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Jordan captures niche in global outsourcing industry at Nasscom Event 2010 – Ameinfo

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Jordan captures niche in global outsourcing industry 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 in June 2010.



Headed by His Excellency Mr. Samer Astour, 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 (ITAJ), 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 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".