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## Jordan to continue outsourcing campaign

BY OUR BUSINESS BUREAU

DUBAI: USAID Jordan Economic Development Programme (Sabeq) continued with its efforts in uplifting the outsourcing sector and also launched its new campaign "Turn to Jordan, your smart shore destination" as well as showcasing its services to the region.

Sabeq participated during the just-concluded second annual Arab outsourcing conference and expo, that was held at the Jumeirah Beach Hotel in Dubai.

The two day conference noted that traditionally, global outsourcing players had been focusing only in the USA and European markets, but with the impact of current financial crisis, everyone is looking at alternate markets, including the Middle East which offers a great opportunity.

The Jordanian delegation consisted of representatives from both the public and private sectors, including the Development Zones Corporation



Samer Asfour, Commissioner of Investments, DZC, addresses a press conference in Dubai.

(DZC), King Hussein Bin Talal Development area, the Information Technology Association of Jordan, and Sabeq, as well as a number of rising private sector outsourcing companies. "Our presence in this event is to highlight to the region the potentials and aggressive implementa-

tions that have been taking place in Jordan such as the creation of a one stop shop for investors in the development zones, as well as a strong public private partnership that eases all processes for investors", the Commissioner of Investments at the Development Zones Commission

(DZC), Samer Asfour said during the event.

Jordan's strengths in outsourcing lie in sectors such as financial services, engineering services, healthcare and pharmaceuticals, information and communications technology, as well as energy and renewable energy.