**Reinforcing trade links**

With its young and highly skilled population, modern ICT infrastructure and well-connected air, sea, road and rail links, Jordan is a thriving hub for international trade, particularly in the Middle East and North Africa region.

A constitutional monarchy strategically positioned at the gateway to Asia and the Middle East, Jordan has long been viewed as one of the most liberal and stable countries in the region.

New Prime Minister Musa Bakhit, appointed by King Abdullah II in February, will lead political reform and head a government focused on growing export-oriented sectors like tourism and manufacturing, as it continues to woo investors with competitive incentives and a business-friendly environment.

Since diplomatic ties were established in 1994, Jordan and Japan have maintained friendly relations, with numerous opportunities to strengthen economic and diplomatic links.

As the regional financial hub of the Middle East, Aqaba is Jordan’s economic and industrial center and a strategic gateway for Japanese investments.

**“We need additional funding. Internationally, we have been approached by private institutions.”**

Abdul Karim Alwain, JPRC’s CEO

In this context, Jordanian-Japanese collaboration in economic zones and Jordanian products in the Japanese market would increase economic growth substantially, and there are plans to develop Japanese products within the region. The government is actively working to develop energy sources, including use of the country’s uranium, wind, solar and wind power resources and keen to link the Japanese energy sector to these projects in order to acquire the technology needed.

**“With an impressive clutch of worldwide trade agreements, Jordan has been able to unlock its industrial base and is rapidly moving toward more advanced world markets.”**

JPRC’s CEO Abdul Karim Alwain describes how the company was largely unaffected by the recession. “It was not as bad as in other sectors,” he says. “With retro-fitting, for example, 2009 exceeded 2008 by 20 percent. Moreover, Jordanian banks have high confidence in JPRC and offered to extend our credit lines.”

Company expansion in long overtake and JPRC is looking in particular to be able to provide lighter products for domestic use, which will push production costs down and in turn represent a huge margin increase.

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