



**The American Chamber  
of Commerce in Jordan**

# Technology & Business in Jordan

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# Jordan's technology outline

Jordan is a stable, business-friendly, technology ready location for your next digital transformation journey in the Middle East and North Africa (MENA) region. This dynamic nation provides a sound environment with abundance of talent, business assistance, and a willing Government partner who will help enable your business growth into the MENA region and beyond. Jordan's government has focused on the use of technology in a range of sectors, aimed at transforming the relatively small economy using digital services.



**From Jordan, you will be able to grow your businesses to reach every corner of the world, benefiting from our strategic location at the crossroads of Asia and Europe, with free trade agreements that offer access to 1.5 billion customers in 161 countries.**

*HRH CP Al Hussein Bin Abdullah II*



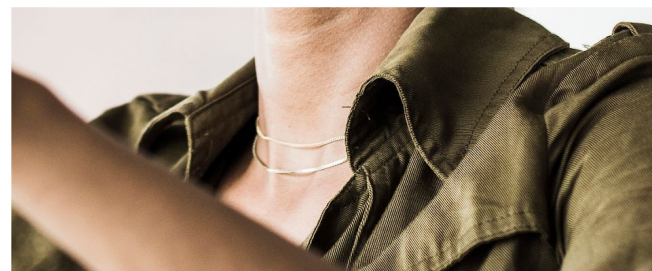


# The Technology sector in Jordan



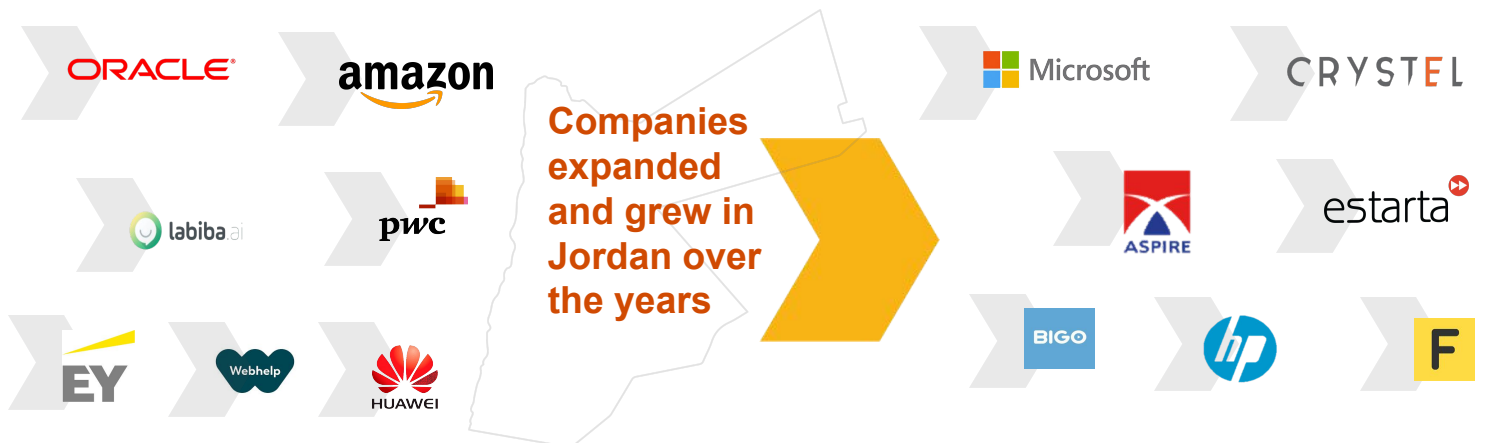
# The Technology sector in Jordan

An overview



Jordan has succeeded in creating and developing a highly competitive technology sector – a pioneering sector in the MENA region – which currently serves larger regional markets in the age of technology and innovation and contributes significantly to the country’s move towards globalization. This was possible due to the resilient infrastructure, the abundance of local talent and skills, and the supporting ecosystem with supporting laws and tax incentives.

Jordan continues to foster an innovation-enabling ecosystem, and the country has managed to capture the attention of several global technology giants. The number of companies in the technology sector grew by 17% in 2020.



**“Jordan is the Silicon Valley of the Middle East”**  
 Ronaldo Mouchawar (MENA Vice President at Amazon)



Cisco’s local partner for 17 years, Estarta, operates a technical assistance center and shared services business with 1200 resources (43% female) serving Cisco globally



**“Jordan made it easy, we proved it can be done”**  
 Aman Bhutani - former CEO and CFO at Expedia



Grown from 10 employees to 480 in less than 3 years

# Jordan: An Inclusive Growth-Driven Vision

## Reach 2025 Vision & mission:

REACH 2025 is a national initiative which was initiated in 2016 to leverage Jordan's strengths and exploit international opportunities in the technology sector by 2025. REACH 2025 vision is to have a digital economy that empowers people, sectors and businesses to raise productivity and ensure growth and prosperity, creating a highly attractive business destination for investments and international collaboration.

Jordan will:

- Ensure a highly stable business environment.
- Drive creative and innovative technologies in key niche sectors and markets.
- Strengthen the entrepreneurial mindset of the country, supported by specialized skills.
- Support the transformation towards being a platform for innovation in international partnerships.
- Spur innovation through open access in technology, people, standards and data.

## Jordan Former Prime Minister:

In 2019, Prime Minister Dr. Omar Al Razzaz highlighted the importance of Jordan's information technology sector, that managed to achieve a growth rate of 47% in business process outsourcing (BPO). He hailed PwC as the leader in its industry and in offering BPO services for the ME region.

## Investments in the technology sector:

Jordan's Investments in the technology sector is **USD 73 Million**. The number of jobs in the Business Process outsourcing and knowledge process outsourcing has doubled in the last 2 years, in reference to the numbers announced after the meeting with HM.



## The Ministry of Digital Economy and Entrepreneurship:

The Ministry has evolved from its previous role as the Ministry of ICT, with the aim of creating policies to enable the transformation towards a digital economy, by supporting the following **5 key enabling pillars**:

- 01 Digital entrepreneurship
- 02 Digital financial services
- 03 Digital infrastructure
- 04 Digital platforms
- 05 Digital skills

# Jordan's Technology sector key indicators



USD **2.3B**

## Total revenue

The technology sector total revenue increased by around 5.0% in 2018 compared to 2017, recording a total revenue of USD 2.3 billion in 2018.

Telecom accounted for 62.6% of the total Technology revenue in Jordan, Information Technology comprised 37.4% and Technology training made up 0.18% of the total Technology revenue.



**27,413** Jobs

## Jobs offered

The total number of technology jobs offered reached approximately 27,413 in 2018, with males accounting for 67% and females accounting for 33%.



**Strategic Location**

## Globalization

This strategic location and logistics powerhouse have been recognized internationally as Jordan is ranked as one of the most globalized countries in the entire MENA region. This in turn facilitates direct access to a large Arab speaking consumer market of about 400 million people, including some of the most populous countries, including Egypt, Iraq, and Syria.



**11.64%** growth

## Sector growth

The technology sector has recorded 4-year CAGR of 11.64% between 2014-2018, whereby revenue increased by around USD 300 million. Moreover, mobile and internet penetration rates were 85% and 88.8% respectively in 2018.

**Technology sector is Six times** growth than the average growth of other sectors.



# Technology clustered areas in Jordan

Jordan is ready to host businesses across its different areas, where all incentives and measures set by the government can be applied. However, three of the most prominent locations serving as business hubs are:

- King Hussein Business Park is a high-quality mixed-use landmark complex in Amman housing over 75 international and local companies mostly within the Technology sector, with over 100 startups and employing over 4,000 people.
- Irbid Development Area is a 2 square kilometers development area ideally suited for IT/outsourcing, Healthcare, Professional Services, Middle & Back Offices, and Research and Development.
- Abdali is the capital's new central business district and offers 330,000 SQM of multi-functional office space able to accommodate a variety of needs.

**14%**

Increase in the number of employees in the technology sector in 2020

**18%**

Increase in the number of female employees in the technology sector in 2020

**10%**

Increase in the total number of foreign employees in the technology sector in 2020

**17%**

Increase in the number of companies in the technology sector in 2020

## Jordan's localization capabilities

Jordan produces almost more than 70% of the Arabic content online. Lately, Forbes announced the top 10 visited Arabic websites in the Middle East. Four out of those 10 were Jordanian and with a massive number of monthly unique users. The 1st and the 2nd most visited sites were Jordanian. Also there are hundreds of Jordanians are working in Jordan to localize some of the globally growing social media platforms such as Tik Tok and Bigo, and localization of gaming which was acknowledged by CNN lately.

Success stories include Bayt.com, the Middle East's leading employment website, as well as Souq.com (acquired by Amazon), Maktoob (acquired by Yahoo), Jawaker (acquired by Stillfront) and Mawdoo3 (largest Arabic website). Also, Startups, including women-led startups, have benefited from a vigorous network of more than 20 incubators and 8 accelerators.



About **75%** of Arabic internet content is generated by Jordan's ICT sector



Jordan is responsible for 27 of the region's top 100 startups

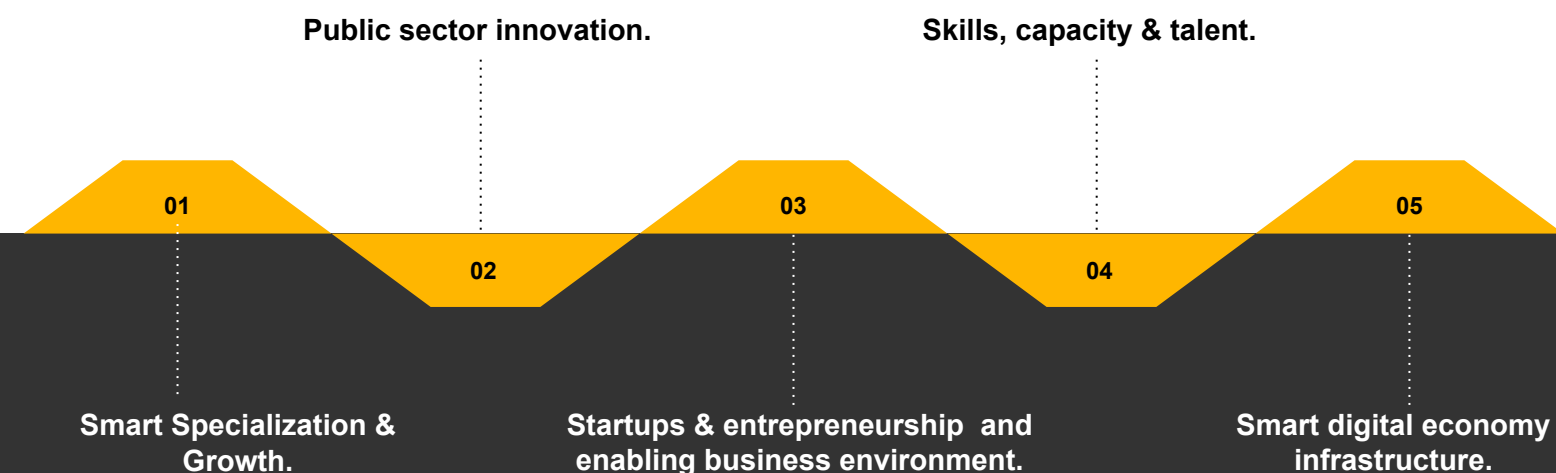


# Jordan Digital Transformation Strategy 2020

The Jordanian Digital Transformation Strategy represents a strategic framework for digital transformation in Jordan that defines the strategic changes and requirements needed to keep them in line with the progress in digital transformation at the global level, improve service delivery, and enhance efficiency.

This also includes meeting the needs of the beneficiaries (i.e. government, citizens, residents, tourists, the private sector, business leaders, and civil society), improving the quality of life more effectively, sustainably and reliably, and achieving well-being.

The core elements of Jordan Digital Transformation Strategy include:



## E-government

E-government services will play an important role in Jordan's mid-term development strategy.

Jordan's e-government initiatives are outlined in several policy documents, including the **REACH 2025** national digitization strategy, which highlights e-government service delivery as a critical pillar for Jordan's ongoing digital transformation.

Planned improvements to the Jordan's business environment entail launching new online business licensing and other services that could present opportunities for U.S. firms.

**77%** of government transactions are done digitally.



# Why Technology in Jordan?

Unique talent and digitally enabled workforce



71%

of the population under the age of 34 years old.



22%

University graduates that hold degrees in IT, computer science, and engineering



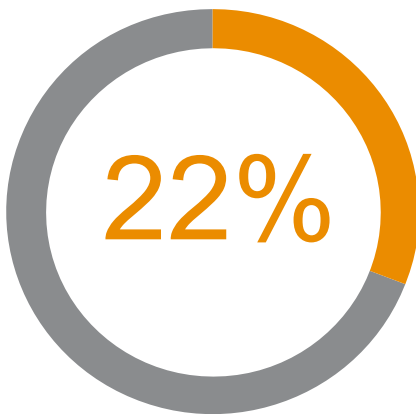
<\$10/hour

Jordan's blended rate for IT human capital with 1-3 years of experience

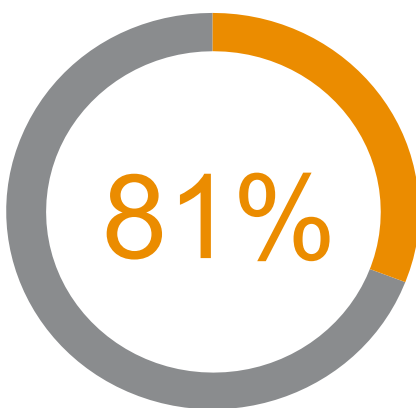


30%

Female contribution to the technology sector



University graduates that hold degrees in IT, computer science, and engineering



Percentage of universities in Jordan offering IT related programs.

## It starts with the education system

Jordan's key strength lies in its highly qualified, flexible, and cost-competitive workforce - one of the most essential needed for any global firm to establish a presence for its regional operations. The combination of high public investment in science, technology, engineering and mathematics (STEM) education, and institutions that are strongly committed to vocational and on-the-job training, results in multi talented and bilingual labor force.

## The National Youth, Technology and Jobs (YTJ) projects

In 2020, The Ministry of Digital Economy & Entrepreneurship in collaboration with the World Bank has launched a five-year program with a total value of USD 200 Million. The YTJ project aims to improve digitally enabled income opportunities and expand digitized government services in Jordan through interventions that address specific opportunities and constraints in the supply and demand sides of the economy. Some of the government incentives include:

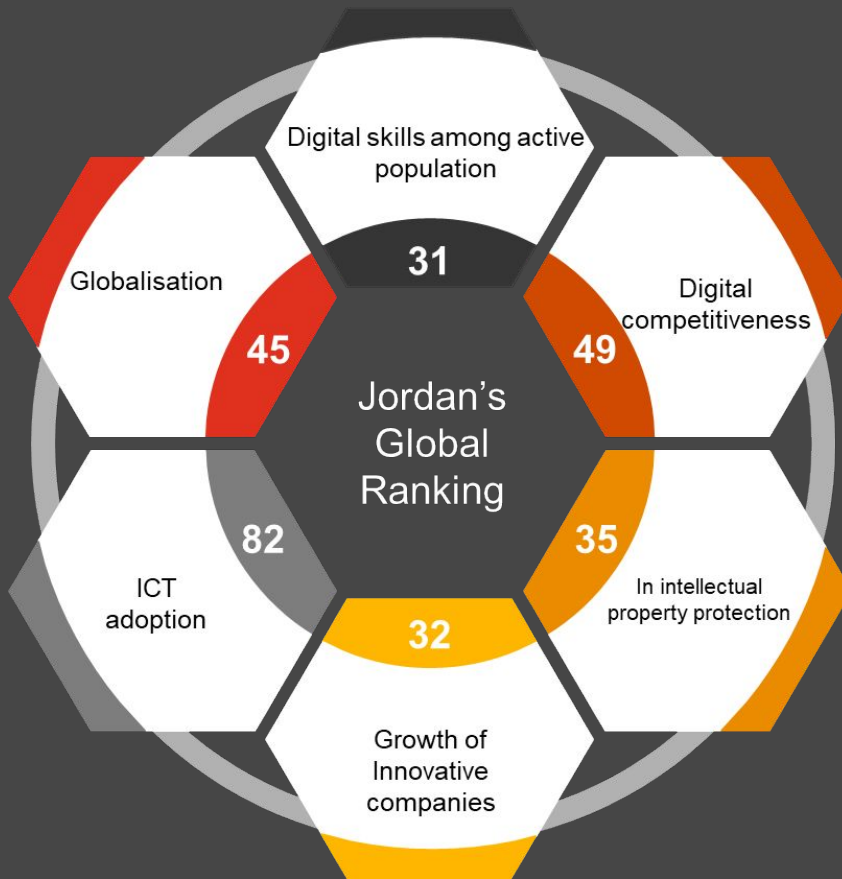
- Cover 50% of the salary of the first 6 months of the newly hired resources if hired from outside west Amman.
- Grants for market expansions to open new markets.
- Government-funded upskilling programs to equip the youth with the needed skills.

## Start-up support and IT professionals' networks

Jordan is a young nation with many ideas' generation and support around the start-up culture. It is host to various incubators and accelerators, including the Queen Rania Center for Entrepreneurship and Jordan's Technology Incubator. Connect JO is a network that was officially launched in November 2014 during the USAID sponsored MENA-Technology Forum in Amman. The network aims to develop, operate, and maintain a sustainable network where professional Jordanians around the globe, and points of interest in Jordan, can interact and collaborate.

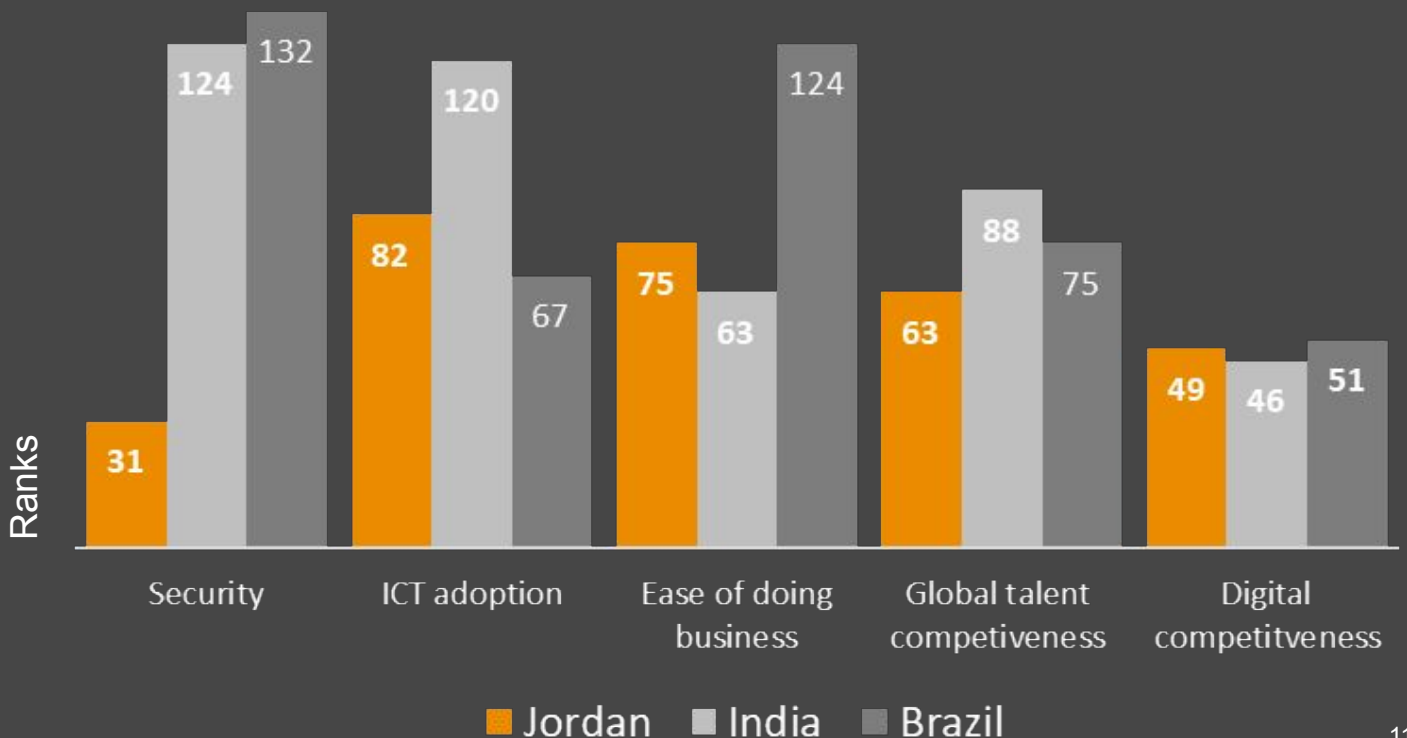
It is also worth mentioning that many competitions that supports start-ups are held in Jordan such as the HULT prize.

# Jordan's Global Competitiveness Examples



**6.84M**

internet users in Jordan in 2021.



# Effective legal framework for the technology sector

Jordan has established an effective institutional framework to attract and retain investment, support export growth and oversee development and free zones.

Jordan's Investment Law specifies several privileges, protections, and guarantees foreign investors enjoy, including:

- Equal treatment and non-discrimination of domestic and foreign investors.
- No minimum foreign capital requirements in Technology sector.
- No restrictions on capital transfers and repatriation of profits.
- Foreign residents may open accounts in local and foreign currency and may repatriate capital in convertible currency.



## Technology Sector Tax Incentives

**0%** Sales tax on IT services

**0%** Custom duties

**0%** Exports income tax

**5%** Tax on profit generated in Jordan

**5%** Ceiling Interest Rate for IT-related soft loans from commercial banks

### New Secured Lending Law

Moveable Assets such as Intellectual Property can be used as collateral.

**No minimum capital**  
**No minimum Jordanian equity**

# United States-Jordan relations

## A long history of cooperation

The United States (U.S.) has always been a key ally to Jordan, and the two countries have historically been able to cooperate on a variety of areas including diplomacy, mediation, and military training and support. It is also worth mentioning that Jordan has the largest U.S. embassy in the region.

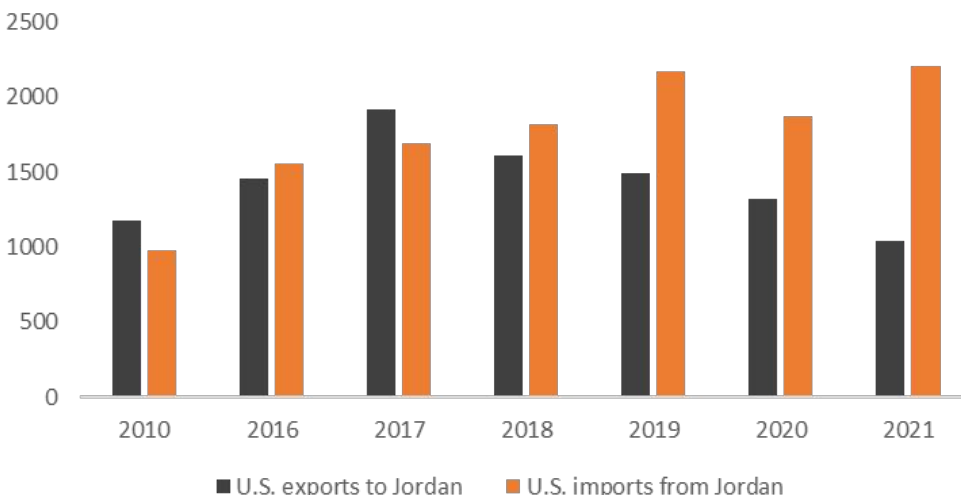
## U.S. Assistance to Jordan

The U.S. continues to work with Jordan to improve the lives of Jordanian citizens. Assistance programs contribute to a strong bilateral relationship centered on a stable, reform-oriented Jordan. Development assistance has resulted in improved health indicators, road and water networks, hundreds of schools built, thousands of Jordanians in various fields educated and trained in the U.S., grants and loans for U.S. agricultural commodities, and assistance for Jordanian communities hosting refugees from Syria.

## Bilateral Economic Relations

The U.S.-Jordan free trade agreement (FTA), the U.S.'s first FTA with an Arab country, has expanded the trade relationship by reducing barriers for services, providing cutting-edge protection for intellectual property, ensuring regulatory transparency, and requiring effective labour and environmental enforcement. The U.S. and Jordan have an "open skies" civil aviation agreement; a bilateral investment treaty; a science and technology cooperation agreement; and a memorandum of understanding on nuclear energy cooperation. Such agreements bolster efforts to help diversify Jordan's economy and promote growth.

U.S.-Jordan Trade (in millions)





# About Jordan



02

# Jordan at a glance



10.8 million people (2020)



- Arabic
- English



Mediterranean climate



Jordan's currency is pegged to the USD.  
USD 1 = 0.709 JOD.



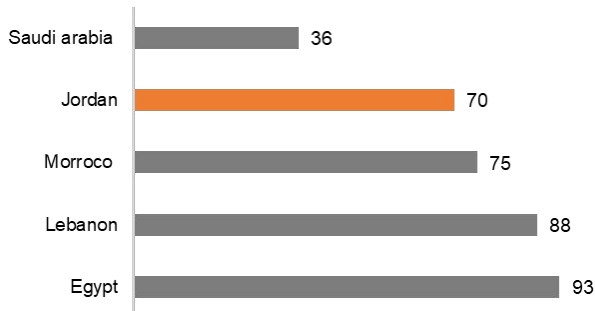
## Location

Strategically positioned in the heart of the Middle East. In addition to the trade opportunities within the MENA region, Jordan also enjoys access to Europe, Africa and larger Asia.

## Jordan: youngest population in the Middle East

The country is considered one of the youngest populations in the middle east where young population with 71% of the population under the age of 34 years old.

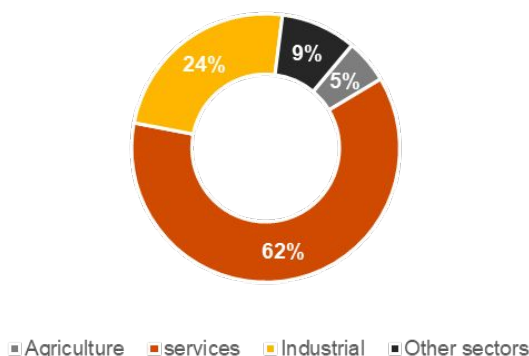
## Global Competitiveness Rank



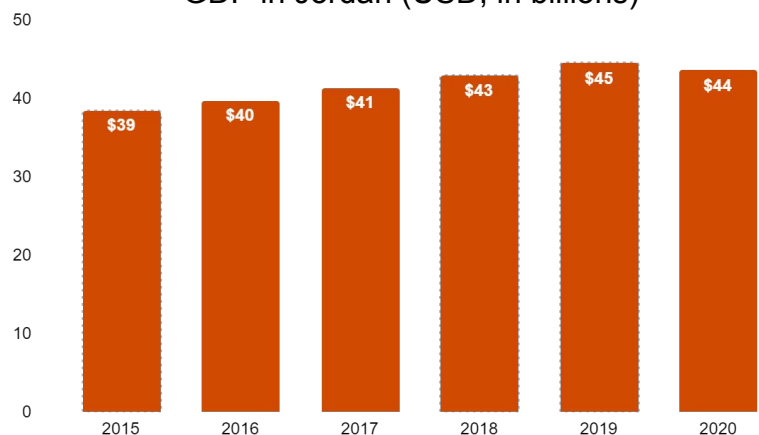
## Economy

In 2020, GDP for Jordan was 43,697 million US dollars and is expected to rise to 2.2 per cent in 2022. Jordan exports and imports are mainly from Saudi Arabia, India, China, and United Arab Emirates. 22.3% of the exports are directed to the United States (US\$1.75 Billion during 2020) making it Jordan's largest trading partner. Jordan has **7 Free trade agreements, including with the United States** granting access to 1.5 billion customers.

## GDP across economic sectors FY 2020



## GDP in Jordan (USD, in billions)





Jordan's literacy rate, at 98%, is among the highest in the Middle East.

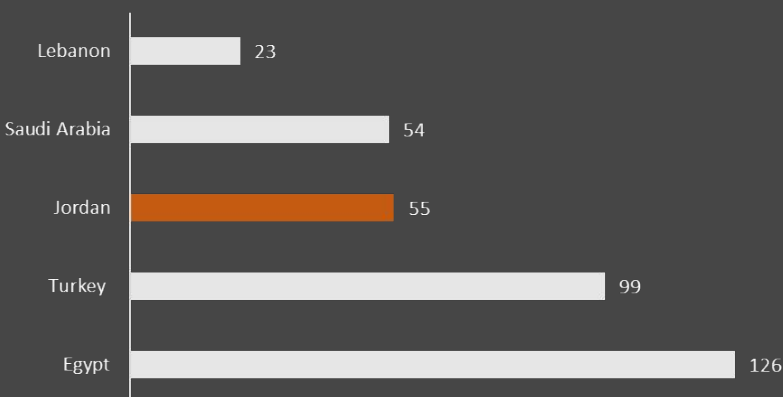
## Education

As the Kingdom of Jordan has shifted away from the traditional manufacturing industry towards technology-based industries, its economy and pool of human capital are becoming talent-driven in order to adapt to this shift and reap its benefits. Jordan's education system consists of two years of Kindergarten, followed by ten years of basic education (which is compulsory for all through the age of 15). Education is provided by both the private sector as well as the public sector.

Enrolment in primary education (97.8%), and secondary enrolment (78%) as per the Ministry of Education figures for year 2020.

There are 31 public and private bilingual universities in Jordan. All the universities are distinguished for applying the highest standards of higher education in their curricula. The number of foreign students in Jordan equals 12.9% of the total tertiary enrolment in Jordan.

Quality of higher education by ranking



University graduates that hold degrees in economics, accounting and business

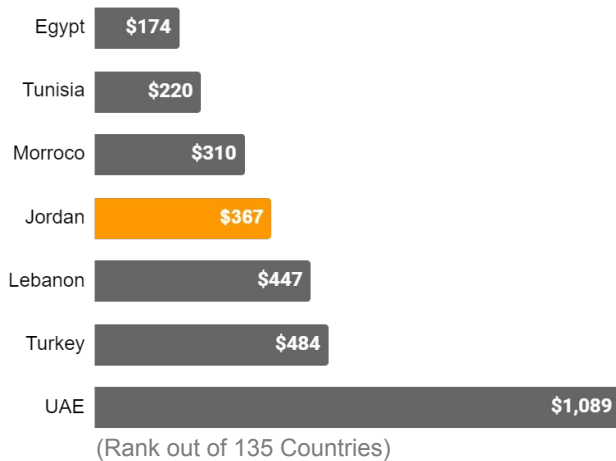


University graduates that hold degrees in IT / STEM

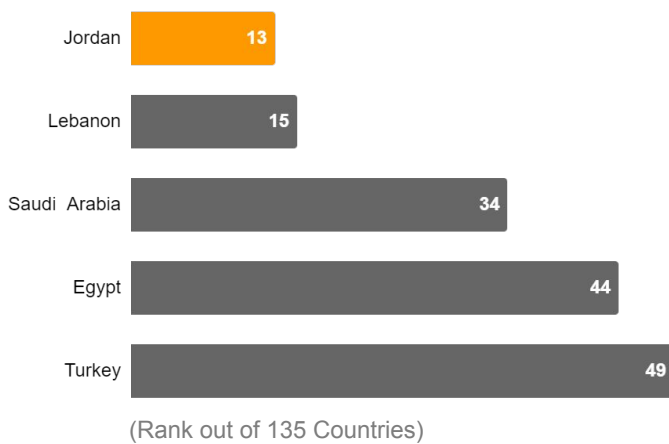


# Workforce

## Minimum wage for full time workers FY 2021



## Availability of scientists and engineers



## Global Talent Competitiveness Index by rank



Jordan's greatest resource has always been its human capital. Its highly skilled, youthful population is bilingual in English and Arabic, tech-savvy, educated, and eager to work at reasonable wages. Jordan's young and dynamic labour force is one of the most skilled, competitive, and productive in the region.

Jordan spends 9.7% of its expenditures on education resulting in talented and bilingual graduates. Compared to its regional peers, Jordan's labor market ranks high in terms of quality of higher education and on-the-job-training. **Jordan ranks first for the availability of scientists and engineers** and among the top countries globally in terms of numbers of engineers, physicians, and nurses per capita.

A standard working day in Jordan is eight hours. As an overall proxy of the level of wage in each location, Gross Domestic Product (GDP) per capita gives a fairly good idea of the average wage adjusted for living expenses per inhabitant. Salaries at a sector specific level are notoriously difficult to obtain, and often need to be estimated through salary surveys which vary in accuracy and credibility. However, **Jordan's GDP per capita is highly competitive when put in a regional perspective.**



# Labour law and regulations



## Contracts

There are 2 kinds of contracts in Jordan. An indefinite contract has a start date but no end date and does not expire until employment is terminated. A fixed-term contract has a defined start and end date.



## Probation period

Probation period in Jordan is 3 months. Either of the parties of an employment can terminate the employment during a probation period without having the legal liability to provide prior notice or severance pay.



## Compensation

The minimum wage rate in Jordan is \$367 per month for workers in all sectors.

There is no mandatory bonus in Jordan however some companies in Jordan usually have bonus rate ranging from 4% to 5% of their annual salary. The average annual salary increase in Jordan is around 5%.



## Working Hours

The standard normal working hours are 8 hours per day excluding an hour break, 48 hours per week which can be distributed throughout the week provided that the working day does not exceed 11 hours.

Traditionally, Fridays and Saturdays are the official weekends in Jordan. Overtime is limited to 30 days per year and is paid at a percentage of the employee's wage rate.



## Leaves

Every worker is entitled to annual leave with full pay for a period of 14 days for every year of employment. This does not include the normal paid holidays and rest days, except of course they fall in the leave days. Employees must be given 21 days of annual paid leave after they have worked for 5 years in the company.



## Termination/Severance

Employers and employees have equal right to terminate contracts of employment, with or without notice, provided they are done in accordance with the procedures prescribed by law. According to the law, an employee will be entitled to a minimum of a month of advance notice and a severance pay if it is the employer that wants to terminate the employment. If the termination is initiated by the employee, then the employer will be entitled to a minimum of one-month notice and an indemnity.



## Maternity Leave

A female employee is entitled to 10 weeks of paid maternity leave which is covered by the social security. At least 6 weeks of leave must be taken after delivery. She is also entitled to 12 months of unpaid leave for childcare reasons.

After maternity leave ends, the employer should provide the new mother an additional one-hour break for one year to nurse her child. Male employees receive up to three days of paid paternity leave.



## Sick Leave & Flexible hours

1. Employees are entitled to 14 days of paid sick leave per year. In general, sick leave requires a medical certificate from a physician. Employees receive an additional 14 days of sick leave at full pay if hospitalized or half of the employees pay if not hospitalized but supported by a medical report.
2. Jordan enforced a regulation (Regulation No. 22 of 2017) which introduces flexible working arrangements for certain categories of employees and gives the option for workers to work remotely.



## Social security & Private Health Insurance

A monthly deduction is taken from the salaries of all employees in Jordan - the social security rates are 14.25% and 7.5% contributed by the employer and employee, respectively.

Social security benefits include maternity insurance, insurance against unemployment, medical care as well as old-age, disability and death pension.

The private sector is not obliged to cover employees under health insurance, however, there are many insurance options available that the private sector is benefiting from as part of improving the overall employee experience, compensation, and benefits.

# Women empowerment

The Government of Jordan has strengthened its commitment in recent years to gender equality and women's social and economic empowerment through Jordan's Renaissance Plan 2019-2020 and more recently through the preparation of the Women's Economic Empowerment Action Plan. In addition, Jordan adopts most of the international guidelines and measures in relation to women's rights, equality, and social development goals.

There are many challenges that exist regarding women's equality. However, the government addressed these challenges through:



## Equal pay

Jordan is a member of the Equal Pay International Coalition to promote equal pay for women.



## 70 Days Off

Maternity leave.



## Flexible Working

Allows working from home especially for childcare and pregnant women.



## Parental support

Daycare provided if the number of parents having children below 4 years and 8 months exceed 15 parents.



## Subsidy program

Daycare subsidy program for women by social security.



## Paid Leave

Provided by Social Security. Maternity insurance is also available.



# Logistics

Jordan offers a competitive multimodal array of logistic options for distributing products and goods throughout the country, the wider MENA region, and the world. These high-quality and complete logistical solutions provide very reasonable total supply chain costs. Indeed, Amman's Queen Alia International airport won the 2014 Airport Council International Award for the best airport in the region.

Aramex, a leading global provider of comprehensive logistics and transportation solutions, was founded in Jordan.

# Mining

The Jordanian mining sector, through its two segments, the Extractive and Manufacturing industries, is one of the most important tributaries of the national economy.

The mining industry in Jordan is dominated by the production of phosphate, potash, building and decoration stones, glass sand and other nonmetallic resources.

Jordan Phosphate Mines Co. is ranked as the second largest company exporting phosphate, and the sixth largest company in phosphate production in the world.

# Infrastructure

## 1

Jordan's strategic geographical location is complemented by its network of air, sea, and land connectivity, and its state-of-the-art infrastructure. Recently, the Greater Amman Municipality finished constructing a \$160 million bus rapid transit transportation system in Amman, Jordan which aims to improve public transportation in the capital by operating 135 buses throughout 27 routes in central Amman.

## 2

Jordan ranks as one of the countries with the highest availability of electricity. Jordan's capacious energy sector keeps the power supply reliable, ensuring that Technology companies stay connected and serve clients without interruption promoting regional and international connectivity. For example, networks have accommodated 70% growth overnight due to lockdowns in COVID without the need to reduce the quality of videos on youtube and Netflix as done in other advanced economies.

The infrastructure incorporates an advanced telecommunications sector with 3 private operators, 11 internet service providers, 8 Tier 3 data centers and 1 Tier 3 disaster recovery site. Jordan offers regionally competitively priced broadband internet tariffs at USD 42.7 per month at purchasing power parity (PPP) prices.



**98%** of the country is covered by 4G and 5G is soon to be in the country.

# International Development Agencies in Jordan

Jordan has welcomed various waves of refugees from neighboring countries as the result of conflicts and regional instability. International Development Agencies regional offices are mainly located in Jordan due to its stability compared with the neighboring countries.

The United Nations Country Team (UNCT) aims to deliver as one and undertake an overarching, integrated approach for the next five years intended to "leave no one behind." It works on strengthening institutions and policies, accelerating the Sustainable Development Goals achievement, while supporting the country's priorities under Jordan 2025 Vision and National Strategy and other national policies.

USAID works with the government and people of Jordan to help the country continue advancing on its journey to self-reliance by creating private sector-led inclusive economic opportunities for a healthy, well-educated population, improving water security, increasing citizen-state trust, and reducing barriers for women and youth.

**\$ 1.72 B**

in investments, Jordan has the largest funding in the Arab countries by USAID

## Jordan ranks 5th in MENA on Sustainable Development Goals Index

The United Nations in Jordan continued its pledge to support the Government of Jordan in improving the lives of all Jordanians and those whom Jordan seeks to protect, especially the weakest and most vulnerable, ensuring that no one is left behind. The primary instrument for ensuring the implementation of the UN development activities in Jordan is the United Nations Sustainable Development Framework (UNSDF) 2018-2022, which represents the strategic planning framework for cooperation at the country level.

## Non-Jordanians in Jordan

More than a third of Jordan's population are Non-Jordanians. Jordan welcomes expats from all over the world and provides the perfect environment for living. There is a vibrant community of expats residing in Jordan and there are many networks and communities available to provide guidance and help to Jordan's new visitors



# Safety and security in Jordan

According to the Law-and-Order index by Gallup Law and Order report, Jordan ranked second among Arab countries and 16th globally, making Jordan **one of the safest countries** internationally.

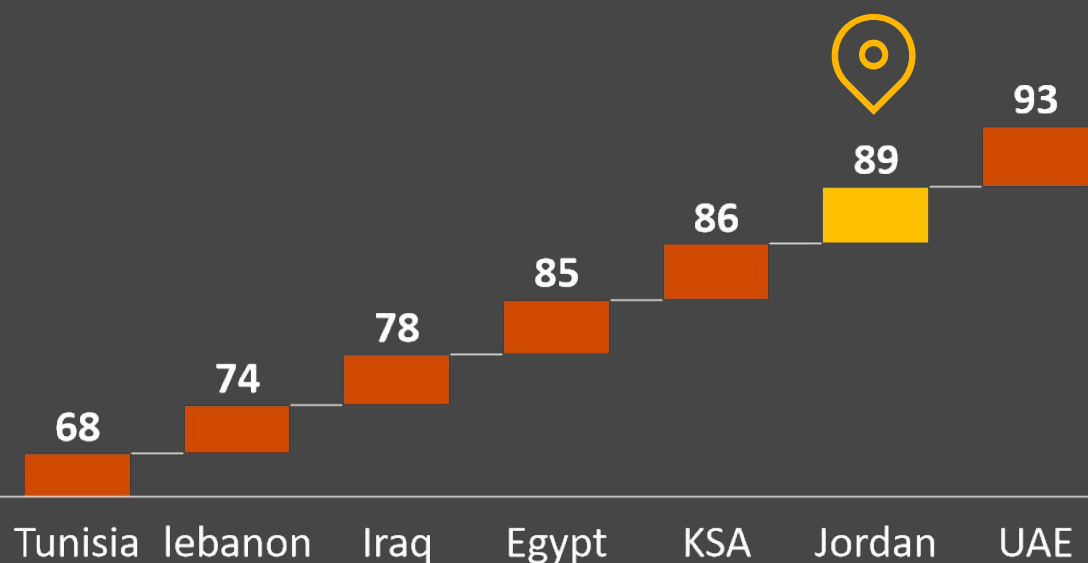
This is further driven by domestic political reforms and strong improvements in the quality of Jordan's rule of law.

Jordan has introduced several laws and regulations to accommodate the growth in the digitally enabled businesses such as the cybersecurity law, the draft for personal data protection law, the E-transactions law, and the data classification policy, and many others.

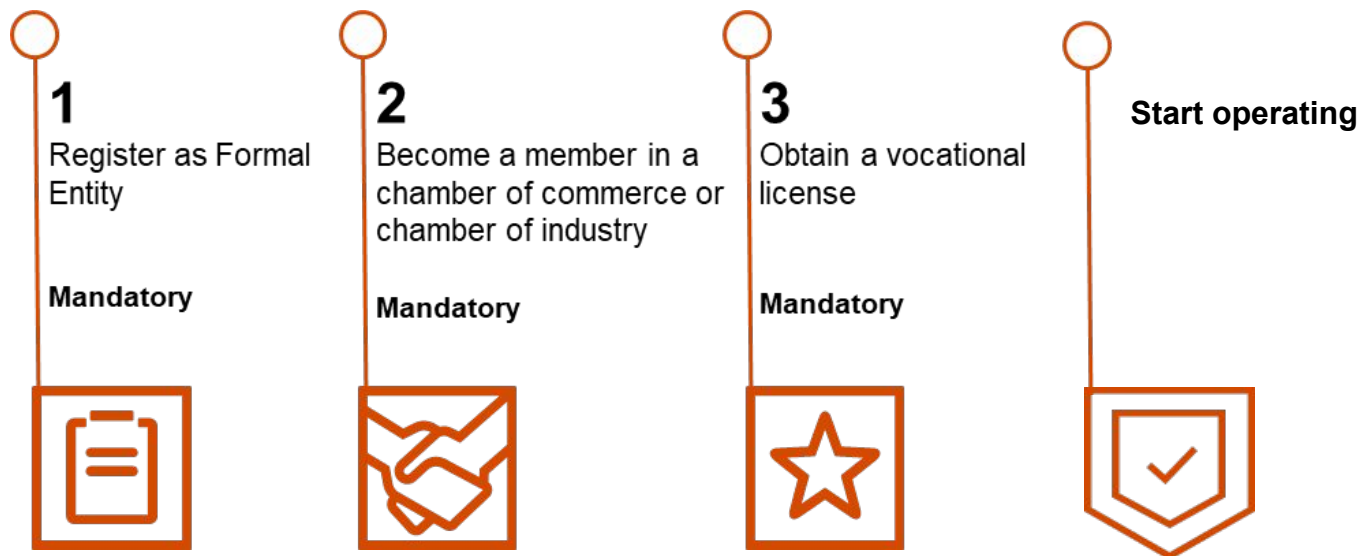


Jordan ranked **second** among Arab countries as the safest country.

## Law and Order Index



# Starting your business



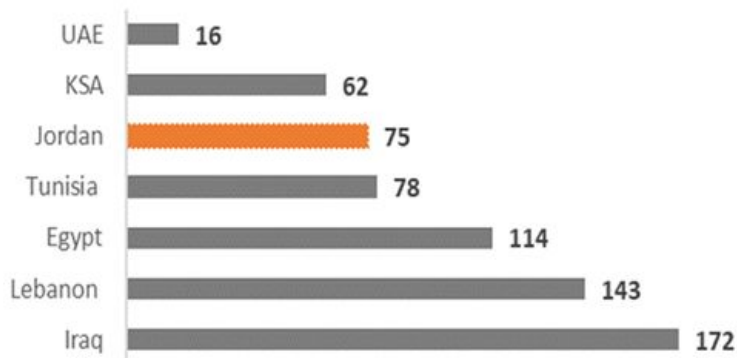
## Legal Framework

- The Investment Law No. 30/2014 states that foreign nationals and firms are permitted to own or lease property in Jordan for investment purposes and are allowed one residence for personal use, provided that their home country permits reciprocal property ownership rights for Jordanians. Work permits are required for any non-Jordanian employees.
- To further facilitate business registration for investors, the Jordan Investment Committee / Ministry of investments has established the Investment Window to register, issue permits and licenses directly for investors. This considerably simplifies the registration and licensing procedures required for investment projects across Jordan.
- In general, registering any business will take **less than 10 days to complete**.



You can register your business online within an estimate of 48 hours using a legal representative.

## Ease of doing business FY 2020



Jordan has moved positively, 25 ranks over the past year and ranked in the MENA region.

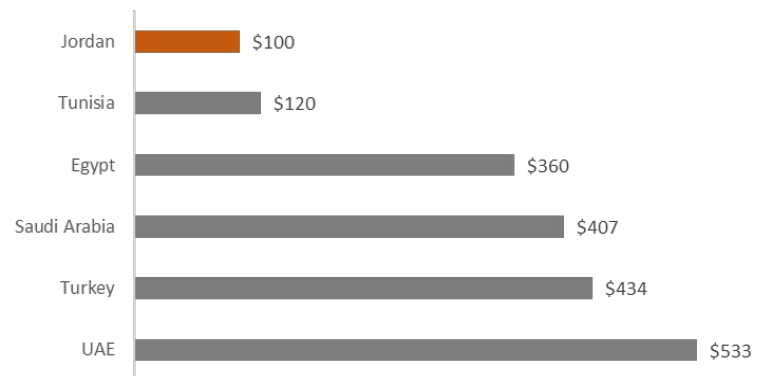
The American Chamber of Commerce (AMCHAM) also provides support regarding registering new businesses in Jordan for American companies.

# Costs to run a Business in the Technology Sector

## Average Lease terms and Utilities

- Jordan's ample and affordable real estate suits any business activity. Rents for industrial and office space are the most reasonably priced across the region, with average lease term of \$34 /m<sup>2</sup> and \$100/m<sup>2</sup> respectively.
- Jordan's utility costs are reasonable, particularly given the fact it is not as resource-rich as other countries in the region. The price for electricity for a business in 2021 is USD 0.122/KWH.
- Other costs such as decorations, furniture and stationary depend on the size of the business. It will cost a medium size office an estimate of \$ 1500 to fully furnish the office.

Estimate Cost for Office Space ( Annual rent /m2)



## Tech Team Salary Scale





# Cities Comparison



## Amman

Population is approx. **4M**  
 Area **7,579 km<sup>2</sup>**  
 Average lease term **USD 115/ m<sup>2</sup>**  
**14** Universities

Amman is the capital of Jordan and considered the commercial and administrative hub of the Kingdom, and its economic and educational heart.

The city is located in the middle of the Kingdom, and in a region of several hills. As Amman is having a strategic location in the Middle East, it is controlling the national economy and powers 90% of investment at the national level.

Strategically connecting the Governorates of Jordan via a multi-transportation network, Amman is ideal for investments in financial and business services, logistics, and ICT.

Amman is the home of the Jordanian significant state institutions, the governmental departments, and the Parliament, which is located at Al-Abdali



**Amman is the capital of start-ups and is considered the commercial hub**

## Irbid

Population is approx. **2M**  
 Area: **1,57s km<sup>2</sup>**  
 Average lease term **USD 85 /m<sup>2</sup>**  
**4** Universities

Located in the north of Jordan with the second largest population in the kingdom, Irbid is a mix of authentic Arabian society with flashes of western influence. Irbid is considered the cultural capital of Jordan.

Irbid Governorate is considered as the number one agricultural region in Jordan, especially in cultivating citrus, olive, cereals, and producing honey. It is uniquely characterized by the availability of social, cultural and youth services, and the construction development.

There is also a number of vocational training centers that supply qualified labor force in various fields. There are three industrial estates in the Governorate:

- Irbid development zone
- Al Maabar City, Jordan Valley
- Al-Hassan Industrial Estate



**Irbid is considered as the number one agriculture region in Jordan and the raising city for SW development**

## Zarqa

Population is approx. **1.5M**  
 Area: **4761 km<sup>2</sup>**  
 Average lease term **USD 70 /m<sup>2</sup>**  
**3** Universities

Zarqa Governorate is located northeast of the Capital Amman. Zarqa is situated at a middle spot among the Kingdom's governorates.

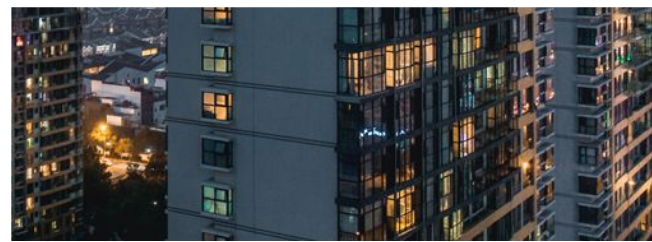
Zarqa is connected with the Capital, other governorates, and the neighboring Arab countries by a network of excellent international and major roads that contribute to facilitating the movement of goods and commercial trading, especially from the Free Zone, with the surrounding Arab countries.

Zarqa Governorate has a competitive advantage when it comes to industrial investment. In Zarqa, there is more than half of the invested capital in the national industries, industrial employment, and production volumes. Zarqa also considered an important pass way to a number of border points.



**Zarqa is the best location for industrial and manufacturing investments**

# Strong banking and financial system



Banks in Jordan are the strongest segment of the country's financial services industry. Jordan enjoys a very well-developed banking sector by regional standards with a wide array of business, investment, and retail services. Both local and international banks are operational and growing in Jordan. There are 25 banks in Jordan, 36% of these are International banks such as Capital Bank of Jordan, Citi Bank, Bank al Etihad and Arab Bank (awarded the best bank in the Middle East 2020).

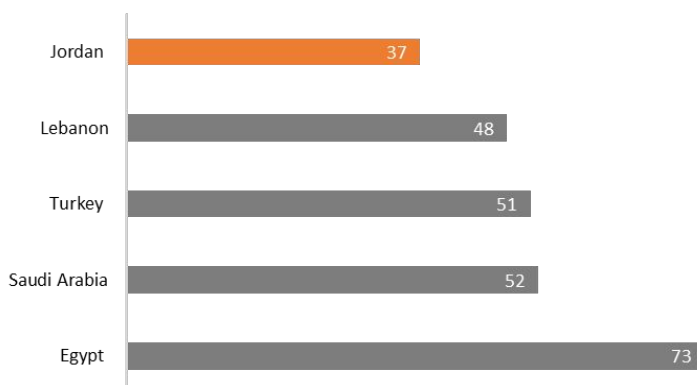
The maturity of the financial ecosystem and its integration in the world economy is reflected by Jordan's monetary freedom, which is ranked the **highest in the MENA region and 4th highest worldwide**.

## The rise of Digital Banking in Jordan

Many banks in Jordan are currently adopting the concept of online banking and digital banking. The Central Bank of Jordan (CBJ) announced that it is negotiating with Jordanian banks on establishing digital banks in response to the rapid global digital transformation. The CBJ indicated that, in partnership with the banking sector, a systematic legislation to govern the work of digital banks will be created, including requirements to grant licensing to digital banks. In its bid to build a digital-friendly regulatory environment CBJ issued its instructions to all banks and payment companies and electronic money transfers regarding the regulation of know-your-customer procedures and dealing with them electronically (Digital Onboarding & E-KYC), this enables banks and payment companies to provide their services in digital form.

The adoption of E-wallets and payments is also on the rise in Jordan. Examples of E-wallets in Jordan include : E-fawateercom, Dinarak, Zain Cash, Orange Money and The Jordan Payments and Clearing Company (JoPACC).

Availabilty of Financial Services



(Global Rank out of 135 Countries)



Jordan provides a transparent and sound base of financial services with high levels of access to loans and venture capital.

- Jordan Investment Committee (JIC)

# Tourism and Lifestyle



Jordan is a country of hikers and historians, scientists and artists, foodies and yoga-fiends. Whatever your tribe, you'll find a kindred spirit here.

-Jordan Tourism Board

## Lifestyle and culture

Jordan's culture is a pleasant jumble of old and new, and Amman (its capital) has rapidly become one of the most sophisticated cities in the Middle East with a vibrant expat community.

A core aspect of Jordanian culture is hospitality. The social rule of taking care of the guest originates in Bedouin tradition and is deeply embedded in the Jordanian society and customs.

## Nightlife

As the capital city, Amman boasts a buzzing nightlife with clubs, pubs, and laid-back cafes, and DJs for tourists and locals to enjoy. Further away from the capital city visitors will find beachside bars and plenty of authentic cafes that are open until sunset.

## Festivals

Festivals in Jordan are a large part of the culture and community. From the arts to the theatre, dance, and food, various annual festivals in Jordan help to bring both locals and tourists together in a variety of ways.

## Hotels

Jordan features about 600 hotels and is home to some of the best hotels and resorts in the region covering all price brackets. Brands such as the Hilton, Fairmont, Four Seasons, and others have establishments within Jordan's borders. Jordan is also a strong economic hub, as its abundance of hospitality establishments has made it a great location to hold conferences and business rallies.

## Heritage sites and tourist attraction

Many of the Decapolis cities are located in Jordan. From the iconic Hercules Temple in the city of Amman to the extensive range of amphitheatres and columns at Jerash, there are plenty of Roman sites to explore. Other popular attractions include:

- **Wadi Rum** is a protected desert, unusual in its terrain & color. It has often been used as the shooting location for movie scenes depicting other planets.
- **The Nabataean city of Petra**, Considered one of the 7 wonders of the world.
- **Dead sea**, the lowest point on earth.

## Religion and religious sites

As a land dedicated to religious coexistence, the country of Jordan maintains and protects these religious sites for the use of pilgrims from all around the world. Some of the famous religious sites in Jordan include: **Mount Nebo, The Baptismal Site/ Al maghtas and Grand Hussein Mosque.**



# A beacon of Health: Jordan's Healthcare system



Jordan enjoys a very well-developed The Jordanian healthcare sector is known for its high-quality services, both regionally and internationally, due to the presence of a world-class internationally qualified medical workforce and accredited hospitals and facilities equipped with state-of-the-art medical machinery and equipment.

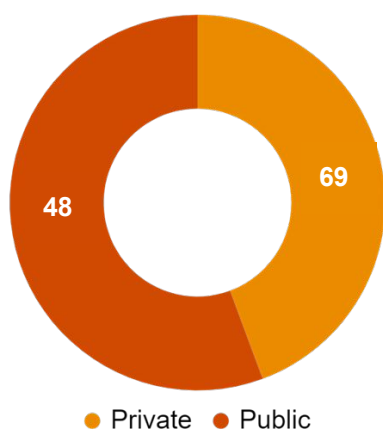
Jordan has its own health care accreditation council in place, which is itself accredited by the ISQua, ensuring that health care in the country meets international standards. Jordan is achieving success because of the importance it has placed on the development of quality healthcare as 9.3% of GDP is spent on health. Currently there are 117 hospitals in Jordan offering services to Jordanian and non-Jordanian patients. The country's health care system is divided between public and private institutions which offers various medical specialties to patients.

## Medical Tourism

Jordan was ranked by the World Bank to be the **number one medical tourism provider in the Arab region** and among the top 5 in the world, as well as being the top medical tourism destination in the Middle East and North Africa. Jordan is home to over 28,000 physicians, many of whom obtained their board in the USA, UK, EU, and other world-leading nations. The nursing, laboratory, pharmacist, and technician staff are also some of the best in the region.

In addition to the large number of health resorts and hotels in Jordan, the natural Dead Sea products extracted from sea water and rich in natural mineral salts and which help in the treatment of many skin diseases are among the most important natural elements used by hotels and resorts in the service and treatment of tourists and Jordanians.

Number of Hospitals in Jordan



Jordan's health care is ranked the second best in the Arab world.  
-World Bank

# Resilience in COVID-19



Jordan's economy has been hit hard by the COVID-19 pandemic with nationwide closures impacting performance across many economic sectors. Global changes in market trends, supply chains, and shipping costs, also took their toll on the economy, in addition to the various inward health and economic spending policies that were adopted worldwide.

The Government of Jordan has launched several schemes since the onset of the pandemic to support the economy including 1) facilities by the Central Bank of Jordan to enterprises, 2) Social Protection Schemes, 3) Employment Support Programs, and 4) Support Health Programs to cover expenditures (private and field hospitals, national vaccination campaign).

Jordan was also able to greatly increase the adoption of technology during COVID-19 and has utilized technology to help its overall response. Through close cooperation with the private sector and Jordanian startups, and with collaboration with line ministries, technology was a key enabler to sustain the basic services and reactivate the economy during and after lockdown.

Alongside Jordan's overall response to COVID-19, conventional school instruction stopped a month into the second semester of school year 2019/20. In a press statement issued on 14 March 2020, the government announced that the following day all educational institutions — including kindergartens, nurseries, schools, universities and training institutes — would close. Jordan was able to transition to distant learning by developing a web platform "Darsak". Darsak was developed by Jordanian engineers and developers and was launched in less than a week, and more than 1.6 billion lessons were attended on the platform.

Jordan has also provided additional free of charge spectrum for the mobile operators to enable them to accommodate the expected growth of traffic up to 70% over night when lockdowns started, this was considered as one of the best practices by GSMA. The government also agreed with mobile operators to provide free of charge access for students to the educational platform during an agreed time frame.

Jordan has also deployed a COVID-19 response hotline, with a 3-minutes response time. The hotline which was established in partnership with a Jordanian end-to-end digital health platform AlTibbi. The COVID response hotline was launched in less than 12 hours, and while initial estimates by the government were 500 calls per day, the hotline was getting 15,000 consultations per day.

Many of the basic services were provided digitally, lockdown movement permissions were managed through blockchain, and QR codes generated permits.

Expectations for economic contraction in 2020 were at 3%, however, and as a result of the various procedures and policies taken by the Government to mitigate the impact of the pandemic on the economy contraction stood at only 1.6%, which is considered amongst the lowest economic contractions in the world for 2020.



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