

JORDAN

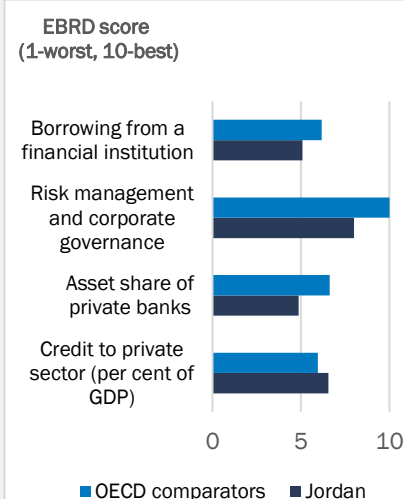
Competitive private sector, SME and inclusive growth

SDG contribution



#EBRDimpact

Before the Covid pandemic, between 2016 and 2019, real GDP growth averaged about 2%, insufficient to create enough jobs for Jordan's young labor force as labour market conditions have deteriorated. Unemployment stood at 23.3% in the last quarter of 2021, with youth unemployment reaching nearly 50% and the women's labor force participation rate standing at 14%, one of the lowest in the world. Part of this weak growth performance traces back to multiple external shocks Jordan has experienced in the past decade, including regional conflicts and the influx of nearly 1.3 million Syrian refugees, representing almost 13% of the total population. Human capital challenges remain substantial, alongside low productivity, regional instability and poor export diversification, giving limited opportunities for Jordanian firms. An unpredictable regulatory process and weak corporate governance also weigh on the business environment and limit foreign investment. Sitting at the center of a volatile region, Jordan continues to play a role as an anchor for regional stability and for the global public goods it provides by promoting cross-border regional cooperation and trade.



How we work

The EBRD helps to strengthen the resilience of the financial sector, including through improved governance standards in the banking sector, enterprise restructuring and introducing new sustainable economic activities. We provide direct and indirect financing, equity investments into systemic banks, and engage in policy dialogue with the government and market participants. To support trade, the EBRD Trade Facilitation Programme (TFP) provides guarantees covering the political and commercial payment risk. The EBRD also provides trade finance expertise to local banks through trade finance training courses, as well as the optimisation of banking procedures and the structuring of trade finance.

The EBRD in Jordan

As of December 2022

Total	2017-2022
€280 million	€49 million
Net cumulative investment in Industry, Commerce and Agribusiness	
€47 million	€5 million
Net cumulative investment in Manufacturing and Services	
€140 million	€86 million
Direct net cumulative investment in SMEs	

Quick links

- ▶ Women-in-Business Programme (WiB)
- ▶ Star Venture Programme
- ▶ Trade Facilitation Programme (TFP)

[EBRD Trade Facilitation Programme](#)

provides guarantees to international confirming banks, taking the political and commercial payment risk of international trade transactions undertaken by banks in its regions.



EBRD achievements and results in Jordan: Competitive private sector, SME and inclusive growth

We promote growth, inclusion and competitiveness of SMEs by:

- ▶ Increasing access to finance for women, youth and other underserved groups as well as enhancing access to skills development.
- ▶ Strengthening the capacity of corporates and SMEs to grow and add value through improved business standards, greater integration in regional value chains and increased innovation.
- ▶ Supporting Jordanian SMEs on standards with the delivery of 354 local and 37 international advisory contracts.
- ▶ Building resilience through development of capital market and local currency financing solutions; increasing private sector participation; and improving the business environment.
- ▶ Offering new services in areas of green and digital transformation to different firms.



We support the agribusiness sector by:

- ▶ Promoting higher value-added production, improving hygiene and sustainability, developing local supply chains in agro-production through modern retail, scaling up logistics and distribution infrastructure.
- ▶ Providing tailored assistance to improve organisational management, operations, sales and marketing, and finance.



Building skills

353 beneficiaries (329 Jordanian and 24 Syrians) have received skills training in a number of fields (including data entry and call centre training) at Abdali Mall Recruitment at Training Centre. In addition, 6 partner financial institutions benefited from bespoke consultancy services supporting EBRD transactions.



SME growth

33% of SMEs advised by the EBRD became more productive and 41% of supported SMEs increased their turnover by €6.1 million. A total of 830 jobs were created.

Boosting tourism

More than 9,000 tourism sector employees have received training through a digital course. Ayla's Makarem Training Academy hosted the first job fair in the tourism sector post-COVID, signalling a clear demand for tourism sector employees as domestic tourism rose in the wake of the pandemic.

Improving agribusiness standards

Four agribusiness SMEs saw their products, packages, marketing and efficiency improved as a result of EBRD advisory support.

"I'm grateful to have been trained to sew, and I'm now selling the pieces I make at the factory retail shop in Amman. I'm able to support my family working as a seamstress, which is something I get excited about and love very much – especially when I'm surrounded by the buzzing of sewing machines!"

Aisha Al Hameed, beneficiary from Homs League Abroad in Amman, Jordan.



Read how the EBRD and donors are scaling digital tools to help SMEs grow in the fashion sector

[EBRD, EU and South Korea support online fashion venture in Jordan](#)



Check out how the EBRD and donors are promoting green financing to MSMEs

[EBRD, EU and GCF extend green financing to micro and small businesses in Jordan](#)



Read how the EBRD is supporting Syrian refugees in Jordan

[Bringing new business skills to Syrian refugees in Jordan \(ebrd.com\)](#)



[Read](#) how EBRD and Bank al Etihad support growth of small and women-led businesses in Jordan