

当前位置：网站首页 > 新闻动态 > 外包新闻 > 外包新闻

## Jordan captures niche in global outsourcing industry at Nasscom Event 2010

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Jordan captures niche in global outsourcing industry in a concerted effort to grow its Jordanian outsourcing sector, a large delegation of Jordanian public and private sector actors attended the Nasscom Event 2010, held in Beijing on 01st in June 2010.

Headed by His Excellency Mr. Sameh Al-Futayh, Chairman of the 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 (ITAJ), Jordan Investment Board, and the USAID Jordan Economic Development Program (JEDP), as well as a number of high profile Jordanian outsourcing companies.

In recent years, Jordan has become more proactive in showcasing itself as one of the best locations for investing in the region. The country's progress has been recently reinforced and underscored in its strategy, which encompasses multiple specialized zones targeted at specific industries. These development zones offer aggressive financial incentives to complement existing economic advantages of operating in Jordan. A cornerstone of this strategy is the launch of an Outsourcing campaign entitled "Turn to Jordan... Your Smart Show Destination."

This strategy and efforts are paying off. According to the favorable investment and outsourcing climate analysis by AT Kearney ranked Jordan no. 5 in its Global Service Location Index.