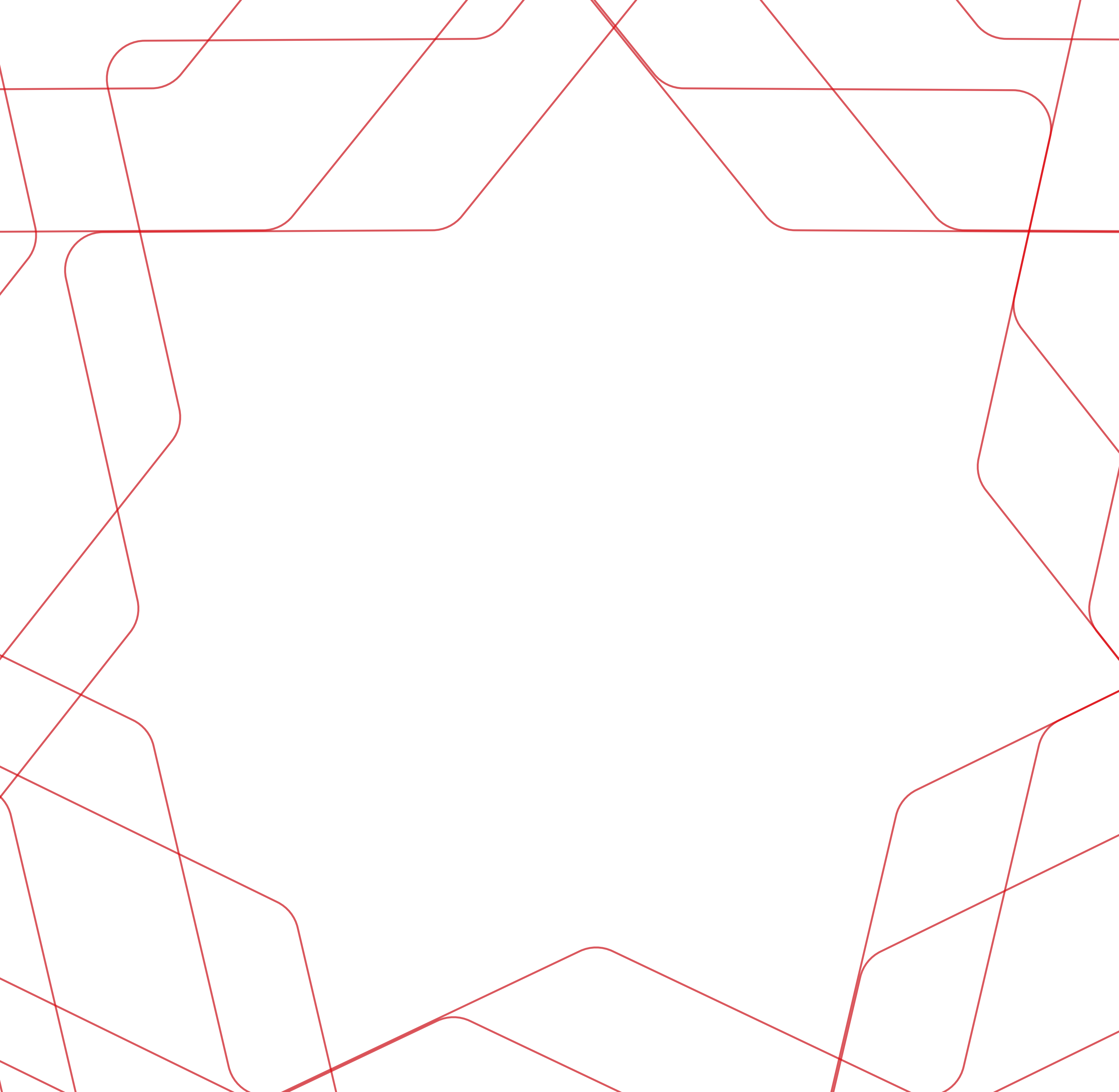
2025

JORDAN

Your Resilience Partner for Diversification and Growth



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

Jordan is a country with clear purpose and great potential. We have consistently proven to be a reliable partner for companies seeking resilience, diversification, and sustainable growth. At the Ministry of Investment, our mission is to support businesses in leveraging Jordan's competitive edge, unlocking high-value opportunities, and providing end-to-end support at every stage of the investment journey.

Launched in 2022, the Economic Modernization Vision (EMV) outlines a bold roadmap for sustainable growth and job creation, with the private sector at its core. We aim to attract investments that capitalize on Jordan's strong local talent, supportive ecosystem, advanced infrastructure, access to global markets, and stable banking and political systems – all essential to driving technology transfer and strengthening our integration into regional and global value chains.

We've seen this in action: from pharmaceuticals, engineering, food processing, and advanced digital and healthcare services, to unique tourism experiences, a growing mining industry, a diversified energy mix with 29 % renewables, and the region's first decarbonized port now taking shape in Aqaba – Jordan continues to deliver for investors.

The Ministry stands as the central authority for investment, backed by the EMV, which ensures clear priorities, streamlined procedures, and full-cycle investor support.

I invite you to explore the opportunities in this document, and discover why Jordan is not only open for business, but also shares your growth mindset and can-do attitude.

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

WHY JORDAN

FOR YOUR NEXT INVESTMENT

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A Competitive 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 for manufacturing companies.

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

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

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

10% **Corporate Tax**
This rate applies to all other registered enterprises operating within development zones.

Additional incentives apply outside development zones, including **customs exemptions** and potential **income tax reductions** for foreign companies.

Jordan offers competitive incentives to encourage new investment and expansion

- 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 added
  - ✓ 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 locations can qualify for additional benefits including: building, employment, and utilities subsidies subject to minimum employment commitments.

Strategic and 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 selected rural locations can qualify for additional benefits, including building, employment, and utility 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 – and so will Mo'in, your AI investment companion, available 24/7 on our website: www.invest.jo

Country Profile

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

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)**

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

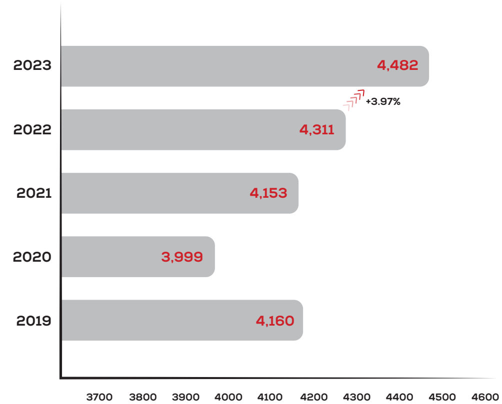
ARABIC
Official Language

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)



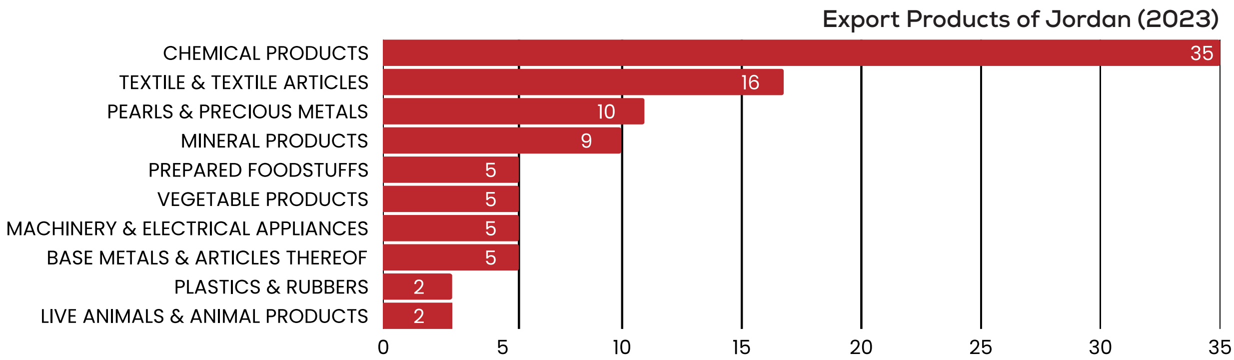
Investment Freedom Score (out of 100)

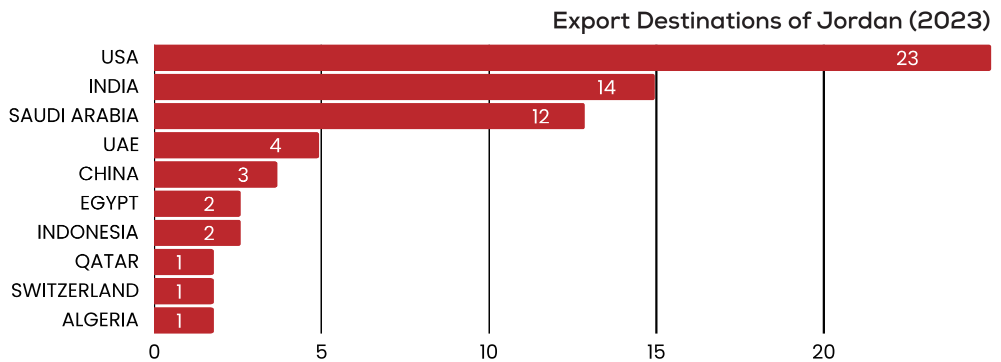
(higher = greater investment freedom)

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

Source: Economic Freedom Index 2024, The Heritage Foundation

A Diverse Mix of Sectors Powering Trade and Exports





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

Key Sectors Driving Growth and High Returns on Investment

Digital Economy and ICT

A regional digital leader with 91 % internet penetration, strong STEM talent, and 0 % tax on ICT exports – Jordan is where tech scales fast and affordably.

- **Ranked 11th** globally for digital and tech skills
- **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 **12.6 billion** in 2023, reflecting **62 %** growth since 2018
- Ranked **10th** globally in availability of competent senior managers
- 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

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

Key Sectors Driving Growth and High Returns on Investment

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 Global Green Economy 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 **400 million** cubic meters annually

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

Key Sectors Driving Growth and High Returns on Investment

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.

- **2nd most stable** banking sector globally (World Bank)
- **53 % increase** in digital payment transactions processed between 2023 and 2024
- Jordan's sovereign credit rating: **BB-** (2025, S&P Global Ratings)

Source: Jordan Department of Statistics, Jordan Export Strategy, Ministry of Digital Economy & Entrepreneurship, WITS
S&P Global Ratings 2025

Key Sectors Driving Growth and High Returns on Investment

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, trained in the US, UK, and Germany
- **Over 121** hospitals and medical centers

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.

- **The cinema market** in Jordan is projected to generate approximately **$7.54 million** in revenue by 2025
- **6 Oscar-winning** and **41 Oscar-nominated** films were shot in Jordan
- **50+** museums, galleries, and art foundations across the country

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

Key Sectors Driving Growth and High Returns on Investment

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.

- **%16** 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 3rd** across the country
- **74,733** annual university graduates, with %22 specializing in STEM fields (science, technology, engineering, and mathematics)

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

Mining

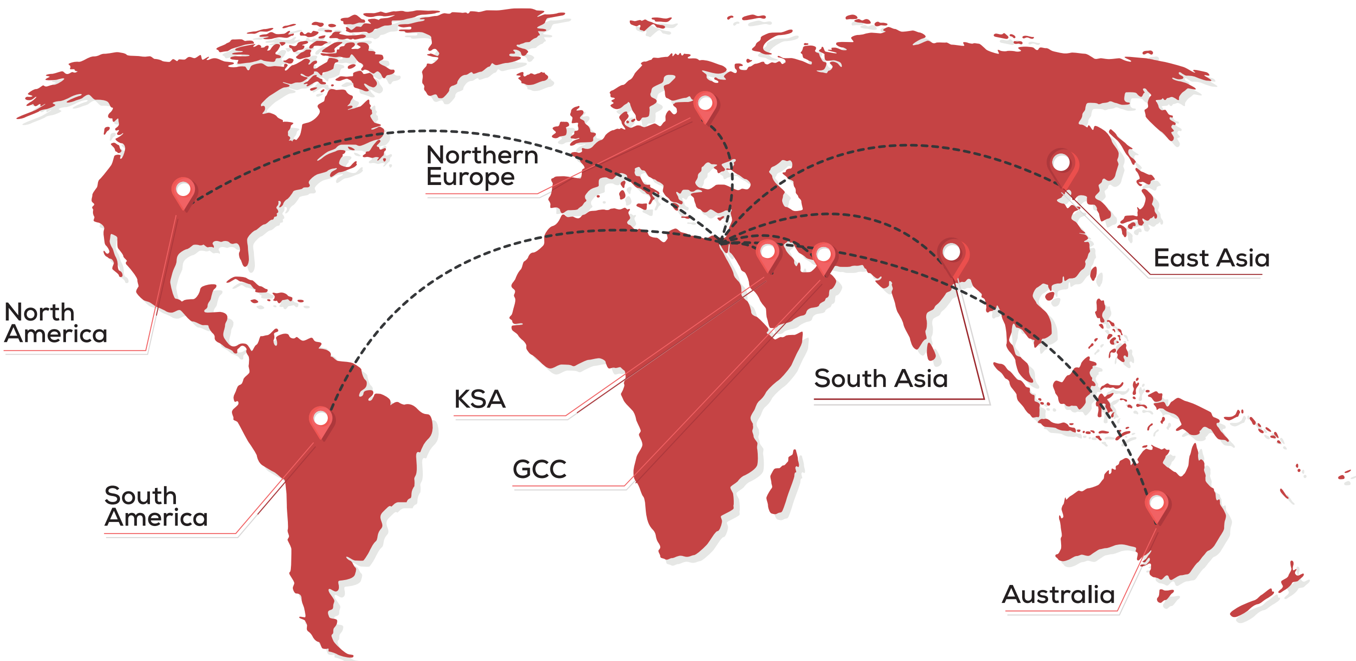
Rich in globally strategic resources, from potash and phosphate to rare earth elements. Jordan offers investors secure access to critical minerals that power global industries.

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

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

A Strategic Hub Connecting Asia, Europe, and Africa

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.



A Strategic Hub Connecting Asia, Europe, and Africa

INTERCONNECTIVITY

Port of Aqaba

As the country's sole seaport and what would be 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 Jordan

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

Centrally Located Between International Hubs

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

12 STRATEGIC ACCESS POINTS

- 3 Airports
- Several multi-purpose ports in Aqaba
- 7 Land Border Crossings

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

Access to Global Economies and 1.4 Billion Consumers via Free Trade Agreements

49

BILATERAL INVESTMENT TREATIES

WTO

MEMBERSHIP WITH ACCESS TO 166 ECONOMIES

39

DOUBLE TAXATION TREATIES

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 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)

Source: UNCTAD, The Ministry of Finance, WTO

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

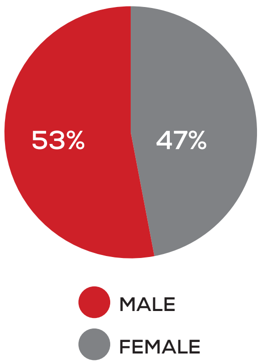
Foreign investors are treated equally to local investors under the law, ensuring non-discriminatory access to opportunities and full ownership of businesses in all sectors with a few exceptions

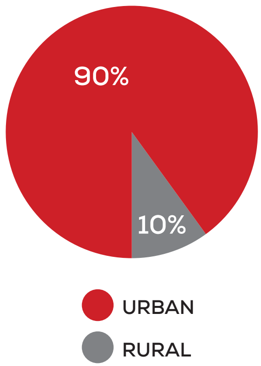
Land Ownership & Long-Term Residency

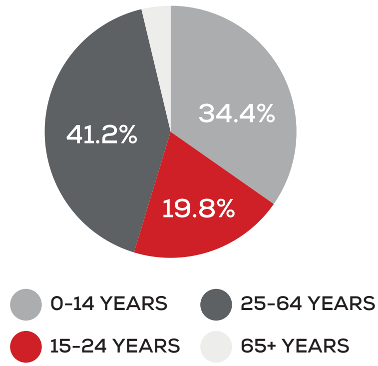
Foreign investors are allowed to own property and land necessary for their projects, subject to certain conditions. The law grants long-term residency to foreign investors, offering them and their families the opportunity to reside in Jordan while managing their investments

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

TOTAL POPULATION (2024)
11,703,960







10TH
globally in the availability of competent senior managers

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

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

11TH
globally in the availability of skilled labor

17.2%
of graduates specialize in medical fields

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

74,733
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

A Safe and Peaceful Harbor in the MENA Region

16th

SAFEST
COUNTRY GLOBALLY

Global Peace, Law, and Order Rankings (2023)

Global Peace Index
(lower score = more peaceful)

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

Gallup's Law and Order Index
(higher score = greater safety)

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

WJP Rule of Law Index
(higher score = stronger rule of law)

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

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

Cost-Efficient Operations with Globally Competitive Pricing

Minimum Monthly Wage **$408** | Average Monthly Wage **$599**

Gross Average Monthly Wage (USD)[1]

(higher = higher wages)

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

Cost of Living Index[2]

(higher = higher living cost)

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

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


BOSCH
Service
LTUC
Eurostyle
Economic Modernisation Vision
Unleashing potential to build the future

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 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 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 Uggla,
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."

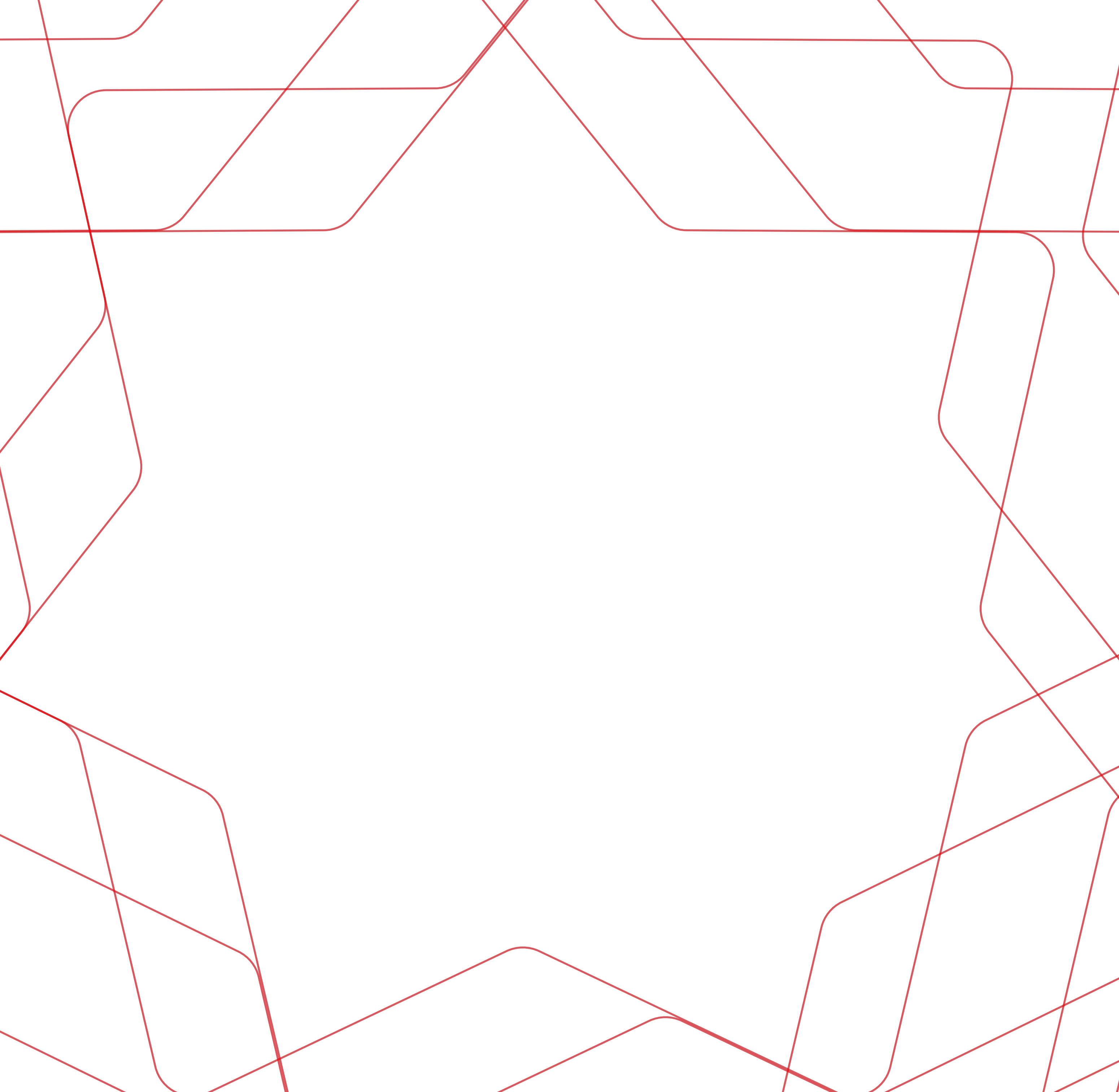
Aman Bhutani,
Former CEO and CFO of Expedia

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 7/24 to support your journey.

Invest Jordan | وزارة الاستثمار MINISTRY OF INVESTMENT



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