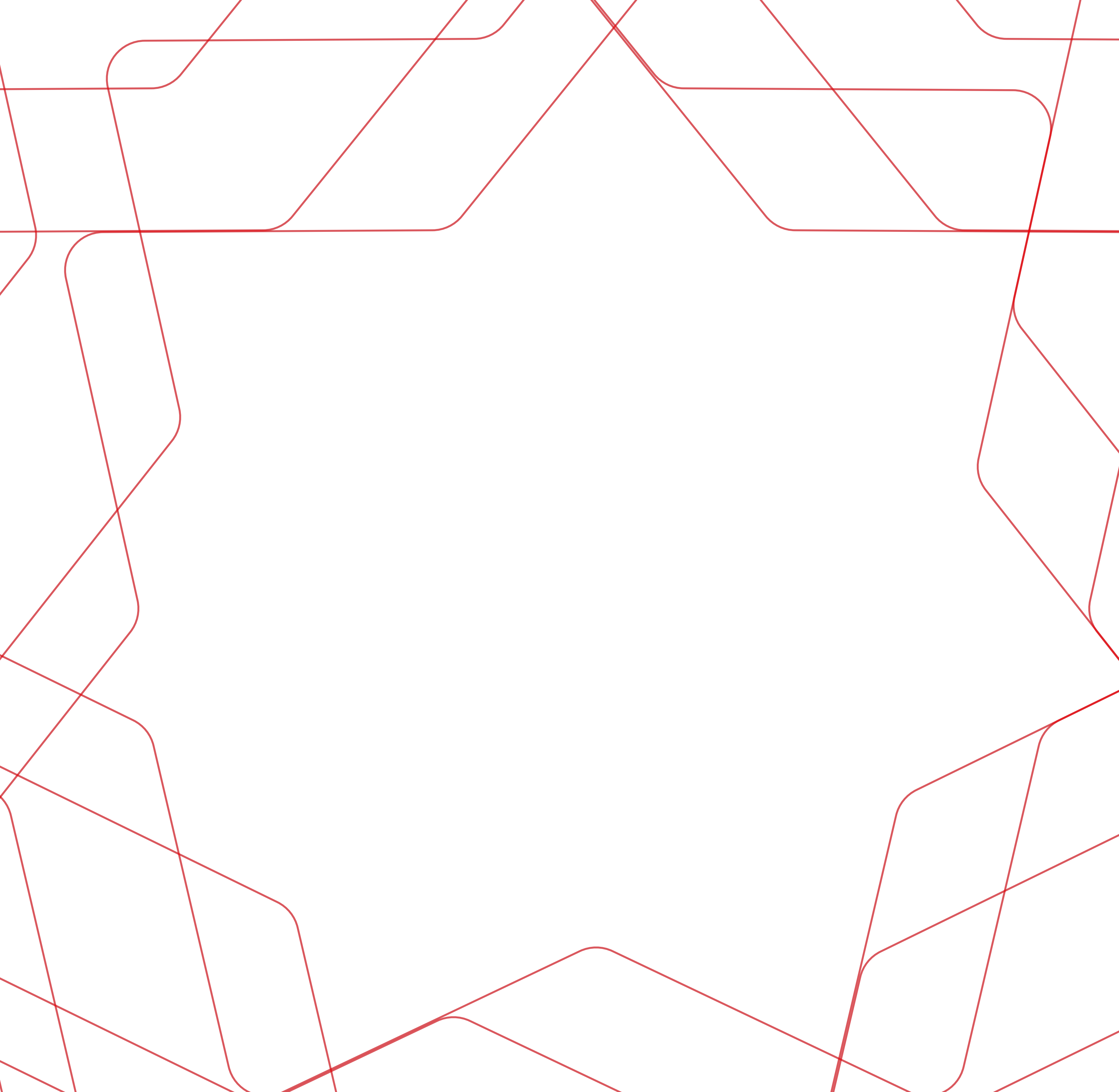
2025

JORDAN

YOUR PARTNER FOR RESILIENCE, DIVERSIFICATION, AND GROWTH



Your Partner for Resilience, Diversification, and Growth

“The future starts here; in this region, where there is 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

JORDAN

A History Carved in Stone. A Future Written in Clouds.

Long before empires rose, Jordan was already shaping the world. From the first sickles that revolutionized agriculture to the earliest bread baked in stone ovens, innovation is embedded in our soil. At the crossroads of ancient trade routes, Petra stood not only as a wonder of the world but as a gateway, where goods, cultures, and ideas moved freely across continents.

Today, that legacy continues. Jordan connects Europe, Asia, and Africa, not just geographically, but through human capital, energy, and innovation.

Our political stability is no coincidence. In a region shaped by complexity, Jordan has remained steady, thanks to strong institutions, deep-rooted national unity, and forward-looking leadership. We have hosted millions of refugees while maintaining security and growth. The world knows Jordan as a calm voice and a reliable partner.

Education lies at the heart of our identity. Jordanians place immense value on learning, not as a luxury, but a duty. This mindset has made us regional leaders in literacy and education attainment. English is widely spoken, a result of early investments in bilingual education and global engagement.

Jordan is a nation of thinkers and builders. We rank among the top countries globally in the number of engineers per capita. Our young, tech-savvy workforce is driving innovation in every sector, from fintech to cloud computing. In our culture, resilience isn't a reaction. It's a mindset.

This is more than a place to invest. This is a country that turns challenges into momentum.

JORDAN

Your Partner for Resilience, Diversification, and Growth

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JORDAN AT A GLANCE

A strategic gateway with ancient roots and modern ambition.

Below is a concise country profile highlighting Jordan’s key attributes for investors.

11.7 MILLION
Growing population
70% under **the age of 34**

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

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

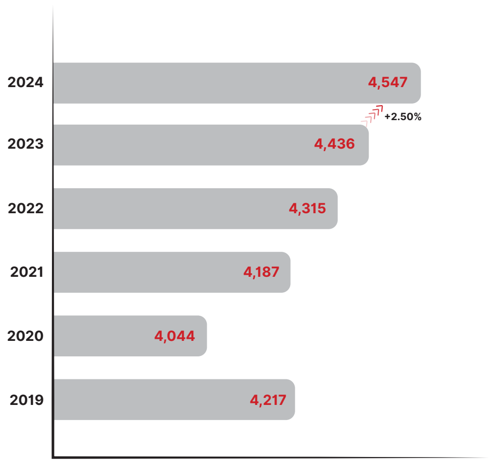
ARABIC
Official Language
ENGLISH
Widely spoken for business
Taught as a second language in schools

GOVERNANCE
Parliamentary Constitutional Monarchy

ECONOMY
Private sector-led market

Jordan GDP Per Capita (USD)

Jordan's rising GDP per capita signals improved productivity and a growing consumer base.



Investment Freedom Score (out of 100)

Jordan scores among the highest in the region for investment freedom — reflecting fewer capital controls and a more open investment environment.

Country	Score
UAE	50
KSA	50
Kuwait	55
Oman	60
Qatar	60
Egypt	65
Jordan	70

TOP REASONS TO CHOOSE JORDAN

Jordan offers investors a rare combination: regional access, economic stability, and pro-business policies — all backed by a talented workforce and a resilient, future-ready economy. In the following pages, you will discover eight strategic advantages that make Jordan an ideal destination for your next investment.

1 BUSINESS-FRIENDLY INCENTIVES & TAX SYSTEM

Jordan offers competitive incentives inside its development zones and for exported services — designed to drive growth and profitability for global and regional businesses.

5% **Corporate Tax**
One of the lowest in the region, available to manufacturing companies operating in development zones.

0% **Customs Duties & Sales Tax**
Applies to fixed assets, inputs, production requirements, and spare parts within development zones.

0% **Income Tax on Exported Services**
Companies exporting services benefit from full income tax exemption, boosting competitiveness in international markets.

0% **Sales Tax on Exported Services**
Exported services are completely exempt from sales tax, offering significant savings for service-based businesses.

10% **Corporate Tax**
Applies to all other registered enterprises operating within development zones.

Additional incentives are also available outside development zones, including exemptions on customs duties and potential income tax reductions for foreign companies.

Strategic and High-Impact Investments may qualify for enhanced support, especially those that involve:

- Large employment numbers
- High female employment
- Export-driven operations
- High local value-added
- High level of innovation and knowledge transfer

Investors in select rural areas may also receive extra benefits such as:

- Exemptions on land treasury sale/lease fees
- Reduced utility and infrastructure costs
- Waivers on registration and tax fees

PRO-BUSINESS LEGAL FRAMEWORK

Jordan offers a clear, investor-friendly legal environment with strong protections and clear regulations that support private-sector growth.

Law No. 21 of 2022 – Investment Environment Law

This landmark law strengthens Jordan's position as a reliable investment destination by introducing key reforms that simplify business processes, protect investor rights, and ensure fair treatment. Its core pillars include:

Process Simplification & Dispute Resolution

The law streamlines the registration, licensing, and business setup process in Jordan. It provides investors with access to a clear and transparent dispute resolution mechanism, including the option of 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 in all sectors with a few exceptions.

Land Ownership & Long-Term Residency

The law allows foreign investors to own land and property for their projects (subject to conditions) and grants long-term residency to them and their families — making it easier to manage investments while residing in Jordan.

Jordan connects investors to 1.4 billion consumers through global trade agreements, open skies, and seamless regional access.

49

BILATERAL INVESTMENT TREATIES

WTO

MEMBERSHIP WITH ACCESS TO 166 ECONOMIES

39

DOUBLE TAXATION TREATIES

Jordan Free Trade Agreements

1998
Greater Arab Free Trade Area (GAFTA)
(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 Free Trade Agreement
(Iceland, Liechtenstein, Norway)

2005
Singapore–Jordan Free Trade Agreement
(Singapore)

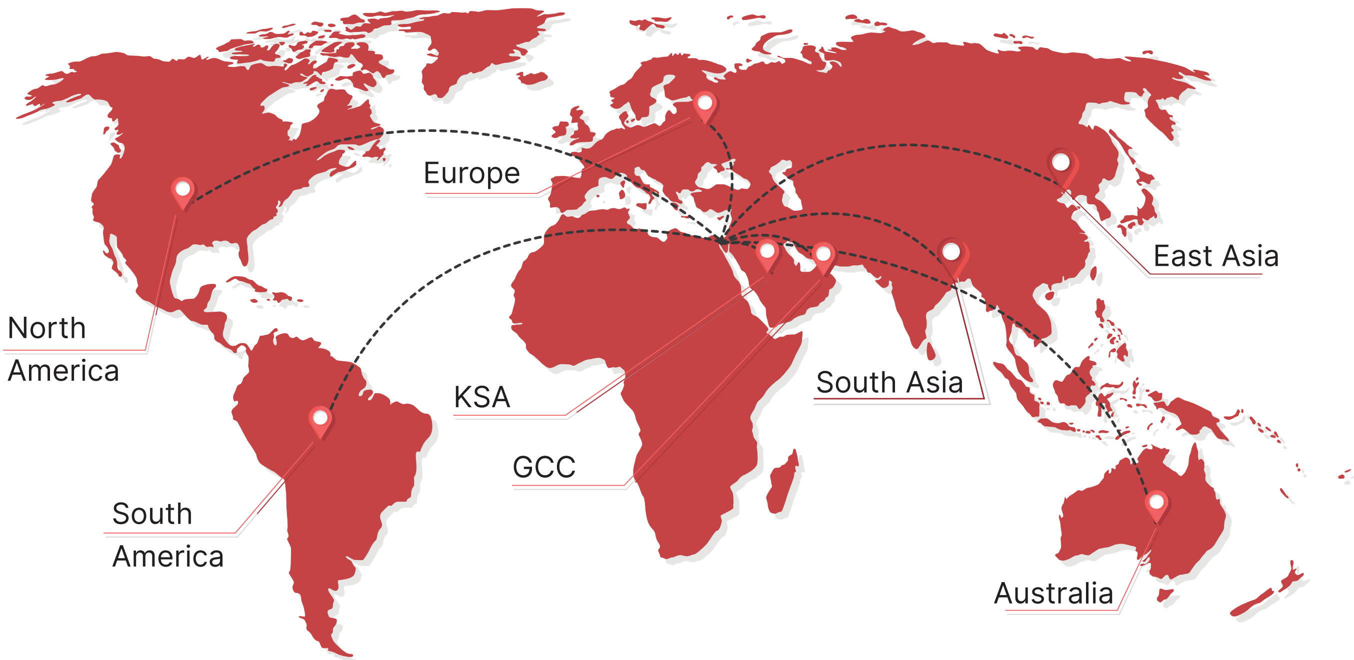
2007
Agadir Agreement
(Egypt, Morocco, Tunisia, Jordan)

2012
Canada – Jordan Free Trade Agreement
(Canada)

2021
UK – Jordan Association Agreement
(United Kingdom)

4 STRATEGIC LOCATION & GLOBAL CONNECTIVITY

Positioned at the crossroads of Asia, Africa, and Europe, Jordan's strategic geographic location makes it a vital transit country, enhancing value chain integration and regional trade routes.



WORLD-CLASS INTERCONNECTIVITY

Port of Aqaba

Jordan's sole seaport and the future site of the region's first decarbonized terminal, the Port of Aqaba is a major Red Sea logistics hub — serving as a gateway to regional and international markets.

Modern Air Facilities

Queen Alia International Airport (Amman), King Hussein International Airport (Aqaba), and Amman Civil Airport (Marka) provide extensive passenger and cargo connectivity — enhancing Jordan's role as a regional logistics and trade center.

Advanced Road Infrastructure

Jordan's integrated highway system links key cities with neighboring countries, ensuring seamless transport for goods and people across borders.

GLOBAL INTEGRATION & FLIGHT CONNECTIVITY

40+ International Airlines Operate in Jordan

TURKISH AIRLINES
Emirates
UNITED
BRITISH AIRWAYS
ETIHAD AIRWAYS
ROYAL JORDANIAN
RYANAIR
Lufthansa

Fast Access to Major Global Hubs

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

STRATEGIC ACCESS POINTS

- 3 INTERNATIONAL AIRPORTS
- SEVERAL MULTI-PURPOSE SEAPORTS IN AQABA
- 9 LAND BORDER CROSSINGS

5 COST-EFFICIENT OPERATIONS

Jordan offers globally competitive labor costs and a lower cost of living, making it an ideal base for businesses seeking affordability without compromising on talent or infrastructure.

Gross Average Monthly Wage (USD)

Average monthly wages in Jordan are significantly lower than those in most regional markets, offering investors a cost advantage in labor-intensive industries while maintaining access to skilled talent.

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

Cost of Living Index

Jordan's capital, Amman, ranks among the most affordable major cities in the region. A lower cost of living translates to reduced operating expenses for investors and lower living costs for expatriate teams.

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

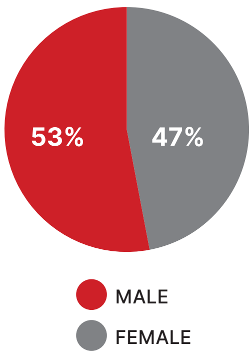
Minimum Monthly Wage in Jordan $408

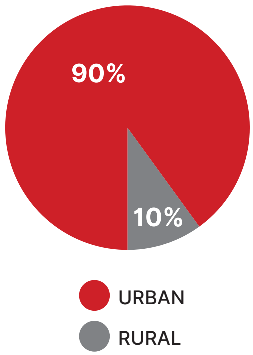
SKILLED, YOUNG, & BILINGUAL WORKFORCE 6

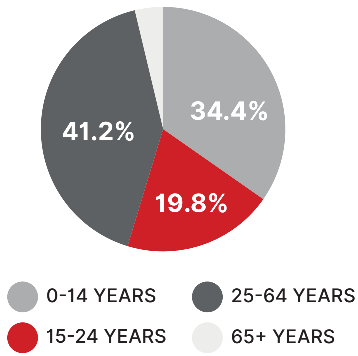
Jordan's workforce is young, educated, and bilingual — giving investors access to one of the region's most competitive labor pools. With strong gender diversity, widespread English fluency, and a high share of STEM and business graduates, Jordan offers the human capital to drive sustainable growth.

POPULATION SNAPSHOT (2024)

TOTAL POPULATION: 11,703,960







TALENT HIGHLIGHTS

74,733
total university graduates in 2023-2024

17.2%
of graduates specialize in medical fields

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

21.5%
of graduates specialize in engineering and technology

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

+120
nationalities work in Jordan

7 SAFE AND STABLE BUSINESS ENVIRONMENT

Jordan is consistently ranked among the most stable and secure countries in the region. Backed by strong rule of law and high scores on global peace and security indices, Jordan provides investors with a predictable, low-risk environment for long-term operations.

Global Peace Index

Jordan ranks among the region's most peaceful countries, according to the Global Peace Index. A lower score reflects higher levels of peace and security.

Country	Score
Qatar	1.52
Jordan	1.89
UAE	1.97
Morocco	2.02
Bahrain	2.12
KSA	2.26

Gallup's Law and Order Index

Jordan's safety score of 85 ranks it among the world's most secure and trusted countries. A higher score reflects greater public confidence in safety and law enforcement.

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

DIVERSE & GROWING EXPORT BASE 8

Jordan's export landscape is diversified, industrially advanced, and globally integrated. From high-value manufacturing to food processing, Jordan's products reach key markets across North America, the Gulf, and Asia — reflecting its strong trade capacity and strategic positioning.

Top Export Products of Jordan (2024)

Jordan's top exports (chemicals, textiles, pearls and precious metals, and prepared foods) highlight its strength in high-value manufacturing and processed goods.

Product	Contribution
Chemical Products	31%
Textile and Textile Articles	19%
Pearls and Precious Metals	8%
Prepared Foodstuffs	7%
Vegetable Products	7%
Mineral Products	6%
Machinery and Electrical Appliances	5%
Base Metals & Articles Thereof	5%
Live Animals and Animal Productss	3%
Plastics & Rubbers	3%

Top Export Destinations of Jordan (2024)

Jordan's export footprint spans major global markets, led by strong trade with the U.S., India, and the Gulf.

Destination Country	Contribution
USA	26%
SAUDI ARABIA	13%
INDIA	11%
IRAQ	11%
UAE	5%
CHINA	3%
PALESTINIAN N.A.	2%
EGYPT	2%
KUWAIT	2%
QATAR	1%


DAMAC

KEY SECTORS DRIVING GROWTH

Jordan's investment potential is anchored in 11 high-opportunity sectors — each aligned with global demand, national priorities, and long-term growth potential. From Digital Economy to Healthcare and High-Value Manufacturing, these sectors reflect Jordan's strategic focus on economic resilience, human capital, and regional leadership.

The following pages outline each sector's unique strengths, advantages, and value propositions for investors.

DIGITAL ECONOMY & ICT

A regional digital leader with 92.5% internet penetration, strong STEM talent, and 0% tax on ICT exports — Jordan is where tech scales fast and affordably.

- 19% year-on-year growth in digitally enabled jobs
- Ranked 20th globally in cybersecurity (ITU Global Cybersecurity Index)
- Ranked 2nd in MENA for mobile app creation relative to economic output

HIGH-VALUE MANUFACTURING

Jordan is manufacturing for the world — exporting to +140 markets with globally certified quality, advanced talent, and competitive costs.

- Total exports of USD 11.1 billion in 2024, reflecting 71.4% growth since 2018
- Access to global markets through an extensive network of free trade agreements
- Investor-ready property solutions for manufacturing companies in development zones
- Highest number of engineers per capita globally

TOURISM

With over 6 million visitors in 2024 and booming faith, heritage, and wellness tourism, Jordan is primed for new investments in hotels, resorts, and immersive experiences.

- 6.1 million visitors in 2024, with 5% visiting for Christian pilgrimages
- 919 hotels, including 47 five-star properties
- +16,000 archaeological sites, including 7 UNESCO-listed landmarks
- 34 unique sites dedicated to faith tourism

INFRASTRUCTURE

Jordan is becoming the region's green infrastructure hub, ranking 1st in MENA for renewables and home to one of the world's largest water desalination projects.

- 1st in MENA and 15th globally for electricity generated from solar and wind
- Ranked 3rd in the Clean Energy Country Competitiveness Index
- 1st in MENA for installed renewable energy capacity (excluding hydropower)
- 91% of treated wastewater recycled for agricultural use
- +30 wastewater treatment plants as of 2022
- National Water Conveyor Project is one of the region's largest, with a capacity of 300 million cubic meters annually

TRANSPORTATION AND LOGISTICS

Jordan is emerging as a regional logistics hub – driving a 62% export surge and ranking among the world's top 20 for logistics competitiveness and business fundamentals.

- Ranked 16th in the Agility Emerging Markets Logistics Index
- Aqaba Port is set to become the first decarbonized port in the region
- Over 2,700 kilometers of highways connecting Asia, Europe, the GCC, and Africa

FINANCIAL SERVICES

Home to one of the world's most stable banking systems and a booming fintech ecosystem, Jordan is emerging as a regional hub for financial innovation, venture capital, and digital transformation.

- 53% increase in digital payment transactions processed between 2023 and 2024
- Improved credit ranking to Ba3 Stable (Moody's, 2025)

HEALTHCARE

Ranked 1st in MENA for healthcare services, Jordan combines medical excellence with investment-ready opportunities in hospitals, health-tech, and medical tourism.

- #1 medical and wellness tourism destination in MENA
- 170% more physicians per 10,000 people than the global average
- USD 2.6 billion projected regional market size by 2028
- +35,000 board-certified physicians

CREATIVE INDUSTRIES

From Oscar-winning productions to MENA's rising gaming scene, Jordan offers a cost-competitive, talent-rich launchpad for Arabic content creation and digital media.

- 6 Oscar-winning and 41 Oscar-nominated films were shot in Jordan
- +50 museums, galleries, and art foundations across the country
- Talented youth who have worked in Oscar-winning movies

AGRICULTURE

With fast-growing exports, premium crops like Medjool dates and olives, and strategic access to GCC markets, Jordan's agriculture sector is ripe with investment opportunities in sustainable, high-demand agribusiness.

- 39% increase in agricultural exports in 2024
- Key supplier of fruits and vegetables to GCC countries
- Global leader in Medjool date production, with 85% of Jordan's date palms being Medjool
- Ranked 8th globally in olive production

EDUCATION

With a strong STEM talent pipeline, international student appeal, and one of the region's most robust education systems, Jordan offers investors a future-ready workforce built for innovation and growth.

- A leading regional destination for higher education, with 11% of students from abroad
- 7,505 schools and 36 universities across the country
- 74,733 annual university graduates, with 21.5% specializing in STEM fields (science, technology, engineering, and mathematics)

MINING

Rich in globally strategic resources, from potash and phosphate to rare earth elements. Jordan offers investors secure access to critical minerals that power global industries.

- Sole potash producer in the Arab world
- 5th largest phosphate reserves globally
- 7th largest potash reserves globally
- Home to significant deposits of rare earth elements (REEs)

GLOBAL TRUST IN JORDAN

Jordan's reputation as a trusted investment destination is reflected in the strength and diversity of its global investor base. From multinationals and industry leaders to visionary entrepreneurs, companies across sectors continue to choose Jordan as a hub for regional and international growth.

The following pages highlight real success stories, testimonials from global partners, and how you can take the next step.

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, the world's largest container shipping and logistics company, has been present in Jordan since 2002, operating regular weekly services to and from Aqaba and 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 on the London Stock 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.

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, 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 Uggla,
Chairman of the Board of Directors, 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."

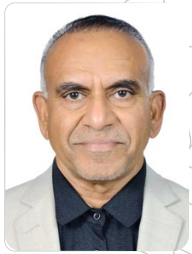
Thierry Deau,
CEO, Meridiam

"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, 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, Classic Fashion



"Jordan made it easy. We proved it can be done."

Aman Bhutani,
Former CEO and CFO, 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 — where you can also chat with Mo'in, our AI investment companion, available 24/7 to support your journey.

Invest Jordan | وزارة الاستثمار MINISTRY OF INVESTMENT

Your Partner for Resilience,
Diversification, and Growth