



The Hashemite Kingdom Of Jordan
Ministry of Industry , Trade and Supply



“Opportunities don't happen, you create them”

Jordan is Visioning

Investment Promotion Mission
25-27 October 2022
Italy (Rome & Trieste)

Ministry of Industry, Trade and Supply



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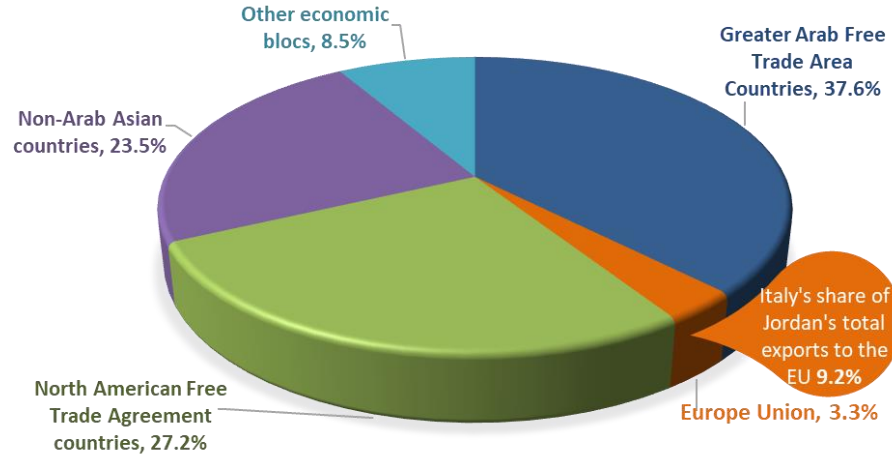




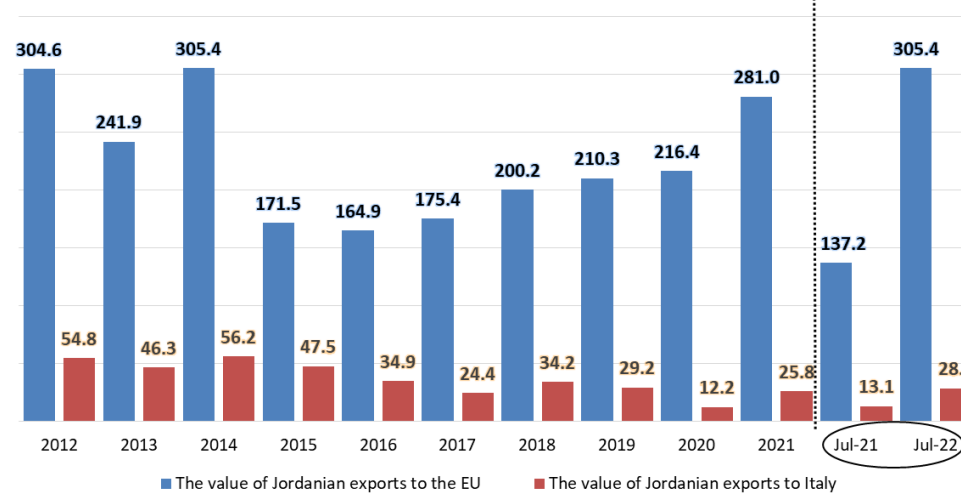
Trade exchange between Jordan and the EU and Italy

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Geographical distribution of national Exports during the year 2021



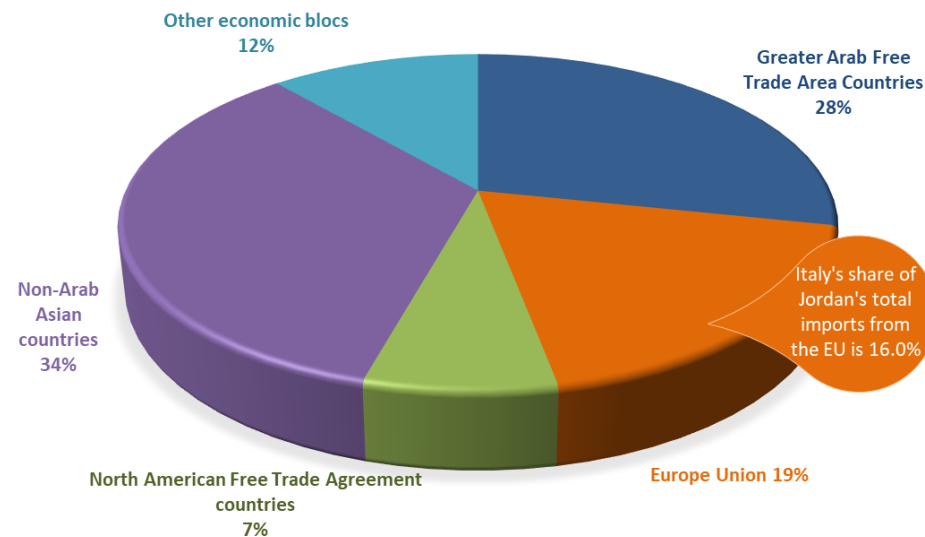
Jordanian Exports to the EU and Italy (million \$)



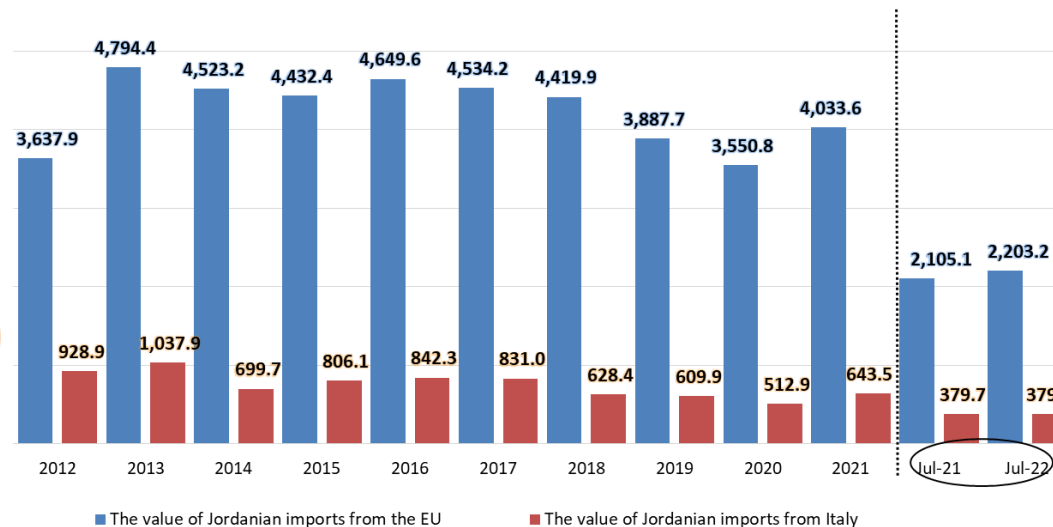
The most important Jordanian exports to Italy



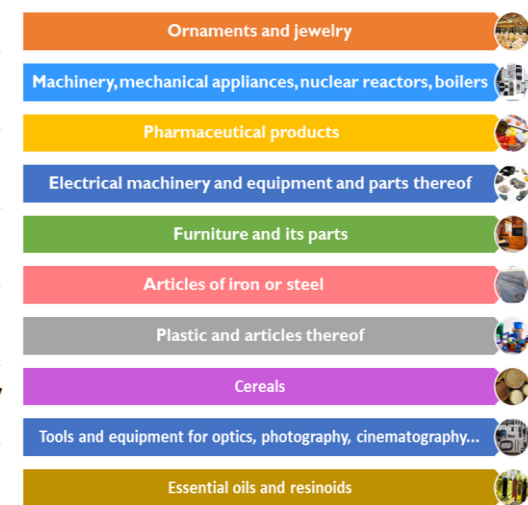
Geographical distribution of Jordan's Imports during 2021



Jordanian Imports from the EU and Italy (million \$)

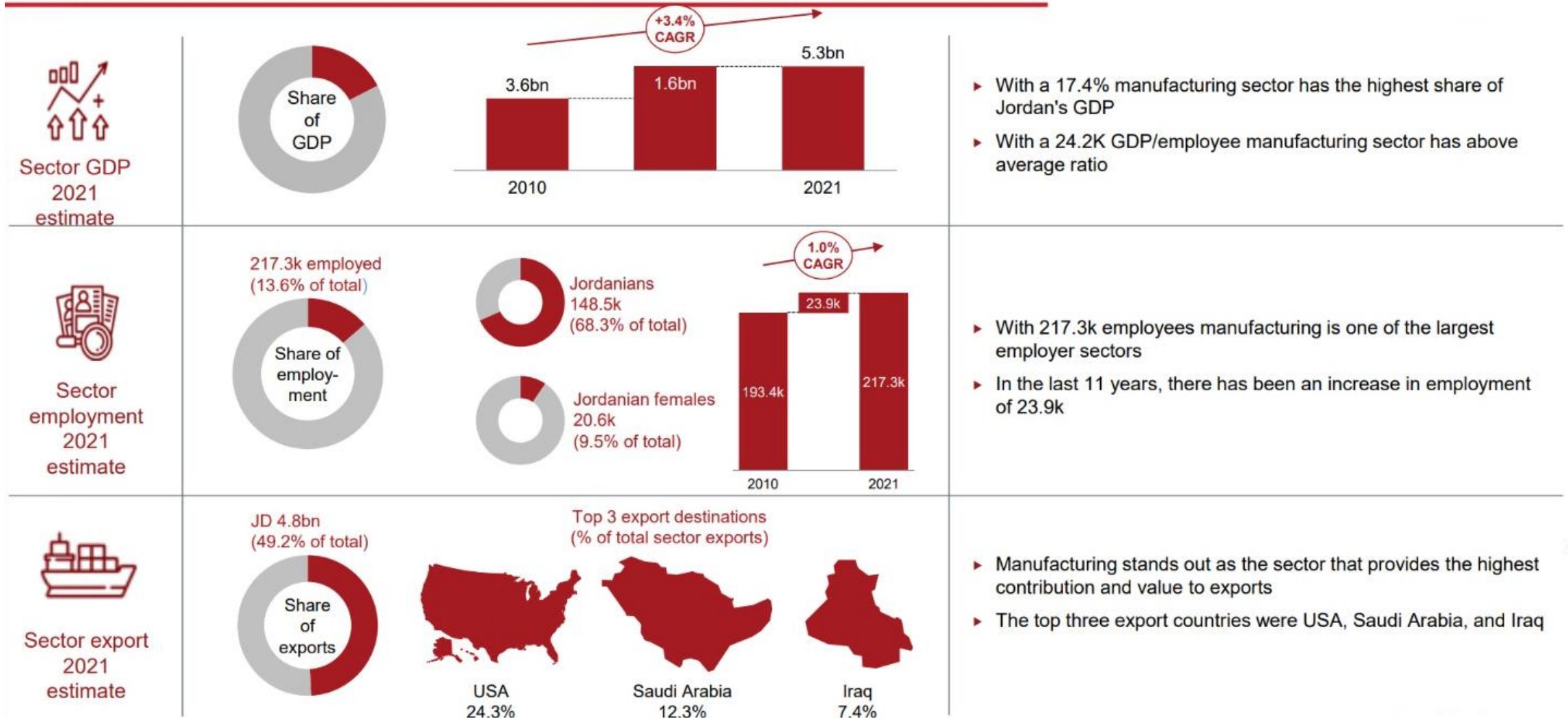


The most important Jordanian imports from Italy





Overview of the manufacturing sector in Jordan





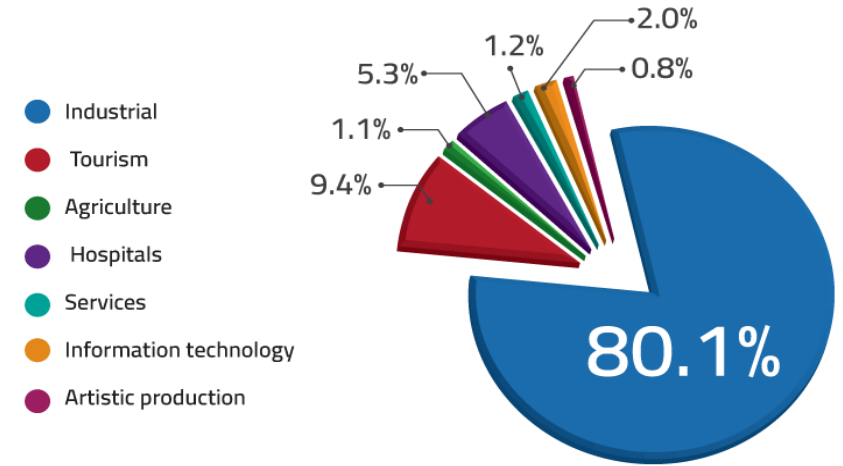
Women's economic empowerment in the manufacturing sector in Jordan

- These percentages indicate huge untapped potentials with regard to women's participation in the labor market in Jordan, which is reflected in the low percentage of women's contribution to the national economy.
- Based on the Ministry's role in promoting the national economy, work is currently underway, in cooperation with GIZ and USAID, to establish a unit specialized in women's economic empowerment. This unit will aim, through the tasks entrusted to it, and in cooperation with the relevant authorities from the public and private sectors, to increase women's involvement in the economic community and their contribution to the total GDP.



Investing in the manufacturing sector

- The manufacturing sector is one of the top sectors attracting foreign investors, as it acquires most of the investments benefiting from the Investment law, whether local or foreign investments flowing to Jordan
- The industrial sector is one of the most promising sectors in Jordan. this sector consists mainly of "manufacturing industries" sector, "extractive industries" sector and "electricity and water" sector.



Business Opportunities:

- ✓ Glass manufacture and silicon manufactured from silica.
- ✓ Mineral exploration projects – phosphate, copper
- ✓ Oil Shale extraction
- ✓ Copper mining and processing
- ✓ Uranium exploration / proving and processing
- ✓ Food
- ✓ Fertilizers
- ✓ Pharmaceuticals
- ✓ Textiles
- ✓ Minerals
- ✓ Chemical
- ✓ Engineering Industries



Cooperation between the MITS and UNIDO funded by Italian Agency For Development Cooperation (AICS)



“Job creation for youth and women through improvement of business environment and SMEs competitiveness”

The rationale supporting the project is based on two components:

OUTCOME 1: Developing an information system on the industrial sector that supports the production of evidence-based industrial and market intelligence analysis, through:

- Establishing a sustainable and up-to-standards computerized Industrial Intelligence Observatory
- Establishing of an Industrial Intelligence Unit to formulate, implement and monitor an evidence-based industrial policy (the Jordan Industrial Competitiveness Report).



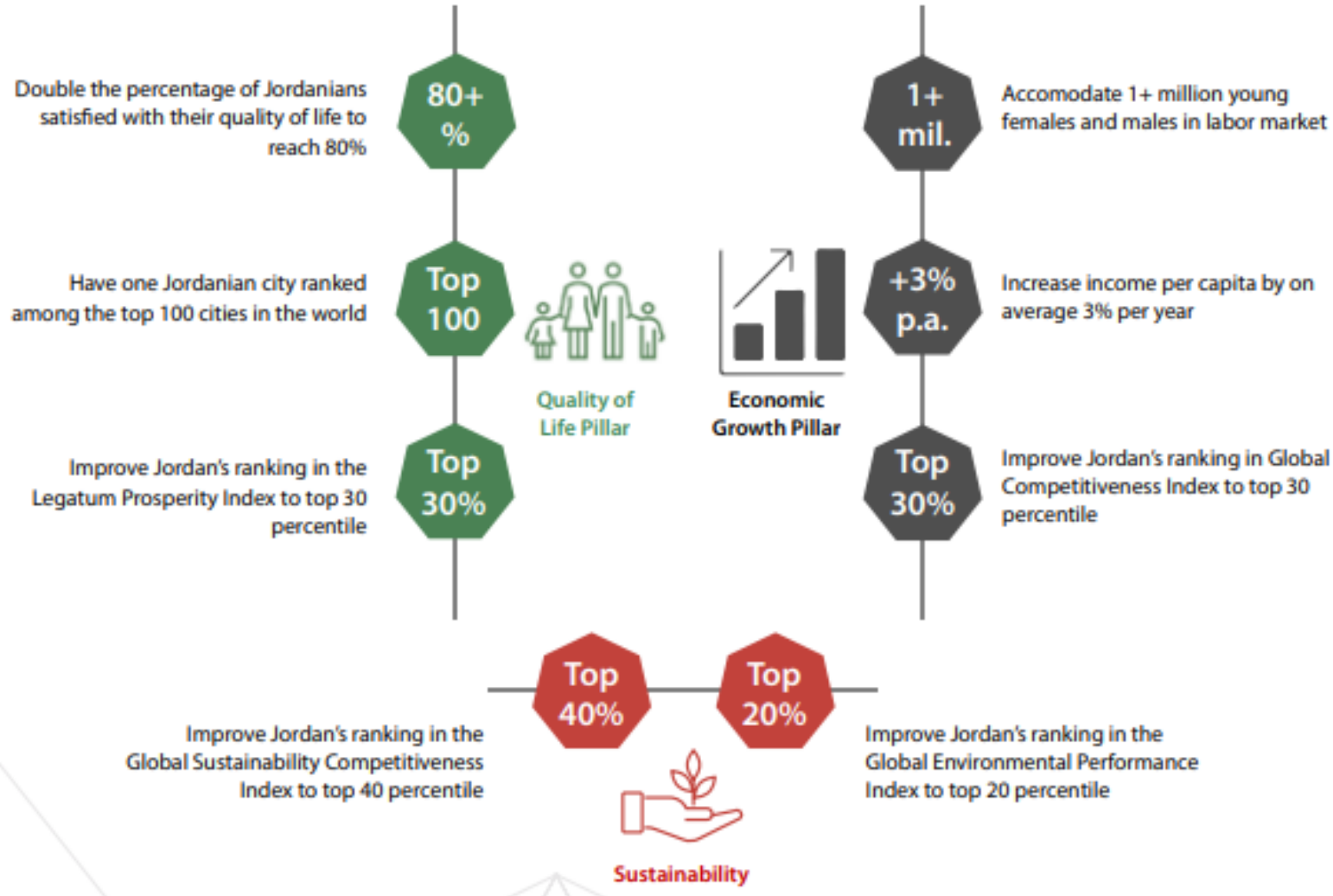
Cooperation between the MITS and UNIDO funded by Italian Agency For Development Cooperation (AICS) “Job creation for youth and women through improvement of business environment and SMEs competitiveness”

OUTCOME 2: Enhancing investment and market opportunities in three selected value-chain drivers of job creation

- Value chains sectors had been selected, mapped and analyzed.
- Based on assessed needs, tailored capacity-building programmes for public and private sectors are developed and implemented.
- Investments and market opportunities in the selected value chains are promoted.
 - ❖ **Innovative business acceleration model – LevelUp Accelerator has designed:** an initiative leveraging a set of digital tools to train, incubate and accelerate promising businesses in the three selected value chains by facilitating access to finance and digital markets.
- Establishing Export consortia in the selected value chains
 - ❖ **Garment/Uniforms:** strategy was approved and released by the consortium members early June 2021 (to seek support).
 - ❖ **Natural Cosmetics:** strategy was approved and released by the consortium members early June 2021 (to seek support).
 - ❖ **Food supplements:** The Food Supplement export consortium was officially launched early in January 2021; The Food Supplement Consortia currently consist of five food supplement producers exporting to the different countries in the region and aiming to expand their exports to Europe and USA markets.

Jordan's Economic Modernization Vision 2023-2033

Vision's Strategic Goals



“I do not set the strategies. In Jordan the economy is private sector led so we challenge the private sector to propose the strategy for their sector and we respond to and facilitate their requirements.”
(King Abdullah II, Dublin, March 1, 2004)



How Jordan faces the economic challenges?

❖ “Integrative Industrial Partnership For Sustainable Economic Development” Initiative

“Quadruple Partnership (Jordan, UAE, Egypt, Bahrain)”.

❖ Jordanian-Iraqi economic city.

- These partnerships came in response to the challenges imposed by regional and international circumstances and the updates in the international economic arena in general.
- These partnerships aim to achieve sustainable economic development in different industrial fields.
- These partnerships will give opportunity to benefit of competitive advantages, resources, capabilities, raw materials, expertise and distinguished geographical locations.



Why Jordan?

Market Access

- Access to over 350 million consumers in the MENA region
- Access to over 1 billion consumers globally through bilateral and regional free trade agreements with:
- EU Association Agreement
- European Free Trade Agreement
- Agadir Agreement
- Greater Arab Free Trade Agreement
- USA, Canada, and Singapore FTAs
- Association agreement between Jordan and the Great Britain and Northern Ireland.

Modern & well connected infrastructure

- World class Development Zones
- Network of roads
- Modern telecommunications infrastructure
- Telecommunications sector fully liberalized
- World Class international airports and airline, serving over 60 global destinations

Skilled & talented human capital

- Qualified human capital
- Talented and bilingual graduates
- One of the highest countries in the world in terms of engineers, physicians, and nurses per capita
- Government programs to fill in the gap between market needs and educational output

Security and Stability

- regional and international relationships
- A model of moderation and security
- Strong anti-corruption and transparency efforts
- Free market principles and respect for investor rights
- Reform driven government agenda, particularly in the fields of investment and public private partnerships





Thank You For Your Kind Attention

Contact Us!

- Info@mit.gov.jo
- [00962-6-5629030](tel:00962-6-5629030)
- <https://www.mit.gov.jo/>