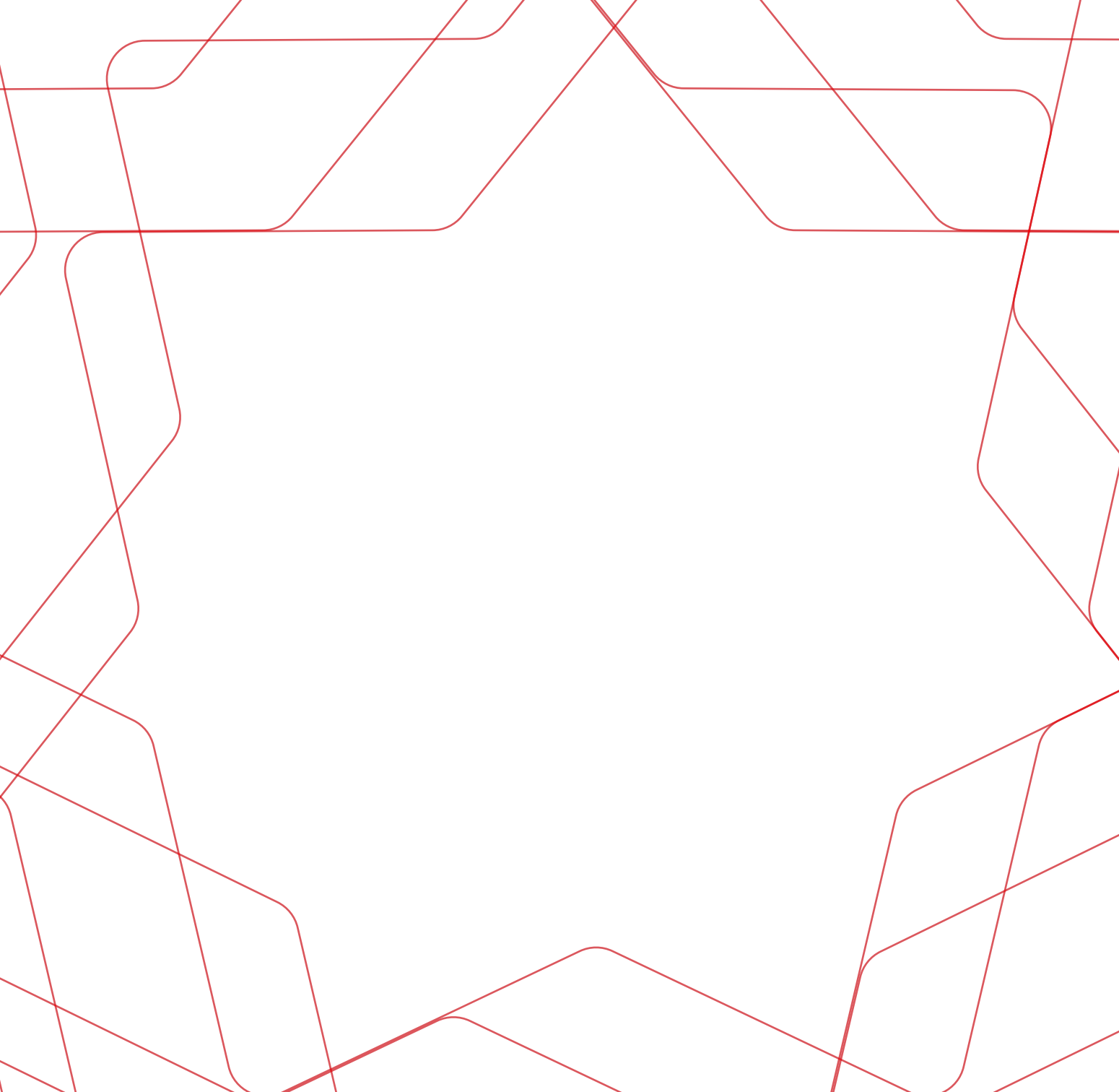




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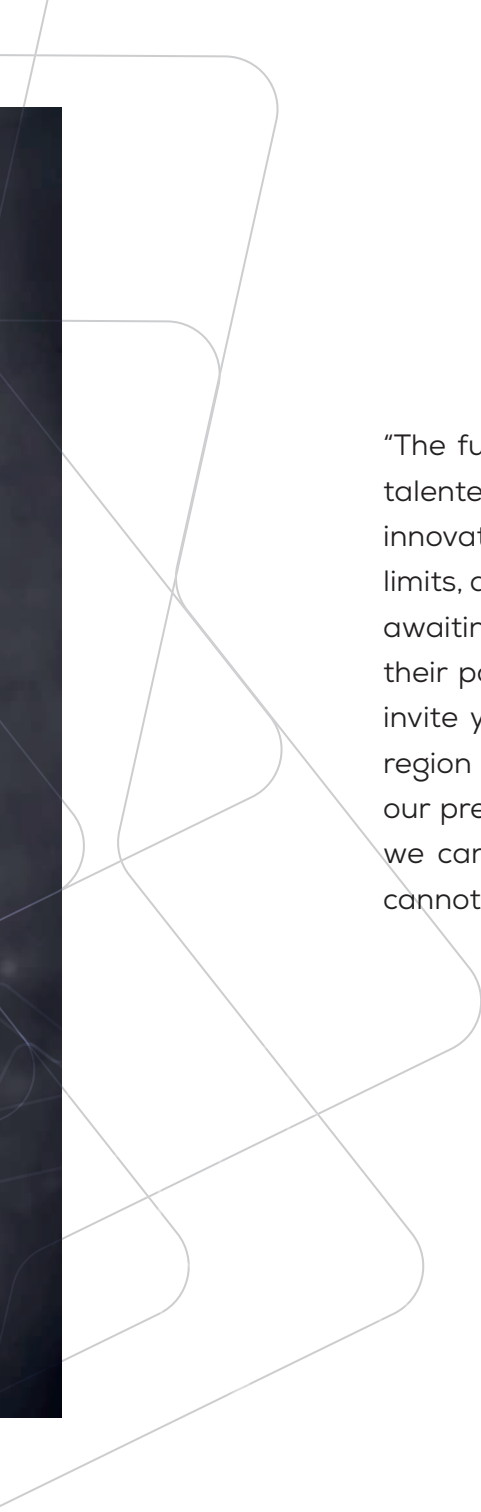
Invest
Jordan
Why Jordan



An abstract graphic on the left side of the page, consisting of several overlapping, rounded rectangular shapes outlined in a thin red line. The shapes are tilted at various angles, creating a dynamic, layered effect.

**Your Resilience Partner
for Diversification and Growth**





“The future starts here; in this region, where there’s talented, creative, and forward-looking youth. Their innovation knows no bounds, their energy knows no limits, and their potential is so full of promise. They are awaiting your support for their talents, your belief in their potential, and your investment in their future. I invite you to take a look at what Jordan – and this region – has to offer. With your vital resources and our precious human capital, there is no limit to what we can achieve. This is a business opportunity you cannot miss.”

**His Majesty
King Abdullah II Ibn Al Hussein**





Foreword by the Minister of Investment



Jordan is a nation with a mission and potential; it has consistently been a reliable partner for businesses seeking resilience, diversification, and growth. At the Ministry of Investment, we develop and implement strategies to highlight Jordan's competitiveness, promote its investment opportunities, and support investors at every stage of their journey in the country.

Jordan's Economic Modernization Vision, launched in June 2022, charts an ambitious path for sustainable growth and job creation over the next decade. This vision aims to create one million jobs, improve the quality of life, and ensure sustainability. The government plans to attract over \$12 billion in private sector investments, fostering public-private partnerships and private businesses.

Key to this growth is attracting investments that generate high-skilled jobs, foster knowledge and technology transfer, deepen domestic supply chains, and integrate Jordan further into global markets. The Ministry collaborates with government entities and the private sector to stimulate both foreign and domestic investments.

Significant legislative, regulatory, and policy reforms have positioned the Ministry of Investment as the primary authority overseeing investment affairs. A newly developed investment promotion strategy ensures viable opportunities are paired with comprehensive, end-to-end support for investors.

Jordan offers unmatched advantages, including access to global markets through Free Trade Agreements covering almost half of the world's economies, abundant competitive talent, firm IP protection, political stability, low inflation, modern infrastructure, a commitment to green energy, resilient logistics, and a welcoming business environment.

I invite business leaders and investors to explore the opportunities outlined in this document and the thriving competitive sectors across Jordan.

Mothanna Gharaibeh
Minister of Investment
The Hashemite Kingdom of Jordan
January 2025





TABLE OF CONTENTS

• Country Profile	1
• A Diverse Mix of Sectors Powering Trade & Exports	2
• 13 Key Sectors Driving Growth & High Returns on Investment	3
• A Pivotal Hub for Trade, Investment, and Logistics Between Asia, Europe, and Africa	5
• Access to \$50+ Trillion Markets & 1.4 Billion Consumers Through Free Trade Agreements	7
• A Safe & Peaceful Harbor in the MENA Region.....	8
• A Pro-Business Legal & Regulatory Environment	9
• A Young, Talented, Bilingual, & Cost-Competitive Workforce.....	10
• A Cost-Efficient Location with Globally Competitive Operational Costs.....	11
• Attractive Incentives to Drive Business Growth.....	12
• Global Investors in Jordan	13
• Investor Testimonials	15





Why Jordan

Country Profile



11.7 MILLION
Growing population
70% under the age of 34



CAPITAL: AMMAN
Jordan's largest cities by population (2023)
01 | Amman (4,834,500)
02 | Irbid (2,135,400)
03 | Zarqa (1,646,600)



JORDANIAN DINAR (JOD)
Currency (pegged to the USD)
\$1 = JOD 0.71



ARABIC
Official Language
ENGLISH
Widely Spoken for Business
Second Language Taught in Schools



GOVERNANCE
Parliamentary Constitutional Monarchy

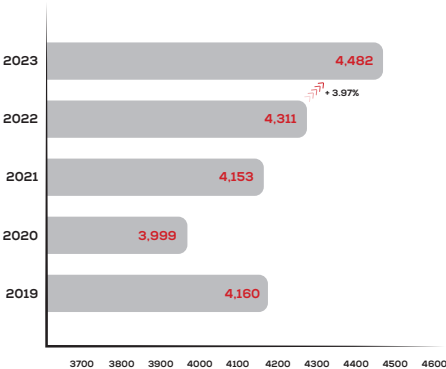


ECONOMY
Private Sector-Led Market

\$ 50,968 MN
Total GDP (2023)
↑ +10% since 2021

\$ 12,552 MN
Total Exports (2023)
↑ +34% since 2022

JORDAN GDP PER CAPITA (USD)



Investment Freedom Rankings Economic Freedom Index 2024

Sector	Contribution
Jordan	70
Egypt	65
Qatar	60
Oman	60
Kuwait	55
Saudi Arabia	50
UAE	50

Source: Economic Freedom Index 2024, The Heritage Foundation



Why Jordan

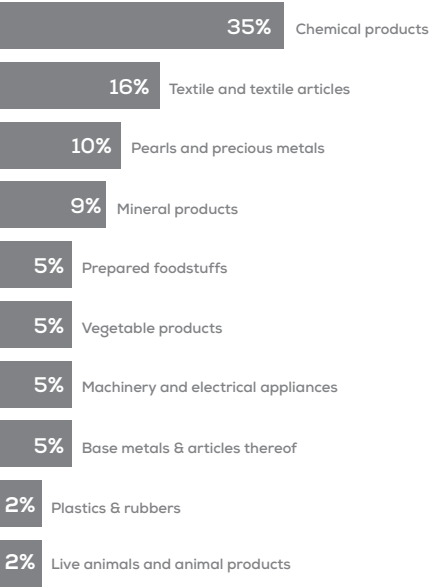


A Diverse Mix of Sectors Powering Trade and Exports

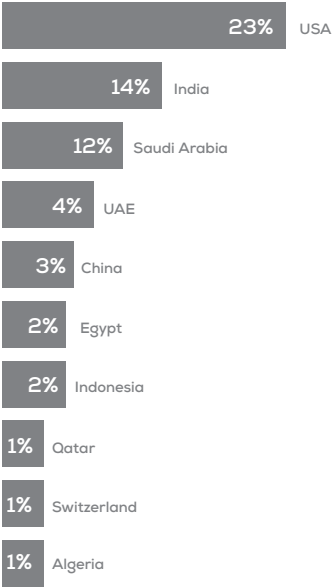
Composition of Sectors Contributing to Private Sector GDP

Sector	Contribution
Manufacturing	23.4%
Real Estate Services	14.8%
Social and Personal Services	12.0%
Wholesale and retail	10.7%
Transportation, storage and communications	10.7%
Finance, Insurance and Business Services	9.8%
Agriculture, forestry and fishing	6.5%
Mines and quarrying	4.3%
Construction	3.6%
Electricity & Water	2.1%
Restaurants and hotels	2.0%

Export Products of Jordan (2023)



Export Destinations of Jordan (2023)



62% Increase in total exports from 2018 to 2023

Source: Jordan Department of Statistics, Jordan Export Strategy, Ministry of Digital Economy & Entrepreneurship, WITS





Why Jordan

13 Key Sectors Driving Growth and High Returns on Investment



ICT and digital economy

- Ranked 2nd in MENA for mobile app creation relative to economic output.
- Ranked 11th globally for digital and tech skills.



High-value manufacturing

- Leads MENA in labor productivity among comparable economies.
- Investor-ready property solutions for manufacturing companies in our development zones.



Mining

- Sole Potash producer in the Arab World.
- 5th largest Phosphate reserves globally.
- 40% sector revenue growth (2023–2022).



Energy

- 1st in the Arab World for renewable energy supply.
- 2nd in the Arab Future Energy Index.
- 121% rise in energy project applications (2024–2023).



Financial services

- 2nd most stable banking sector globally.
- 1st in MENA for venture capital as a share of GDP.
- 62.5% growth in digital payments year-on-year.



Trade

- 51% export growth (2023–2019).
- Ranked 12th globally in the Global Retail Development Index.
- 10% reduction in trade deficit (2023–2022).



Agriculture

- Global leader in tomato production and exports.
- Ranked 7th in the Arab region for food security (2021).



Creative industries

- Featured in 6 Oscar-winning and 41 Oscar-nominated films.
- Over 50 museums, galleries, and art foundations.
- 13% annual sector growth (2018–2011).



Education

- 7,325 schools and 31 universities.
- 70,000+ annual graduates, with 22% in STEM.
- Top 10 globally for skilled labor.





13 Key Sectors Driving Growth and High Returns on Investment



Tourism

- 6.3 million visitors in 2023.
- 638 hotels, including 41 five-star.
- 16,000+ archaeological sites, with 7 UNESCO-listed.



Healthcare

- Regional leader with 122 hospitals and medical centers.
- 170% more doctors per 10,000 than the global average.



Transport & logistics

- 45+ direct air connections and 12 access points.
- Aqaba Port ranked 9th in MENA container ports.
- Ranked 16th in Agility Emerging Markets Logistics Index.



Water

- 91% of treated wastewater recycled for agriculture.
- 30+ wastewater plants (2022).
- Includes the National Water Conveyor Project.

Source: Jordan Department of Statistics, Jordan Export Strategy, Ministry of Digital Economy & Entrepreneurship, WITS





Why Jordan

A Pivotal Hub for Trade, Investment, and Logistics Between Asia, Europe, and Africa



INTERCONNECTIVITY

Port of Aqaba

As the country's sole seaport and the region's first decarbonized port, the Port of Aqaba serves as a major logistics hub on the Red Sea, acting as a gateway for international trade.

Modern Air Facilities

Jordan's international airports, including Queen Alia in Amman and King Hussein in Aqaba, support passenger travel and cargo transport, enhancing logistics capabilities.

Advanced Road Infrastructure

Jordan boasts a well-developed road network connecting key cities and border crossings, facilitating efficient domestic and international transportation.



GLOBAL INTEGRATION

50+ Airlines Operate in Country



Centrally Located Between International Hubs

LONDON 5H	DUBAI 3H	ISTANBUL 2H
FRANKFURT 5H		NEW YORK 11H



12 STRATEGIC ACCESS POINTS

3 Airports

2 Ports

7 Land Border Crossings

Source: aszea.jo - Infrastructure and Superstructure, adc.jo - King Hussein International Airport, UNCTAD data



Why Jordan

A Pivotal Hub for Trade, Investment, and Logistics Between Asia, Europe, and Africa



STRATEGIC GEOGRAPHIC LOCATION

Positioned at the crossroads of Asia, Africa, and Europe, Jordan is a vital transit country enhancing value chain integration and trade routes





Access to \$50+ Trillion Markets and 1.4 Billion Consumers Through Free Trade Agreements



\$50

TRILLION TRADE
AGREEMENTS
PROVIDE ACCESS
TO GLOBAL
MARKETS



39

DOUBLE TAXATION
TREATIES



49

BILATERAL
INVESTMENT
TREATIES



WTO

MEMBERSHIP
WITH AN ACCESS
TO 166
ECONOMIES

Jordan Free Trade Agreements



1998

Pan Arab Free Trade Area (PAFTA)
PAFTA region (17 countries incl. Jordan)



2001

US – Jordan Free Trade Agreement
United States of America



2002

EU – Jordan Association Agreement
European Union (27 countries)



2002

EFTA – Jordan
Iceland, Liechtenstein, Norway, Switzerland



2005

Singapore – Jordan Free Trade Agreement
Singapore



2007

Agadir Agreement
Egypt, Morocco, Tunisia, Jordan



2012

Canada – Jordan Free Trade Agreement
Canada



2021

UK – Jordan Association Agreement
United Kingdom

Source: UNCTAD, The Ministry of Finance , WTO



Why Jordan

A Safe and Peaceful Harbor in the MENA Region



Global Peace, Law, and Order Rankings (2023)

Global Peace Index

Country	Score
Bahrain	1.52
Jordan	1.89
UAE	1.97
Morocco	2.02
Bahrain	2.12
Saudi Arabia	2.26

Gallup's Law and Order Index

Country	Score
UAE	87
Jordan	85
Belgium	84
Australia	83
Canada	83
Poland	83

WJP Rule of Law Index

Country	Score
UAE	0.64
Kuwait	0.58
Jordan	0.55
Tunisia	0.50
Morocco	0.48
Egypt	0.35

Source: ¹Global Peace Index, ¹Gallup's Law and Order Index, WJP Rule of Law Index





Why Jordan

A Pro-Business Legal and Regulatory Environment

LAW NO. (21) OF 2022 – INVESTMENT ENVIRONMENT LAW



Process Simplification & Dispute Resolution

The law streamlines the process of registering, licensing, and conducting business in Jordan. It provides investors with access to a clear and transparent dispute resolution process, including the ability to resolve disputes through international arbitration



Equal Treatment of Domestic & Foreign Investments

Foreign investors are treated equally to local investors under the law, ensuring non-discriminatory access to opportunities and full ownership of businesses



Land Ownership & Long-Term Residency

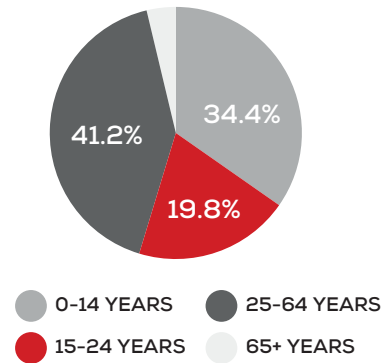
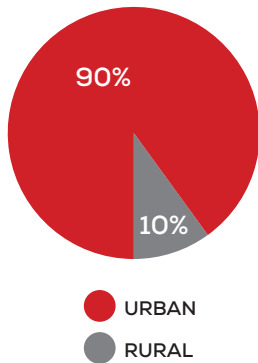
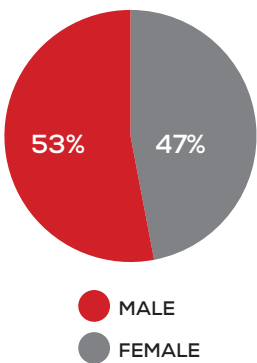
Foreign investors are allowed to own property and land necessary for their projects, subject to certain conditions. The law grants long-term residency to foreign investors, offering them and their families the opportunity to reside in Jordan while managing their investments



Why Jordan



A Young, Talented, Bilingual, and Cost-Competitive Workforce



10TH
globally in availability of
competent senior managers

21.5%
of graduates specialize in
engineering and technology and
8.5% of graduates specialize in
ICT fields

1.63X
proportion of female graduates
relative to male graduates in
higher education (2022)

11TH
globally in availability of
skilled labor

17.2%
of graduates specialize in
medical fields

~70%
of the population is under 34
and fluent in English and Arabic

58,316
total university graduates in
2023-2024

35%
of graduates hold degrees in
business, accounting, economics,
engineering, and computer science

127
nationalities work in Jordan

Source: Jordan Department of Statistics, Numbeo 2023, UN Tourism, IMD24



Why Jordan

A Cost-Efficient Location with Globally Competitive Operational Costs



Minimum Monthly Wage **\$408**



Average Monthly Wage **\$599**

Gross Average Monthly Wage (USD)¹

Country	Score
Turkey	314
Jordan	599
China	1122
Oman	1626
Bahrain	1728
Kuwait	1854
Saudi Arabia	1888
Qatar	3168
UAE	3663

Cost Of Living Index²

City/ Country	Score
Amman – Jordan	39.6
Suzhou – China	39.6
Muscat – Oman	40.4
Jeddah – KSA	41.9
Kuwait – Kuwait	42.0
Manama – Bahrain	47.3
Taipei – Taiwan	47.8
Tokyo – Japan	51.1
Dubai – UAE	58.0

Source: (1) CEOWORLD magazine report, (2) Numbeo/ Cost of Living Index 2025,





Jordan Offers Competitive Incentives to Encourage New Investment & Expansion

- 5% corporate tax for qualifying projects with local added value of 30%.
- 10% corporate tax for non-manufacturing qualifying operations.
- Corporate Tax exemptions on qualifying internationally traded services exports.
- Competitive land purchase and lease terms in our fully-serviced zones.
- No restrictions on capital transfers and profit repatriation.
- Customs duties are exempt on all fixed assets, production requirements, inputs, and spare parts and 0% Sales tax on assets, production requirements, inputs, and spare parts sourced in Jordan.



Strategic & High-Impact Investments can Access Additional Incentives

- Investment projects that deliver high economic impact can benefit from tailored incentives on a case-by-case basis. High impact projects include projects with, for example;
 - ✓ large employment numbers
 - ✓ High female employment
 - ✓ Export intensive
 - ✓ High levels of local value add
 - ✓ High level of innovation and knowledge transfer
- Investors in priority sectors including ICT and Business Processing benefit from employment and training subsidies in addition to standard incentives.
- Investors in selected rural and regional locations can qualify for additional benefits including; building, employment, and utilities subsidies subject to minimum employment commitments.

Our team at the Ministry of Investment will assist you in exploring and accessing the available incentives for your specific project.



Why Jordan
Global Investors in Jordan



This is just a glimpse—many global and regional companies have chosen Jordan as their business hub, making it a thriving center for investment and growth.





Amazon established its regional offices in Amman, expanding its global presence and leveraging Jordan's skilled talent pool to support local growth.



Jawaker, founded in 2009, is a Jordan based leading online card game studio specializing in board and card games. In 2021, it was acquired by Stillfront Group a global gaming leader for \$205 million.



Aramex is the first Arab company listed on NASDAQ (U.S. based stock market exchange), that expanded globally to become one of the largest logistics companies worldwide.



Estarta was recognized as a top employer and one of Jordan's "Best Places to Work" in 2023. It was also named Cisco Systems' Distinguished Supplier for 2024.



Maersk is the world's largest container shipping and logistics company, present in Jordan since 2002 running regular weekly services to and from Aqaba connecting Jordan to the Arabian peninsula



Arab Potash is the Arab world's only potash producer and ranks 8th globally in production. They achieved a milestone in 2024 by exporting the largest ever shipment with 54,800 metric tons of potash to Europe.



Hikma Pharmaceuticals started in Jordan and became a global leader and the second-largest pharmaceutical company in MENA by sales in 2023. Hikma is a multi billion company listed in London Stocks Exchange



Classic Fashion is the leading garment manufacturer in MENA, contributing to over 30% of Jordan's garment exports, while supporting the EMV with the launch of the \$149 million BIA Textile Company.



Why Jordan Investor Testimonials



"Our journey from two employees to 180 dedicated staff members reflects our commitment to growth and innovation, enabled by the visionary leadership of His Majesty and the support of the Jordanian government. As we look to the future, we are dedicated to further investment, expanding our operations, and strengthening our role as a reliable partner in the Jordanian investment scene."

HRH Prince Khaled bin Alwaleed bin Talal Al Saud,
CEO and Founder of KBW Investments

"Maersk and APM Terminals are proud to pioneer the first decarbonized terminal in the Middle East, a project involving an estimated investment of \$230 million. We chose Jordan for its strategic location, progressive economic policies, and commitment to sustainability. By investing in Jordan, we are contributing to economic growth, enhancing competitiveness, and setting a new standard for environmental responsibility. Jordan's forward-thinking approach, robust infrastructure, and competitive edge will drive progress and sustainability for years to come."

Robert Maersk Uggle,
Chairman of the board of directors of Maersk



"Queen Alia International Airport stands as a flagship project in the region and the most successful example of how public-private partnerships can deliver sustainable infrastructure. This project, realized through more than \$1 billion in investment and the involvement of top international partners, has not only improved connectivity but also empowered the private sector, fostering economic growth and resilience for Jordan. By focusing on sustainability and innovation, Jordan is leading the way in infrastructure development, showcasing how strategic collaboration can create lasting prosperity and position the country as a regional pioneer, and we look forward to our extended partnership in the coming mega projects."

Thierry Deau,
CEO of Meridiam



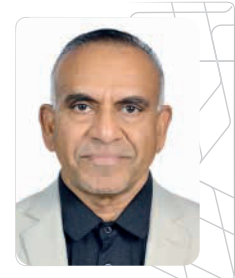


"We started in Jordan for its exceptional talent, resilient economy, and supportive ecosystem. With strong IP protection, and Jordan's leadership in trade agreements and compliance to global best practices we grew globally, becoming a multibillion-dollar listed company, and continuing to innovate. Today, we proudly build and manufacture our IP, carrying Jordan's excellence to the world."

Said Darwazah,
Chairman of Hikma Pharmaceuticals

"Jordan is a land of incredible potential and opportunity. Over 20 years ago, I began with a modest investment of just half a million dollars. Today, our business has flourished, exporting goods valued at over a billion dollars annually. This country's environment for growth and success is truly extraordinary."

Sanal Kumar,
Founder of Classic Fashion



"Jordan made it easy, we proved it can be done."

Aman Bhutani,
Former CEO & CFO at Expedia





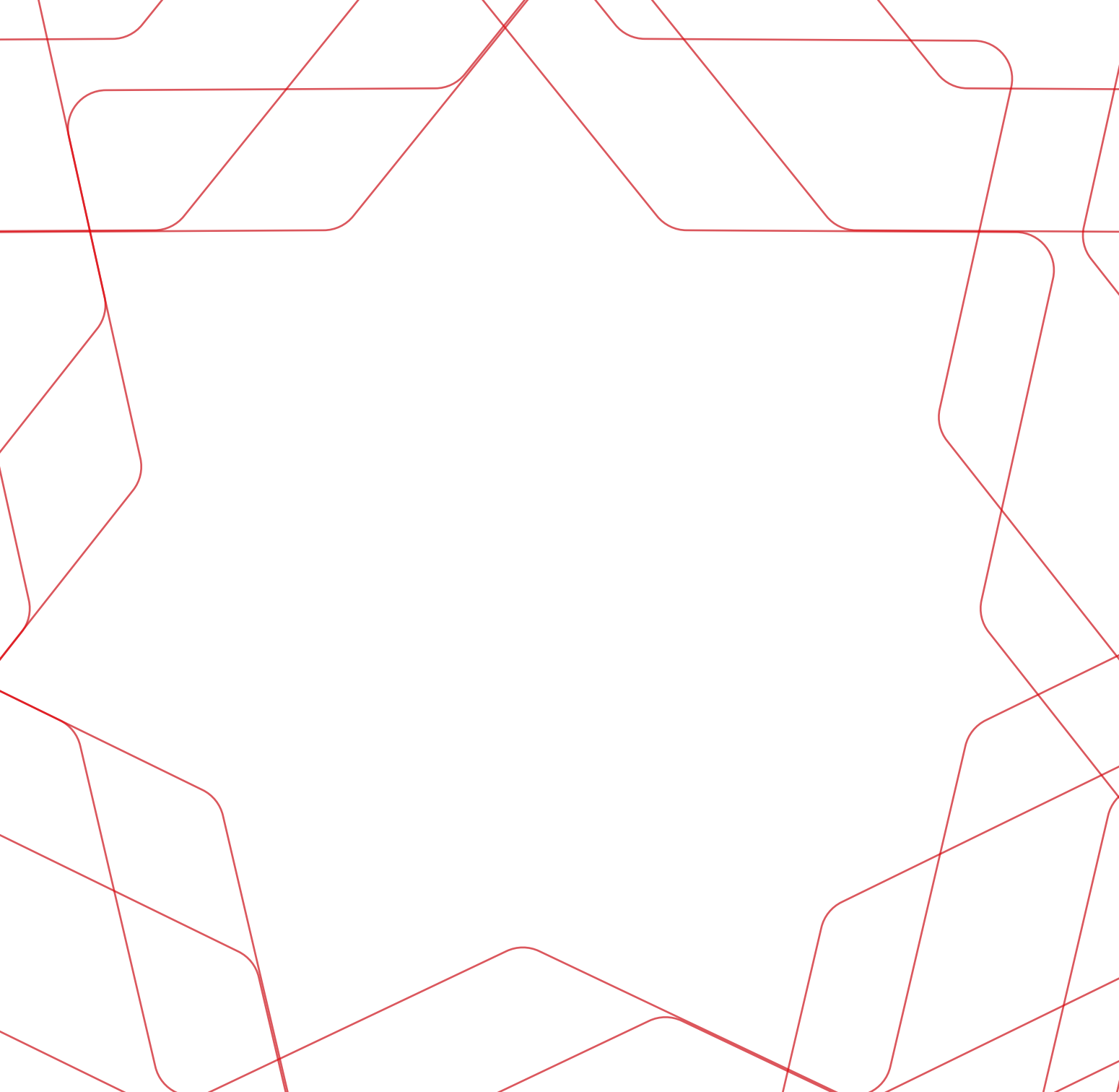
Our team at the Ministry of Investment is here to help you explore investment opportunities in Jordan. As the primary authority on investment in the Kingdom, we are dedicated to attracting, encouraging, and promoting investments while ensuring a sustainable and investor-friendly climate. By continuously developing and enhancing confidence in the local investment landscape, we strive to make Jordan a top destination for investors.

Ready to Explore Investment Opportunities?

For inquiries, reach out to us at opportunities@moin.gov.jo or visit invest.jo.

Invest
Jordan







Your Resilience Partner
for Diversification and Growth