Country Profile
Hashemite Kingdom of JORDAN

ICDT 2025

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General Data

General info

Capital: Amman - Constitutional Monarchy multiparty parliamentarian
- Location: Near East - Area: 92,300 km2
- Time zone: GMT + 2

Demography

- Population: 11,439,213- 2023
- Natural increase: 1.6% - 2023
- Official and business language: Arabic, English

Currency

Jordanian Dinar (JOD)
1 USD = 0.71 JOD - May 2025

macro economy

- GDP: 50.97 MM USD Growth: 2.7% - 2023
GDP per capita: 4,455.5 USD - 2023
- Employment rate of people aged 15 and over: %

International trade

Imports – 2024: USD 21.75 MM
Exports – 2024: USD 9.60 MM

FDI

- FDI stocks in 2020: USD 39.6 MM
- Inward FDI flows in 2020: 843 M USD

Strong facts

- **High growth rate (phosphate production, tourism, etc.)**
- **Favorable business environment**
- **Qualified and competitive human capital.**
- **Modern connected infrastructure**
- **Presence of special economic zones**

GDP growth

International Monetary Fund (IMF): forecasts growth of 2.9%, subject to an improvement in the regional situation. This will be underpinned by household consumption (nearly 80% of GDP in 2023), which will be boosted by ongoing monetary easing.

Jordan is one of the countries most committed to financial reforms in its region (privatization, tax reforms, opening of the banking sector). The economy is based on services (finance and tourism) as well as industry (textiles, pharmaceuticals, fertilizers).

Jordan's economic growth is supported by strategic reforms, a skilled workforce, and strong regional partnerships. Its diverse economy benefits from sectors like tourism, ICT, manufacturing, and renewable energy. The country's location at the crossroads of major markets, combined with numerous free trade agreements, enhances export potential. Government efforts to improve the business climate, attract foreign investment, and foster innovation are strengthening economic resilience.

Doing Business in Jordan

Doing business in Jordan offers strategic advantages and notable reforms. Located at the crossroads of Asia, Europe, and Africa, Jordan provides access to over a billion consumers through its numerous free trade agreements. The government has launched the Economic Modernization Vision (2023–2033) and offers incentives in priority sectors like ICT, tourism, renewable energy, and manufacturing. Foreign investors benefit from full ownership in most sectors and a streamlined one-stop-shop system under the Ministry of Investment.

Jordan boasts a well-educated, bilingual workforce and solid digital infrastructure, especially in hubs like the King Hussein Business Park. The country's political stability, modern banking system, and strong ties with global institutions further support investor confidence.

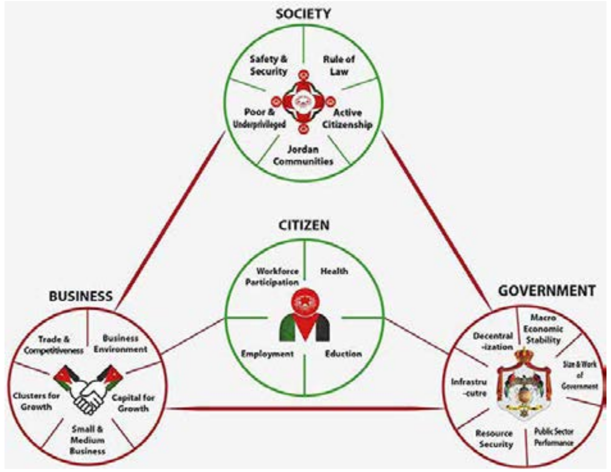
Jordan's ongoing reforms, investment-friendly policies, and human capital make it an attractive destination for businesses looking for long-term, stable growth opportunities in the Middle East.

Main sectors of activity

4.6 %	Share of agriculture in GDP It employs 3% of the population
34.5 %	Share of industry in GDP It employs 24% of the population
60.9 %	Share of services in GDP They employ 73% of the population

Sector Strategies

Jordan 2025 is based on the identification of a set of goals that the Jordanian government aspires to achieve through the adoption of procedures and policies at the sectoral level. The goals involve:



- Economic growth, fiscal stability, reduction of public debt to safe levels
- Foreign investment: improving and increasing the competitiveness of enterprises and investments.
- Development of the economic sectors by the diversification of the markets and the improvement of the tools and means of the exporting sectors with strong added value.
- Encouraging small and medium-sized enterprises.
- Strengthening labor market policies.
- Increasing participation of women in the labor market.
- Give due consideration to people with special needs.

Infrastructure

Maritime

12 ports including the port of Aqaba, Jordan's main transport hub and maritime link with 20 million tonnes.

Road

The kingdom has a road network of about 8000 km, it is the gateway to Iraq.

Airport

Queen Alia International Airport (QAIA), near Amman, is Jordan's largest and main international airport in addition to King Hussein International Airport in Aqaba and Amman Civil Airport just outside Amman.

Railway

The Hejaz Railway provides the basic track for much of Jordan's contemporary freight-only rail service.

Energy & Telecom

Jordan imports most of its energy.
Mobile penetration reached 147% of the total population

Promising Sectors

01 **ICT**: ICT sector is characterized by an abundance of innovative software developers, service providers and start-ups thanks to its developed infrastructure and strategic location.

02 **Agriculture :** up-to-date production technology, multiplicity and diversity of products with high technical specifications and quality standards.

03 **Renewable energies:** Strong momentum driven by specific legislation and a cluster of new solar and wind power projects underway.

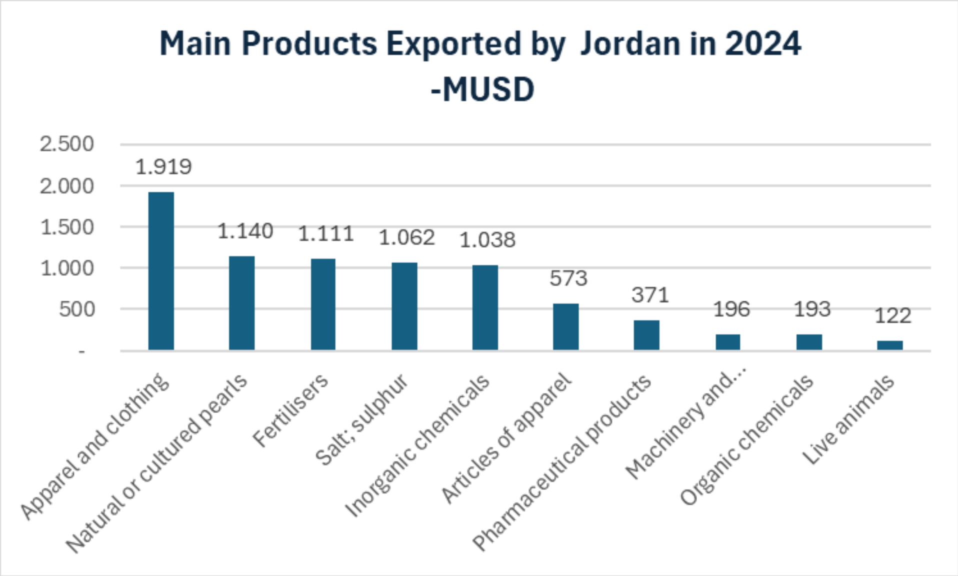
04 **Healthcare:** High quality services, world-class skilled medical workforce and accredited hospitals and facilities.

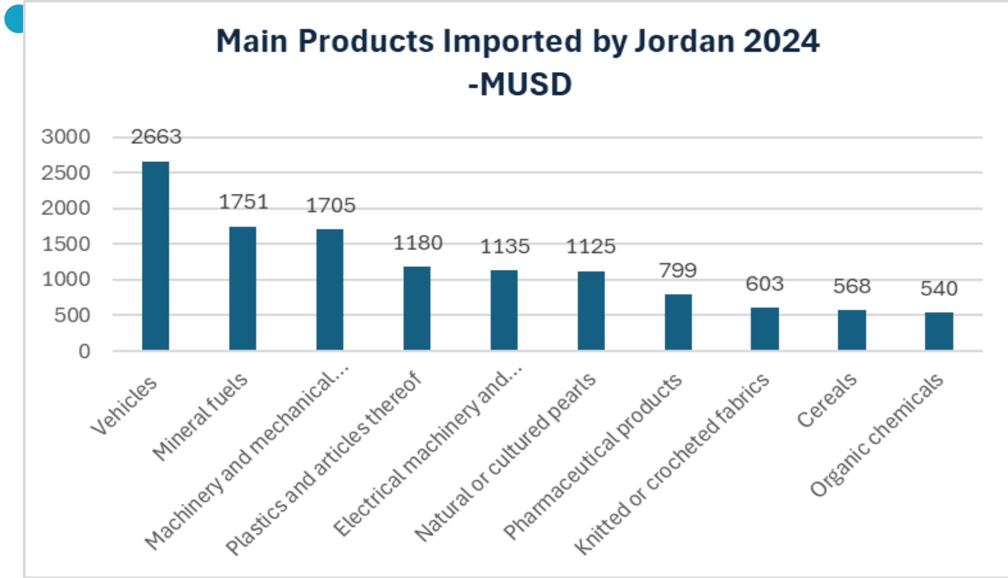
05 **Industry:** Jordan's pharmaceutical manufacturing industry is competitive. It is the third largest export product category after fertilizers and clothing.

06 **Tourism:** fast-growing sector with many promising niches. It remains a key pillar of the Jordanian economy

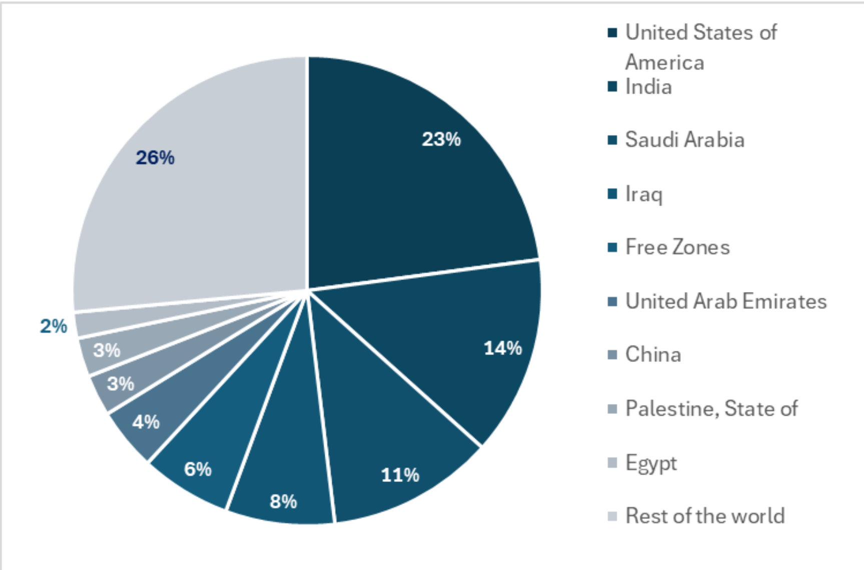
07 **Transport:** Jordan's central location between the Levant and the GCC is generating exceptional growth in the air transport and logistics sector.

International trade

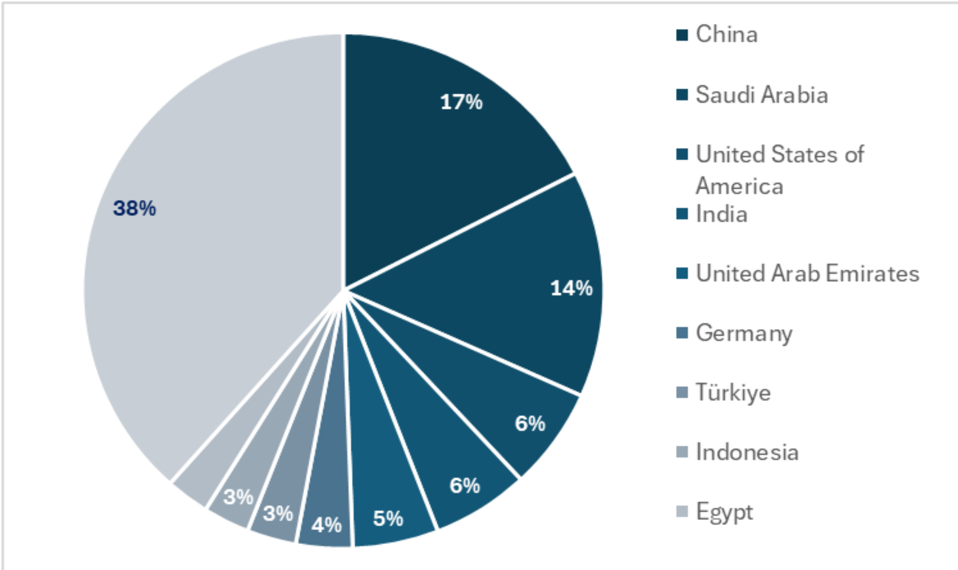




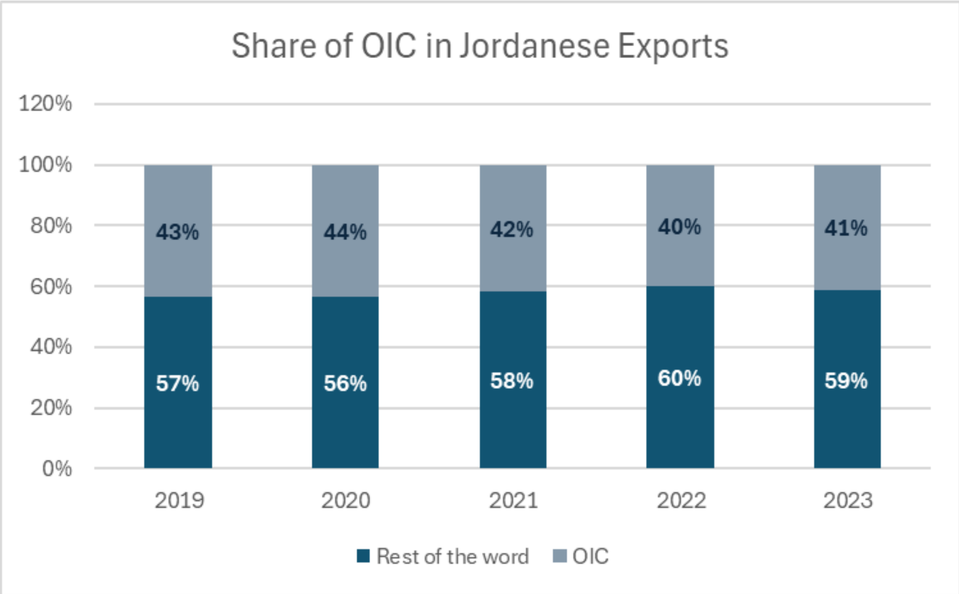
Main customers of Jordan in 2023

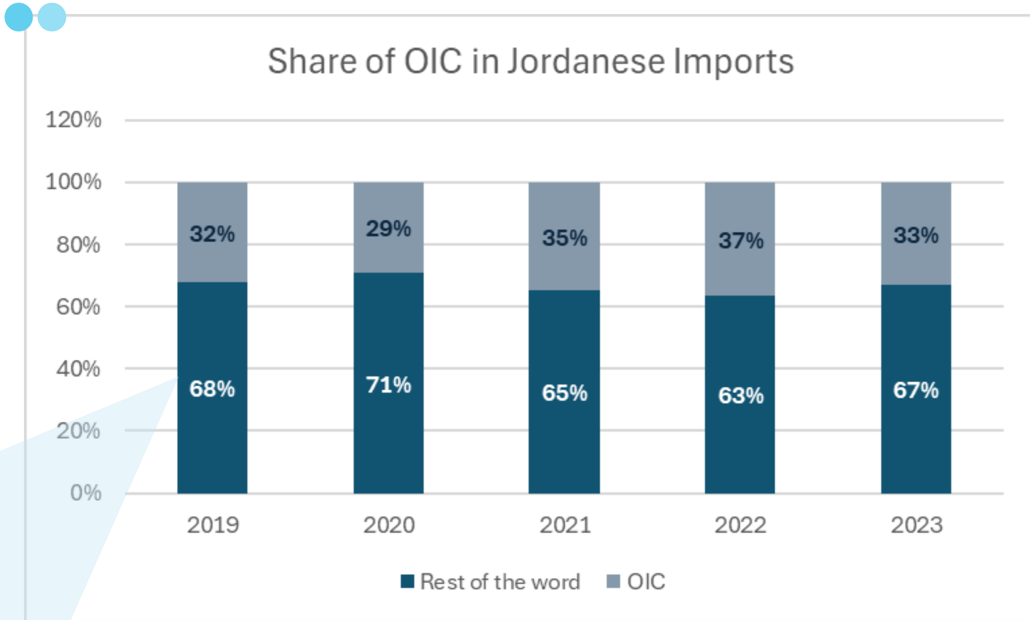


Main Suppliers of Jordan in 2023



Intra-OIC Trade





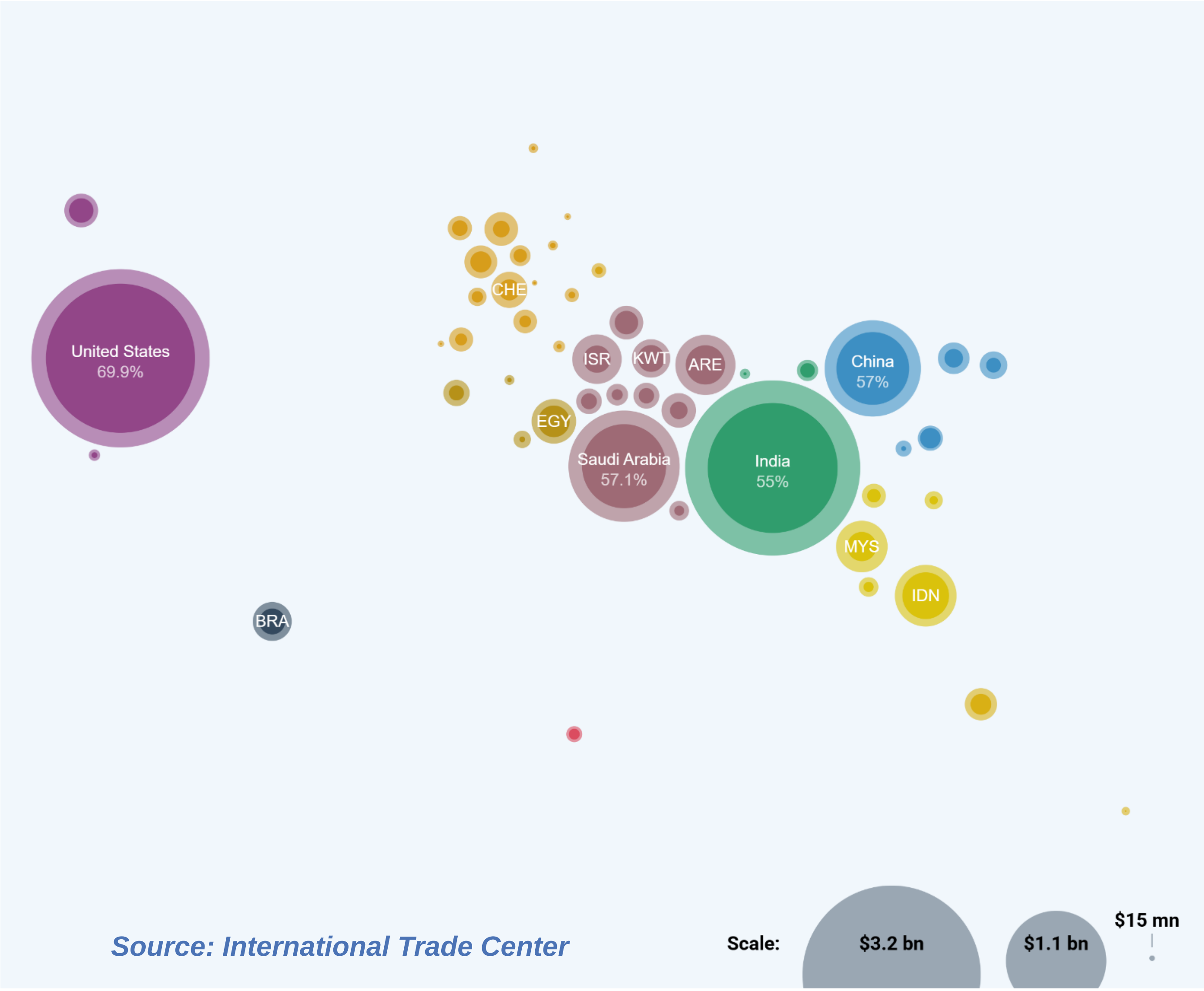
Top 10 Customers, OIC Members in 2023

1. Saudi Arabia
2. Iraq
3. United Arab Emirates
4. Palestine, State of
5. Egypt
6. Indonesia
7. Kuwait
8. Qatar
9. Algeria
10. Türkiye

Top 10 Suppliers, OIC Members in 2023

1. Saudi Arabia
2. United Arab Emirates
3. Türkiye
4. Indonesia
5. Egypt
6. Iraq
7. Malaysia
8. Palestine, State of
9. Lebanon
10. Oman

Jordan's export potential by country of destination



Source: International Trade Center

Markets with potential for Jordan's exports

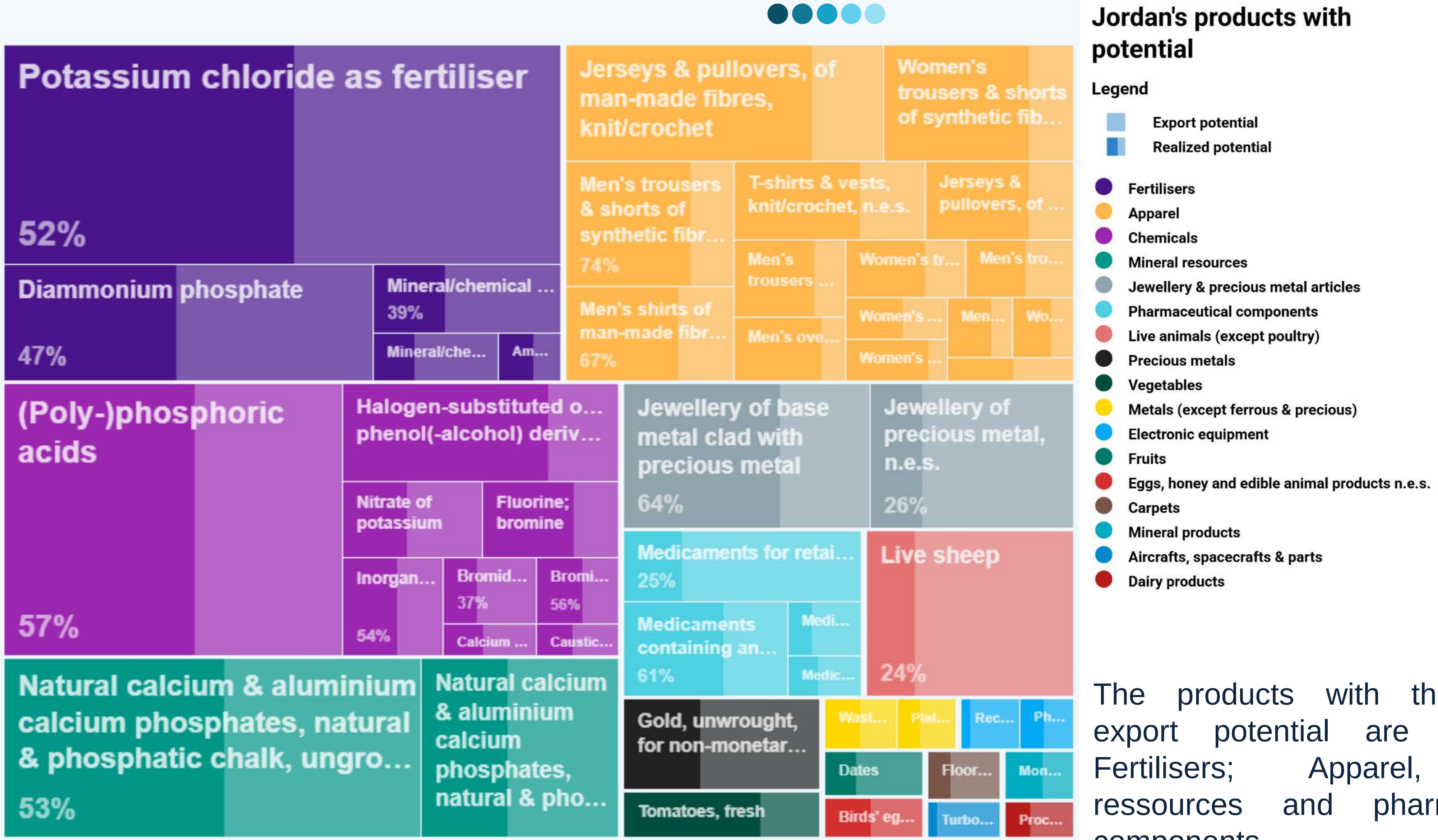
Legend

- Export potential
- Realized potential

- North America
- South Asia
- Middle East
- East Asia
- EU & West Europe
- Southeast Asia
- Northern Africa
- South & Central America
- Pacific
- Southern Africa
- East Europe & Central Asia

Within the OIC region, the markets with the highest export potential are located in the Middle East and South East Asia region

Jordan's Export Potential by Product



Source: International Trade Center

The products with the greatest export potential are Chemicals, Fertilisers; Apparel, Mineral ressources and pharmacetuicals components

Market Access

Investing in Jordan

Customs Duties and Taxes

Average rate: 16.2%
Average rate of agricultural products: 23.7%
Average rate of non-agricultural products: 15%

Non-Tariff Measures

All prepared and mixed foods can be tested by the Jordan Food and Drug Administration (JFDA). Import licenses are required for cookies of all types, mineral water, milk powder for industrial use, used tires and others. For more information, visit the Jordanian Customs website at https://www.customs.gov.jo/en/.
Imported products must comply with the labeling and marking requirements issued by the Jordanian Standards and Metrology Organization (JSMO).

Trade Agreements

Member of the WTO
Member of the Agadir Agreement and PAFTA
Trade agreement with Canada, European Union, EFTA, Singapore, United Kingdom and United States.

Fairs and Exhibitions

For more information , visit the website:
https://www.eventseye.com/fairs/c0_salons_jordanie.html

Why Jordan

Strategic geographical position and normalized international relations, sustained growth rate, qualified and competitive human resources, favorable business environment, up-to-date and well-connected infrastructure, presence of special economic zones throughout the country.

Special Economic Zones

The main parks are Abdullah II Ibn Al Hussein Industrial Zone, 12 km southeast of Amman; Al Hassan Industrial Zone and QIZ in Irbid; Al Hussein bin Abdullah II Industrial Zone in AlKarak; Aqaba International Industrial Zone and QIZ (Qualified industrial Zones); Ma'an Industrial Zone; and Al Muwaqar Industrial Zone.

Implemented Measures

Exemption from income tax for up to 10 years; Exemption from tax on income from the export of goods and services; Free repatriation of capital, profits and wages.

Public markets

The Government Tenders Department is in charge of managing public contracts: https://www.tenderjo.com/

Contacts

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Jordan Investment Board

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