JORDAN
INVESTMENT BOARD
take advantage

Software R&D and Product Test House.		
Sector: ICT	**Project Value:** JD 2 -10M	**Location:** Amman, Irbid

Potential Opportunity

Increasingly computer software is being developed for major corporations in lower cost countries using international telecommunication facilities to manage and distribute the output.

Although, Jordan as a country can be considered relatively small in the Global Software Market (expected to reach 270 billion euros in 2008, ref: Deutsche Bank), its education and ICT sectors are strong. In addition, Arabization is unique to Jordan and the MENA region, supported by many ICT trained English speaking Jordanians.

It is not unprecedented to see the IBM's of this world locate software R&D facilities in a small talented country. Ireland is an example.

The key issues for locating ICT R&D offshore are; Lower cost, a continuous supply or English speaking software talent, a fast and reliable ICT infrastructure and intellectual property rights legislation to prevent software piracy.

Jordan can satisfy these issues and has the potential to attract significant software companies into the country. Possibly attracting companies that undertake contract software services but with existing products that can initially be converted to combined Arabic and English use or just Arabic thereby increasing the market potential of existing products.

I. Description of the Business

The business will undertake contract software development and testing and will require suitable infrastructure, equipment and accommodation to house a number of analysts and programmers. The target market for the finished product will be the MENA region for existing English language software converted for Arabic Use.