



Investing in Jordan:

A Comprehensive Report



INTRODUCTION

Jordan, located in the heart of the Middle East, is a dynamic and forward-thinking country that offers unparalleled investment opportunities across diverse sectors. With a population of approximately 11.5 million (2023 estimate) and a GDP of around \$50 billion, Jordan has emerged as a regional hub for trade, technology, and innovation.

Known for its strategic location, skilled workforce, and business-friendly environment, Jordan is a gateway to regional markets in the Middle East, North Africa, and beyond. The government's commitment to economic growth, sustainability, and private sector development makes Jordan an attractive destination for foreign and domestic investors.

BACKGROUND

Jordan is a stable and progressive nation with a rich history and cultural heritage. Its capital, Amman, is the political, economic, and cultural center of the country, known for its vibrant entrepreneurial ecosystem and modern infrastructure.

Despite being a resource-scarce country, Jordan has leveraged its strategic geographic location, strong governance, and human capital to foster a resilient economy. The country is a leading exporter of pharmaceuticals and fertilizers and is renowned for its expertise in ICT, renewable energy, and logistics.

Jordan's participation in international trade agreements, including the Free Trade Agreement (FTA) with the United States and the European Union Association Agreement, ensures seamless access to key global markets. Its Vision 2025 strategy emphasizes economic reform, innovation, and sustainability, further enhancing its appeal as a destination for investment.

BENEFITS OF INVESTING IN JORDAN

Strategic Location

Jordan's location at the crossroads of Europe, Asia, and Africa makes it a regional hub for trade and logistics. The country's proximity to major markets in the Gulf Cooperation Council (GCC) and North Africa ensures access to over 1 billion consumers.

Political and Economic Stability

Jordan is recognized as a safe and secure country in the Middle East, with a stable political system and strong leadership. Its economic policies emphasize private sector growth and international cooperation.

Access to Global Markets

Through its free trade agreements with the United States, European Union, and other key markets, Jordan offers duty-free access to over 1.5 billion consumers worldwide.

Skilled and Educated Workforce

Jordan boasts a highly educated and tech-savvy workforce, with a literacy rate of over 98%. Its workforce is particularly strong in ICT, engineering, and healthcare, making it ideal for knowledge-based industries.

Business-Friendly Environment

Jordan ranks among the top countries in the region for ease of doing business. The government has implemented reforms to streamline business registration, enhance investor protections, and reduce bureaucracy.

Advanced Infrastructure

Jordan's modern infrastructure, including state-of-the-art airports,

highways, and ICT networks, supports seamless business operations and global connectivity.

Commitment to Renewable Energy

Jordan is a regional leader in renewable energy, with ambitious goals to generate 50% of its electricity from renewable sources by 2030. This commitment creates significant opportunities for investment in solar, wind, and energy storage projects.

Growing Consumer Market

With a young and growing population, Jordan offers a vibrant consumer market with increasing demand for high-quality goods and services.

RELEVANT AGENCIES

Several government agencies and organizations are dedicated to supporting investment and business development in Jordan:

- » **Jordan Investment Commission (JIC):**
 - » The primary agency for investment promotion, offering assistance with permits, incentives, and market insights to investors.
- » **Ministry of Industry, Trade, and Supply:**
 - » Oversees trade policies and industrial development initiatives to support economic growth.
- » **Jordan Free and Development Zones Group (JFDZG):**
 - » Manages free zones and development areas that offer tax benefits and world-class infrastructure.
- » **Central Bank of Jordan (CBJ):**
 - » Ensures a stable financial system and provides access to investment financing options.
- » **Amman Chamber of Commerce (ACC):**
 - » Supports businesses with networking opportunities, trade facilitation, and market intelligence.
- » **Jordan Renewable Energy and Energy Efficiency Fund (JREEEF):**
 - » Promotes investment in renewable energy and energy efficiency projects.
- » **Information and Communications Technology Association of Jordan (Int@j):**
 - » Facilitates growth in Jordan's ICT sector by connecting investors with key stakeholders.

INCENTIVES FOR INVESTORS

Jordan offers a comprehensive package of incentives to attract foreign and domestic investment:

Tax Incentives

Corporate tax rates as low as 5% in designated development zones.

Exemptions on income and social services taxes for businesses in specific sectors.

Customs and Duty Exemptions

Full exemptions on import duties for machinery, equipment, and raw materials used in production.

Special Economic Zones (SEZs):

Businesses operating in free zones and SEZs enjoy reduced taxes, customs advantages, and modern infrastructure.

Investment Guarantees

Guarantees against nationalization and expropriation, ensuring a secure environment for investors.

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Access to Financing

Low-interest loans and credit guarantees for renewable energy, infrastructure, and SME projects through government-backed programs.

Renewable Energy Incentives

Grants and tax credits for solar, wind, and energy efficiency projects, supported by the JREEEF.

Export Incentives

Duty-free and quota-free access to major markets through trade agreements, including the US-Jordan Free Trade Agreement.

Support for Startups and Innovation

Funding and incubation programs for startups in ICT, fintech, and biotechnology through initiatives such as Oasis500 and Int@j.

OPPORTUNITIES FOR INVESTORS

Renewable Energy

Jordan is a regional leader in solar and wind energy, offering opportunities in utility-scale projects, energy storage, and green hydrogen production.

Information and Communications Technology (ICT)

Jordan's ICT sector is one of the fastest-growing in the region. Investors can explore opportunities in software development, e-commerce, fintech, and digital transformation projects.

Tourism and Hospitality

Jordan's rich cultural heritage, including world-famous sites like Petra and the Dead Sea, attracts millions of visitors annually. Investment opportunities exist in luxury hotels, eco-tourism, and cultural tourism projects.

Healthcare and Pharmaceuticals

Jordan is a regional leader in medical tourism and pharmaceutical production. Investors can explore opportunities in hospital development, medical research, and export-oriented pharmaceutical manufacturing.

Logistics and Trade

With its strategic location and modern ports, Jordan is a hub for regional logistics. Opportunities exist in warehousing, transportation, and supply chain management.

Agriculture and Agri-Tech

Jordan's focus on sustainable agriculture creates opportunities in advanced irrigation systems, organic farming, and agri-tech solutions.

Real Estate and Urban Development

The rising demand for residential, commercial, and industrial properties creates opportunities in real estate development and smart city projects.

Education and Innovation

Jordan's emphasis on education and innovation offers opportunities in private schools, universities, and R&D-driven projects.

CONCLUSION

Jordan stands out as a beacon of stability, innovation, and economic opportunity in the Middle East. With its strategic location, skilled workforce, and government-backed incentives, Jordan provides a fertile ground for investment across diverse sectors.

From renewable energy and ICT to tourism and healthcare, Jordan offers a dynamic and business-friendly environment that fosters growth and innovation. Its commitment to economic reform, sustainability, and private sector development ensures long-term success for investors.

Now is the time to invest in Jordan and be part of its journey toward becoming a regional leader in trade, technology, and sustainability.

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