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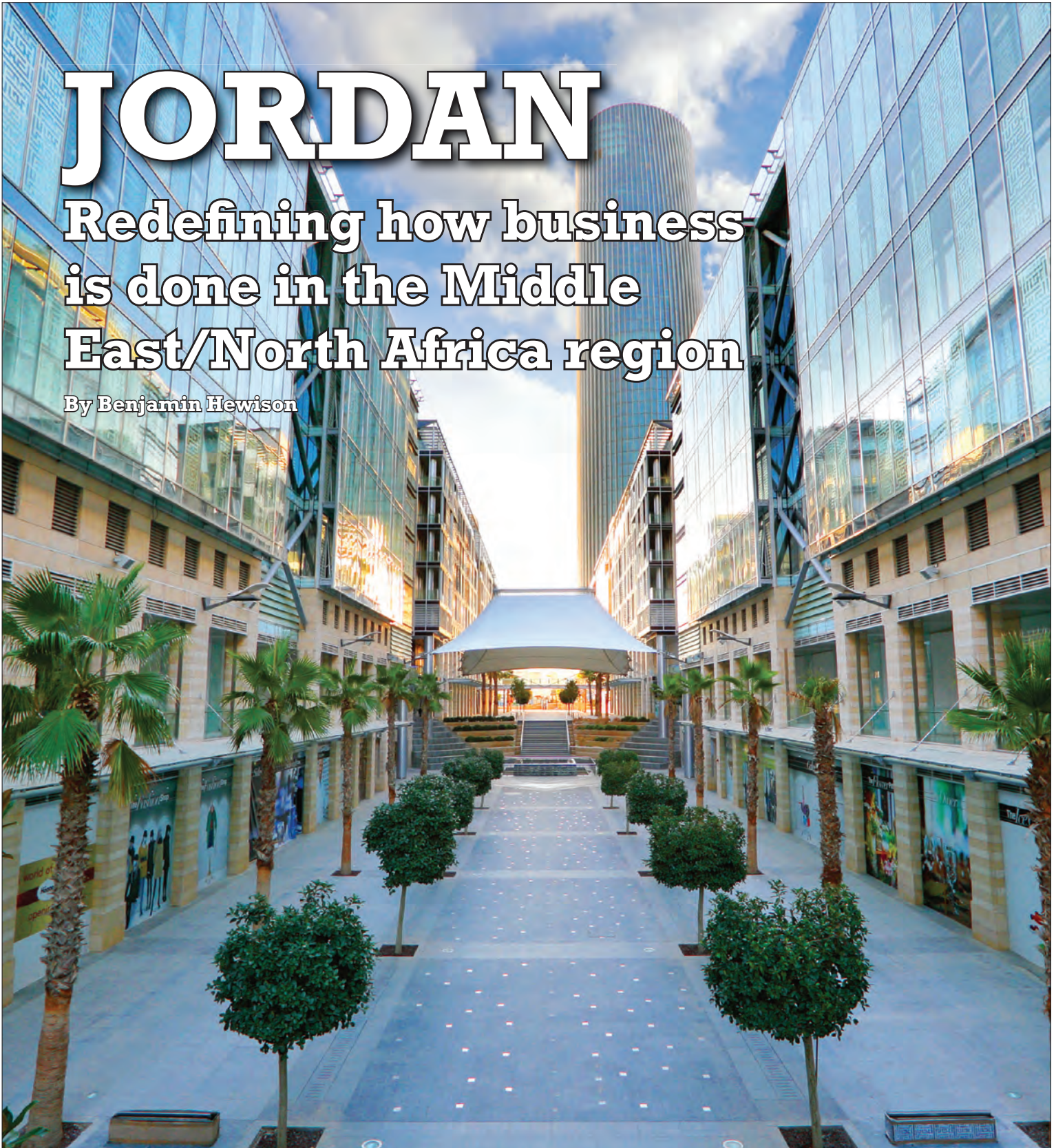
Wonders of Jordan

Explore the old and the new with Jordan's beautiful touristsites

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BusinessFocus
29th Floor, One Canada Square
Canary Wharf, London E14 5DY
United Kingdom
Tel. +44 20 7712 1699
Fax +44 20 7712 1501



JORDAN

Redefining how business is done in the Middle East/North Africa region

By Benjamin Hewison

A beacon for the region

Jordan seems to have it all: stability, hospitality, natural resources and an intelligent workforce, and its Vision for 2025 will see it grow exponentially.

In a region beset by turmoil, Jordan stands tall as a beacon for democracy, business and investment, a haven for the displaced in the region, and for its forward-looking, well-educated population. A country of continuous stability, with power passing from the late King Hussein to His Majesty King Abdullah II in February 1999, Jordan is on the path towards decentralisation, with the Madaba governorate as the pilot project, and future plans to separate the country into three districts as part of the kingdom's Democratisation Programme.

As one of the most secure investment hotspots in the region, the Middle East/North African (MENA) country has a long-term and well-established rule of law that governs business transactions, and has looked in recent years to boost its reputation with a new investment law passed in October 2014.

The Investment Law no. (30) gives the commission full authority in terms of the licensing and approval processes of new investments within a 30-day time frame. The 'investment window' is a make or break solution for the fulfilment of the investors' wishes to overcome Jordan's bureaucracy, highlighting the acknowledgement of the government that to stay competitive, adjustments need to be made to working practices.

With its flexible, bilingual workforce—many of whom are fluent in both English and Arabic—and the provision of many higher-education institutions throughout the country training the next generation of workers, Jordan is building ever-stronger foundations for its continued economic expansion.

Furthermore, it is able to tap markets of more than 1 billion prospective customers worldwide through its free-trade agreements, especially with the US and EU, and as a member of the World Trade Organization. When this is coupled with the state-of-the-art infrastructure, airports, ports and road networks that H.M. King Abdullah II has constructed, the notion that Jordan is the new Singapore of MENA rings truer than ever.



Special attention will be paid in the government plan to encourage investment in renewable energies.

Dr. Ibrahim Saif, Minister of Energy and Mineral Resources

With the International Monetary Fund (IMF) expecting Jordan's GDP to grow at 3.8% and 4.5% in 2015 and 2016 respectively, these solid figures in a period filled with regional strife show the underlying strength of Jordan. Inflation, a key indicator of a well-governed and managed economy, is also stable and expected to edge towards 2.2% and 2.5% in 2015 and 2016 respectively, beating the regional average which is expected to rise to 6.9% and 6.5% in 2015 and 2016. Another key indicator of sound economic management is the kingdom's budget deficit, which is expected to narrow to 1.5% by 2016, a more than spectacular result when the costs of increasing its spending, and international investment, on renewable energy generation are considered.

Vision 2025, a new economic blueprint

Jordan's Vision 2025 represents a change in thinking throughout the kingdom, as it puts citizens at the heart of the country's development. Inherently, the success of the Vision will be measured by the progress made at local level by individuals, which will contribute to the wellbeing of their communities.

The four focal points of Vision 2025 are the citizen, with the aim of creating a sense of belonging for the individual within the nation; society, for the vision to help empower people to create a safe and stable society; business, where the aim is for it to become a dynamic and globally competitive sector that can challenge the world; and finally government, where the aim is to create an efficient and effective administration for the benefit of all.



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Vision 2025 intends to achieve economic growth rates of around 7.5% in 2026, at a rate of 5.7% to that time, with the lowest estimates pointing to a rate of 4.8%. The ultimate aim is to reduce poverty and unemployment rates to 8% compared to about 11.7% at lowest estimates. There is also a target to reduce public debt to GDP to 47%, compared to about 60% at lowest estimates, which will help boost the Kingdom's credit rating: It is currently standing at B1 with Moody's and BB with Fitch, a few notches below investment grade.

Jordan 2025 represents a long-term national vision and strategy rather than a detailed government action plan. It includes more than 400 policies or procedures that should be implemented through a participatory approach between the government, business sector and civil society, highlighting the differing approach of H.M. King Abdullah II in promoting economic expansion, and a more inclusive society.

As H.M. King Abdullah II said when he announced his challenge to the government in implementing the Vision: "The Jordanian economy faces a set of difficult challenges, resulting from successive crises as well as international and regional conditions, namely continuous suspensions in Egyptian gas supplies and the ramification of the Syrian crisis, particularly the influx of 1,300,000 Syrian refugees, which is depleting Jordan's limited resources and creating enormous pressures on its infrastructure and national economy. These situations have led to an increase in deficit and debt over the past few years. Despite this, the stability and security of Jordan should serve as a magnet to foreign investments with an investment flow of JD10 billion annually."

H.M. King Abdullah's confidence stems from the unique circumstances of Jordan in the region, as a country with great stability, but also one with multiple world-class sectors in its economy, such as ICT, health, tourism and the fast-growing renewable energy.

Energising the country

The cost of electricity has been a burden on finances, as 80% of its generation capacity comes from natural gas imported from Egypt, an unreliable partner in terms of price and quantity due to repeated sabotage of the pipeline that serves the country. To reduce these adverse conditions, Jordan has been developing renewable energy generation, a nuclear power programme, and is looking abroad for investment into this exciting field so it can become a regional leader within it.

As Minister of Energy and Mineral Resources, Ibrahim Saif explains, "In Jordan's Vision 2025 blueprint, a number of policies were identified in the energy sector such as encouraging private-sector partnerships and foreign investment in implementing major energy projects. Special attention will be paid in the government plan to encourage investment in renewable energies, increase the carrying capacity of electrical grid through the "Green Corridor", intensifying oil drilling and exploration, increasing the exploration of oil shale, developing the skills and techniques necessary to support the growth of the energy sector.



Left: Arab Potash Children's Museum Right: Dialysis machines

“Addressing these critical needs will increase the efficiency of Jordan’s electricity sector and allow the country to explore alternative energy options wisely,” the Minister says. “More specifically, Jordan will invest in its energy sector-related institutions and entities, improve the services provided, implement the actions of the existing National Energy Strategy and Jordan Energy Efficiency Action Plan, and, maximise use of its renewable energy sources, especially solar and wind.”

Hanania Energy, established in 1973, is one of Jordan’s oldest and most reputable solar manufacturers and providers, with 37 years of experience in the field. The company has a reputation for assuring high-quality and unsurpassed value in the products and services offered, and has recently undertaken major solar housing projects for the public and private sector in Jordan and abroad, in addition to numerous residential, industrial and commercial customized solar installations.

Hanania products are built with the best-quality materials to ensure high heat transfer, energy production, and overall efficiency and durability. Hanania is also a proponent of in country manufacturing, with their proprietary hot water systems manufactured in Jordan to the Kingdom’s strict quality requirements.

The company’s reputation for quality has led to them winning the Golden Arch of Europe, the American Award for Quality, the Asian Award for Technology, and most recently, the 500 Arabia Fast Growth Companies and the Star of Leadership in Quality Award.

George Hanania, General Manager of Hanania Energy, explains how the government’s focus towards renewable energy generation means there will be a boom in the sector, one that international investors would be wise to take up.



Jordan is a safe place to live and work, and from an investment point of view we are happy. Jordan is open for business.

Brent Edward Heimann, President & CEO, Arab Potash Company

“Come to Jordan, invest in energy in Jordan; the country needs this investment. Your investment will be safe since Jordan is a safe haven and a beautiful country,” he urges. “We have 320 days of sunshine and your investment will be 100% successful.”

In fact, Jordan needs up to US \$18 billion in investment for wind and solar power up to 2020, and the government is so intent on encouraging people to invest these areas it has made Jordan the first country in the Middle East to issue laws in this sector, with estimates that 15% of the energy will be renewable by 2020.

“Investing in Jordan now will be an investment in the whole region,” Hanania says. “Soon other countries will have to follow the same path, such as Egypt and the Emirates.”

The power of potash

Aside from the natural benefits Jordan has as a MENA country— limitless sunshine and excellent conditions for wind-power generation—it also boasts sizeable deposits of potassium chloride, the main ingredient used in commercial fertilizer by the agricultural industry. The Arab Potash Company is the eight- largest potash producer in the world by volume of production, and the sole producer of potash in the Arab world, a source of pride for both the company and the country. As Brent Edward Heimann, President and CEO of Arab Potash, explains, “It is a 100-year concession and production started in 1982. It

was a pan -rab investment, where the government of Jordan had about 52%. Other Arab governments like Libya, Kuwait, Iraq and the Islamic Development Bank from Saudi Arabia, had about 40%. The Arab Mining Company also had a percentage. All those investors have remained. In 2003, the Jordanian government decided to tender its 52%, sell half of its shares and bring in a strategic partner that had more knowledge in potash to help operate the company, My company was successful in that tender and we have been on board since 2003. We bought 26% from the government and have bought more shares from other partners.”

This deal allowed Arab Potash Company’s production to reach 2.1 million tons in 2014, equivalent to 105% of the annual production plan of two million tons, compared with its production total of 1.7 million tons in 2013.

“When we first started, Arab Potash was in the lower quartile of production and now we are in the top,” Heimann says. “What drove us to that position was that we reduce energy costs, tax and royalties. In energy it is difficult but we can also take some things into our hands. We are in the process of doing engineering to solar energy, which will reduce our energy costs substantially. We will be issuing tenders for the engineering for both of them this year. The expansion process will increase our capacity to 2.5 million tons.”

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Left and right: New Tala Bay developments that are bringing the city of Aqaba to life for business and pleasure

Industry and excellence abound

Jordan is one of the most competitive economies in the MENA region, and is driving forward vital reforms to keep the pace of change up.

The industrial sector, which contributed 22% of Jordan's GDP in 2014, is made up of more than 1,800 industrial firms and 236,000 employees, and also directly contributes 70% of the total FDI inflow into Jordan. For such a powerhouse sector of the economy, the government and the businesses that make it up are striving to expand and integrate further into the global market economy.

To do this, the country needs to fully utilise its already formidable transport infrastructure, and also boost its capacity for the growth expected in the future. H.M. King Abdullah II opened the May's World Economic Forum (WEF) on the Middle East and North Africa, the ninth time the forum has been hosted in Jordan, with concrete plans to expand the growth his country has seen, and export it to the rest of the MENA region.

"It is time for a new push, engaging all sectors," he said. "Our goal is to relaunch growth and investment while deepening reform and inclusion."

The Kingdom signed a total of 19 agreements at the WEF Dead Sea meeting, at an investment volume of \$8.5 billion, showing the commitment of international investors in supporting His Majesty's economic plan, and highlighting the safety and security Jordan provides in the region.



Our location is our main advantage. For companies that want to do business across MENA, Aqaba is great.

Sheldon Fink, Chairman and CEO, PBI Aqaba

The kingdom also needs to ensure that the crises happening on or near to its doorstep—specifically the on-going civil war in Yemen and the refugee flood leaving Syria—do not affect its connectivity to the wider Gulf region and beyond.

Sheldon Fink, Chairman and CEO of PBI Aqaba Industrial Estate, does not feel as though there has been a negative impact on his business, however.

"Actually the crisis has brought a net benefit to our work," he says. "The business community has been able to cope with it despite an obvious reduction of the total volume of trade and it has not had a major impact on the trade economy."

"Our location is our main advantage. For companies that want to do business across the Middle East and North Africa, Aqaba is a great location. Secondly, we have excellent free trade agreements, which give certain products very substantial benefits, and third there is a reasonable level of costs here, competitive with urbanised China, and cheaper than Europe, Turkey and Israel.

"PBI Aqaba has succeeded. By international standards, we are still fairly small but we are a big operation in Jordan. What we have shown is that the total investment today, which is our investment plus all the individual plants or operations here, reaches US \$300 million this year.

"We want to try to break through to a new operation, which means bringing international companies to Jordan. We started with China: that's not the only place we are interested in but it's what we can afford at the moment. We want to bring a different kind of customer here, and that raises the level of work we are competing against. And finally, we want to get much deeper into the renewable energy business."

To make investing in Jordan easier, the Jordan Investment Board, the Development and Free Zones Commission and the Export Promotion Department were all recently merged into a single government entity: The Jordan Investment Commission. The commission was created following last October's issuance of a new investment law, aimed at supporting the kingdom's drive to attract FDI. The commission is a step towards the unification of all investment-related institutions present in the country, and will entice foreign investors by directly promoting, facilitating and supporting them during and after their arrival in the country.

Trade flows set to increase alongside capacity

Jeppe Nymann Jensen, CEO of Aqaba Container Terminal (ACT) explains that it is not only the facilitating of trade that is important, it is how the trade and goods flow, meaning they look for government regulations to ease business, which is exactly what they find within the Kingdom.

"Aqaba is the gateway to Jordan. Almost all cargo flows in and out of the country go through Aqaba; therefore Aqaba is of utmost importance to Jordan's overall growth perspectives within the logistics and transportation sector," he says. "Since the signing of the 25-year Joint Development Agreement (JDA) between ADC and the Aqaba Container Terminal (ACT) in 2006, ACT has grown from a feeder port into a mature mainliner facility. We have already tripled the actual throughput of containers since APM Terminals took over the operational management in 2004, and since the JDA was signed in 2006, several upgrades and investments have been made in infrastructure, superstructures, technology, and training.

"The new National Railway will soon reach Aqaba New Ports in order to transport phosphate, general cargo, oil and other commodities. The Ministry of Transportation (MOT) is working to secure the funding for this network.

"Jordan has excellent road connections all over the country that link Jordan with its neighbours, and investments on road improvement and development are expected to reach more than US \$1.8 billion within the coming 25 years. This dovetails well with the plans of APM Terminals, which is looking to expand and invest where it sees the most benefit, and where we can create value and generate decent returns. We see many opportunities in Jordan. More specifically we are interested in projects where we can integrate our current businesses in Jordan both horizontally and verti-

cally. Examples of that could be participation in non-containerised port businesses, as well as inland infrastructure projects like logistic centres. We are looking closely at the Government's Vision 2025 as well as the Jordan Relaunch programme presented at the recent World Economic Forum for Middle East and North Africa in May."

As an investor in the country, Nymann Jensen feels Jordan has already set the tone through its most recent PPP offerings, which balance the risk and the return, coupled with the fact it provides a stable business environment in relative terms comparative to its neighbours.

"I believe that our proactive partnership approach is the key to our success," he concludes. "This is related to our willingness to invest and expand capacity, as well as the consistent improvements in safety, efficiency and productivity we have made over the years. We take an interest in the wider supply chain and actively work together with other supply chain stakeholders to create efficiencies. This makes ACT a preferred business partner for both our customers and the country."

Trading with the world

Jordan is currently party to a variety of multilateral treaties and agreements, both within the MENA region and outside its borders. In accordance with the Kingdom's expressed policy on increased trade liberalization and export-led growth, a series of international agreements have been implemented by the government.

Jordan became a member of the World Trade Organization (WTO) in 2000 and signed free trade agreements with the US (2000), Canada (2009), Singapore (2004), Europe (Jordan-EU Association Agreement-1997 and Jordan-EFT Agreement) and Middle East-North African countries (GAFTA-1998, AGHADIR-2001, and Turkey-2009). The country has also engaged in bilateral economic agreements with more than 70 other nations around the world.

This is music to the ears of Hussien Al Souob, Managing Director of AB Maritime, one of the country's biggest transport sector players. With the excellent infrastructure in place already, goods are easy to transport—even without rail provision—meaning quick turnaround and higher profits for all involved, as goods do not languish in storage. The provision of multiple free trade agreements make it easier for the

company to work throughout the world, increasing exposure for AB Maritime, and the companies they serve.

As Al Souob explains, "Jordan has great infrastructure and great terminals, such as the ACT, which used to be run by the government but is now one of the most successful PPP stories in Jordan. At one point we depended on chartering vessels which is terrible for a shipping company; however, once you own your own fleet you have more freedom and don't have to abide by the demands of someone else. We increased our income from US \$6 million to US \$100 million and we own 100% of our fleet of seven vessels. We currently have a vessel from Morocco to Spain, which is doing very well.



Aqaba is the gateway to Jordan. Aqaba is of upmost importance to Jordan's overall growth perspectives.

Jeppe Nymann Jensen, CEO, Aqaba Container Terminal

"We offer something unique in the area, and have currently been nominated for two international awards. We have become a renowned name in terms of safety and dealing with people. We have great geographical benefits and people feel very safe. Although there is a direct crossing from Egypt to Saudi Arabia, our passengers prefer to go through Jordan inland.

"We should look for other ventures with companies around the world. We have our current arm in Spain and Morocco and if we manage to jointly venture with the Moroccan government, this dilemma of demand we are facing could be substitute it by demand outside. We should go further by joining forces with other companies in the world. We have a highly qualified and skilled workforce of technicians and crew."

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A tourist haven in MENA

Jordan captures the hearts of luxury seekers and culture vultures.

Aqaba is much more than simply one of the most dynamic business locations on the region; it is also a tourism hotspot, with visitors from around the globe flocking to the district to enjoy the 320 days of sunshine per year, and the exceptional welcome of the population. With new developments in planning and development each week, the area is fast becoming a mecca for inward investment in the tourist sector.

As Mahmoud M. Zuaiter, Managing Director of Jordan Projects for Tourism Development Tala Bay, explains, the many projects in the area will help all of the companies here, and the increase in hotel room numbers will prompt more tourists, who in turn will spread the news about the resort far and wide and also provide a welcome boost to GDP.

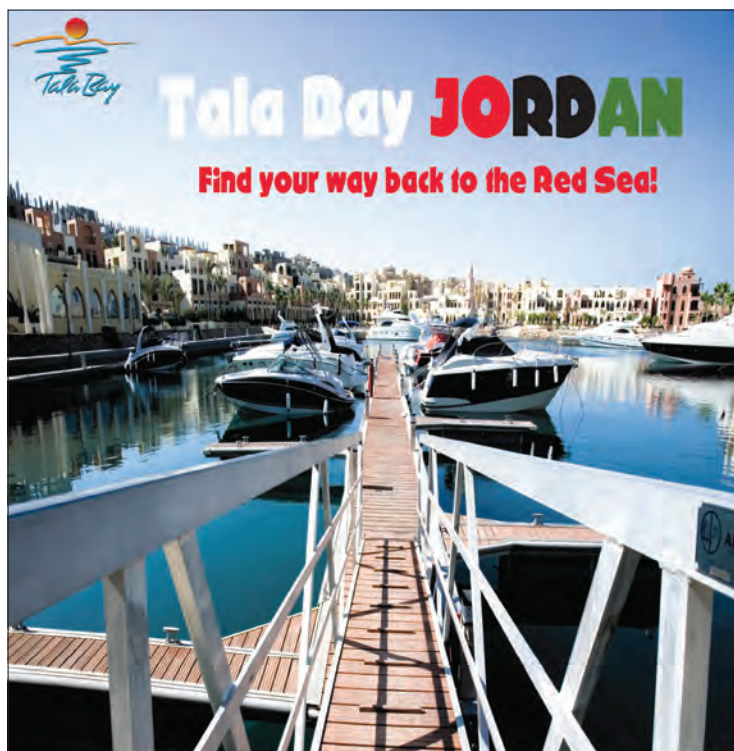
"We should soon reach the 20-25% contribution to the GDP from tourism," he says. "Jordan is very much behind in this sector and we need to work hard in putting Jordan in the tourism map. We almost don't exist. We are surrounded by giants



Tala Bay is an attractive location for investors, nicely located in the south of Aqaba, where you can see both Egypt and Israel.

Mahmoud M. Zuaiter

Managing Director, Jordan Projects for Tourism Development, Tala Bay



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Under His Majesty's leadership, Jordan will become the business hub of the Middle East in the coming years.

Taher Al-Jaghbir, CEO, Abdali Boulevard Company

that receive millions of tourists every year like Turkey, Egypt even Cyprus which is small. If you go a bit further to Tunisia and Morocco, those are our competitors because they are the countries where you have good weather 365 days a year"

Around its quiet streets and between its modern structures, Aqaba holds special monuments with a rich history beginning in the Iron Age and continuing across ancient civilisations, from the Edomites, Nabateans, Romans and Byzantines to Muslims. A blend of cultures and traditions, and a long history as a trading centre, are reflected in the warm welcome the city extends to all visitors.

"The Tala Bay project is located in Aqaba and spans about 2.7 million square metres," Zuaiter explains. "We started by developing only 15% of the land, which today has components such as the marina, and infrastructure like the three hotels that have been developed so far. Now it is time to jump to a different level and come up with new ideas in order to put Tala Bay on the tourism map of the world, and to make it as attractive as some other areas in the region, such as Sharm el Sheikh in Egypt and cities in Turkey and Cyprus.



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With a major seaport, an international airport, direct surface transportation links to three neighboring countries, and designation as a Special Economic Zone (SEZ), Aqaba is an attractive investment destination. As part of its strategic plan, Aqaba International Industrial Estate (AIIE) is building a world-class base for environmentally friendly industries, logistics centers and support services. AIIE advantages include: before and after contract customer support, 5% fixed income tax on company profit, duty free input of all raw materials, machinery and equipment and 70% foreign labor.

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We are committed to helping position the Kingdom as a dynamic hub for business, leisure, investment and industry.

Kjeld Binger, CEO, Airport International Group

“Parallel to the 3,000 rooms, we will add another marina, and a number of real estate units from apartments to villas and chalets, so it’s an attractive location for investors. Tala Bay is nicely located in the south of Aqaba where you can see Egypt and Israel so it is the perfect position for such a project.”

According to Ministry of Tourism and Antiquities and Jordan Tourism Board (JTB), the number of visitors to Jordan in 2014 dipped 1.2% year-on-year, to 5.3 million. The number of tourists arriving on day trips slipped 7.4% over the same period to 1.3 million. The amount of overnight visitors fared slightly better, rising 1.1% to reach nearly 4 million. Despite an overall drop in numbers, however, receipts were stable in 2014, totalling JD3.1 billion, according to the Central Bank of Jordan and up 6.3% on the previous year, thanks in part to a rise in tourists from the Gulf region.

Kjeld Binger, CEO of Airport International Group (AIG) is confident in Jordan’s ability to increase the number, and quality of the visitors to the country. Since its inception, AIG and Amman Queen Alia International Airport (QAIA) have marked numerous milestones and achieved many firsts, including the inauguration of a 100,000 square-metre state-of-the-art terminal with vastly improved infrastructure and cutting-edge facilities, under the patronage of His Majesty King Abdullah II.

QAIA marked a milestone year in 2014 by welcoming 7.1 million travellers from across the world, an impressive 9% increase compared to 2013, whilst at the same time, achieving unprecedented results based on the global Airport Service Quality (ASQ) Survey, the world’s leading benchmark programme for airport passenger satisfaction and service levels. QAIA jumped from its 2012 ranking of 186th place to

30th place in Q3 2014, an impressive result considering the increase in passengers.

“Given the political circumstances affecting our neighbours, Jordan has witnessed a huge influx of visitors from the GCC region,” Binger explains. “For this reason, I think we all need to come together and ride the wave with stronger marketing campaigns and promotional offers. As the kingdom’s prime aviation gateway, QAIA plays an essential role in stimulating the local tourism sector, which at the moment is experiencing a decline due to several geopolitical factors.

“In order to attract and accommodate a larger number of regional and international airlines, and encourage carriers to operate flights through QAIA, we are focusing on developing new route incentive schemes, offering rebates on landing fees, and extending marketing support, among other benefits. On another note, and as a main pillar of the national economy and a key contributor to Jordan’s overall prosperity, we are committed to helping position the Kingdom as a dynamic hub for business, leisure, investment and industry events.”

Oussama Massoud, General Manager of the Crowne Plaza in Amman, echoes the sentiment. Jordan is not only a safe country, but it has an incredible history. Travellers would be missing the trip of their lifetime in not coming to the kingdom, he says. “Jordan is a safe place, despite the surrounding instability. As proof of that there are several new hotels under construction in Jordan and the big international names are coming here because they know it is stable and because it has a lot to offer. Jordan is an open museum with more than 4,000 archeological sites – there is only one Dead Sea, only one Baptismal site, only one Mount Nebo and of course, we have our star attraction, which is Petra.”



We have become a renowned name in terms of safety and dealing with people, with great geographical benefits.

Hussien Al Souob, Managing Director, AB Maritime

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Building on success for the future

Jordan is the MENA region's capital for medical tourism, and, with a real estate sector that provides steady returns, is looking hot for investment.

Medical tourism is a growing industry in Jordan, as the country exploits its naturally superb location for visitors from around the MENA region and beyond, attracted by the low cost of treatments and the superb service the private clinics can offer. Jordan is ranked number one in the Middle East as a leading medical provider, having welcomed patients from over 100 countries for treatment.

Many Jordanian health care facilities are accredited by Joint Commission International (64 private hospitals) and the Health Care Accreditation Council (nine private hospital) and when coupled with the multilingual workforce and the high-level qualifications of Jordanian health care workers, certified by the American Board or UK fellowships, it is easy to see why the country is so popular with medical tourists.

As Dr. Ali Hyasat, the Minister of Health explains: "We want to maintain the quality of medical services and work on developing health services provided for patients. We also want to increase the number of international hospital accreditations to attract patients from different countries and create an attractive environment that encourages investment in health services.

"Under the current regional circumstances, our message to the world is that Jor-

dan needs your assistance to maintain its health indicators and to keep the high health standards it offers for Jordanians and non-Jordanians alike."

Dr. Hassib Sahyoun, CEO of MedLabs Group fully supports this message: "Jordan is safe and stable, with wonderful people and a fantastic place for investment," he says. "It is strong in the fields of medicine and education; these are two sectors in which Jordan has excelled. Investing in Jordan in these two fields as a hub in the region is a very intelligent thing to do at the present time."

Real-estate brings exciting opportunities

For investors, the ability to profit from the ever-rising value of property is a good deal for capital that is able to grow over time, and in relative safety, thanks to the legislation and laws that are fully in place and observed. Investing in Jordan is one thing that Taher Al-Jaghbir, CEO of Abdali Boulevard Company would highly recommend, especially with the influx of refugees, both wealthy and poor, who will create a huge demand for new property.

Abdali Boulevard will be there to capture as many new clients as possible, he says:

"The current political situation in our neighbouring countries, and the population growth will cause an increase in the housing demand. This is only going to be heightened by the vast young population in Jordan, which in turn creates a real demand for housing and the flexibility in loans and credit available in the country."

The Boulevard is an exclusive concept in the contemporary urban lifestyle in Amman. It consists of an open-door pedestrian promenade in the centre of four buildings providing avant-garde office spaces and hotel apartments managed and operated by Rotana. With more than 100,000 square metres of retail outlets housing fashion boutiques, restaurants, cafés, rooftop lounges, and spa and health club, the Boulevard is giving a business address to established professionals who live, work and play in Amman.

MedLabs: laboratory specialists

Created in 1993, MedLabs Consultancy Group is a pioneering Jordanian company in the field of laboratory medicine that has become the fastest growing network of private medical laboratories in the region with College of American Pathologists (CAP) and European (ISO 15189 and ISO 9001:2008) quality accreditations.

The group, which operates through 46 branches in Jordan, Palestine, Sudan and Northern Iraq, employs over 300 professionals, including a team of medical consultants covering all sub-specialties of laboratory medicine.

MedLabs deploys leading-edge technology in its laboratories offering a wide range of routine and advanced laboratory tests including genetics, metabolic disorders and anatomic surgical pathology testing. MedLabs' regional Reference Laboratory receives hundreds of samples daily from laboratories across the region.

MedLabs' management team offers laboratory management, accreditation consulting and training to medical facilities in Jordan, the Middle East, the Arabian Gulf and North Africa. In keeping with the newest trends, MedLabs' modern laboratory designs and highly personalised patient care mean that services such as booking free house calls through their phone application, receiving results online and offering a dynamic loyalty program make it the preferred choice for laboratory services. The company also plays an active role in community CSR projects and health awareness campaigns as part of its core value of 'giving back' to the communities it works in.

"Quality is not just our commitment, it is our driving force," says Dr. Sahyoun. "As a leading provider of diagnostic testing, information and services, MedLabs has always felt a responsibility to lead the way by example to raise the quality of laboratory health-care delivery in the region. MedLabs has always focused on quality as a key factor for delivering trusted results."



Dr. Hassib Sahyoun
CEO, MedLabs

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Tel. +962 6 463 1525
www.medlabsgroup.com



We want to maintain the quality of medical services, and work on developing the health care provided for patients.

Dr. Ali Hyasat, Minister of Health

In recent years, the real-estate sector in Jordan has seen constant evolution, supported by mega-infrastructure projects and urban development projects such as Abdali. The sector in Jordan witnessed a growth of 6.3% over the last five years. Although certain regulatory issues have posed challenges for investors, such as lack of legislation for homeowners' associations and how to deal with tenants, the profit is there for all to see.

"We encourage British brands and businesses to come to Jordan—there are many that still do not have a presence here and we would like to take the opportunity to welcome them," Al-Jaghbir says. "Amman and Jordan are a safe bet in the Middle East and with Vision 2025, the wise leadership of Jordan's government and His Majesty's commitment, it will become the business hub of the Middle East in the coming years."

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