Standing proudly at the crossroads

Jordan is taking advantage of its strategic location and enhancing its reputation as a world-class investment destination.

A beacon of stability in an unstable region, the Hashemite Kingdom of Jordan continues to set the standard for political, social and economic stability throughout the region and human rights in the strategic location at the heart of three continents.

Thanks to around 7 million people, Jordan has faced many external challenges and social turbulence in recent times due to the crises in neighboring Syria and Iraq. Despite these obstacles, the ambitious kingdom continues to steadily grow its economy and act as a strong magnet for foreign investment from a wide range of international partners, including Japan. Well-known Japanese corporations such as Mitsubishi and Mitsui are helping to develop King Abdullah City for Information Technology (ICT), manufacturing, medical and communications technology (ICT), manufacturing, medical and communications technology, particularly fertilizers - information companies taking advantage are among the plethora of foreign investment opportunities in key sectors such as energy, agriculture - particularly in meat production - and telecommunications (ICT), manufacturing, medical and communications technology, particularly fertilizers - information companies taking advantage.

Jordan benefits from the trade agreements (FTA) with major trading partners, providing access to billions of dollars of potential investment, including investments in industrial zones, logistics, storage and service providers in the Aqaba Special Economic Zone, as well as in the water and transport sector, and channel investments toward them. It is equally important that we continue to build on what Jordan has achieved in ICT and keep up with international advancements and on the path to maintain Jordan’s competitiveness in this important sector, which has a major role in providing opportunities for Jordanian talent.

“Jordan is an important business gateway for the region, an open country, moderate, peaceful and one that always promotes integration,” said Imad Fakhoury, Minister of Planning and International Cooperation.

It is important to have established partnerships to advance our business environment and modernize economic legislation, to keep pace with international advancements and best practices. As such, it is vital to provide an improved environment for investors with better quality services.”

He added, “Attracting foreign direct investment is a top priority for our government ministry, based on the diffi cult regional situation,” he said. “We have developed an investment policy that aims to blend comprehensive and sustainable economic development with a tighter weaving of the national social fabric. The existing blueprint calls for hundreds of policies and procedures to be implemented by the public and private sector and civil society organizations over the next ten years. The plan’s executive summary states: “The most important goal is to improve the welfare of citizens and the basic services provided to them, to create a balanced society where opportunities are available to all and the gap between governance and citizens is reduced.”

We are on a path of rejuvenating economic re-boost, despite the difficult regional situation,” he said. “We have developed an investment policy that aims to blend comprehensive and sustainable economic development with a tighter weaving of the national social fabric. The existing blueprint calls for hundreds of policies and procedures to be implemented by the public and private sector and civil society organizations over the next ten years. The plan’s executive summary states: “The most important goal is to improve the welfare of citizens and the basic services provided to them, to create a balanced society where opportunities are available to all and the gap between governance and citizens is reduced.”

“We are also focused on self-employment and entrepreneurship along with various micro enterprises, all of which create jobs in the region. This also includes developing Jordan’s PPP program to deliver public infrastructure and investments. This is a country with a successful track record of implementing $18 billion worth of PPP in the past 10 years — in water, transport and renewable energy. Two of the big energy projects actually have Japanese investors.

“Within the framework of looking forward we also package and launched $23 billion worth of new PPP for the next decade,” he added. “These are in the areas of renewable energy, transport, urban development, ICT, tourism, water and other sectors. We call on Japanese companies to look at these opportunities and invest as they are very successful partners. Jordan is an important business gateway, an open country, moderate, peaceful and one that always promotes integration.”
Energy expansion powers growth

Foreign firms are leading the charge to invest substantial sums in conventional and renewable energy generation across Jordan.

According to a forecast by the International Energy Agency (IEA), global energy demand is likely to increase by around 40 million tons of oil equivalent by 2040. The forecast highlights the importance of investing in renewable energy sources to meet growing energy needs, while also addressing climate change challenges.

In Jordan, the Petroleum Refining Company (JPRC) is one of the leading players in the oil and gas sector. In a recent interview, the CEO of JPRC, Abdel Karim Alawin, highlighted the company’s commitment to investing in renewable energy projects to reduce its reliance on oil shale.

“Investing in renewable energy is essential for ensuring a sustainable and secure energy future,” said Alawin. “The government of Jordan has set ambitious targets for increasing the share of renewables in the energy mix, and JPRC is committed to meeting these goals.”

The Jordanian government has identified renewable energy as a key component of its national energy strategy. The government aims to increase the share of renewable energy in the country’s energy mix from 7% in 2018 to 30% by 2030. This target is supported by international organizations, such as the World Bank and the International Finance Corporation (IFC), which have provided financial support and technical assistance to Jordanian projects.

In addition to JPRC, other leading players in the Jordanian energy sector, such as the National Electric Power Company (NEPCO) and the Jordanian Solar Institute, are actively developing renewable energy projects. These projects aim to reduce the country’s dependence on oil and gas imports, while also improving energy security and reducing greenhouse gas emissions.

“JPRC has always tried to be at the forefront of the renewable energy efforts in Jordan,” said Alawin. “We believe that investing in renewable energy is essential for ensuring a sustainable and secure energy future.”

The Jordanian government has set ambitious targets for increasing the share of renewables in the energy mix, and JPRC is committed to meeting these goals. The company has already taken significant steps towards achieving this goal, including the development of a large-scale solar project in the southern desert region of Jordan.

“JPRC has a long-term strategy to transform into a green company, and we are committed to investing in renewable energy projects to meet our targets,” said Alawin. “We believe that investing in renewable energy is essential for ensuring a sustainable and secure energy future.”

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Port city is gateway to riches

Aqaba is the region’s most important transshipment hub and a vital link in a multibillion dollar supply chain. The city, which is on the Red Sea coast of Jordan, is a global economic hub with strong growth and Jordan is committed to promoting economic development and investment in the area. The port of Aqaba is one of the world’s largest and is a major transshipment hub for goods entering and leaving the Middle East and Africa. The port is also a key hub for the global fertilizer industry, with Jordan being one of the world’s leading producers of potash and phosphates.

Fertilizer giants help to feed the world

The world’s largest fertilizer companies have a combined annual production of over 100 million tons of fertilizer. These companies are able to produce an astonishing amount of fertilizer each year, which is used to feed the growing population of the world. The fertilizer industry is a vital component of the global economy, as it helps to ensure that there is enough food for everyone. The companies that produce fertilizer are constantly looking for ways to improve their processes and increase their output, in order to meet the growing demand for food.

Phosphorus products produced by JPMC are helping to bridge the world’s food gap. The company has a number of partnerships with other companies and organizations, in order to ensure that the fertilizer is produced and distributed as efficiently as possible. The company is committed to sustainability and is constantly working to reduce its environmental impact.

Fueling the nation for over half a century

Jordan Petroleum Refinery Company has been providing fuel and energy to the Jordanian market for over half a century. The company has grown significantly over the years, and now provides a variety of products to meet the needs of its customers.

The company operates a number of refineries, which are located in different parts of the country. These refineries have a combined capacity of over 700,000 barrels per day. The company is also involved in the production of petrochemicals, and has a number of facilities dedicated to this purpose.

The company is committed to providing its customers with high-quality products, and has a strong reputation for reliability and dependability. The company is proud of its history and its contribution to the country’s economic growth and development.