HOW EUROPEAN UNION INVESTMENTS CONTRIBUTE TO ECONOMIC GROWTH AND JOB CREATION IN JORDAN
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I am very pleased to introduce the European Union Investment Mapping in Jordan, an exercise that lays out the presence of European Union (EU) businesses in Jordan and their impact on the economy. In the pages that follow, you will find a comprehensive update of the economic exchanges, trade relations and impact of EU investments, as well as challenges and opportunities of doing business in Jordan.

The mapping confirms that the EU is a major trade and investment partner for Jordan. At the same time, enhancing private investment can be mutually beneficial for both Jordan and the EU as it can contribute to the creation of jobs and growth for Jordan and open further investment opportunities for the EU.

This mapping exercise shows that a sample of 80 European companies operating in the country have a combined annual turnover of around €2.5 billion, pay close to €230 million annually in corporate tax, and contribute to 22,000 direct and indirect jobs (including 92% Jordanian citizens, of which almost 20% are women). European companies also make important contributions to innovation, social and environmental protection. The mapping also identifies areas for improvement for optimising investment opportunities.

The EU’s cooperation in Jordan focuses on both systemic changes and direct delivery assistance to enterprises: the EU’s programmes assist the Government to engage in business enabling reforms as included in the Jordan Vision 2025, incentivising sustainable and inclusive growth, with a particular attention on social and economic inclusion of women and youth. In parallel, the EU supports activities that increase economic participation of private sector actors, with a focus on SMEs facilitating increased investment and competitiveness at enterprise level.

The private sector is at the forefront of the EU’s support, with a special focus on Small and Medium Enterprises (SMEs); they are an embodiment of the Jordanian potential and key players for growth and job creation. In the past decade, the EU has invested over €200 million to support over 1,300 SMEs through direct grants or technical assistance in various sectors (services, manufacturing, agro-business, innovation, etc.).

In February 2021, the European Union published the Joint Communication “Renewed partnership with the Southern Neighbourhood – A new agenda for the Mediterranean”. One of the directions included in this new agenda proposes an “Economic and Investment Plan for the Southern Neighbours” to help spur long term socio-economic recovery, foster sustainable development, address the region’s structural imbalances, and tap into the region’s economic potential and aims to increase the region’s attractiveness for investors.

Against this new backdrop, Jordan offers a compelling setting: a well-educated labour force, quality infrastructure, a dynamic banking system and macroeconomic soundness that help support the country’s attractiveness. Moreover, the country is strategically positioned to serve as a platform for businesses supplying regional markets.

The EU remains committed to intensifying its efforts with the Government of Jordan and the private sector to consolidate the attractiveness and potential of Jordan and encourage further investment that would lead to sustainable economic development. We hope that this mapping exercise will incentivise the dialogue among all stakeholders.
How European Union Investments Contribute to Economic Growth and Job Creation in Jordan

**EU-JORDAN ECONOMIC OVERVIEW**

**EUROPEAN UNION**
- **Population**: 445 million
- **GDP**: EUR 17 trillion, USD 20 trillion
- **GDP per capita**: EUR 41,000, USD 48,774

**JORDAN**
- **Population**: 10.1 million
- **GDP**: EUR 37 billion, USD 44.5 billion
- **GDP per capita**: EUR 3,702, USD 4,405

**JORDAN TRADE WITH THE WORLD**

**EU** 16%

**US** 15%

**CHINA** 14%

**NETHERLANDS**
- EUR 55,847,589
- USD 67,017,107
- 17%

**GERMANY**
- EUR 25,310,379
- USD 30,372,455
- 8%

**SPAIN**
- EUR 52,797,947
- USD 63,357,536
- 16%

**ITALY**
- EUR 49,160,631
- USD 58,992,757
- 15%

**FRANCE**
- EUR 19,301,128
- USD 23,161,354
- 6%

**GREECE**
- EUR 12,850,764
- USD 15,420,917
- 4%

**BELGIUM**
- EUR 46,256,546
- USD 55,507,855
- 14%

**INDIA** 6%

**SAUDI ARABIA** 3%

**EGYPT** 3%

**Source**: 2020 IMF and Eurostat
EU INVESTMENT IN JORDAN

FIRMS COUNTRY OF ORIGIN

- FRANCE 26%
- BELGIUM 11%
- SPAIN 11%
- ITALY 11%
- THE NETHERLANDS 5%
- SWEDEN 1%
- DENMARK 6%
- FINLAND 6%
- AUSTRIA 6%

RELATION TO THE EU

- 62% EU SHAREHOLDERS
- 55% EU CAPITAL
- 47% EU REGISTRATION
- 49% EU HEADQUARTER
- 51% EU MAIN EXPORT MARKET

SIZE

- 11% BIG >250
- 27% MEDIUM <250
- 35% SMALL <50
- 27% MICRO <10

TURNOVER

- 19% < €1M
- 30% < €10M
- 51% > €10M

LOCATION

- CAPITAL 51%
- OUTSIDE THE CAPITAL 21%

AGE

- ESTABLISHED FOR >10Y 65%
- ESTABLISHED FOR 5-10Y 20%
- ESTABLISHED FOR <5Y 15%

Source: 2021 EU investment mapping - This brochure is based on a survey to EU firms established or operating in Jordan. The replies represent 30% of the estimated number of EU firms in Jordan.
**How European Union Investments Contribute to Economic Growth and Job Creation in Jordan**

### Investment Motivation

- **Investment due to the Local Market**: 57%
- **Investment due to the Regional Market**: 13%
- **Investment due to the European Market**: 3%
- **Investment due to the International Market**: 27%

### Importance of the Local Market for Firms

- **Little Importance**: 13%
- **Average Importance**: 23%
- **Important or Very Important**: 65%

### Importance of the Regional Market for Firms

- **Little Importance**: 10%
- **Average Importance**: 18%
- **Important or Very Important**: 72%

### Market Outlook

**The Local Market in 5 Years**

- **Tougher**: 10%
- **The Same**: 10%
- **Fair Growth**: 54%
- **High Growth**: 26%

### Source of Funding

- **Company Profits**: 48%
- **Banks/Financial Institutions**: 34%
- **Headquarters Funds**: 31%
- **Private Equity/Venture Capital Funds**: 16%
- **Relatives Friends or Close Relationships**: 5%
- **Stock Exchange**: 1%

Source: 2021 EU investment mapping
**ECONOMIC IMPACT**

- **Annual Turnover**
  - EUR 2,511,419,757
  - USD 3 billion

- **Taxes Paid Annually**
  - EUR 228,211,862
  - USD 274 million

- **Investment Placed**
  - EUR 5,637,165,000
  - USD 6.7 billion

- **Investment 2021-2026**
  - EUR 752,250,000
  - USD 1 billion

*Economic figures include average data as per the replies received from firms on the 2021 EU investment mapping.

**SOCIAL IMPACT**

- **Direct Employees**
  - 6,835

- **Local Employees**
  - 92%

- **Women Employees**
  - 19%

- **Local Suppliers**
  - 15,295

**CORPORATE SOCIAL RESPONSIBILITY**

- **Green Actions**
  - Carbon footprint, Environment & Biodiversity
  - Annual Actions per Firm: 5
  - Annual Budget per Firm: EUR 10,618 USD 12,742

- **Social Actions**
  - Labor Policies and Fair Trade
  - Annual Actions per Firm: 7
  - Annual Budget per Firm: EUR 34,094 USD 40,913

- **Innovation Actions**
  - Training and R&D
  - Annual Actions per Firm: 7
  - Annual Budget per Firm: EUR 8,882 USD 10,658

**SECTORS**

- Energy & Environmental Services: 18%
- Health & Social Services: 7%
- Distribution Services: 6%
- Wood & Paper: 5%
- Construction Materials: 4%
- Computers & IT Services: 1%
- Chemicals: 13%
- Processed Agro Products & Fisheries: 6%
- Education Services: 5%
- Tourism Services: 4%
- Yarn, Fabrics, Textiles or Leather: 2%
- Computer & Electronics: 1%
- Legal Services: 1%
- Miscellaneous Manufacturing: 8%
- Communication Services: 6%
- Transport Services: 5%
- Construction & Engineering Services: 4%
- Accountancy & Financial Services: 2%
- Transport Equipment: 1%
- Fresh Agro Products & Fisheries: 1%

Source: 2021 EU investment mapping
How European Union Investments Contribute to Economic Growth and Job Creation in Jordan

**BARRIERS TO FIRMS** (ranking of importance)

1. Infrastructure Policy and Regulation Incl. Energy
2. Tax Policy and Administration
3. Public-Private Dialogue
4. Labour Law, Employment Policy & Capacity Building
5. Trade Regulation and Policy
6. Commercial Justice and Dispute Resolution
7. Governance and Rule of Law, Justice, Anti-Corruption
8. Macroeconomic Stability
9. Business Simplification
10. Investment Policy

**COVID IMPACT ON FIRMS** (% of firms affected)

- Problems in the Supply Chain/Logistics: 60%
- Cancellation of Orders: 42%
- Deferred/Cancelled Investments: 41%
- Own Production Losses/Sick Employees: 27%
- Missing Goods/Services: 25%
- Liquidity Constraints: 35%

**KEY AREAS TO IMPROVE THE BUSINESS CLIMATE IN JORDAN**

- **Government Engagement with Stakeholders**
  Establish and incentivise a formal and constructive mechanism for public-private sector policy dialogue to increase mutual trust and collaboration.

- **Prioritisation of Business Climate Reforms**
  Establish a transparent, evidence-backed approach that reconciles the large number of strategies, plans and mandates into a comprehensive and practical business climate reform.

- **Investment Facilitation and Promotion**
  Improve the capacity to analyse investor segments and develop a tailored service offering to build up investor confidence.

- **Digital Transformation**
  Develop and implement an integrated digital transformation strategy to increase competitive advantages.

- **Administrative Barriers**
  Tackle red tape and bureaucratic procedures that hinder the services extended to both domestic and international entrepreneurs.

- **Particular Attention to Micro, Small and Medium Enterprises**
  Design and implement public institutional support to streamline and simplify government policies and regulations particularly impacting MSMEs.

- **Predictable and Stable Regulatory Environment**
  Continue promoting a predictable regulatory environment that helps investors to assess the return on their investment and reduces the risks of investing.
**How European Union Investments Contribute to Economic Growth and Job Creation in Jordan**

### EU Investment Per Sector: Agriculture

**Firms Country of Origin**

- **France**: 33%
- **Belgium**: 33%
- **Germany**: 33%

**Relation to The EU**

- **EU Shareholders**: 0%
- **EU Capital**: 0%
- **EU Registration**: 0%
- **EU Headquarter**: 0%
- **EU Main Export Market**: 100%

**Economic and Social Impact**

- **Annual Turnover**: EUR 17,085,000, USD 20,502,000
- **Taxes Paid Annually**: EUR 347,713, USD 417,256
- **Investment Placed**: EUR 2,045,000, USD 2,454,000
- **Investment 2021-2026**: EUR 2,600,000, USD 3,120,000

<table>
<thead>
<tr>
<th>Key Sectors</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processed Agro Products</td>
<td>83%</td>
</tr>
<tr>
<td>Fresh Agro Products</td>
<td>17%</td>
</tr>
</tbody>
</table>

**Jobs**

- **152**

**Local Employees**

- **97.3%**

**Women Employees**

- **33%**

Source: 2021 EU investment mapping
How European Union investments contribute to economic growth and job creation in Jordan

INVESTMENT MOTIVATION

Investment due to the local market: 83%
Investment due to the regional market: 17%
Investment due to the European market: 0%
Investment due to the international market: 0%

Importance of the local market for firms:
- Little importance: 0%
- Average importance: 17%
- Important or very important: 83%

Importance of the regional market for firms:
- Little importance: 33%
- Average importance: 0%
- Important or very important: 67%

Market outlook: The local market in 5 years
- Tougher: 17%
- The same: 0%
- Fair growth: 67%
- High growth: 17%

Source of funding:
- Banks/financial institutions: 67%
- Company profits: 50%
- Relatives, friends, or close relationships: 17%
- Private equity/venture capital funds: 3%

Source: 2020 EU investment mapping
**Corporate Social Responsibility**

<table>
<thead>
<tr>
<th>Green Actions</th>
<th>Social Actions</th>
<th>Innovation Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carbon footprint, environment &amp; biodiversity</td>
<td>Labor policies and fair trade</td>
<td>Training and R&amp;D</td>
</tr>
<tr>
<td>Annual actions per firm</td>
<td>Annual actions per firm</td>
<td>Annual actions per firm</td>
</tr>
<tr>
<td>EUR 15,000 USD 18,000</td>
<td>EUR 4,667 USD 5,600</td>
<td>EUR 5,833 USD 7,000</td>
</tr>
</tbody>
</table>

**Total CSR**

<table>
<thead>
<tr>
<th>Total CSR</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 annual actions per firm</td>
</tr>
<tr>
<td>EUR 25,500 USD 30,600</td>
</tr>
</tbody>
</table>

**Barriers to Firms** (ranking of importance)

1. Tax policy and administration
2. Commercial justice and dispute resolution
3. Infrastructure policy and regulation incl. energy
4. Governance and rule of law, justice, anti-corruption
5. Business simplification
6. Public - private dialogue
7. Investment policy
8. Macroeconomic stability
9. Labour law, employment policy & capacity building
10. Trade regulation and policy

**COVID Impact on Firms** (% of firms affected)

- Problems in the supply chain/logistics: 100%
- Cancellation of orders: 67%
- Own production losses/sick employees: 33%
- Liquidity constraints: 33%
- Missing goods/services: 33%

Source: 2021 EU investment mapping
How European Union investments contribute to economic growth and job creation in Jordan

**EU Investment per Sector**

**Industry**

**Firms Country of Origin**

- France: 8%
- Belgium: 15%
- Italy: 15%
- Austria: 15%
- Germany: 15%
- Bulgaria: 4%
- Greece: 4%
- Finland: 4%
- Denmark: 12%
- Sweden: 1%

**Relation to the EU**

- EU Shareholders: 72%
- EU Capital: 62%
- EU Registration: 59%
- EU Headquarter: 66%
- EU Main Export Market: 59%

**Economic and Social Impact**

- Annual Turnover: EUR 230,285,930, USD 276,343,116
- Taxes Paid Annually: EUR 9,181,746, USD 11,018,095
- Investment Placed: EUR 80,660,000, USD 96,792,000
- Investment 2021-2026: EUR 65,650,000, USD 78,780,000

- Jobs: 1,936
- Local Employees: 71.8%
- Women Employees: 20%

**Key Sectors**

- Chemicals: 38%
- Miscellaneous Manufacturing: 24%
- Wood and Paper: 14%
- Construction Materials: 10%
- Computers & Electronics: 3%
- Computers & IT: 3%
- Wood & Paper: 3%
- Clothing, Yarn, Fabrics, Textiles or Leather: 7%

Source: 2021 EU investment mapping
How European Union investments contribute to economic growth and job creation in Jordan

Investment Motivation

- **Investment due to the local market**: 46%
- **Investment due to the regional market**: 25%
- **Investment due to the European market**: 7%
- **Investment due to the international market**: 21%

Importance of the local market for firms

- Little importance: 25%
- Average importance: 36%
- Important or very important: 39%

Importance of the regional market for firms

- Little importance: 4%
- Average importance: 29%
- Important or very important: 68%

Market Outlook

- The local market in 5 years: 17% the same, 55% fair growth, 21% high growth, 7% tougher

Source of Funding

- Company profits: 52%
- Headquarters funds: 38%
- Banks/financial institutions: 31%
- Private equity/venture capital funds: 17%
- Relatives, friends or close relationships: 3%

Source: 2021 EU investment mapping
**CORPORATE SOCIAL RESPONSIBILITY**

<table>
<thead>
<tr>
<th>GREEN ACTIONS</th>
<th>ANNUAL ACTIONS PER FIRM</th>
<th>ANNUAL BUDGET PER FIRM</th>
</tr>
</thead>
<tbody>
<tr>
<td>CARBON FOOTPRINT,</td>
<td>4</td>
<td>EUR 7,241</td>
</tr>
<tr>
<td>ENVIRONMENT &amp; BIODIVERSITY</td>
<td></td>
<td>USD 8,689</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOCIAL ACTIONS</th>
<th>ANNUAL ACTIONS PER FIRM</th>
<th>ANNUAL BUDGET PER FIRM</th>
</tr>
</thead>
<tbody>
<tr>
<td>LABOR POLICIES AND FAIR TRADE</td>
<td>4</td>
<td>EUR 12,103</td>
</tr>
<tr>
<td></td>
<td></td>
<td>USD 14,524</td>
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<table>
<thead>
<tr>
<th>INNOVATION ACTIONS</th>
<th>ANNUAL ACTIONS PER FIRM</th>
<th>ANNUAL BUDGET PER FIRM</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRAINING AND R&amp;D</td>
<td>3</td>
<td>EUR 1,207</td>
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<tr>
<td></td>
<td></td>
<td>USD 1,448</td>
</tr>
</tbody>
</table>

**TOTAL CSR**

- **11 ANNUAL ACTIONS PER FIRM**
- **EUR 20,552 ANNUAL BUDGET PER FIRM**
- **USD 24,662 ANNUAL BUDGET PER FIRM**

**BARRIERS TO FIRMS** (ranking of importance)

1. TAX POLICY AND ADMINISTRATION
2. INFRASTRUCTURE POLICY AND REGULATION INCL. ENERGY
3. TRADE REGULATION AND POLICY
4. PUBLIC - PRIVATE DIALOGUE
5. LABOUR LAW, EMPLOYMENT POLICY & CAPACITY BUILDING
6. INVESTMENT POLICY
7. COMMERCIAL JUSTICE AND DISPUTE RESOLUTION
8. GOVERNANCE AND RULE OF LAW, JUSTICE, ANTI-CORRUPTION
9. MACROECONOMIC STABILITY
10. BUSINESS SIMPLIFICATION

**COVID IMPACT ON FIRMS** (% of firms affected)

- PROBLEMS IN THE SUPPLY CHAIN / LOGISTICS: **79%**
- CANCELLATION OF ORDERS: **38%**
- OWN PRODUCTION LOSSES / SICK EMPLOYEES: **38%**
- DEFERRED / CANCELLED INVESTMENTS: **38%**
- MISSING GOODS / SERVICES: **38%**
- LIQUIDITY CONSTRAINTS: **34%**

Source: 2021 EU investment mapping
EU INVESTMENT PER SECTOR

SERVICES

FIRMS COUNTRY OF ORIGIN

RELATION TO THE EU

73% EU SHAREHOLDERS

65% EU CAPITAL

57% EU REGISTRATION

55% EU HEADQUARTER

45% EU MAIN EXPORT MARKET

ECONOMIC AND SOCIAL IMPACT

ANNUAL TURNOVER
EUR 2,294,548,828
USD 2,753,458,594

TAXES PAID ANNUALLY
EUR 219,519,904
USD 263,423,885

INVESTMENT PLACED
EUR 5,555,610,000
USD 6,666,732,000

INVESTMENT 2021-2026
EUR 692,250,000
USD 830,700,000

JOBS 19,949

LOCAL EMPLOYEES 94.4%

WOMEN EMPLOYEES 20%

KEY SECTORS

ENERGY & ENVIRONMENTAL SERVICES 31%

HEALTH & SOCIAL SERVICES 12%

DISTRIBUTION SERVICES 10%

COMMUNICATION SERVICES 10%

TOURISM SERVICES 4%

EDUCATION SERVICES 8%

TRANSPORT SERVICES 8%

ACCOUNTANCY & FINANCIAL SERVICES 4%

LEGAL SERVICES 4%

COMPUTER AND IT SERVICES 4%

CONSTRUCTION & ENGINEERING SERVICES 6%

Source: 2021 EU investment mapping
How European Union investments contribute to economic growth and job creation in Jordan

**Investment Motivation**

- **Investment due to the local market**: 61%
- **Investment due to the regional market**: 6%
- **Investment due to the European market**: 0%
- **Investment due to the international market**: 33%

**Importance of the local market for firms**

- Little importance: 14%
- Average importance: 16%
- Important or very important: 69%

**Importance of the regional market for firms**

- Little importance: 10%
- Average importance: 18%
- Important or very important: 71%

**Market Outlook**

**The local market in 5 years**

- Tougher: 10%
- The same: 12%
- Fair growth: 51%
- High growth: 27%

**Source of Funding**

- Company profits: 47%
- Headquarters funds: 37%
- Banks/financial institutions: 31%
- Private equity/venture capital funds: 14%
- Relatives, friends or close relationships: 4%
- Stock exchange: 2%

Source: 2021 EU investment mapping
CORPORATE SOCIAL RESPONSIBILITY

GREEN ACTIONS
CARBON FOOTPRINT, ENVIRONMENT & BIODIVERSITY
ANNUAL ACTIONS PER FIRM 7
ANNUAL BUDGET PER FIRM EUR 12,602
USD 15,122

SOCIAL ACTIONS
LABOR POLICIES AND FAIR TRADE
ANNUAL ACTIONS PER FIRM 9
ANNUAL BUDGET PER FIRM EUR 53,143
USD 63,772

INNOVATION ACTIONS
TRAINING AND R&D
ANNUAL ACTIONS PER FIRM 10
ANNUAL BUDGET PER FIRM EUR 11,633
USD 13,960

TOTAL CSR
ANNUAL ACTIONS PER FIRM 26
ANNUAL BUDGET PER FIRM EUR 77,378
USD 92,854

BARRIERS TO FIRMS (ranking of importance)

1. TRADE REGULATION AND POLICY
2. INFRASTRUCTURE POLICY AND REGULATION
   INCL. ENERGY
3. LABOUR LAW, EMPLOYMENT POLICY & CAPACITY BUILDING
4. MACROECONOMIC STABILITY
5. COMMERCIAL JUSTICE AND DISPUTE RESOLUTION
6. PUBLIC - PRIVATE DIALOGUE
7. TAX POLICY AND ADMINISTRATION
8. GOVERNANCE AND RULE OF LAW, JUSTICE, ANTI-CORRUPTION
9. BUSINESS SIMPLIFICATION
10. INVESTMENT POLICY

COVID IMPACT ON FIRMS (% of firms affected)

DEFERRED / CANCELLED INVESTMENTS 53%
CANCELLATION OF ORDERS 49%
MISSING GOODS / SERVICES 20%
PROBLEMS IN THE SUPPLY CHAIN / LOGISTICS 49%
LIQUIDITY CONSTRAINTS 39%
OWN PRODUCTION LOSSES / SICK EMPLOYEES 18%

Source: 2021 EU investment mapping
How European Union Investments Contribute to Economic Growth and Job Creation in Jordan

EU-JORDAN Trade Opportunities

From Jordan to the EU

Jersey
Polyphosphoric/Phosphoric Acid
Potassium Chloride for Fertiliser Use
Nitrate of Potassium
Women’s Trousers & Shorts of Cotton
Women’s Trousers & Shorts of Synthetic Fibres
T-shirts & Vests, Knit/Crochet

From EU to Jordan

Cars
Medicaments
Barley
Ceramics
Vaccines
Food Preparation
Live Sheep
Trucks ≤5T
Food Preparation for Infant Use
Airplane/Helicopter Parts
Potatoes (Prepared or Preserved)

*The Export Potential Indicator (EPI) identifies products in which the exporting country has already proven to be internationally competitive & which have good prospects of export success in new or existing target markets. The criteria to calculate the EPI are the export performance, target market’s demand & tariff conditions as well as bilateral links between the exporting country & target market.
The EU’s ambitious External Investment Plan (EIP) will encourage investment in partner countries in the EU Neighbourhood region and in Africa. The External Investment Plan focuses on a number of priority investment areas, such as sustainable energy and sustainable connectivity; micro, small and medium enterprises financing; sustainable agriculture, rural entrepreneurs and agroindustry; sustainable cities and digitalisation for sustainable development.

The Plan will encourage private investors to contribute to sustainable development in countries outside of Europe. The European Fund for Sustainable Development Plus (EFSD+) is the financing mechanism used to support investments by public financial institutions and the private sector.

**HOW DOES THE EXTERNAL INVESTMENT PLAN WORK?**

**European Fund for Sustainable Development Plus (EFSD+)**

- **Guarantees** – the EU works with banks to share the risk so that investors & development banks will finance entrepreneurs or development projects.
- **Blending** – the EU covers part of the costs of a development project to get it off the ground, with public & private investors financing the rest.

**Technical Assistance**: the EU funds experts to help firms to develop new projects, draft bankable business plans or to support governments in their investment policies.

**Investment Climate**: the EU funds business reforms & brings together governments & firms to address investment challenges.
The Trade & Private Sector Development & Engagement (TPSD) Facility is an on-demand advisory service managed by the department for International Partnerships (DG INTPA). It was launched in 2017, to increase the capacity of partner countries & European Union (EU) staff in Delegations & Headquarters to understand & implement private sector & trade policy orientations & further improve the quality of INTPA interventions.

The team of experts provides technical assistance, knowledge management & communication support to EU staff. In 3 years, the TPSD Facility conducted 38 short term missions in 29 countries, dealing with value chain analyses, feasibility studies for the operationalisation of the External Investment Plan, the state of play of public-private & private sector mappings, including the EU investor mappings. This work has provided EU Delegations with valuable data & indications to tackle the issues refraining investment and promoting projects on cross-cutting key issues for the private sector such as access to finance or digitalisation.

This brochure has been put together by the Trade and Private Sector Development Facility.
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