

Jordan

Key indicators

Population (millions)	7.7
GDP (\$ billions)	39.5
GDP per capita (\$)	5092.0
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-9.0
Tariff preference margin (percentage points)	6.1
Imports and exports (goods and services), share of GDP (%)	104.1
Services exports, share of total exports (%)	44.0
Geographic region	Asia
Country group	
Income group	Upper-middle income

SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
Small	28.4	24.4	34.0
Medium	43.0	46.9	44.7
Large	54.9	71.2	49.3
All	34.0	31.6	39.1
BUSINESS ECOSYSTEM	61.9	65.3	47.7
NATIONAL ENVIRONMENT	61.2	55.5	40.4

Reference level: 51.0 (a function of GDP per capita)

Weaknesses are scores below: 25.5 | **Strengths are scores above: 76.5**

SME Competitiveness Grid

FIRM CAPABILITIES (Normalized scores)

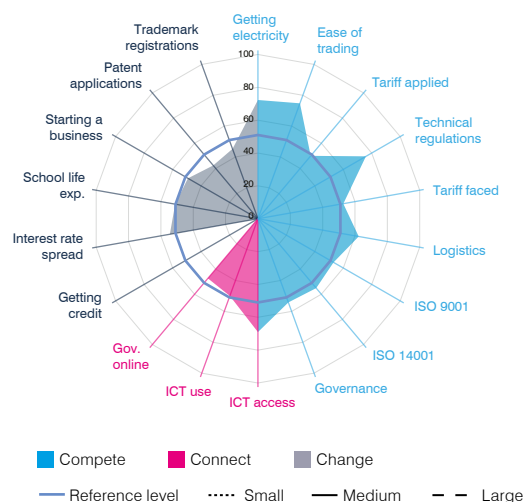
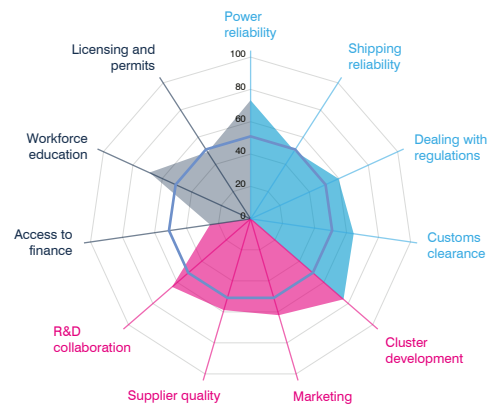
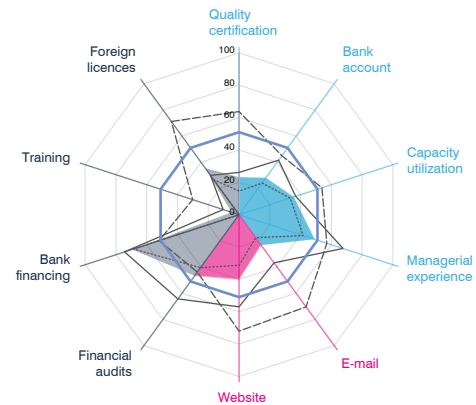
Compete	Small	Medium	Large	All
International quality certificate	14.6	26.1	63.7	23.2
Bank account	24.2	41.6	45.1	28.2
Capacity utilization	33.2	36.8	53.8	35.6
Managerial experience	41.7	67.6	57.1	49.1
Connect				
E-mail	17.6	36.8	70.4	23.3
Firm website	31.2	57.0	72.0	40.0
Change				
Audited financial statement	40.5	64.3	43.9	46.7
Investment financed by banks	68.6	74.4	51.9	69.5
Formal training programme	0.0	10.3	30.1	4.8
Foreign technology licences	26.8	29.9	71.2	35.5

BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	81.5	64.0	81.5	73.3
Domestic shipping reliability	44.3	61.9	66.6	50.0
Dealing with regulations	62.9	53.3	61.1	59.8
Customs clearance efficiency	66.3	63.6	60.4	64.5
Connect				
State of cluster development				76.1
Extent of marketing				62.1
Local supplier quality				58.9
University-industry collaboration in R&D				64.3
Change				
Access to finance	20.3	34.8	53.7	25.3
Access to educated workforce	77.5	55.0	55.6	68.8
Business licensing and permits	53.0	40.3	54.3	49.1

NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	72.3
Ease of trading across borders	74.7
Applied tariff, trade-weighted average	50.0
Prevalence of technical regulations	75.9
Faced tariff, trade-weighted average	52.8
Logistics performance index	62.3
ISO 9001 quality certificates	53.2
ISO 14001 environmental certificates	55.2
Governance index	54.2
Connect	
ICT access	69.0
ICT use	50.0
Government's online service	47.4
Change	
Ease of getting credit	0.0
Interest rate spread	54.5
School life expectancy	51.2
Ease of starting a business	49.2
Patent applications	42.4
Trademark registrations	45.3



Note: Scores range from 0 to 100, a higher score indicates a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

Source: World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

SME Export Potential

Jordan is an upper-middle income country with a population of 7.7 million and GDP of \$39.5 billion. Goods and services account for 56% and 44% of exports, respectively.

The country's unrealized potential to increase existing exports of goods lies within its home region and to Europe and the Americas (see table below). *Pharmaceutical products* have an unrealized export potential of over \$81 million in the home region and \$292 million to the Americas. Other goods with unrealized potential include *coaxial cables* and *articles of jewellery*.

Regarding new export products, Jordan has diversification opportunities in metals, carpets, as well as ceramic articles with products such as *wire of non-alloy aluminium* and *carpets and other man-made floor covering*. These goods score relatively well on the price stability indicator. Other products for diversification include *ceramic sinks* and *unglazed ceramic flags and paving, hearth or wall tiles*.

Small firms in Jordan perform well in having investments financed by banks and access to electricity. They underperform, however, in attaining international quality certificates, using e-mails and offering formal training programmes to employees. The largest gap between small and large firms lies in using e-mails. The country's national environment scores well in the prevalence of technical regulations.

Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators										
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology							
			0	0	0	0	0											
Pharmaceutical products, except lubricants and ostomy appliances	30XXXX	630																
Live sheep	010410	131																
Coaxial cable and other coaxial electric conductors, insulated	854420	70																
Casks, drums, cans, boxes and similar containers, incl. rigid tubular containers, of aluminium, for any...	761290	72																
Carnallite, sylvite and other crude natural potassium salts, potassium magnesium sulphate and...	310490	356																
Articles of jewellery and parts thereof, of precious metal other than silver, whether or not plated or...	711319	101																
Winding wire for electrical purposes, of copper, insulated	854411	71																
Tomatoes, fresh or chilled	070200	258																
Mineral or chemical nitrogen fertilisers (excluding urea; ammonium sulphate; ammonium nitrate;...	310290	159																
Mineral or chemical fertilisers containing the two fertilising elements nitrogen and potassium or one...	310590	37																

Notes: Unrealized potential table: Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

Source: ITC Export Potential Map, <http://exportpotential.intracen.org>