



WORLD TRADE
ORGANIZATION



Página 2: ABOUT YOU

P1

JORDAN

Respondent (Country or Customs Territory)

P2

About you

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Página 3: SECTION A: TRADE PRIORITIES IN NATIONAL DEVELOPMENT PLAN OR STRATEGY(IES)

P3

Yes

Do you have a national development plan or strategy?
(ies)?

Página 4: SECTION A: TRADE PRIORITIES IN NATIONAL DEVELOPMENT PLAN OR STRATEGY(IES)

P4

If yes, does your national development plan or strategy(ies) include trade priorities?

Yes,

If yes, please provide further details including hyperlinks to relevant documents containing trade priorities::

Jordan's Economic Modernisation Vision 2030 The (GoJ) has implemented various programs and policies to represent a series of successive and complementary programmes in partnership and broad participation of all parties from the public and private sectors to achieve comprehensive development, sustainable economic growth, and an improved quality of life. The Government announced its Priorities Programme aimed to address challenges and promote economic recovery in the face of the COVID-19 pandemic. To complement these efforts, In June 2022, Jordan's Economic Modernization Vision was announced under the patronage of His Majesty King Abdullah II aiming to enhance, over a 10-year period, growth, and quality of life by creating one million new jobs; improving Jordan's ranking on global competitiveness, environment, prosperity, and sustainability indexes; and expanding into high value-added service and industrial sectors. The authorities estimate the investment needed to realize the Vision is JOD 40 billion, 70% of which is expected to come from the private sector, and 30% from the public sector, with donor support. With this, EMV creates new foreign direct investment opportunities in Jordan. The vision and its roadmap were developed collaboratively, relying on data-driven and market-driven approaches, analysing Jordan's competitive position and reviewing national development strategies of peer countries. The roadmap consists of eight engines of economic growth covering 35 main and sub-sectors, with number of initiatives and a clear implementation plan. The roadmap emphasizes sectoral linkages, complementary roles of sectors, and shared characteristics to promote integration and maximize synergies. One of the engines focuses on high-value industries, aiming to position Jordan as a regional hub for industry and increase exports of high-quality products. The vision also includes a future strategy for economic growth, targeting emerging sectors with high growth potential and aiming to provide more income opportunities, increase per capita GDP, and enhance Jordan's global competitiveness. The Council of Ministers has approved the "Executive Program for the Economic Modernization Vision 2023-2025" to implement the initial phase of the vision. The program comprises 183 carefully selected initiatives out of approximately 380 to be executed until the end of 2025. It encompasses priority initiatives, projects, policies, and procedures aimed at achieving the Vision's goals by 2033. Notably, the program takes into account the importance of women's empowerment, with a focus on initiatives expected to directly impact women's empowerment by 72%, complemented by an indirect impact of 28%. Performance and progress will be monitored through the Government

and progress will be monitored through the Government Performance and Achievement Follow-up Unit of the Prime Ministry via an electronic system launched in two phases. Overall, the Economic Modernisation Vision with its three phases, seeks to diversify Jordan's economy and reduce reliance on traditional industries. Jordan's export strategy As part of its economic modernization vision for the period 2023-2025, the Jordanian government has developed a comprehensive national export strategy with ambitious objectives. The primary goal of this strategy is to cultivate a favorable business environment for Jordanian industrial and agricultural goods and services, thereby fostering balanced and stable economic growth. The strategy is built upon several pillars, including the identification of productive opportunities and challenges within the industrial sector, the enhancement of export competitiveness and quality, the diversification of the product portfolio for goods and services, and the facilitation of access to non-traditional markets, as well as the exploration of new markets. To achieve the outlined objectives, an action plan comprising more than 100 activities has been devised and is aligned with the key pillars of the national export strategy. Jordan's export strategy places a strong emphasis on promoting innovation, providing support to small and medium-sized enterprises (SMEs), and investing in infrastructure to create an enabling environment for businesses. Jordan's export strategy encompasses a range of measures aimed at diversifying exports, enhancing competitiveness, and expanding the country's presence in international markets. These measures include trade agreements, sector-specific strategies, export promotion agencies, export financing and incentives, market diversification, compliance with quality standards, entrepreneurship and innovation support, skills development, and market intelligence. The majority of export-related activities in Jordan are facilitated through Jordan Exports (JE), a public-private export institution established with the aim of coordinating national export initiatives. JE serves as the overarching organization responsible for designing, developing, and promoting exports in Jordan. By employing innovative and demand-driven approaches, JE empowers and enhances the capabilities of Jordanian companies, accelerates export development, increases export volume, and strengthens Jordan's global connections. <https://www.jordanvision.jo/en>
https://www.mit.gov.jo/EBV4.0/Root_Storage/AR/AR_services_2020/Export_Strategy_2023_-_2025.pdf

P5

Yes

Does your national development strategy(ies) have a thematic focus?

Página 6: SECTION A: TRADE PRIORITIES IN NATIONAL DEVELOPMENT PLAN OR STRATEGY(IES)

P6

If yes, please choose options from the non-exhaustive list of thematic options of key strategic objectives below. (If an objective(s) does not appear in the drop-down list, please tick other and add details in the text box.)

DEVELOPMENT WITH SPECIFIC ECONOMIC CHARACTERISTICS:

- '
- Economic diversification,**
- Enhancing exports in non-traditional sectors,**
- Export diversification,**
- Expansion of the agriculture sector,**
- Expansion of the manufacturing sector,**
- Expansion of the services sector,**
- Expansion of the digital economy,**
- Infrastructure development,**
- Trade integration,**
- Institutional strengthening (e.g. good governance, transparency and accountability)**
- '
- Climate change mitigation,**
- Climate change adaptation,**
- Innovation and technological development,**
- Expansion of the formal economy,**
- Expansion of the MSME sector,**
- Expansion of public-private partnerships,**
- Human capital development (e.g. education through skills, training and health)**
- '
- Higher labour productivity,**
- Employment creation,**
- Women's economic empowerment and gender equality**
- '
- Youth employment and skills,**
- Pollution control,**
- Sustainable resource management,**
- Waste management ,**
- Circular economy,**
- Improved (national) environmental governance,**
- Food security,**

DEVELOPMENT WITH SPECIFIC SOCIAL CHARACTERISTICS:

'

Additional information on thematic issues::

The Economic Modernisation Vision and its Roadmap is based on two strategic pillars: a pillar focused on

based on two strategic pillars: a pillar focused on accelerating sustainable and inclusive growth by unleashing Jordan's full economic potential, while the second is centered on society, targeting the improvement of quality of life of all Jordanians to secure a better future for all. The two pillars are underpinned by sustainability. These two pillars address the two key challenges facing Jordan and the Jordanian people; sustainable income opportunities and improving the quality of life. These were derived from a comprehensive national survey conducted by research experts and a sample of 2500 Jordanians (females and males) during the Vision development efforts, and through engagement with a wide variety of stakeholders that represent all societal segments in Jordan across all governorates. Through the economic pillar, Jordan is expected to create leaps in economic growth to accommodate 1 million young females and males in labor market over next decade. A precursor for achieving these goals is substantially enhancing Jordan's international competitiveness across all underlying drivers, from the quality of Jordan's hard and soft infrastructure, to legal environment, to ease of doing business, and to Jordan's ability to create world-leading innovative skills. Through the "Quality of Life" pillar, all generations can enjoy a good lifestyle to make Jordan one of the best countries in the region in terms of quality life and prosperity. The two pillars and their goals are also closely interrelated. Creating sound economic growth will provide the foundation to fund the required infrastructure for the quality of life pillar, and the targeted increase in income will allow citizens to spend on the lifestyle options that they choose to have. Better income and the creation of future jobs will allow people to make purchases and investments, which will improve citizens' satisfaction with their lives, and in turn contribute to economic growth. In addition, inclusive green growth will create a cleaner and more sustainable living environment for all citizens while triggering innovative growth opportunities in green products and services. Further, a domestic market with strong growth momentum from consumer spending will reinforce the export-driven growth strategy. Given the close connections between the two pillars, it will be of critical importance to maximise the synergies between them. Unleashing Jordan's Full Economic Potential Accelerating Jordan's economic growth will be paramount to creating the necessary jobs sufficient to meet the requirements of the future job market, and reducing the unemployment rate. Creating 1+ million new job opportunities will require building on Jordan's existing strengths, as well as identifying and creating new strengths in different areas to capture future opportunities. Realising such a leap will require activating Jordan's economic growth engine, as the domestic market alone will not provide the necessary thrust. Leadership and innovation in exports will require the attraction of

additional foreign and domestic direct investment with international investors leveraging Jordan's strategic location and FTAs as a hub to fuel their global growth and market outreach. To become an attractive location, Jordan will need to make significant improvements in the underlying enablers in areas such as ease of doing business, infrastructure, competitive input costs, the availability of specific skills and high levels of productivity, or the ability to innovate in areas of future growth such as manufacturing, mining, tourism and creative industries. While job creation is at the top of the agenda, improving the purchasing power for all Jordanians is another imperative strategic goal within the economic pillar. A jump in job creation in conjunction with meaningful and continuous income level improvements will form the centerpiece of economic growth, and will lead to tangible results that can be experienced in the daily life of all Jordanians. The economic growth pillar will pursue three Vision goals: 1. Create 1+ million new income opportunities for Jordanians by 2033 2. Increase the real income per capita by 3% per year on average 3. Improve Jordan's ranking in the WEF Global Competitiveness Index to top 30th percentile Enhancing the Quality of Life for all Jordanians Every citizen is affected by the quality of life every day, and it directly influences the citizen's contentment and productivity. Ensuring that Jordan has a worldclass standard of living is vital for the country's long-term development. The Vision will help boost the foundations of livability, such as high quality and affordable housing, robust infrastructure, high quality education and healthcare, in addition to a clean and sustainable environment. Moreover, the Vision will target the development of enhanced offerings to make life truly enjoyable through attractive recreational offerings, culture and sports, shopping, and travel options. The strategic roadmap will integrate all quality of life elements in a cohesive manner. The quality of life pillar will pursue three vision goals: 1. Double the percentage of Jordanians who are satisfied with their quality of life to reach 80% 2. Classify one Jordanian city ranked among the top 100 cities in the world 3. Improve Jordan's ranking in the Legatum Prosperity Index to top 30th percentile These three strategic goals will ensure Jordan has a highly focused quality of life agenda, which highlights citizens and their satisfaction as the focus of attention. It is also worth noting that raising the quality of life can attract talents and capabilities that are conducive to economic growth. Sustainability Through the Vision and its Roadmap, Jordan will continue its efforts to tackle needs related climate change (including delivering on the Paris Agreement), food security and water, and availability of clean energy. Since sustainability is a core pillar of this Vision, Jordan will continue its efforts to achieve the Sustainable Development Goals, compatibility with global approach towards a green economy, and attract

approach towards a green economy, and attract investments into sustainable projects which would also facilitate greater access to green financing. Sustainability is expected to help promote creating new phase of economic growth by fueling investments (both domestic and international) in greener projects (technologies, infrastructure and products), sparking entrepreneurial and innovative solutions, enhancing the export competitiveness of our nation and ultimately, creating high quality and sustainable jobs for the future. Jordan aims to be a low-carbon, resource efficient and socially inclusive nation that serves as a regional hub for green entrepreneurship and innovation. Sustainability will be a key element in Kingdom's economic future, in particular:

1. Expanding on renewable energy, including new sources of energy (such as hydrogen) and continuously promoting improved energy efficiency
2. Developing sustainable transport systems and establishment of a network of electric charging stations
3. Increasing ecotourism and environmentally friendly activities
4. Adopting modern agricultural techniques that adapt to climate change, including integrating best and environmentally friendly practices
5. Promoting improved water efficiency, water quality, and identifying new water resources
6. Improving waste management, recycling and reuse

Sustainability in the way citizens aspire to live is important. It will help ensure that the environment citizens live in is clean and well protected, future cities are greener and more livable, and ultimately, the way they move, consume and live does not have a negative impact on Jordan and the world. Having a well-preserved, protected and fresh environment is fundamental for a thriving natural ecosystem, biodiversity and habitats in Jordan that will reduce emissions and increase the percentage of protected areas. Adopting sustainable practices and investing in innovative solutions will foster sustainable agriculture practices across Jordan to provide high quality, nutritious and fresh food to Jordanians, while at the same time protecting one of our most precious resources, water, of which ~50% is currently consumed by the agriculture sector. Developing greener urban centers includes the electrification of the transportation network, well-integrated communities, increasing green spaces, exposure to nature and providing opportunities for a more active lifestyle. A sustainable Jordan will be a strong contributor to a better world for the future, which is well aligned with the United Nations Sustainable Development Goals, in particular the following goals: no poverty, zero hunger, good health and wellbeing, quality education, gender equality, clean water and sanitation, affordable and clean energy, economic growth, industry, innovation and infrastructure, reduced inequalities, sustainable cities and communities, responsible consumptions and production, life below water, life on land, and climate action. Green growth of the Jordanian economy will be based on

resource efficiency, circularity, climate responsiveness, nature protection, human well-being and social inclusion. The sustainability theme will pursue two Vision goals: 1. Improve Jordan's ranking in the Global Environmental Performance Index to top 20th percentile 2. Improve Jordan's ranking in the Global Sustainability Competitiveness Index to top 40th percentile Strategic Objectives Framework The Vision goals define bold long-term "destinations" for Jordan in the areas of job creation and income improvement, quality of life, and sustainability. They prescribe the future outcomes for the strategic roadmap that contains the specific strategic steps recommended to achieve these outcomes. To keep Jordan on course towards realising these long-term goals, 8 overarching strategic objectives were defined, which are based on 72 goals, and focused on tangible actions and measurable steps. Taking the economic growth pillar as an example, a suite of 34 goals will be used to guide the realisation • The strategic objective of "job creation" will be guided through 5 goals, targeting a disproportionate reduction in unemployment rate, expat employment, informal employment as well as an increase in female and private sector employment. • The strategic objective of "income growth" will be guided through 7 goals, targeting a disproportionate increase in GDP, economic diversity, role of "future" sectors, exports, FDI, domestic private investments, and rural area growth. • The strategic objective of augmented "international economic competitiveness" will be guided through 9 goals, targeting quantum leaps in ease of doing business, market compatible skill supply, R&D and innovation, entrepreneurship, infrastructure quality, FDI attractiveness, corruption perception, IP protection, and electricity prices. Similarly, 21 goals will guide the implementation of the quality of life pillar, and 17 goals will guide the realisation of long-term sustainability objectives.

Página 7: SECTION A: TRADE PRIORITIES IN NATIONAL DEVELOPMENT PLAN OR STRATEGY(IES)

P7

Yes

Do the trade priorities found in your national development plan or strategy(ies) reflect specific development objectives or targets?For example, the national development plan of Benin aims to achieve a sustained, inclusive and sustainable growth of at least 10% by 2025.

Página 8: SECTION A: TRADE PRIORITIES IN NATIONAL DEVELOPMENT PLAN OR STRATEGY(IES)

P8

If yes, please choose options from the non-exhaustive list below. (If an objective(s) or target* do not appear in the list below, please tick other and add details in the text box. Please tick relevant boxes). Objectives & Targets*:

Other targets (e.g. digital connectivity, gender equality, renewable energy, circular economy, etc.)

Economic growth targets,

Poverty reduction targets,

Additional information on objectives and targets::

The National Export strategic objective resides in the augmentation of the annual export value by a margin of 5%.

Página 9: SECTION B: TRADE PRIORITIES IN OTHER NATIONAL DEVELOPMENT PLAN OR STRATEGY(IES)

P9

Yes

In addition to the trade priorities you may have in your national development strategy, do you have trade priorities that are set out in other national policy documents or strategies?

Página 10: SECTION B: TRADE PRIORITIES IN OTHER NATIONAL DEVELOPMENT PLAN OR STRATEGY(IES)

P10

If yes, do you have a national trade policy or strategy, export development strategy or similar policy or strategy (e.g. national diagnostic trade integration study update, national e-commerce strategy etc.)? For example, Jordan has published a national export strategy for the period 2023-2025.

Yes,

(If yes, please provide further details, including dates the strategy covers and hyperlinks to relevant documents):

E-commerce: In line with WTO negotiations on trade-related aspects of electronic commerce to enabling e-commerce, openness and e-commerce, trust and e-commerce, cross-cutting issues, telecommunications, and market access, Jordan has taken significant steps to boost its digital economy. The Council of Ministers has approved the Jordan National E-Commerce Strategy 2023-2025, which aims to create an enabling environment for e-commerce, attract investments and businesses, and offer better income opportunities for Jordanians. Additionally, the strategy seeks to enhance the competitiveness of micro, small, and medium-sized enterprises and their entrepreneurs through e-commerce solutions and modern trading technologies, both locally and globally. Implemented over three stages within a 10-year timeframe, aligned with Jordan's Economic Modernization Vision, the first stage (2023-2025) focuses on establishing a national mechanism for e-commerce activities and launching pilot projects to enhance competitiveness.

Tariff reform: The restructuring of the customs tariff, effective from January 13, 2022, has led to a reduction in the number of customs duty categories from 16 to 4. This strategic initiative aims to eliminate distortions in customs tariffs and commercial operations, stimulate commercial trade, and enhance overall efficiency within the national economy. Under the new structure, the applicable categories are as follows: exempt, 5%, 15%, and 25%. It is important to note that goods subject to the tax rates of 15% and 25% are those that have a local equivalent. Furthermore, starting from January 1, 2025, the fees imposed on tariff items falling under the 25% rate will gradually decrease to 20% until December 31, 2026. Subsequently, from January 1, 2027, the fees on tariff items subject to a 20% rate will be further reduced to 15%. Consequently, the fee categories will be consolidated into three categories: exempt, 5%, and 15%. This revised customs tariff structure reflects a commitment to streamlining trade procedures, promoting transparency, and fostering economic growth within the country. The Executive Plan for the National Strategy for Women in Jordan for the period 2023-2025 has received official approval. This plan serves as a crucial guiding document for policymakers and donors dedicated to addressing women's issues in the country. It encompasses six fundamental axes, namely: economic empowerment, political empowerment, and participation in decision-making processes, safeguarding human rights, combating violence against women and girls, fostering societal culture, and integrating a gender perspective at the institutional level within both public and private sectors. The plan encompasses a total of 50 initiatives

sectors. The plan encompasses a total of 60 initiatives and 267 programs and projects, which are scheduled for implementation through collaboration with 76 partner and implementing agencies. These initiatives are geared towards achieving tangible progress and advancements in gender equality and women's empowerment in Jordan over the specified period. In terms of legislative developments, amendments to the Labor Law were ratified in 2019, introducing provisions for equal pay, the establishment of childcare centers for workers' children, three days of paternity leave, as well as flexible working arrangements. Additionally, the Maternity Social Protection was introduced in 2020, aimed at empowering working mothers and retaining their participation in the workforce. In 2021, there were amendments to the agricultural workers system, and in 2023, alternative instructions for nurseries were implemented. Furthermore, legislation related to harassment was amended in 2023, removing restrictions on women's employment and working hours in specific occupations. The Jordanian government has issued a directive of paramount importance, mandating the establishment of dedicated units within all ministries of the country, aimed at promoting the economic empowerment of women. The primary objectives of this directive encompass bolstering the economic participation of Jordanian women, cultivating an enabling business environment, and effectively advancing the nation's sustainable development goals. These specialized units are entrusted with a diverse array of responsibilities, including the development of pertinent policies, vigilantly monitoring international reports, conducting risk analyses, fostering constructive collaborations with stakeholders, identifying and removing impediments, establishing a national platform to disseminate essential economic information pertaining to women, and actively promoting skills development initiatives tailored to women-owned businesses. By undertaking this comprehensive approach, the ministry seeks to shatter existing gender barriers, harnessing the untapped potential of women to yield substantial economic gains. The direct affiliation of these units with the respective ministries' secretary generals underscores their pivotal significance in achieving these ambitious objectives. In essence, this initiative represents a momentous stride towards fostering an inclusive and gender-responsive approach to policymaking and governance in Jordan. By providing targeted support and dedicated resources, the government endeavors to create an equitable and enabling environment that will empower women to play a pivotal role in driving the nation's economic progress and sustainable development. In accordance with the national strategic objectives aimed at enhancing women's access to leadership roles within both the public and private sectors, as well as complementing the initiatives designed to empower women in alignment with the vision of

economic modernization, certain provisions within the Companies Law, specifically Articles (135) and (A/151), have undergone revision. These amendments have been introduced to facilitate the representation of women on the boards of directors of public shareholding companies. The government has initiated the "National Employment Program 2022" with the primary objective of generating 60,000 job opportunities for Jordanian citizens within private sector establishments. The program seeks to stimulate the private sector to create sustainable employment prospects by introducing employment windows. It involves direct financial support from the government, providing workers with a monthly wage subsidy of 150 dinars for a period of 6 months, contingent upon the employer and worker entering into a work contract spanning at least one year. To launch and execute the program, an allocation of 80 million dinars has been earmarked in the general budget for the year 2022. The program significantly contributes to mitigating the issue of unemployment while fostering a genuine partnership between the public and private sectors.

Página 11: SECTION B: TRADE PRIORITIES IN OTHER NATIONAL DEVELOPMENT PLAN OR STRATEGY(IES)

P11

Yes

Do these other national policy documents or strategies include trade objectives or targets? For example, Ghana's National Export Development Strategy envisages that over a duration of 10 years non-traditional exports will grow from \$2.8 billion in 2020 to \$25.3 billion in 2029 accompanied by deep structural transformation that positions Ghana as a competitive export-led industrialized economy.

P12

If yes, please chose options from the non-exhaustive list below. If an objective(s) does not appear in the list, please tick "other" and add details in the text box.If no, please indicate if there is another strategy or policy that includes specific objective of targets.

OBJECTIVES:;

- Improved balance of payments situation,**
- Increased competitiveness,**
- Expansion of agricultural exports,**
- Expansion of manufactured exports,**
- Expansion of services exports,**
- Expansion of e-commerce and/or digitally delivered services exports**
- ,**
- Expansion of MSME sector exports,**
- Growth in the number of export markets reached,**
- Improvements in trade facilitation,**
- Export growth targets,**
- Export diversification in terms of number of markets reached**
- ,**
- Competitiveness ranking in global index,**
- Agricultural export growth target,**
- Better export performance,**

TARGETS*:,

- Export diversification in terms of number of goods and services exported**
- ,**
- Manufactured export target,**
- Services trade export target,**
- E-commerce export target,**
- MSME sector growth targets,**
- Export markets diversification targets,**
- Trade facilitation targets (e.g. time taken to release)**

P13

Do the trade priorities found in your national development strategy align with those found in other national policy documents or strategy(ies)?

Yes, in full,

Additional information on alignment of trade priorities:: As part of its Economic Modernization Vision (EMV) for the period 2023-2033, the Jordanian government has developed a comprehensive National Export Strategy 2023-2025 with ambitious objectives. The primary goal of this strategy is to cultivate a favourable business environment for Jordanian industrial and agricultural goods and services, thereby fostering balanced and stable economic growth. The National Export Strategy (NES) was meticulously formulated during 2022, through extensive participatory endeavours and constructive consultations, actively engaging stakeholders from both the public and private sectors. Moreover, its design emphasizes dynamism and interactivity, avoiding any potential stagnation. In February 2023, the NES was approved, thus, a national team and technical sub-teams were formed including all stakeholders from the public and private sectors in order to closely monitor and follow up the implementation on the ground of this strategy, while promoting continuous dialogues with all relevant stakeholders. These dialogues aim to collaboratively assess and improve the practical results of the strategy, thereby enhancing its ability to achieve pre-established goals and objectives. During the year 2022, numerous consultative seminars were diligently convened, involving active participation from esteemed representatives of the industrial and commercial sectors, alongside key stakeholders from the public and private domains. These purposive gatherings were instrumental in shaping the strategic blueprint while discerning potential markets and goods and services to be encompassed. Furthermore, a comprehensive review of antecedent studies and the adoption of exemplary approaches undertaken by nations akin to the Jordanian economic context were thoroughly examined. Jordan's export strategy places a strong emphasis on promoting innovation, providing support to small and medium-sized enterprises (SMEs), and investing in infrastructure to create an enabling environment for businesses. Jordan's export strategy encompasses a range of measures aimed at diversifying exports, enhancing competitiveness, and expanding the country's presence in international markets. These measures include trade agreements, sector-specific strategies, export promotion agencies, export financing and incentives, market diversification, compliance with quality standards, entrepreneurship and innovation support, skills development, and market intelligence. The strategy is built upon several pillars, including the 1) identification of productive opportunities and challenges within the industrial sector, 2) the enhancement of export competitiveness and quality, 3) the diversification of the product portfolio for goods and services, and 4) the facilitation of access to non-traditional markets as well as

facilitation of access to non-traditional markets, as well as the exploration of new markets. To achieve the outlined objectives, an action plan aligned with the key pillars of the national export strategy comprising more than 100 activities grouped based on pillars mentioned above has been devised. The strategy delineates its overarching objectives, which are as follows:

- Growth:** The primary aim is to foster a substantial upsurge in the export volumes of goods and services.
- Diversification:** The strategy is resolute in bolstering the export basket, encompassing novel products and penetrating new markets.
- Quality:** An imperative goal of the strategy is to elevate the competitiveness of exports, thereby consolidating their standing in various markets.
- Sustainability:** Ensuring the prolonged viability and resilience of companies engaged in export activities constitutes a paramount aspect of this strategic framework. This strategy targets a number of horizontal challenges and acquired opportunities to raise the competitiveness of Jordanian exports in the target markets within pillars that serve the goals set in the strategy in order to diversify and sustain exports. Gradual programs have been developed to implement them in the short and long term as follows:

- **Pillar 1:** "Support the efficiency of factors of production and infrastructure" includes four main objectives, each of which includes a number of operational goals which are:
 - "Quality - Increasing the competitiveness of Jordanian exports in the markets."
 - "Sustainability - increasing the export life of companies and providing information."
 - "Growth - increasing exports of goods and services."
 - "Diversification - strengthening the export basket of new products and markets"
- **Pillar 2:** "Growth - increasing exports of goods and services." Under this pillar there is one main objective "Strengthening the legal and regulatory framework - a competitive legal and regulatory environment".

P14

Do the trade objectives in your national development plan and/or those found in other national policy documents or strategies include sectoral objectives? For example, Vision 2030 Jamaica includes 31 Sector Plans (in 28 separate documents) prepared by Task Forces, comprising stakeholders from public and private sector bodies, civil society and international development partners). And Bhutan's National Export Strategy 2022 identifies the mineral and timber industries as holding potential for the development of value-added products.

Yes,

Additional information on trade objectives in other policy documents::

High-Value Industries Driver The 'High-Value Industries Driver' contains 9 sectors and 104 initiatives. This driver steers the implementation of future strategies to advance Jordan's industrial economy, turns Jordan into a major industrial hub for the region and transforms the Kingdom into an export center for products within Jordan's strategic focus. Particular focus is placed on building integrated value chains, driving productivity and innovation, and realising synergies across Jordan's industrial portfolio by seamlessly connecting sectors in terms of supply, knowledge and market flows.

- Manufacturing| General: 15 initiatives, including developing a manufacturing sector strategy to enhance the sector's competitiveness and stimulate exports, launching 'women-in-manufacturing' careers initiative and promoting entrepreneurship within the sector (SME stimulus/value chains).
- Manufacturing| Food products: 15 initiatives, including implementing domestic food security improvements, launching a local and international food products marketing & promotion campaign, and launching food sector industrial crops specialisation (backward integration).
- Manufacturing| Pharmaceuticals: 11 initiatives, including developing a detailed pharmaceutical sector exports strategy & roadmap, turning biological/bio-technological drugs & biosimilar into marketable products, and setting up a pharmaceutical sector-specific R&D advancement initiative.
- Manufacturing| Textile products: 10 initiatives, including developing a textiles sector investments initiative, horizontal expansion to enhance value add within the sector, and increase sales throughout the season, expanding the textiles vocational skills training program, and promoting local talent employment in the sector.
- Manufacturing| Chemical products: 9 initiatives, including developing a national chemical sector growth strategy and investment roadmap, defining a detailed downstream manufacturing strategy for potash & phosphate feedstock (value-added products / derivatives business) to boost food security (e.g. nitrogen fertilizers), and setting up a chemicals products manufacturing complex, in addition to upgrading infrastructure.
- Manufacturing| Engineering industries products: 9 initiatives, including designing detailed feasibility assessments on how to enter fast-growth future product categories (systems solutions/hardware for mobility, AgTech, security etc.), setting up R&D and innovation center for highpotential engineered products solutions, their value chains and commercialisation opportunities, and accelerating the rollout of the fourth industrial revolution's solutions across Jordan.
- Mining: 14 initiatives, including revising sector's laws and regulations according to best practices, establishing an entity

According to best practices, establishing an entity responsible for geological surveying to provide exploration companies with available data, launching an FDI outreach campaign, establishing mid/downstream cluster projects, introducing a talent mining initiative, and designing a mining strategy to unleash potential within the sector. • Agriculture: 15 initiatives, including establishing a dedicated Food Security governing body, setting up an Integrated Agro-Industrial Food Park, launching a Jordan Food Investment Acceleration Fund, enhancing Jordan's grain storage (particularly wheat and barley), and leveraging the Kingdom's geographic location to become a regional food security hub . • Logistics: 6 initiatives, including strengthening regional transport links, building the north-south railway network, the Kingdoms northern part with its southern part through the national rail network, upgrading port facilities and roads network, renewing/modernising trucking fleet, revamping the transport institutional framework, and developing specialised human capacity. Future Services Driver The 'Future Services Driver' comprises eight sectors with 85 initiatives. The driver supports the realisation of Jordan's ambitions to develop a sizeable, high-value and export-oriented service economy with strong presence across a distinct portfolio of knowledge intensive offerings. • ICT services: 13 initiatives, including establishing a regulatory sandbox for disruptive technologies and virtual free zone for start-ups, developing a future-ready highly skilled workforce, and creating a cabinet level department at PMDU Digitising Unit to drive and oversee the end-to-end digitised services for citizens and investors, and rolling-out of 5G services. • Creative industries | General: 9 initiatives including establishing a representative body or council for creative & cultural industries to streamline relevant government processes related to the sector, integrating design and design thinking in government and governmental touchpoints, establishing the required physical and services infrastructure and ecosystem needed for the sector's development. • Creative industries | E-gaming: 9 initiatives, including investing in a gaming venue equipped with technologies capable of hosting large-scale events, hosting local E-sports events, and attracting foreign teams and foreign Jordan-based E-gaming investments by leveraging infrastructure capacity and proximity to E-sports servers. Creative & cultural industries | Design: 13 initiatives, including establishing a Jordan Design Council (public and private sector) to advise on inclusion of design and innovation in public endeavors that affect lives of citizens, tourism, education and the internal and external branding/promotion of Jordan, developing a "Designed in Jordan" campaign for local, regional and global promotion of Jordanian talents in design excellence across architecture, product design , crafts, brands, graphics, digital experiences and events, in addition to revising the status of the National Center of

Innovation. • Healthcare: 10 initiatives, including launching health governance reform framework, deploying family health at PHC level with management & leadership improvement programme for health institutions (across continuum of care), and launching digital transformation of the healthcare system. • Financial services: 13 initiatives, including continuing efforts to expand financial inclusion across all segments, deepening Jordan's capital markets, stimulating Amman Stock Exchange, launching digital transformation initiative, and restructuring the insurance sector. • Trade: 12 initiatives, including re-examining customs, taxation and shipping regulations, boosting e-commerce-friendly environment, and upgrading port and warehousing infrastructure. • Transport and Mobility: 6 initiatives, including upgrading transport infrastructure and services, developing a comprehensive master plan for public transport across Jordan, completing the second phase of BRT project, improving the efficacy of road management through technology deployment, upgrading safety level of public roads, enhancing environmental policies and regulations for people's mobility (EVs, lower GHG emissions, etc.), and rehabilitating roads' infrastructure through introducing tolling.

Destination Jordan Driver The 'Destination Jordan Driver' contains 2 sectors with 25 initiatives. The driver steers the implementation of Jordan as a prime destination for international niche tourists, especially for culture and nature tourism, medical and wellness tourism, faith tourism, MICE tourism, as well as film producers seeking unique locations by developing a customised, world-class sector ecosystem. • Tourism: 16 initiatives, including developing marketable experiences with focus on travelers seeking world-class culture, nature, adventure, faith, medical and wellness experiences through leveraging Jordan's unique, world-class assets including such unique areas as the Dead Sea and Petra. • Film production locations: 9 initiatives, including establishing new upto-date studios and backlots, enabling an international Film university to establish a campus in Jordan, and investing in world-class globallypromoted local productions.

Smart Jordan Driver The 'Smart Jordan Driver' includes seven sectors with 65 initiatives. The driver targets the implementation of necessary steps to develop a foundation of future-ready talent base, resources, systems, and institutions to upgrade quality of life for citizens. • Education | General: 13 initiatives, including developing one umbrella entity for human resource development for the education sector, reforming curriculum & pedagogy across the education ladder, as well as reviewing, implementing, & mandating educator training program. • Education | Early Childhood Care & Development (ECCD): 10 initiatives, including developing appropriate curriculum and programmes for early childhood learning, establishing a unified ECCD council to be responsible for developing and monitoring a cross-

be responsible for developing and monitoring a cross-ministerial ECCD plan and developing ECCD programmes, standards and content, in addition to expanding the establishment of cost efficient ECCD programmes including infrastructure for KGs and nurseries. • Education | Basic & Secondary Education: 12 initiatives, including developing and adopting a competency-based selection, recruitment and accountability system using contract-based employment for all education staff, structuring and mandating pre-service training and licensing programmes, and establishing continuous professional development programme for all educators (teachers, principals, supervisors...) Education | Higher Education: 9 initiatives, including reforming faculty & staff recruitment mechanism, scholarships, continuing professional development, promotion, developing entrepreneurship bylaws & regulations, launching industry linkages and labor market assessment for higher education (matching exercise), launching micro-credentialing for higher education and introducing multiple educational pathways. • Education | Technical and Vocational Education and Training (TVET): 17 initiatives, including integration of TVET within singular governing agency, establishing programmes for TVET educators training and professional development, and developing National Framework for Work-based Learning. • R&D & Innovation: 9 initiatives, including empowering/reforming/ restructuring the Higher Council for Science & Technology and expand mission, developing innovation centers to support public and private sector, building a crucial mass of focused researchers, and launching branding campaign for Jordan as an R&D & Innovation hub • MSMEs, Entrepreneurship & Startups: 8 initiatives, including establishing/empowering a national development authority (Rise Up Jordan), developing microbusiness incubator & aggregator network, developing and launch “Start-up Factory” programme and establishing funds to support entrepreneurs across Jordan. • Data: 7 initiatives, including developing a detailed National Data Strategy cascaded from MoDEE’s Digital Transformation Strategy, activating regulatory framework for data collection, exchange, and establishing a National Information System to empower citizens, businesses, and governments in making evidence-based decisions. Sustainable Resources Driver The ‘Sustainable Resources Driver’ contains two sectors with 18 initiatives. The driver steers the implementation of efforts to optimise the use and enhance the sustainability of Jordan’s natural resources in the areas of energy and water as a precursor to unleashing Jordan’s economic growth and quality of life potential. • Energy: 8 initiatives, including developing an actionable energy transition roadmap (renewables, hydrocarbons, hydrogen, etc.), enhancing energy infrastructure (smart power grid, storage handling, transit pipelines, etc.) and promoting energy cost reduction mechanisms (reform

tariff structure, renegotiate PPAs, time of use, etc.) •

Water: 10 initiatives, including enhancing water supply and demand management monitoring/control, promoting climate resilient & sustainable water use practices, , launching water desalination projects to enhance water security for Jordanians, and implementing the new NonRevenue Water strategy to reduce losses in the system. Invest Jordan Driver Providing financing will enable the economy to achieve more growth, which will lead to an uptick in the national GDP to reach to JD 58.1 billion by 2033, an increase in income and job opportunities to accommodate more than one million young men and women within the next decade. The largest share of the required fixed capital lies within five main sectors: industry, healthcare, Transport & Logistics, ICT services, and the water sector, totaling to about JD 20.7 billion over the next ten years. Green Jordan Driver

The 'Green Jordan Driver' consists of three sectors with 20 initiatives. The driver steers the implementation of efforts to promote sustainable practices and climate change actions as an integral part of enabling Jordan's growth while setting boundaries that will protect Jordan's environment and resources for future generations. • Green Economy: 7 initiatives, including aligning institutional structures & capabilities with future green economy requirements, linking Jordan's green investment opportunities to the national investment priorities, and launching Jordan "Green Jobs" initiative. • Green Sectors Growth: 7 initiatives, including turning Jordan into a leading country in the region in renewable energy and energy efficiency, launching a national sustainable transport system, and implementing circular economy practices in industrial activities with a focus on eco-industrial parks. • Green Urban Development: 6 initiatives, including creating & deploying Jordan-specific green urban concepts, integrating green elements into land-use planning, and launching 'net-zero buildings' initiative.

Vibrant Jordan Driver The 'Vibrant Jordan Driver' contains two sectors with 13 initiatives. The driver steers the implementation of holistic, citizen-centric, and environment-focused efforts to enhance substantially the quality of life for all Jordanians with a focus on ensuring that basic livability standards are well met as the base of truly livable cities and communities while creating new lifestyle options. • Urban Development: 7 initiatives, including developing "future city" concepts customised for Jordan and enhancing urban planning governance through the development of legislative systems and alignment with future cities' besides deploying an Urban-Think Tank and data observatory. • Quality of Life: 6 initiatives, including developing smart mobility systems, launching open and green spaces initiatives, and implementing green building standards. To achieve the maximum benefits of all elements, the road map implementation has to capture the linkages between sectors and initiatives

to capture the linkages between sectors and initiatives, maximising synergies and mining for joint efforts while avoiding overlaps and conflicts. Hence, rigorous coordination should combine all efforts across the entire portfolio and not particularly the single efforts, as this is crucial to realising this extra potential.

Página 13: SECTION C: SECTORAL AND REGIONAL TRADE OBJECTIVES

<p>P15</p> <p>If yes, please tick all relevant boxes and provide further details, including hyperlinks to relevant documents. If no, please indicate if there is another national strategy or policy that includes specific objectives or targets. (Please tick relevant boxes)</p>	<p>Agriculture,</p> <p>Manufacturing sector,</p> <p>MSME sector development,</p> <p>Services (general),</p> <p>Business and professional services,</p> <p>Communication services, including ICT,</p> <p>Transport services (air, land and maritime),</p> <p>Cross-sectoral e-commerce and digital trade</p>
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Página 14: SECTION C: SECTORAL AND REGIONAL TRADE OBJECTIVES

<p>P16</p> <p>Does the trade objectives found in your national development plan or strategy(ies) and in other national policy documents or strategies include regional objectives? For example, the national development strategy of the Kyrgyz Republic for 2018-2040 includes, inter alia, the objective to work on harmonious integration of the Kyrgyz economy with the Eurasian Economic Union; active participation in regional projects that improve production and transit capacity; diversification of foreign economic focus of Kyrgyzstan through development of mutually beneficial trade, economic and investment cooperation with the countries of South and Southeast Asia, the Arab East and America.</p>	<p>Yes</p>
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Página 15: SECTION C: SECTORAL AND REGIONAL TRADE OBJECTIVES

P17

If yes, please identify the relevant economic community(ies).(Please tick relevant boxes)

Other (please specify),

Additional information on regional objectives::

In accordance with the strategic vision of the Government of the Hashemite Kingdom of Jordan, which prioritizes enhancing food, health, and agricultural security, as well as fostering integrated industrial projects with various Arab nations, the government has undertaken the proactive initiative of entering into agreements with several Arab countries. The objective behind these agreements is to implement comprehensive measures and strategies to achieve the aforementioned goals effectively. The trilateral collaboration between Jordan, Iraq, and Egypt has been established with the overarching objective of attaining success in cost optimization and efficient implementation. This collaboration culminated in the signing of an agreement on industrial integration, which is now in effect across all three nations. The core purpose of this integration is to foster effective cooperation and synergy between the respective industrial sectors of Jordan, Egypt, and Iraq, with the ultimate goal of achieving substantial savings and maximizing efficiency in their industrial endeavors. The establishment of the Integrative Industrial Partnership for Sustainable Economic Development among Jordan, the United Arab Emirates, Egypt, and Bahrain. The partnership aims to create synergistic industries, diversify the economy, generate employment opportunities, and leverage the resources and capabilities of the four countries. The collaboration resulted in the signing of agreements for nine projects with an expected total investment of \$2 billion, creating around 13,000 jobs and a projected gross domestic product return of \$1.66 billion. The focus is on developing competitive industries, enhancing economic value, and achieving self-sufficiency and security in food and health. Jordan maintains the belief that its trade agreements with diverse countries and regional blocs provide Jordanian exporters with favorable access and tariff advantages.

Página 16: SECTION D: FINANCING NATIONAL DEVELOPMENT AND TRADE PRIORITIES

P18**Yes**

Does your government have priority areas for Aid for Trade for which it is actively seeking support?

Página 17: SECTION D: FINANCING NATIONAL DEVELOPMENT AND TRADE PRIORITIES

P19

If yes, please indicate the relevant priority areas for Aid for Trade for which your government is actively seeking support.(Please tick relevant boxes)

TRADE POLICY AND REGULATIONS (Including training of trade officials, analysis of proposals and positions and their impact, support for national stakeholders to articulate commercial interest and identify trade-offs, dispute issues, institutional and technical support to undertake trade reform/facilitate implementation of trade agreements and to adapt to and comply with rules and standards)

,

Trade policy and administrative management,

Trade facilitation,

Regional trade agreements (RTAs),

Trade education/training,

TRADE-RELATED INFRASTRUCTURE (Including physical infrastructure)

,

Trade-related Transport and storage infrastructure (e.g. port, dry port, inland container port, inland container depot, etc.)

,

Trade-related Energy supply and generation infrastructure

,

TRADE DEVELOPMENT (Including investment promotion, analysis and institutional support for trade in services, business support services and institutions, public-private sector networking, e commerce, trade finance, trade promotion, market analysis and development)

,

Business support services,

Banking and financial services,

Building productive capacity,

Multilateral trade negotiations,

Industry,

Travel and tourism,

Digital trade and e-commerce

Página 18: SECTION D: FINANCING NATIONAL DEVELOPMENT AND TRADE PRIORITIES

P20

Yes

Have these priorities been communicated to Donors and South-South partners?

 Página 19: SECTION D: FINANCING NATIONAL DEVELOPMENT AND TRADE PRIORITIES
P21**Dialogue with development partners**

If yes, please provide additional information on how priorities were communicated:

 Página 20: SECTION D: FINANCING NATIONAL DEVELOPMENT AND TRADE PRIORITIES
P22

Does your government face difficulties in financing implementation of the trade objectives found in your development plan or strategy(ies) or trade strategy?

Yes,

If yes, please identify which sources of aid finance or other financial assistance for trade that you would like to attract to achieve your trade objectives. (e.g. Official Development Assistance (i.e. Aid for Trade), Other Official Flows (loans at concessional rates that do not qualify as ODA), South-South co-operation, Climate finance, etc.):

Official Development Assistance

 Página 21: SECTION D: FINANCING NATIONAL DEVELOPMENT AND TRADE PRIORITIES
P23**Yes**

Do you face difficulties in accessing finance to address your Aid-for-Trade priorities?

 Página 22: SECTION D: FINANCING NATIONAL DEVELOPMENT AND TRADE PRIORITIES
P24

If yes, please choose options from the non-exhaustive list below. (If a difficulty in accessing aid for trade does not appear in the drop-down list, please tick other and add details in the text box.)

Lengthy approval processes related to loans,**High cost of borrowing,****Difficulties accessing grant finance,****Insufficiency of grant financing,****Conditions attached to access aid-for-trade financing,****Inter-ministerial co-ordination challenges,****Challenges engaging in public-private partnerships,****Limited ability to develop "bankable" projects,****Lack of coordination between development partners**

 Página 23: SECTION D: FINANCING NATIONAL DEVELOPMENT AND TRADE PRIORITIES
P25**Yes**

Does your government face a situation where it is receiving an increasing share of Aid for Trade in the form of loans and a declining share of grants?

Página 24: SECTION D: FINANCING NATIONAL DEVELOPMENT AND TRADE PRIORITIES

P26**Yes**

If yes, does this situation present a challenge for your government to achieve its trade objectives?

Página 25: SECTION D: FINANCING NATIONAL DEVELOPMENT AND TRADE PRIORITIES

P27**No**

Do you plan to stop receiving Aid for Trade? Has a date been set to achieve this objective (e.g. a date to stop receiving foreign aid)?

Página 26: SECTION E: ALIGNMENT OF AID-FOR-TRADE SUPPORT

P28**Mostly aligned**

How well-aligned is the Aid-for-Trade support you receive with your Aid-for-Trade priorities?

P29

What challenges do you encounter in aligning the Aid-for-Trade support you receive with the sectoral level needs outlined in relevant policy documents ? (Please tick relevant boxes)

Lack of donor coordination,**Lack of South-South partner coordination,****Limited knowledge of recipient (i.e. developing country) needs and economic situation**

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Conditions required by development partners to access support

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Length of project/programme funding cycles,**Human capacity constraints to developing bankable projects**

Página 27: SECTION F: OUTCOMES AND IMPACTS OF AID-FOR-TRADE SUPPORT

P30**Yes, for the national development strategy**

Do development financing partners (i.e. both donors and South-South partners) align their monitoring and evaluation with your national monitoring or results frameworks?

Página 28: SECTION F: OUTCOMES AND IMPACTS OF AID-FOR-TRADE SUPPORT

P31

Yes

Do you measure the impacts of the Aid-for-Trade support you receive?

Página 29: SECTION F: OUTCOMES AND IMPACTS OF AID-FOR-TRADE SUPPORT

P32

If yes, where is Aid for Trade having a measurable impact in your opinion?(Please tick relevant boxes)

Trade policy and administrative management,

Trade facilitation,

Regional trade agreements (RTAs),

Trade education/training,

Digital trade and e-commerce,

TRADE POLICY AND REGULATIONS (Including training of trade officials, analysis of proposals and positions and their impact, support for national stakeholders to articulate commercial interest and identify trade-offs, dispute issues, institutional and technical support to undertake trade reform/facilitate implementation of trade agreements and to adapt to and comply with rules and standards)

,

TRADE DEVELOPMENT (Including investment promotion, analysis and institutional support for trade in services, business support services and institutions, public-private sector networking, e commerce, trade finance, trade promotion, market analysis and development)

Página 30: SECTION F: OUTCOMES AND IMPACTS OF AID-FOR-TRADE SUPPORT

P33

No

Is there an Aid-for-Trade project or programme that you would like to highlight as an example of best practice?

Página 31: SECTION G: FUTURE AID-FOR-TRADE NEEDS

P34

Yes

Do you foresee a continued need for Aid-for-Trade financing?

Página 32: SECTION G: FUTURE AID-FOR-TRADE NEEDS

P35

El encuestado omitió esta pregunta

If yes, please tick all relevant boxes and provide further details including hyperlinks as relevant.(Please tick relevant boxes)

P36

In which categories of Aid-for-Trade support do you foresee future needs?(Please tick relevant boxes)

- Trade policy and administrative management,
- Trade facilitation,
- Regional trade agreements (RTAs),
- Trade education/training,
- Trade-related Transport and storage infrastructure (e.g. port, dry port, inland container port, inland container depot, etc.)
- ,
- Trade-related Energy supply and generation infrastructure
- ,
- Business support services,
- Banking and financial services,
- Building productive capacity,
- Multilateral trade negotiations,
- Industry,
- Travel and tourism,
- Digital trade and e-commerce,
- TRADE POLICY AND REGULATIONS (Including training of trade officials, analysis of proposals and positions and their impact, support for national stakeholders to articulate commercial interest and identify trade-offs, dispute issues, institutional and technical support to undertake trade reform/facilitate implementation of trade agreements and to adapt to and comply with rules and standards)
- ,
- TRADE-RELATED INFRASTRUCTURE (Including physical infrastructure)
- ,
- TRADE DEVELOPMENT (Including investment promotion, analysis and institutional support for trade in services, business support services and institutions, public-private sector networking, e commerce, trade finance, trade promotion, market analysis and development)

P37

Yes

Do you foresee future needs for Aid for Trade to support the achievement of trade-related aspects of the Sustainable Development Agenda?

Página 34: SECTION G: FUTURE AID-FOR-TRADE NEEDS

P38

If yes, please indicate the relevant SDGs that Aid for Trade can help achieve.(Please tick relevant boxes)

GOAL 3: Good Health and Well-being,

GOAL 4: Quality Education,

GOAL 8: Decent Work and Economic Growth,

GOAL 9: Industry, Innovation and Infrastructure,

GOAL 10: Reduced Inequality,

GOAL 11: Sustainable Cities and Communities,

GOAL 12: Responsible Consumption and Production,

GOAL 13: Climate Action,

GOAL 5: Gender Equality

Página 35: SECTION G: FUTURE AID-FOR-TRADE NEEDS

P39

Yes

Do you foresee future needs for Aid for Trade to support the trade-related aspects of climate change ?
