jordan also has public free zones (FZs) in Zarka, Sahab, Karak, Karama, and Queen Alia Airport that are run by the publicly-owned Free Zone Corporation (FZC). Over 30 private free zones have also been designated, which are administered by private companies under the supervision of the FZC. Considered outside the Jordan Customs jurisdiction, the free zones provide a duty- and tax-free environment designed for the storage of goods transiting Jordan.

Both Jordanian and foreign investors are permitted to invest with few restrictions in trade, services, and industrial projects in free zones. Industrial projects must fulfill one of the following conditions:

- New industries which depend on advanced technology;
- Industries requiring raw material and/or locally manufactured parts that are locally available;
- Industries that complement domestic industries;
- Industries that enhance labor skills and promote technical know-how;
- Industries providing consumer goods and that contribute to reducing market dependency on imported goods.

The following incentives are granted to investors in the designated free zones:

- Profits are exempt from income and social services taxes for a period of twelve years, with the exception of profits generated from storage services that involve goods released to the domestic market.
- Salaries and allowances payable to non-Jordanian employees are exempt from income and social services taxes.
- Goods imported to and/or exported from free zones are exempt from import taxes and customs duties, with the exception of goods released to the domestic market.
- Industrial goods manufactured in free zones enjoy partial customs duties exemption once released to the domestic market, depending on the proportion of the value of local inputs and locally incurred production costs.
- Construction projects are exempt from licensing fees and urban property taxes.
- Free transfer of capital invested in free zones, including profits.

In 2008, the Better Work Jordan program was launched as a five-year joint project between the Ministry of Labor, the International Labor Organization (ILO) and the International Finance Corporation to improve labor conditions and standards and raise compliance levels through public reporting and technical assistance. Under the Ministry's more rigorous inspection regime allegations of forced labor continued to decrease in 2009. The Ministry of Labor is encouraging businesses in Jordan to adopt the Better Work Program and is considering making the program mandatory for factories.

The U.S. Department of Labor's Bureau of International Labor Affairs (ILAB) included Jordan in its List of Goods Produced by Child Labor or Forced Labor indicating that ILAB had reason to believe that there were significant instances of forced labor present in Jordan's garments sector.

## **Foreign Direct Investment Statistics**

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Jordan does not maintain official detailed statistics of FDI. Aggregate inflows tracked by the Central Bank give an indication of the overall volume, while registered capital and projects that benefit from the Investment Promotion Law provide a breakdown of FDI by source and market segment.

### Foreign Direct Investment

Period	(USD Million)
2010 (Jan-Sep)	1,366
2009	2,433
2008	2,833
2007	2,626
2006	3,549

Source: Central Bank of Jordan

The Jordan Investment Board approved 265 projects worth about USD 1.49 billion in the first 9 months of 2010. About USD 750 million of that investment went to the industrial sector in 218 different projects. Foreign investment represented 20 percent of all investments that sought JIB approval in 2010 and received incentives totaling USD 300 million. Investments in Jordan from the Arab world totaled USD 252.8 million.

### New Projects under the Investment Promotion Law by Geographical Area (USD Million)

	2010 Jan-Sept	2009	2008
Jordan	1,193	1,362	1,938
Foreign	300	991	790
Total	1,494	2,353	2,728

Source: Jordan Investment Board

### New Registered Capital by Industry (USD Million)

Industry	2010	2009	2008
Manufacturing	106	212	246
Percent Foreign	48%	46%	28%
Trade	213	317	150
Percent Foreign	43%	46%	38%
Agriculture	149	120	130
Percent Foreign	38%	29%	18%
Construction	31	40	81
Percent Foreign	11%	11%	4%
Services	308	325	221
Percent Foreign	29%	23%	17%
Total	807	1014	828
Percent Foreign	36%	33%	23%

Source: Companies Controller Directorate at the Ministry of Industry and Trade,

**Top Ten Countries with Registered Capital Stock at Year-End  
(USD Million)**

<b>Country</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>
Jordan	16,852	17,656	19,445
Saudi Arabia	2,127	2,273	2,832
Kuwait	1,843	1,895	2,477
United States	1,619	1,371	1,360
Lebanon	1,347	1,674	2,120
Qatar	1,304	1,254	1,490
Joint Arab	1,028	856	827
Libya	766	688	774
Channel Island	669	710	774
Bahrain	589	618	566

*Source: Securities Depository Center as of December 31, 2010*

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Jordan Investment Board (JIB): <http://www.jib.gov.jo>

The United States-Jordan Free Trade Agreement:  
<http://www.ustr.gov/trade-agreements/free-trade-agreements/jordan-fta/final-text>

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## Chapter 7: Trade and Project Financing

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- [How Does the Banking System Operate](#)
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### **How Do I Get Paid (Methods of Payment)**

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The preferred way to get paid in Jordan is through letters of credit as it ensures that both parties can guarantee their rights in the shipment. Cash payment through wire transfer is also possible but not recommended unless the buyer and seller have a very solid business relationship.

### **How Does the Banking System Operate**

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For information on the Central Bank of Jordan, visit their website at:

<http://www.cbj.gov.jo/index.php>

Jordan's parliament passed an anti-money laundering bill that became law in July 2007. The law criminalizes money laundering and specifies that any money or proceeds gained from any felony offense or crimes stated in international agreements to which Jordan is a party are subject to the provisions of the law.

### **Foreign-Exchange Controls**

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Jordan's liberal foreign exchange law entitles foreign investors to remit abroad, in a fully convertible foreign currency, foreign capital invested, including all returns, profits, and proceeds arising from the liquidation of investment projects. Non-Jordanian administrative and technical employees are permitted to transfer their salaries and compensation abroad.

### **U.S. Banks and Local Correspondent Banks**

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Currently, there are two American banks operating in Jordan:

Standard Chartered Bank <http://www.standardchartered.com/jo/index.html>

Citibank [www.citibank.com/jordan/homepage/index.htm](http://www.citibank.com/jordan/homepage/index.htm)

## Project Financing

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To obtain project financing most banks will require a comprehensive feasibility study including a cash flow analysis. For large projects, banks will generally want to spread out the risk by syndicating the loan.

For loan guarantees and export-credit insurance, U.S. companies should contact the Export Import Bank at <http://www.exim.gov/>

Investments in Jordan are eligible for Overseas Private Investment Corporation Insurance and project financing. For more info, go to <http://www.opic.gov/>

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Export-Import Bank of the United States: <http://www.exim.gov>

Ex-im Country Limitation Schedule:

[http://www.exim.gov/tools/country/country\\_limits.html](http://www.exim.gov/tools/country/country_limits.html)

OPIC: <http://www.opic.gov>

Trade and Development Agency: <http://www.tda.gov/>

SBA's Office of International Trade: <http://www.sba.gov/oit/>

USDA Commodity Credit Corporation: <http://www.fsa.usda.gov/cc/default.htm>

U.S. Agency for International Development: <http://www.usaid.gov>

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## Chapter 8: Business Travel

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### **Business Customs**

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Visiting U.S. companies find Jordan's business environment to be modern. The country has a professional business environment. Appointments can be made on fairly short notice. Business cards in English or in English and Arabic are recommended. Email addresses and websites should be included with your contact information.

In general dress code is formal in most business and official settings. Woman should dress very modestly, avoiding low-cut blouses and short skirts.

English is widely spoken in the business community and in government offices, but knowing and using a few words in Arabic can be useful.

Jordan uses the metric system of weights and measures. The monetary unit is the Jordanian Dinar. Cash is the most common method of payment in Jordan credit cards are accepted in most hotels and some restaurants. ATM machines are widely available.

### **Travel Advisory**

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The U.S. State Department issues travel advisories and warnings. For the most current information see <http://www.travel.state.gov> or visit U.S. Embassy Jordan's website at <http://Jordan.usembassy.gov>.

The State Department advises U.S. citizens who plan to be in the region for a substantial period of time to participate in the Online Internet Registration for U.S. citizens residing or traveling abroad at <http://travelregistration.state.gov>.

The U.S. Embassy in Amman is located on Al-Umayyaween Street, Abdoun, P.O. Box 354. The telephone number is 962-6-590-6000 and the fax number is 962-6-592-4102. The Internet website is <http://amman.usembassy.gov>. The U.S. Embassy is open Sunday through Thursday 8:00 am-4:30 pm.

## Visa Requirements

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U.S. citizens are required to have visa to enter Jordan. A visa may be obtained in advance from the Jordanian Embassy in Washington, DC <http://www.jordanembassyus.org/new/index.shtml> or one of its consulates.

Visa may also be obtained upon arrival at the Queen Alia International Airport upon and at most border entry points.

To cross into Jordan at the King Hussein/Allenby Bridge, U.S. citizens must already have either a visa for Jordan in their passports or have an entry permit from the Ministry of Interior.

Foreigners who wish to stay fourteen days or more in Jordan must register at a Jordanian police station by their fourteenth day in the country. Failure to properly register may subject the traveler to a fine of 3 JD per day of overstay. This fine is usually assessed at departure.

For entry and exit requirements pertaining to dual nationality and the prevention of international child abduction, read our information at [http://travel.state.gov/travel/cis\\_pa\\_tw/cis/cis\\_1469.html](http://travel.state.gov/travel/cis_pa_tw/cis/cis_1469.html)

## Telecommunications

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Cell phone usage is widespread. Internet usage is growing in popularity.

## Transportation

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In Amman, official yellow taxis are plentiful and inexpensive. Cars with drivers can also be arranged at the major hotels.

## Language

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The official languages are Arabic and English. English is widely understood among the middle and upper classes.

## Health

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For up to date information on health issues related to Jordan, please visit the CCD website at <http://wwwnc.cdc.gov/travel/destinations/jordan.aspx>

## **Local Time, Business Hours, and Holidays**

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Jordan is seven hours ahead of Eastern Standard Time. The standard business hours for most banks are 8:30am-3:00pm. Most businesses are open 8:30am-1:30pm and 3:30pm-6:30pm. Government offices are normally only open 8:20am-2:00pm. During the month of Ramadan, business hours are greatly reduced. Any business appointments on Friday should be avoided.

## **Temporary Entry of Materials and Personal Belongings**

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For up to date customs information from the Jordanian government, visit [http://www.customs.gov.jo/English/customs\\_en.shtm](http://www.customs.gov.jo/English/customs_en.shtm)

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State Department Travel Advisory: <http://travel.state.gov>

State Department Visa Website: <http://travel.state.gov/visa/index.html>

Online Internet Registration for U.S. citizens: <http://travelregistration.state.gov>

U.S. Commercial Service Jordan: <http://www.buyusa.gov/Jordan>

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## Chapter 9: Contacts, Market Research and Trade Events

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### Contacts

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To view market research reports produced by the U.S. Commercial Service please go to the following website: <http://www.export.gov/mrktresearch/index.asp> and click on Country and Industry Market Reports.

Please note that these reports are only available to U.S. companies. Free registration for the site is required.

### Trade Events

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Please click on the link below for information on upcoming U.S. Commercial Service trade events.

<http://www.export.gov/tradeevents/index.asp>

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## Chapter 10: Guide to Our Services

The President's National Export Initiative aims to double exports over five years by marshaling Federal agencies to **prepare U.S. companies to export successfully, connect them with trade opportunities and support them once they do have exporting opportunities.**

The U.S. Commercial Service offers customized solutions to help U.S. exporters, particularly small and medium sized businesses, successfully expand exports to new markets. Our global network of trade specialists will work with you to:

- Target the best markets with our world-class research
- Promote your products and services to qualified buyers
- Meet the best distributors and agents for your products and services
- Overcome potential challenges or trade barriers
- Gain access to the full range of U.S. government trade promotion agencies and their services, including export training and potential trade financing sources

To learn more about the Federal Government's trade promotion resources for new and experienced exporters, please visit:

<http://www.export.gov>

For more information on the services the U.S. Commercial Service offers in Jordan, please visit:

<http://www.buyusa.gov/jordan/en/>

U.S. exporters seeking general export information/assistance can also contact the **U.S. Department of Commerce's Trade Information Center** at **(800) USA-TRADE**.

**We value your feedback on the format and contents of this report. Please send your comments and recommendations to: [Market\\_Research\\_Feedback@trade.gov](mailto:Market_Research_Feedback@trade.gov)**

To the best of our knowledge, the information contained in this report is accurate as of the date published. However, **The Department of Commerce** does not take responsibility for actions readers may take based on the information contained herein. Readers should always conduct their own due diligence before entering into business ventures or other commercial arrangements. **The Department of Commerce** can assist companies in these endeavors.

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