

Jordan is looking to establish itself as a base for regional and international trade, particularly in the midst of the reconstruction of Iraq. The U.S. - Jordan FTA, further development of the special economic zone of Aqaba, and continued growth in the Qualifying Industrial Zones (QIZs) will aid Jordan's economic prospects and commercial appeal. Reforms to the customs, taxation, and investment laws have made Jordan's business climate an excellent one for U.S. Investment.

Market Overview

- ▶ The Jordanian Government's commitment to fiscal consolidation, sound macroeconomic management, and international support has contributed to improving financial stability and private sector confidence in Jordan. Despite heightened regional unrest, including the war and ongoing violence in Iraq, Jordan's resilient economy grew at a respectable 3.2% in 2003. Over the last four years, Jordan's economic growth rates in real terms have averaged 4.1%.
- ▶ The Jordanian economy greatly relies on its service sector, which constituted 70% of Jordan's GDP in 2003. Industrial estates, established by the government to attract industry through the provision of incentives such as tax and fee exemptions, continue to grow.
- ▶ The United States and Jordan have enjoyed a strong bilateral relationship since the 1940's. Over that period, the U.S. has provided Jordan substantial economic and military assistance, and more recently has become its largest trading partner.
- ▶ U.S.-style creative promotions are gaining popularity as consumers become more sophisticated and competition increases. U.S. firms may also advertise on the Commercial Service/Amman website: www.buyusa.gov/amman

Top 5 Sectors

1. Building Materials and Construction Services
2. Energy Investment
3. Water Treatment and Desalination
4. Healthcare and Medical Equipment
5. Safety and Security

