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Jordan Captures Niche in Global Outsourcing Industry at Nasscom Event 2010

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Jordan Captures Niche in Global Outsourcing Industry: The concept of how to show case Jordan's burgeoning outsourcing sector & large delegation of Jordanian public and private sector actors attended the Nasscom Event 2010 held in Bangalore-India in June 2010.

Hosted by H.E. Coelaffroy M. Samar Al-Four, 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 Bank, and the USAID Jordan Economic Development Program (JEDP), 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 introduced new development zones strategy, encompassing multiple specialized zones targeted at specific industries. These Development Zones of an aggressive financial incentives to complement existing economic advantages of operating in Jordan. A prominent part of this strategy is the benefit of an Outsourcing strategy entitled "Turn to Jordan - Your Smart Zone 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.

With a neutral and stable highly favored in the region, the public-private partnerships, dedicated business parks, a well-educated workforce, stable 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, said H.E. M. Al-Four.

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