



EDA

هيئة تنمية الصادرات
Export Development Authority



Ministry of Trade & Industry
وزارة التجارة والصناعة

EGYPTIAN POTENTIAL EXPORTS AND TAREGT MARKETS OVERVIEW

TARGET MARKETS COUNTRY PROFILE JORDAN

**DEVELOPED BY:
EXPORT DEVELOPMENT AUTHORITY (EDA)**

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TARGET MARKET PROFILE – JORDAN

COUNTRY OVERVIEW

- **Country:** Jordan
- **Capital:** Amman
- **Total Area:** 89,342 sq km
- **Location:** Middle East, northwest of Saudi Arabia, between Israel (to the west) and Iraq.
- **Chief of state:** King ABDALLAH II (since 7 February 1999).
- **Head of government:** Prime Minister Bisher AL-KHASAWNEH (since 7 October 2020).
- **Administrative divisions:** 12 governorates .
- **Population:** 11,086,716 (2023 est.)
- **Major languages:** Arabic (official), English (widely understood among upper and middle classes)
- **Major religion:** Muslim 97.1% (official; predominantly Sunni), Christian 2.1%.
- **Life expectancy: male:** 74.77 years, **female:** 77.84 years (2023 est.)
- **Population Growth Rate:** 0.79% (2023 est.)
- **Age structure:**
 - **0-14 years:** 31.42% (male 1,788,882/female 1,694,417)
 - **15-64 years:** 64.53% (male 3,802,074/female 3,352,680)
 - **65 years and over:** 4.05% (2023 est.) (male 218,218/female 230,445)
- **Currency:** Dinars (JOD)
- **Exchange Rate:** Dinars (JOD) per US dollar - 0.71 (2022 est.)



ECONOMIC, SOCIAL AND POLITICAL OVERVIEW OF JORDAN

POLITICAL OVERVIEW:

Jordan gained its independence in 1946 and thereafter became The Hashemite Kingdom of Jordan. The country has had four kings. Jordan's long-time ruler, King HUSSEIN (r. 1953-99), successfully navigated competing pressures from the major powers (US, USSR, and UK), various Arab states, Israel, and Palestinian militants, the latter of which led to a brief civil war in 1970 referred to as "Black September" and ended in King HUSSEIN's ouster of the militants from Jordan.

Jordan's borders also have changed since it gained independence. In 1948, Jordan took control of the West Bank and East Jerusalem in the first Arab-Israeli War, eventually annexing those territories in 1950 and granting its new Palestinian residents Jordanian citizenship. In 1967, Jordan lost the West Bank and East Jerusalem to Israel in the Six-Day War but retained administrative claims to the West Bank until 1988 when King HUSSEIN permanently relinquished Jordanian claims to the West Bank in favor of the Palestine Liberation Organization (PLO). King HUSSEIN signed a peace treaty with Israel in 1994, after Israel and the PLO signed the Oslo Accords in 1993.

Jordanian kings continue to claim custodianship of the Muslim holy sites in Jerusalem by virtue of their Hashemite heritage as descendants of the Prophet Mohammad and agreements with Israel and Jerusalem-

based religious and Palestinian leaders. After Israel captured East Jerusalem in the 1967 War, it authorized the Jordanian-controlled Islamic Trust, or Waqf, to continue administering affairs at the Al Haram ash Sharif/Temple Mount holy compound, and the Jordan-Israel peace treaty reaffirmed Jordan's "special role" in administering the Muslim holy shrines in Jerusalem. Jordanian kings claim custodianship of the Christian sites in Jerusalem on the basis of the 7th-century Pact of Omar, when the Muslim leader, after conquering Jerusalem, agreed to permit Christian worship.

King HUSSEIN died in 1999 and was succeeded by his eldest son, ABDALLAH II, who remains the current king. In 2009, King ABDALLAH II designated his son HUSSEIN as the Crown Prince. During his reign, ABDALLAH II has contended with a series of challenges, including the Arab Spring influx of refugees from neighboring states, the COVID-19 pandemic, the effects of the war in Ukraine, and a perennially weak economy.

ECONOMIC OVERVIEW:

The Jordanian economy, severely impacted by the refugee influx and grown increasing dependence on international grants that followed the Syrian and subsequent refugee crisis, had to deal with the global effect of the COVID pandemic since 2020. Nevertheless, its GDP growth amounted to 2.2% in 2021, from -1.6% in 2020, and remained at 2.4% in 2022 (IMF, 2023). According to the updated IMF forecasts from January 2023, GDP growth is expected to reach 2.7% this year and then to 3% in 2023, subject to the post-pandemic global economic recovery.

Jordan is one of the few countries in the Middle East that does not rely as much on its natural resources due to scarcity of hydrocarbon and water resources. Nevertheless, it is also one of the most committed countries to financial reforms within its region (privatisation, tax reforms, opening of the banking sector, etc.). Jordan has implemented reforms under the terms of the extended fund facility that it negotiated with the IMF in 2016 and the subsequent fiscal consolidation policies brought down the government budget balance to a deficit of 6.4% of GDP in 2020, 5% in 2021 and 4% in 2022. This trend is expected to continue with government balance anticipated to reach a deficit of 4.3% by 2023 and 4.4% in 2024. The IMF estimates that public debt was 91.9% of GDP in 2021 and 91% in 2022, will stabilise in 2023 (90.6%) and should reduce to 87.4% in 2024. At the same time, Jordan renewed its agreement with the IMF at the start of 2020 on a two-year arrangement under the extended fund facility for around USD 1.3 billion. Jordan adopted a comprehensive IMF-backed income tax law at the end of 2018, which provides for a gradual increase of corporate tax rates from 2019 to 2024. Industrial, pharmaceutical and clothing activities, that currently benefit from reduced tax rates, will be imposed at the same rate as the rest of businesses as of 2024. However, the effective corporate tax is even higher as Jordan introduced at the start of 2019 a new national contribution tax on the taxable income of all corporations in Jordan, at varying rates from 1% to 7%, as part of its efforts to pay off the national debt.

ECONOMIC INDICATORS:

| INDICATORS | 2010 | 2021 |
|---|-------|--------|
| GNI PER CAPITA, PPP (CURRENT INTERNATIONAL \$) | 9,830 | 10,100 |
| GDP (CURRENT US\$) (BILLIONS) | 27.13 | 45.12 |
| GDP GROWTH (ANNUAL %) | 2.3 | 2.2 |
| INFLATION, GDP DEFLATOR (ANNUAL %) | 8.1 | 1.3 |
| AGRICULTURE, VALUE ADDED (% OF GDP) | 4 | 5 |
| INDUSTRY, VALUE ADDED (% OF GDP) | 26 | 24 |
| EXPORTS OF GOODS AND SERVICES (% OF GDP) | 47 | 37 |
| IMPORTS OF GOODS AND SERVICES (% OF GDP) | 67 | 49 |
| FOREIGN DIRECT INVESTMENT, NET INFLOWS (BOP, CURRENT US\$) (MILLIONS) | 1,688 | 622 |

Source: World Bank

TRADE STATISTICS BETWEEN - JORDAN AND WORLD

TRADE FIGURES BETWEEN - JORDAN AND WORLD (USD BILLION)

| | 2020 | 2021 | 2022 |
|---------------------------|-------------|--------------|--------------|
| JORDAN IMPORTS FROM WORLD | 17.01 | 21.54 | 19.38 |
| JORDAN EXPORTS TO WORLD | 7.94 | 9.36 | 8.79 |
| TRADE BALANCE | 9.07 | 12.18 | 10.59 |

Source: ITC, Trade Map

EXPORTS OF JORDAN BY PARTNER COUNTRY (USD BILLION)

| IMPORTERS | 2020 | 2021 | 2022 |
|--------------------------|------|------|------|
| United States of America | 1.75 | 2.31 | 1.76 |
| India | 0.87 | 1.28 | 1.28 |
| Saudi Arabia | 0.83 | 1.07 | 0.87 |
| Free Zones | 0.80 | 0.79 | 0.70 |
| Iraq | 0.66 | 0.62 | 0.66 |
| Indonesia | 0.13 | 0.17 | 0.24 |
| United Arab Emirates | 0.35 | 0.27 | 0.24 |
| Palestine, State of | 0.17 | 0.20 | 0.21 |
| Egypt | 0.14 | 0.21 | 0.20 |
| China | 0.17 | 0.10 | 0.19 |
| Brazil | 0.05 | 0.13 | 0.15 |

Source: ITC, Trade Map

EXPORTS OF JORDAN BY PRODUCT (USD BILLION)

| CODE | PRODUCT LABEL | 2020 | 2021 | 2022 |
|------|---|------|------|------|
| '31 | Fertilisers | 0.91 | 1.32 | 1.67 |
| '61 | Articles of apparel and clothing accessories, knitted or crocheted | 1.57 | 1.74 | 1.51 |
| '28 | Inorganic chemicals; organic or inorganic compounds of precious metals, of rare-earth metals, . . . | 0.70 | 1.05 | 0.91 |
| '25 | Salt; sulphur; earths and stone; plastering materials, lime and cement | 0.42 | 0.61 | 0.83 |
| '30 | Pharmaceutical products | 0.62 | 0.61 | 0.46 |
| '85 | Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . . | 0.18 | 0.26 | 0.27 |
| '71 | Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad . . . | 0.50 | 0.26 | 0.23 |
| '39 | Plastics and articles thereof | 0.19 | 0.25 | 0.22 |
| '76 | Aluminium and articles thereof | 0.11 | 0.19 | 0.20 |
| '84 | Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof | 0.20 | 0.19 | 0.17 |
| '34 | Soap, organic surface-active agents, washing preparations, lubricating preparations, artificial . . . | 0.20 | 0.18 | 0.16 |
| '07 | Edible vegetables and certain roots and tubers | 0.20 | 0.20 | 0.13 |
| '08 | Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere . . . | 0.14 | 0.26 | 0.13 |
| '01 | Live animals | 0.15 | 0.13 | 0.12 |
| '48 | Paper and paperboard; articles of paper pulp, of paper or of paperboard | 0.11 | 0.11 | 0.12 |

Source: ITC, Trade Map

IMPORTS OF JORDAN BY PARTNER COUNTRY (USD BILLION)

| EXPORTERS | 2020 | 2021 | 2022 |
|--------------------------|------|------|------|
| China | 2.71 | 3.14 | 2.96 |
| Saudi Arabia | 2.10 | 3.21 | 2.89 |
| United Arab Emirates | 0.63 | 1.43 | 1.50 |
| United States of America | 1.41 | 1.39 | 1.06 |
| India | 0.49 | 0.59 | 0.99 |
| Switzerland | 0.15 | 0.61 | 0.73 |
| Türkiye | 0.56 | 0.69 | 0.64 |
| Romania | 0.35 | 0.59 | 0.61 |
| Germany | 0.74 | 0.77 | 0.56 |
| Egypt | 0.60 | 0.71 | 0.56 |

Source: ITC, Trade Map

IMPORTS OF JORDAN BY PRODUCT (USD BILLION)

| CODE | PRODUCT LABEL | 2020 | 2021 | 2022 |
|------|---|------|------|------|
| '27 | Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral . . . | 3.46 | 1.77 | 2.67 |
| '71 | Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad . . . | 0.18 | 0.21 | 1.40 |
| '87 | Vehicles other than railway or tramway rolling stock, and parts and accessories thereof | 1.35 | 1.26 | 1.55 |
| '84 | Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof | 1.53 | 1.27 | 1.30 |
| '10 | Cereals | 0.78 | 0.70 | 0.94 |
| '99 | Commodities not elsewhere specified | 0.82 | 0.88 | 1.14 |
| '85 | Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . . | 1.32 | 1.01 | 1.13 |
| '39 | Plastics and articles thereof | 0.67 | 0.62 | 0.79 |
| '60 | Knitted or crocheted fabrics | 0.66 | 0.55 | 0.64 |
| '72 | Iron and steel | 0.43 | 0.43 | 0.48 |
| '30 | Pharmaceutical products | 0.55 | 0.60 | 0.70 |
| '29 | Organic chemicals | 0.33 | 0.34 | 0.36 |
| '02 | Meat and edible meat offal | 0.37 | 0.34 | 0.39 |
| '48 | Paper and paperboard; articles of paper pulp, of paper or of paperboard | 0.30 | 0.27 | 0.31 |
| '01 | Live animals | 0.15 | 0.27 | 0.29 |

Source: ITC, Trade Map

TRADE STATISTICS BETWEEN EGYPT AND JORDAN (MILLION USD)

EGYPTIAN EXPORTS TO JORDAN BY PRODUCT (MILLION)

| CODE | PRODUCT LABEL | 2020 | 2021 | 2022 |
|------|---|------|------|------|
| '27 | Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral . . . | 84 | 127 | 125 |
| '85 | Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television . . . | 26 | 43 | 54 |
| '20 | Preparations of vegetables, fruit, nuts or other parts of plants | 25 | 29 | 42 |
| '07 | Edible vegetables and certain roots and tubers | 17 | 17 | 38 |
| '69 | Ceramic products | 34 | 45 | 33 |
| '15 | Animal, vegetable or microbial fats and oils and their cleavage products; prepared edible fats; . . . | 22 | 36 | 31 |
| '08 | Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere . . . | 32 | 30 | 31 |
| '04 | Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere . . . | 40 | 30 | 29 |

| | | | | |
|-----|---|----|----|----|
| '28 | Inorganic chemicals; organic or inorganic compounds of precious metals, of rare-earth metals, . . . | 12 | 19 | 27 |
| '73 | Articles of iron or steel | 11 | 14 | 26 |
| '21 | Miscellaneous edible preparations | 20 | 23 | 21 |
| '31 | Fertilisers | 9 | 12 | 19 |
| '33 | Essential oils and resinoids; perfumery, cosmetic or toilet preparations | 11 | 10 | 15 |
| '62 | Articles of apparel and clothing accessories, not knitted or crocheted | 5 | 14 | 14 |
| '54 | Man-made filaments; strip and the like of man-made textile materials | 14 | 14 | 13 |

Source: ITC, Trade Map

EGYPTIAN IMPORTS FROM JORDAN BY PRODUCT (MILLION)

| CODE | PRODUCT LABEL | 2020 | 2021 | 2022 |
|------|---|------|------|-------|
| '31 | Fertilisers | 46.3 | 53.7 | 135.4 |
| '30 | Pharmaceutical products | 18.3 | 19.0 | 27.1 |
| '76 | Aluminium and articles thereof | 1.4 | 1.5 | 9.2 |
| '39 | Plastics and articles thereof | 1.3 | 4.5 | 9.1 |
| '23 | Residues and waste from the food industries; prepared animal fodder | 4.3 | 2.2 | 5.2 |
| '38 | Miscellaneous chemical products | 6.7 | 7.2 | 5.1 |
| '29 | Organic chemicals | 2.6 | 1.4 | 5.0 |
| '28 | Inorganic chemicals; organic or inorganic compounds of precious metals, of rare-earth metals, . . . | 3.2 | 1.9 | 4.3 |
| '08 | Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere . . . | 0.4 | 5.8 | 3.9 |
| '84 | Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof | 2.0 | 2.9 | 3.5 |
| '48 | Paper and paperboard; articles of paper pulp, of paper or of paperboard | 6.2 | 4.2 | 3.4 |
| '09 | Coffee, tea, maté and spices | 3.8 | 6.0 | 2.5 |
| '32 | Tanning or dyeing extracts; tannins and their derivatives; dyes, pigments and other colouring . . . | 2.0 | 3.3 | 2.3 |
| '19 | Preparations of cereals, flour, starch or milk; pastrycooks' products | 0.8 | 1.2 | 2.1 |
| '57 | Carpets and other textile floor coverings | 3.5 | 3.2 | 2.0 |

Source: ITC, Trade Map

TRADE POTENTIALS BETWEEN EGYPT AND JORDAN

(1) POTENTIAL EGYPTIAN EXPORTS TO JORDAN

| HS CODE | PRODUCT | POTENTIAL VALUE (MILLION USD) |
|---------|--|----------------------------------|
| 080510 | Oranges, fresh or dried | 28 |
| 150790 | Soya-bean oil (excl crude) & fractions | 19 |
| 961900 | Sanitary articles | 15 |
| 710812 | Gold, unwrought, for non-monetary purposes | 15 |
| 6907 | Unglazed ceramic flags, paving, hearth, wall tiles, mosaic | 13 |
| 170199 | Cane or beet sugar & chemically pure sucrose | 12 |
| 040630 | Processed cheese | 12 |
| 8528Xc | Reception apparatus for television | 11 |
| 210410 | Soups & broths & preparations therefor | 10 |
| 080450 | Guavas, mangoes & mangosteens, fresh or dried | 9.6 |
| 7321Xa | Iron or steel non-electric cooking appliances | 8.7 |
| 281410 | Anhydrous ammonia | 8.6 |
| 740811 | Wire of refined copper | 7.9 |
| 381700 | Mixed alkylbenzenes & mixed alkyl naphthalenes | 7.8 |
| 340220 | Surface-active, washing, auxiliary washing & cleaning | 7.7 |
| 310230 | Ammonium nitrate | 7.5 |
| 080550 | Lemons & limes, fresh or dried | 7.4 |
| 120740 | Sesamum seeds | 7.4 |
| 390210 | Polypropylene, in primary forms | 7 |
| 190531 | Sweet biscuits | 7 |
| 540110 | Sewing thread of synthetic filaments | 6.9 |
| 851610 | Electric water/immersion heaters | 6.6 |
| 210690 | Food preparations | 6.6 |
| 271600 | Electrical energy | 6.5 |
| 252310 | Cement clinkers | 6.5 |
| 200410 | Potatoes, prepared or preserved (not in vinegar), frozen | 6.3 |
| 151219 | Sunflower-seed or safflower oil (excl crude) & fractions | 6.2 |

Export Potential Map, ITC

(2) POTENTIAL EGYPTIAN IMPORTS FROM JORDAN

| HS CODE | PRODUCT | POTENTIAL VALUE (MILLION USD) |
|---------|--|----------------------------------|
| 310420 | Potassium chloride for use as fertiliser | 49 |
| 280920 | Phosphoric acid; polyphosphoric acids | 9.1 |
| 3004Xb | Medicaments consisting of mixed or unmixed products, for | 8 |
| 310590 | Mineral or chemical fertilisers | 5.9 |
| 310520 | Mineral or chemical fertilisers | 5.8 |

| | | |
|--------|--|-----|
| 300420 | Medicaments containing antibiotics, for retail sale | 4.7 |
| 300320 | Medicaments containing antibiotics | 3 |
| 090240 | Black tea, packings >3kg | 2.8 |
| 300410 | Medicaments containing penicillins or derivatives thereof, | 2.4 |
| 080930 | Peaches & nectarines, fresh | 2.4 |
| 310430 | Potassium sulphate | 2.4 |
| 610990 | T-shirts & vests, knit/crochet, n.e.s | 2.2 |
| 282612 | Fluoride of aluminium | 1.9 |
| 210690 | Food preparations | 1.8 |
| 711319 | Jewellery, of precious metal, n.e.s. | 1.7 |
| 720449 | Waste & scrap of iron/steel, n.e.s. | 1.6 |
| 080410 | Dates, fresh or dried | 1.6 |
| 340120 | Soap in flakes/granules/powder/paste/aqueous solution | 1.6 |
| 020230 | Bovine cuts boneless, frozen | 1.5 |
| 300230 | Vaccines for veterinary medicine | 1.5 |
| 320730 | Liquid lustres & similar preparations of the kind used in | 1.4 |
| 2908Xa | Derivatives containing only halogen substituents | 1.4 |
| 611030 | Jerseys & similar of man-made fibres, knit/crochet | 1.3 |
| 761290 | Casks & similar containers, of aluminium | 1.2 |
| 620469 | Women's trousers & shorts, n.e.s. | 1.2 |

Export Potential Map, ITC

SOURCES

- CIA Fact Book
- ITC, Trade Map Data accessed on 20/7/2023
- ITC, Export Potential Map Data
- World Bank Economic Indicators

EXPORT DEVELOPMENT AUTHORITY (EDA)
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