



## Jordan Captures Niche in Global Outsourcing Industry

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In a concerted effort to show case Jordan's burgeoning outsourcing sector, a large delegation of Jordanian public and private sector actors attended the Nasscom Event 2010, held in Bangalore-India on June 9-2010.

Headed by His Excellency Mr. Samer Asfour, Commissioner for investor services and development at the Development Zones Commission (DZC), the delegation included representatives from the King Hussein Bin Talal Development area, the Information Technology Association of Jordan ([inta@jordan.gov.jo](mailto:inta@jordan.gov.jo)), Jordan Investment Board, and the USAID Jordan Economic Development Program (SABEQ), as well as a number of rising private sector outsourcing companies.

In recent years, Jordan has become more proactive in showcasing itself as one of best destinations for investment in the region. The country's progressive government has recently launched a new development zones strategy, encompassing multiple specialized zones targeted at specific industries. These Development Zones offer aggressive financial incentives to complement existing economic advantages of operating in Jordan. A prominent part of this strategy is the launch of an Outsourcing campaign entitled "Turn to Jordan...Your Smart Shore Destination."

The strategy and effort are paying off. Acknowledging the favorable investment and outsourcing climate, analysts from AT Kearney ranked Jordan no. 9 in its Global Service Location Index.

"The Indian outsourcing industry offers an excellent model, and we provide one of the most favorable environments and a unique niche, so not only do we come here to learn from its immense success, but to extend a hand of partnership to Indian firms interested in expanding to the region" said Mr. Asfour.

"With a neutral Arabic dialect, highly favored in the region, true public private partnerships, dedicated business parks, a well-educated workforce, reliable infrastructure and aggressive financial incentives, as well as a central location for a regional hub, Jordan is uniquely positioned to be a leader in the outsourcing industry in the region," he added.