



**USAID**  
FROM THE AMERICAN PEOPLE

# JORDAN MARKET SPOTLIGHT

## Investment Landscape

Jordan is an increasingly attractive environment for business and investment. This starts with a long history of growth and stability and a young, highly educated, and dynamic workforce—one of the most skilled, competitive, and productive in the Middle East and North Africa (MENA) Region. Jordan also offers world-class business, logistics, and communications infrastructure with multiple free trade and special economic zones. These advantages and Jordan's strategic location can be easily leveraged to access nearly 1.5 billion consumers through several trade agreements in some of the world's largest consumer markets including the United States and the European Union.

### TOP REASONS TO DO BUSINESS IN JORDAN

- 1. Modern Workforce:** Nearly two-thirds of the population is under the age of 30, and about 40 percent graduate with tertiary degrees. Jordan also scores high in leadership, entrepreneurship, and innovation indicators.
- 2. Ease of Doing Business:** Jordan has one of the highest Ease of Doing Business scores in MENA with streamlined licensing and registration procedures. Jordan does not have any restrictions on repatriation of capital, profits, and salaries.
- 3. Market Access:** Jordan has seven regional and global free trade agreements. Jordan has belonged to the World Trade Organization for over 20 years.
- 4. Innovation Ecosystem:** Startups can take advantage of Jordan's growing list of private equity investors, pool of technical talent, affordable incubators, and sound financial sector.

## USAID's Role

For over 70 years, the United States has been a trusted partner to Jordan, supporting its amazing story of development and economic growth. The USAID Mission to Jordan is essential to this long-standing partnership and collaborates with a wide range of companies and investors to achieve the mutual objectives of peace, stability, and sustained inclusive economic growth. We work with large multinational corporations, local Jordanian businesses, trade associations, service providers, and investors across nearly every sector and industry. With a strong on-the-ground presence, deep expertise, and close relationships with Jordanian government, USAID supports businesses as they expand their operations and investments, including initiatives to 1) enhance the implementation of the Government of Jordan's Economic Reform Agenda, 2) advance the private sector's capacity to compete, and 3) increase women's participation in the economy.

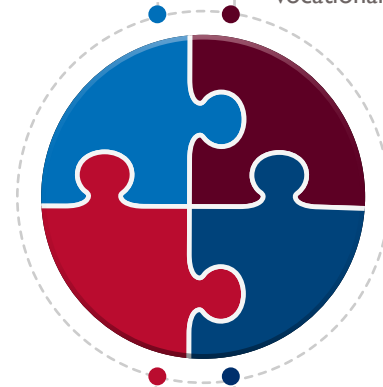
## Snapshot: How We Engage

### PROBLEM SOLVERS

USAID validates and integrates Jordanian tech enterprises into corporate supply chains.

### CONDUCTORS

USAID facilitates high-quality male and female labor in the tourism sector, ICT and green technologies sector through its work with institutes and universities as well as the vocational sector.



### MOTIVATORS

USAID works with the government and investors to co-create incentive packages for investments in the energy sector and in facilitating local government's ability to engage with the private sector at the community level.

### CONVENERS

USAID coordinates new private investments into water and wastewater infrastructure.

## How USAID Works with Businesses and Investors

USAID/Jordan works with companies and investors in many ways, including support in defining sustainable growth strategies, building cross-sector partnerships, aligning interests with public institutions, and co-creating innovative solutions to unlock growth and economic opportunity. USAID has co-invested in public utilities; convened diverse stakeholders to drive effective policy reform; and mitigated risk through products and programs to facilitate investments in local businesses and business opportunities. In all these roles, our team's extensive experience and reach were leveraged to help companies and investors navigate local markets, find business opportunities, and mitigate risk.

There has never been a better time to work with USAID/Jordan as we are expanding collaboration with businesses and investors that are building out their operations in Jordan, including co-investment in business and technology driven initiatives that educate, empower and increase employment opportunities for women and youth; improve domestic and commercial water and wastewater usage and management systems; deepen collaboration with Jordan's national and municipal governments through public-private partnerships; and expand access to products, services, jobs and markets across the Kingdom.

### Impact in Jordan



**Catalyzed Investment:** Since 2006, USAID has facilitated deals and supported the Jordan Investment Commission to develop regulations and processes to activate the Jordanian Investment Law.



**Aligned Human Capital:** Since 2015, USAID has partnered with companies across several industries to build the skills they need now and will need in the near future.



**Reformed Economic Policies:** USAID assisted the government with two of the three key policy reforms attributed to Jordan's jumping ahead 29 places—from 104 to 75—on the World Bank's 2020 Doing Business Report.



**Facilitated Trade:** USAID facilitated the Jordan-U.S. Free Trade Agreement, which increased trade between the two countries from \$569 million in 2001 to more than \$3 billion in 2019.



**Advocated Good Governance Reform:** USAID assisted the Government of Jordan to adopt new financial and accounting systems to increase efficiency and reduce corruption. Jordan is now the only country in the region where the majority of respondents to a Transparency International 2019 survey say that the government is doing a good job in tackling corruption.



### DRIVING CHANGE

USAID partnered with industry advertising leader Ogilvy, to create an award-winning water saving campaign to change the water use behaviors of Jordanians.

**“The campaign was overwhelmingly successful in highlighting the significance of preserving water resources in Jordan.”**

ORWA AL FALAYLEH  
Jordan Water Company (Miyahuna)

If you are interested in doing business in Jordan, USAID can help you to connect, invest, and expand your business. To schedule a meeting to explore the possibilities with partnership and subject matter experts, contact Anna Karmandarian at [akarmandarian@usaid.gov](mailto:akarmandarian@usaid.gov).

PHOTO: USAID JORDAN