



PHOTO & CAPTION

Investment Brings New Jobs



Photo: Yahya Qawasmi, Al Tajamouat Industrial City

Under the watch of USAID-trained Janset Kasht, Al Tajamouat Industrial City has become extremely successful — the investment it attracts accounts for 42 percent of the total foreign investment in Jordan's qualified industrial zones and has helped create 16,000 jobs at the zone's 32 garment factories.

Jordan has unique access to the U.S. market through qualified industrial zones — designated industrial areas whose products can enter the United States without duties or quotas. The zones were designed in part to help Jordan attract foreign investment to boost the economy, but at the time Jordan had no strategy for actively courting investors.

USAID responded by helping staff of the Jordan Investment Board build their skills in conducting market research, managing investor relationships and planning promotional missions.

When Janset Kasht joined the staff of the Jordan Investment Board in 1999, she had no experience in promoting foreign investment. But with on-the-job training she received from USAID, she has excelled as business development manager of Al Tajamouat Industrial City. Under Janset's watch, Al Tajamouat has become extremely successful — the investment it attracts accounts for 42 percent of the total foreign investment in Jordan's qualified industrial zones and has helped create 16,000 jobs at the zone's 32 garment factories.

Says Janset, "I learned everything about investment promotion through USAID's training — how to target investors, make presentations, prepare marketing missions, and follow-up. I use this training every day to do my work better."

By 2004, Jordan's qualified industrial zones had attracted more than \$379 million in foreign investment, helping create more than 40,000 new jobs. Exports from the zones rose from just \$25 million in 2000 to \$581 million in 2003.