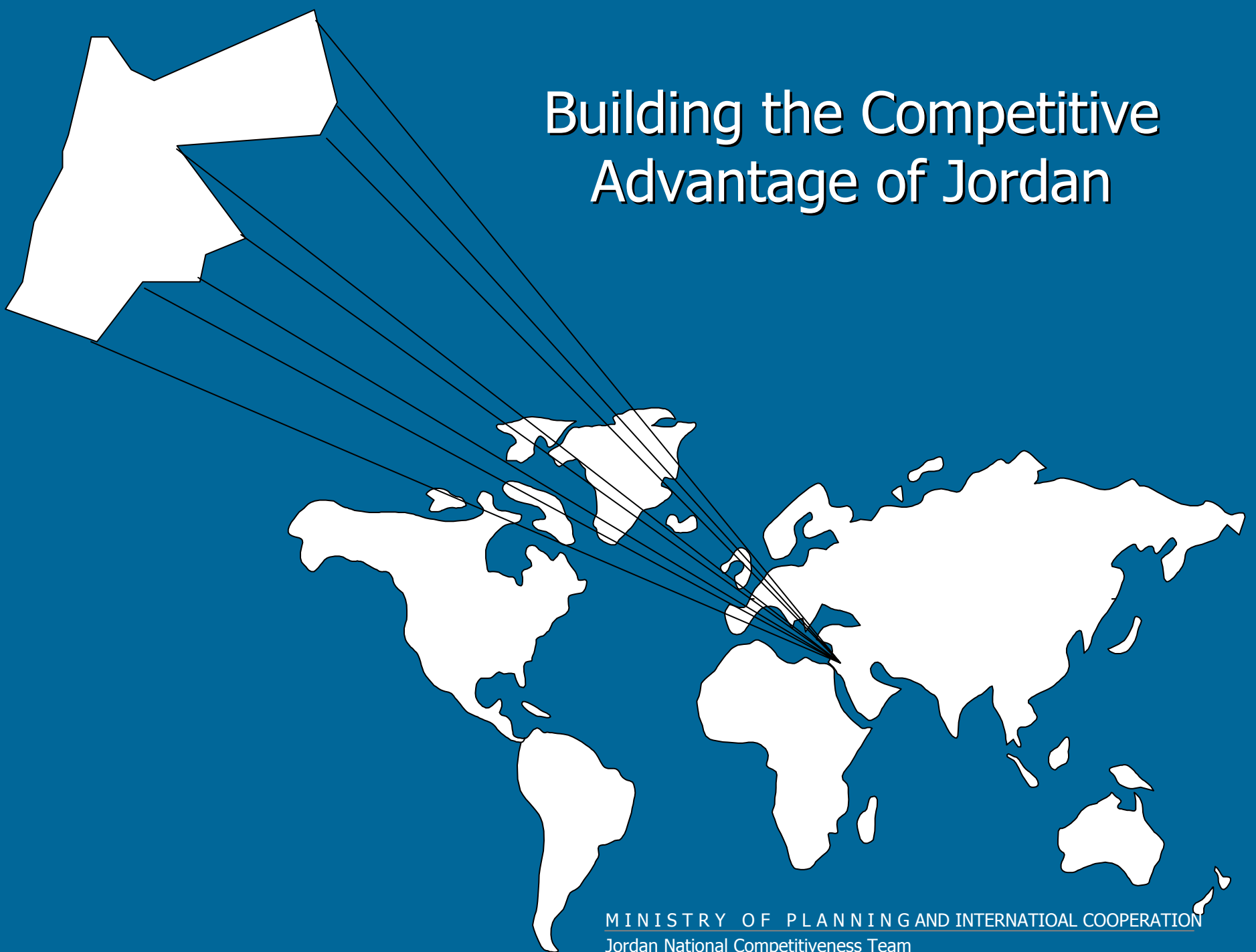


Building the Competitive Advantage of Jordan



Our Start

Our Overall Goal

Project Framework

Our Functions

The Unit was established at the Ministry of Planning in 1997 as part of a government initiative.

Enhancing the competitiveness of the Jordanian Economy.

Our Start

Our Overall Goal

Project Framework

Our Functions

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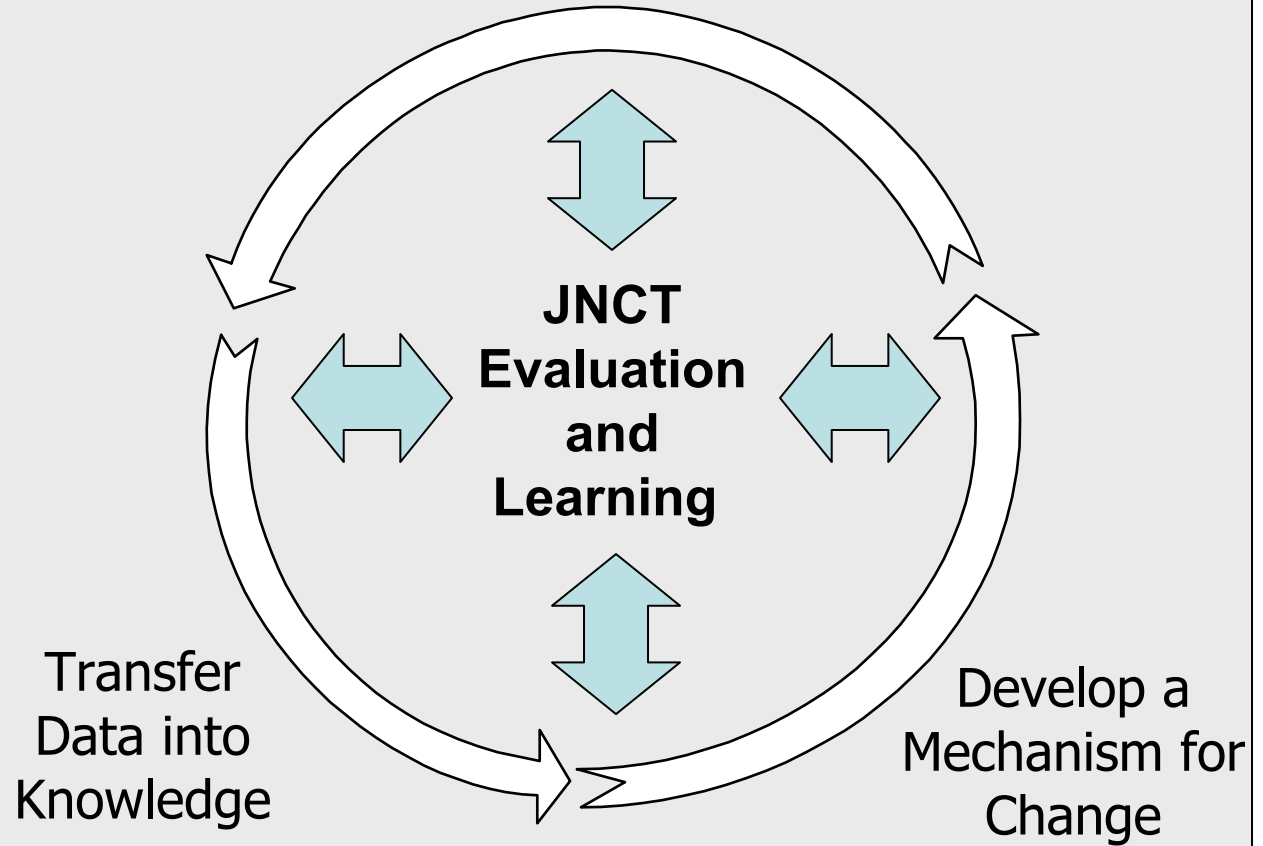
Our Start

Our Overall Goal

Project Framework

Our Functions

Creating a Competitive Mindset



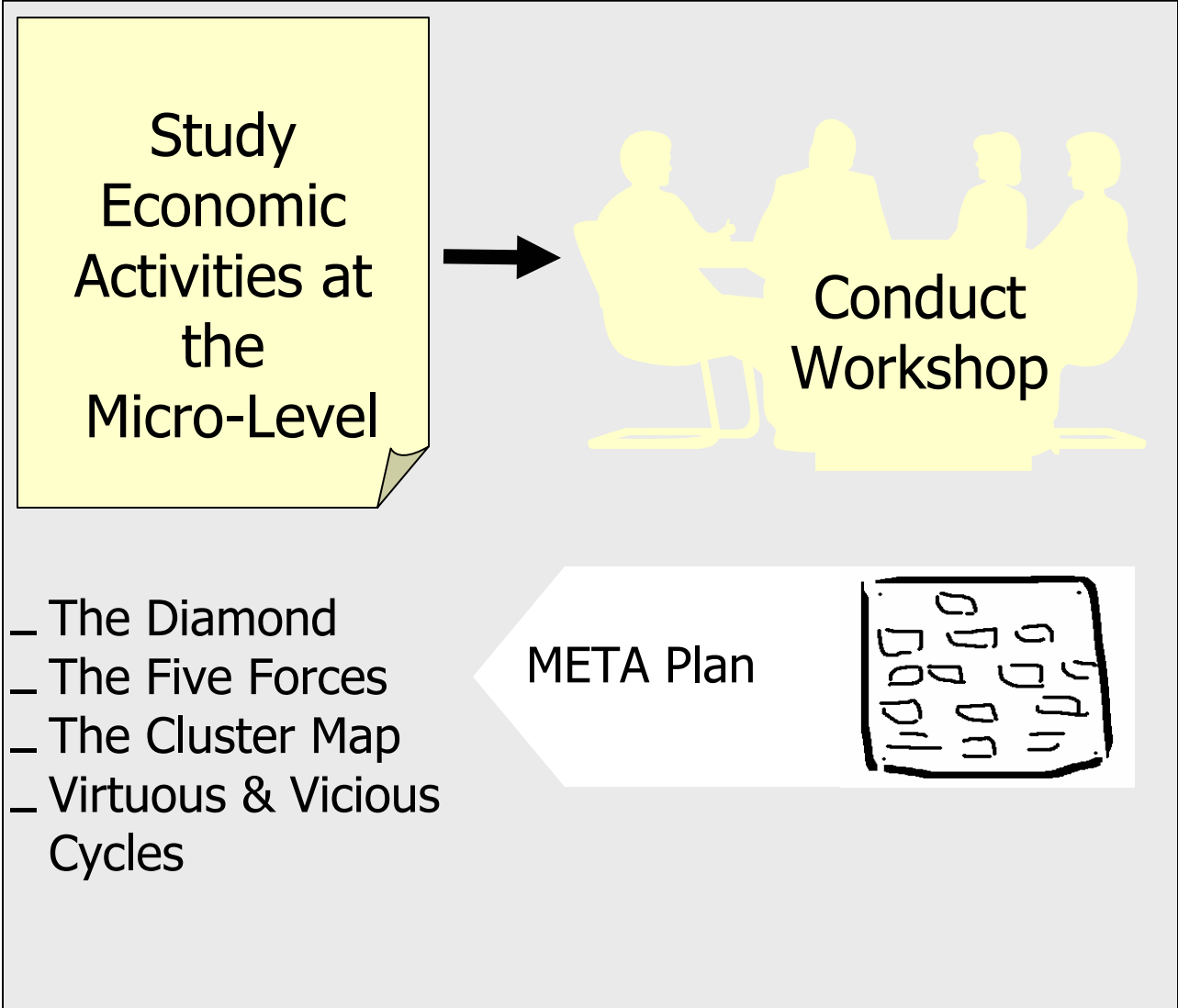
Our Start

Our Overall Goal

Project Framework

Our Functions

Transfer Data into knowledge



Our Start

Our Overall Goal

Project Framework

Our Functions

Create a competitive mindset

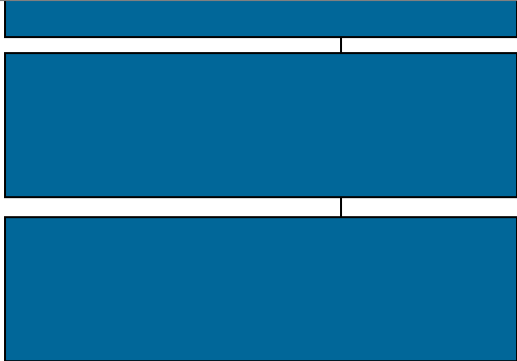
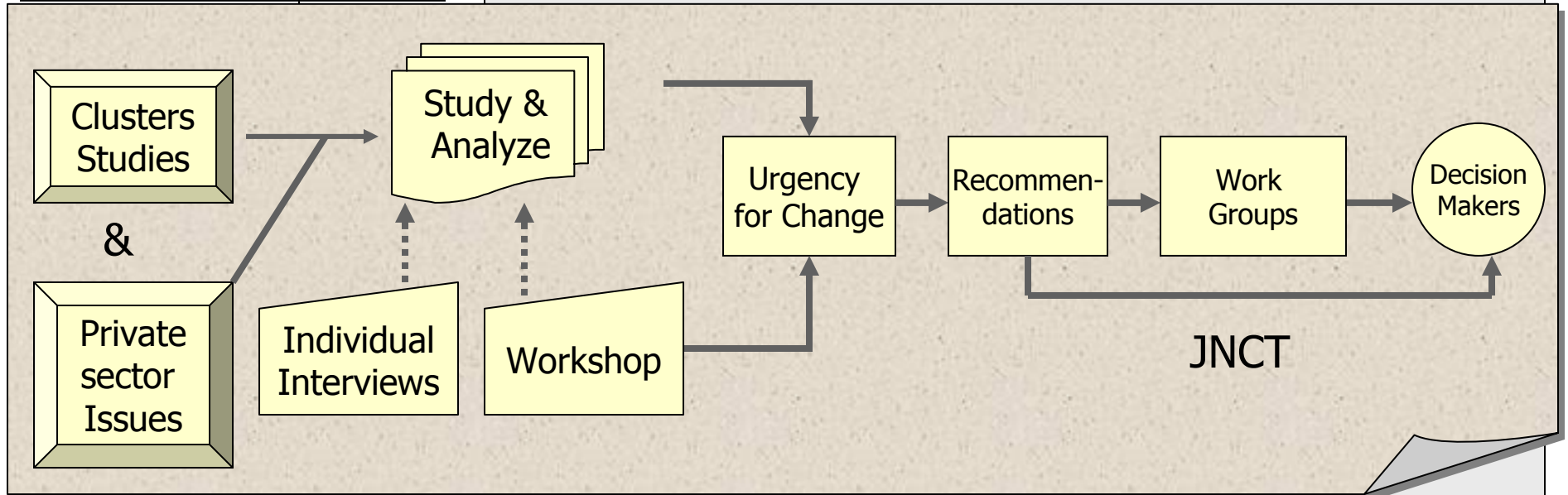
- Welcoming competition and cooperation
- Learning customer needs
- Striving for competitive advantage
- Upgrading products and processes
- Strategic thinking and global positioning
- Setting ever higher standard for the institution.

Through

- Media (Newspapers, Journals, TV, Radio, Internet).
- Conferences (Hosted/ Invited).
- Workshops (Hosted/ Invited).
- Training Courses.

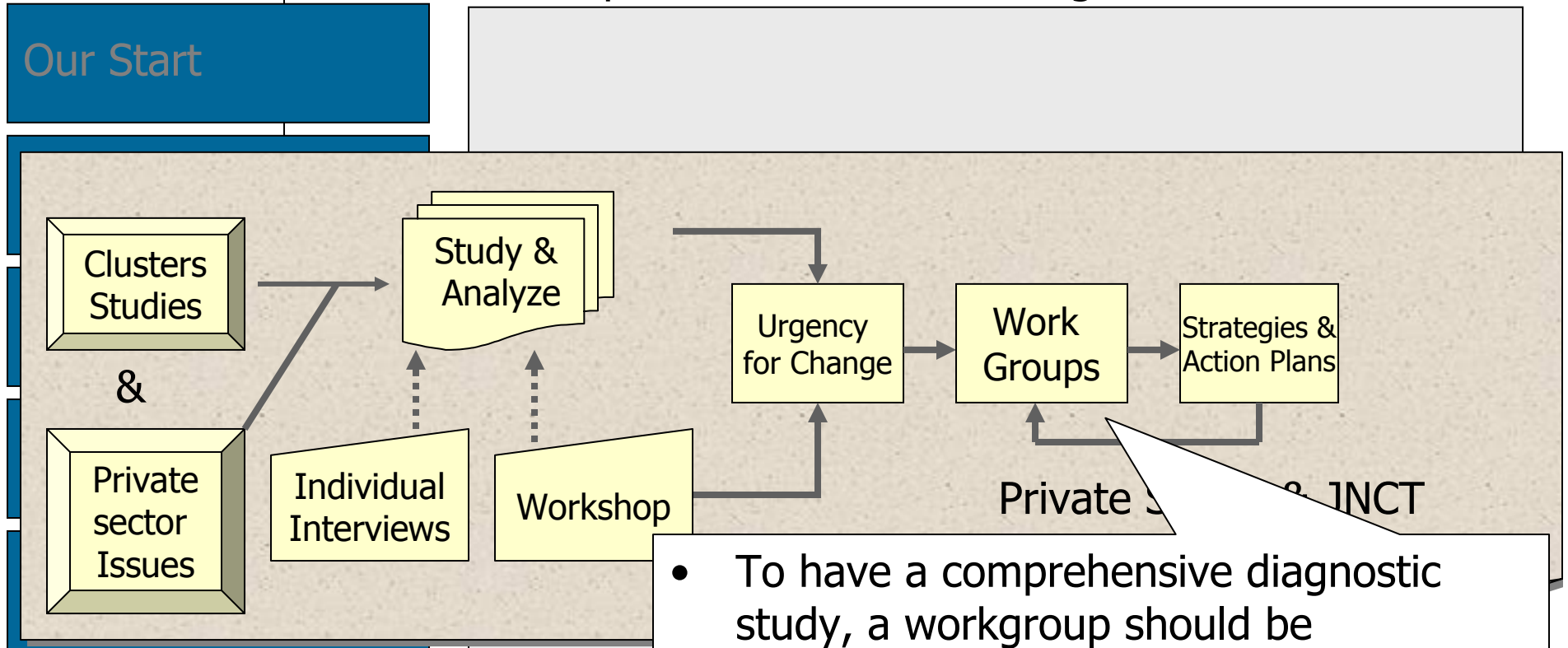
Develop a mechanism for change

Our Start



Develop a mechanism for change

Our Start



- To have a comprehensive diagnostic study, a workgroup should be formulated involving the private sector mainly.
- To achieve success, the formulated workgroup should handle limited issues, that are initiated by the private sector.

Develop a mechanism for change

Our Start

Our Overall Goal

Project Framework

Our Functions

Internal Partners

Other governmental institutions

JEDCO, JIB, IDD, HCST, & Industrial Estates.

Donors Projects

JUSPB, GTZ, AMIR, EJADA

Decision Makers

Prime Ministry.

Private Sector Associations.

YEA, JAPM, Jepafv, Int@j, etc

Studies Centers

Strategic Studies Center & Al-Urdun Al-Jadid Forum.

Our Start

Our Overall Goal

Project Framework

Our Functions

Develop a mechanism for change

International Parties

Spain

The Competitiveness Institute

Switzerland

World Economic Forum.

USA,

Economic Competitiveness

Group.

Mexico

Economic Development of Chihuahua

Tunisia

Quantitative Economic Institute.

Kuwait

Arab Planning Institute.

Overview

Cluster Studies

Monitoring

Support Decision Making Process

Awareness

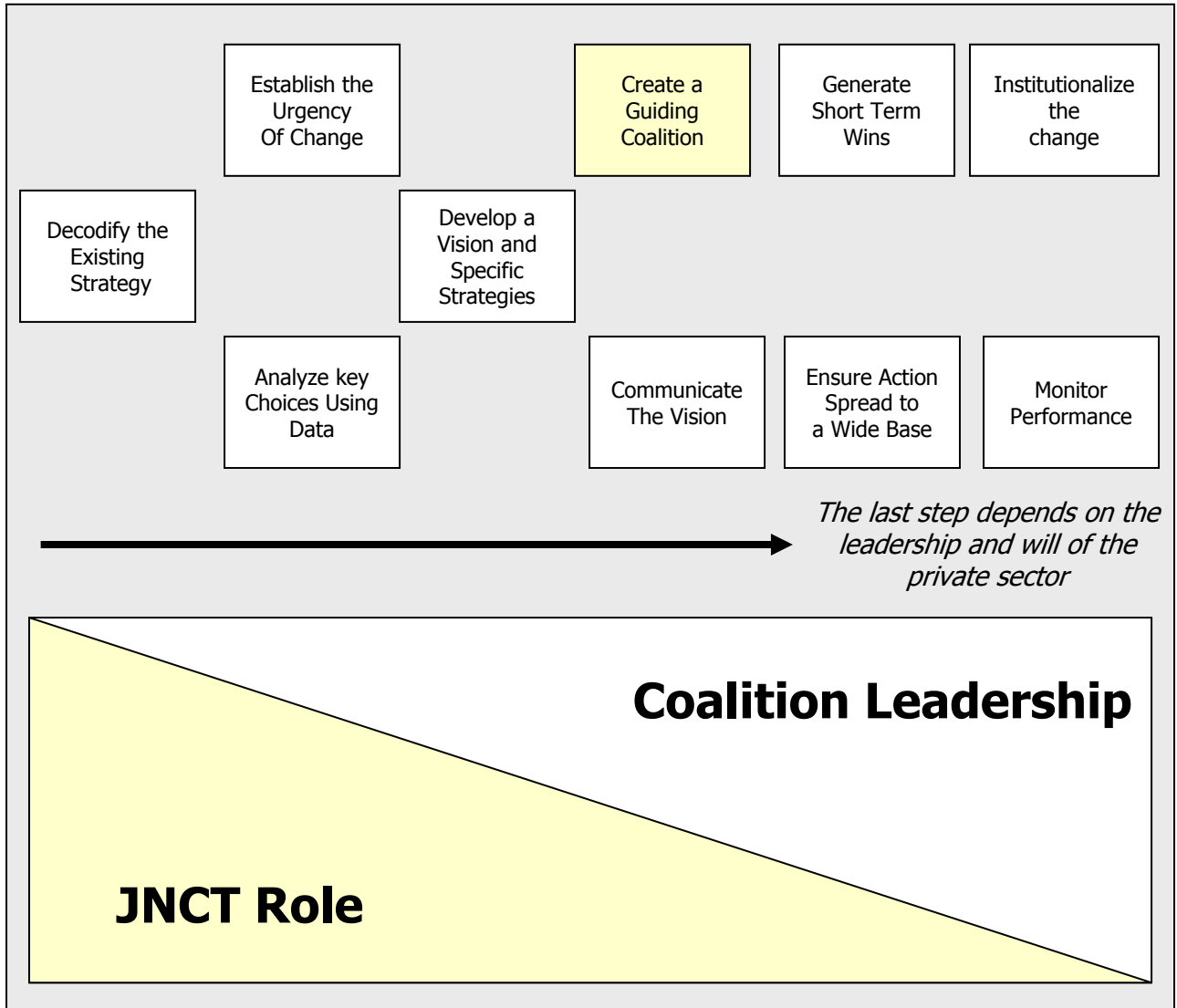
Building Capacities

Our Start

Our Overall Goal

Project Framework

Our Functions



Overview

Cluster Studies

Monitoring

Support Decision Making Process

Awareness

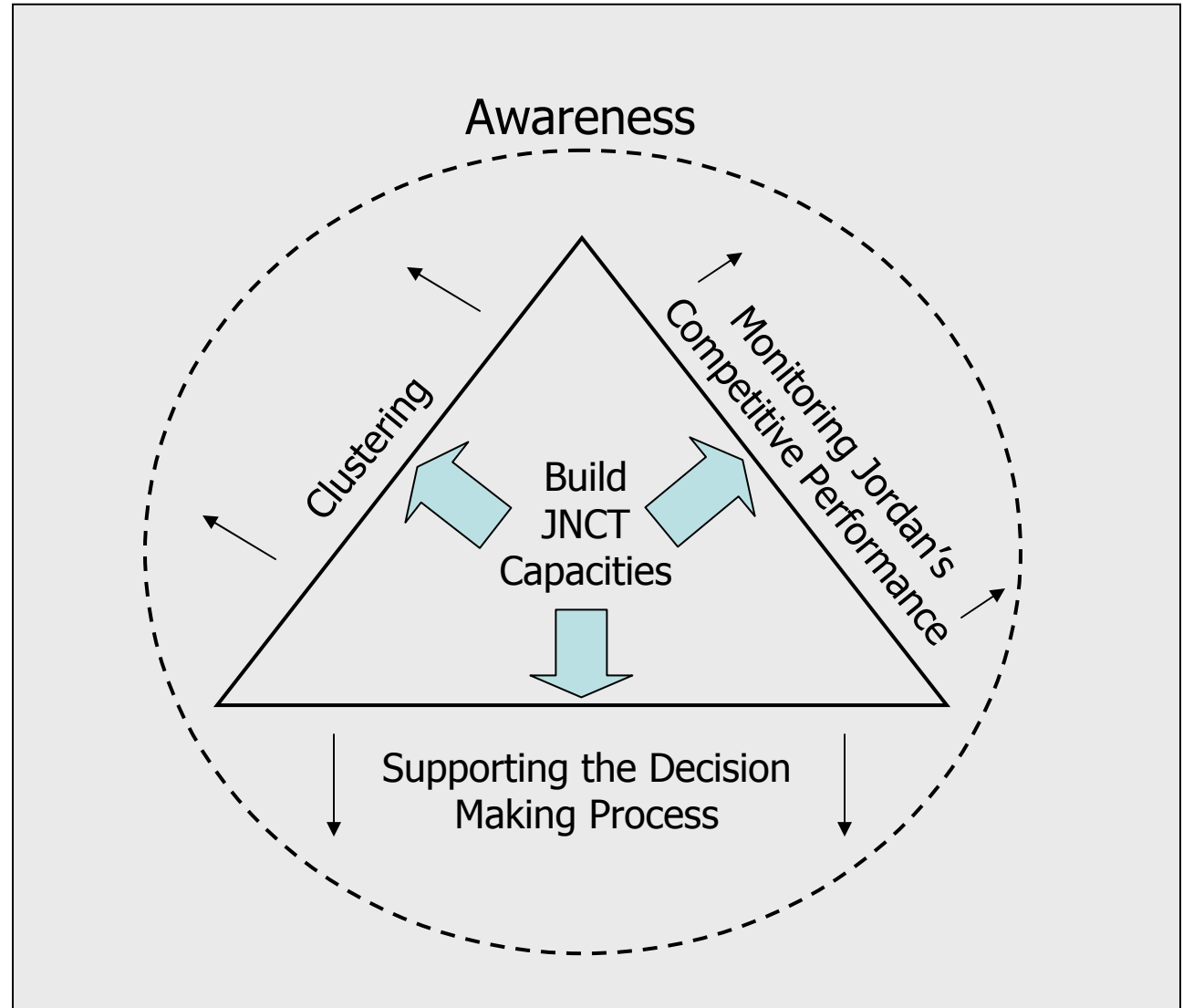
Building Capacities

Our Start

Our Overall Goal

Project Framework

Our Functions



JNCT Conducted Cluster Studies

With Other Partner Institutes



Economic Activities

Industry

- Pharmaceuticals
- Dead Sea Cosmetics
- Textile
- Cement
- Mining (Potash & Phosphate)
- Marble
- Garments
- Processed Meat
- Footwear

Services

- Tourism
- Medical Tourism
- Banking
- Information Communication Technology
- Higher Education
- Qualified Industrial Zone

Construction

Construction

Agriculture

Agriculture in Olive Oil

Immigration

Findings are always available for interested parties and can be also viewed at the MoP web-site <www.mop.gov.jo>

JNCT Conducted Cluster Studies

With Other Partner
Institutes

Medical Tourism Cluster:

- The aim of this study was to assess the medical tourism cluster and its ability to increase its exports of medical services, in order to formulate an adequate export strategy that is primarily concerned with upgrading the medical services offered to be more export oriented.
- To effectively assess the current situation of the cluster in terms of infrastructure and the types and quality of services provided, JNCT conducted a survey for foreign patients complemented by interviews with leading representatives of the cluster.
- A seminar was then held for the private sector and related parties about the Medical Tourism cluster in Jordan, where the team presented the results of the medical tourism study.

JNCT Conducted
Cluster Studies

With Other Partner
Institutes

Medical Tourism Cluster:

- The working group established subsequent to the presentation of the study, composed of key players in the sector, began to work towards putting in place a comprehensive strategy that would increase revenues from the sector to 1 billion JD by 2010, or achieve a growth rate of 8%, whichever is larger.
- Subsequent efforts have included meeting with the Private Hospital Association, the Doctor's Union, Ministry of Finance, Ministry of Interior, the Jordan Tourism Board, the Ministry of Industry and Trade, the Ministry of Health, and other donor programs, to solve certain issues of taxation, health care standards, visas, hospital accreditation, and tourism promotion.

JNCT Conducted
Cluster Studies

With Other Partner
Institutes

Medical Tourism Cluster:

- The strategy that emerged after intense brainstorming sessions with the private sector presented to the Ministerial Development Council.
- A committee was formulated by the Ministerial Development Council to review some of the suggested recommendations that related to tax exemptions, and Patient Management System.

JNCT Conducted Cluster Studies

With Other Partner
Institutes

Marble Cluster:

- The aim of this study was to examine the Jordanian marble cluster while mainly focusing on industry structure and firm strategies denoting competitiveness and export potential.
- A seminar was then held for the private sector and related parties about the Marble cluster in Jordan, where the team presented the results of the marble study.
- JNCT succeeded in formulating a workgroup for the marble cluster known as the National Marble Team. It consists of marble producers, quarry owners and relevant government entities. The team meets every month to discuss issues that hinder the competitiveness of the cluster, recommend feasible policy recommendations to decision makers, and take any necessary steps to remedy existing weaknesses as a collective.

JNCT Conducted
Cluster Studies

With Other Partner
Institutes

Marble Cluster:

- A study pertaining to “The Effect of International Agreements on the Marble Cluster in Jordan” was conducted and presented to educate the Marble Cluster workgroup members about the challenges and opportunities opened up by the FTA and EU Association Agreement.
- Main issues examined and acted upon include:
 - Quarrying in Ajloun
 - Quarry Licensing Procedures
 - Legislation and Regulations
 - Raw material lab accreditation at RSS
 - Local labor training

JNCT Conducted Cluster Studies

With Other Partner
Institutes

Automotive Industry

- JNCT undertook a study to evaluate the condition of the automotive assembly and components industry in Jordan. The study identified Jordan's potential in niche segments in each of these areas.
- The JNCT then went on to draft the Memorandum of Understanding that the government of Jordan signed with the Hyundai Corporation.
- JNCT prepared a follow-up study to analyze the potential of Hyundai establishing an assembly plant in Jordan, and has worked closely with the King Abdullah II Design and Development Bureau.

JNCT Conducted
Cluster Studies

With Other Partner
Institutes

Footwear Industry:

- In collaboration with EJADA the JNCT conducted a study on the footwear industry. The main objective of this study was to assess the sectors situation and capabilities as this industry could be utilized to export to the USA quota and duty free simulating the garments industry, which achieved high volumes of exports in few years.
- After the completion of a study, the JNCT took the initiative to form a workgroup from the various sector stakeholders to address each of the separate issues raised by the private sector. The JNCT followed up with the various government departments to help accelerate the process.

JNCT Conducted
Cluster Studies

With Other Partner
Institutes

Footwear Industry:

- The team facilitated the creation of committees at the Customs Department, and the Ministry of Industry and Trade to address the manufacturers' concerns, and provided a forum for the discussion of initiatives such as training programs.
- One of the biggest achievements is that as a consequence of these meetings, the "Jordanian Footwear and Leather Products Manufacturers and Exporters Association" has formed a board of directors, agreed upon its by-laws and is waiting approval from the Ministry of Interior.
- To enhance the capabilities of the Footwear industry in the field of design element, a specialized expert was invited to Jordan to conduct a training course for the industry.

**JNCT Conducted
Cluster Studies****With Other Partner
Institutes****Footwear Industry:**

JNCT has influenced the conduct of the stakeholders in this industry by transforming their business related ideologies from an individualistic type of behavior into collective thinking. The positive signs of this transformation appear in the following:

Increasing commitment in attending National Footwear Team workshops at the Ministry of Planning.

Increasing interest in effectively carrying-out assigned tasks and responsibilities.

A highly developed sense of ownership.

Collective thinking in terms of the welfare of the entire industry rather than profit seeking behavior at the individual level.

A new developed sense of long-term strategic thinking in terms of unforeseen future uncertainties in this industry.

**Increased
cooperation and
information
sharing amongst
the stakeholders.**

JNCT Conducted
Cluster Studies

With Other Partner
Institutes

Strengthening Trade and Transport Facilitation:

In 2002, the World Bank conducted a study titled "Global links to Regional Networks: Improving Trade Logistics in the Hashemite Kingdom of Jordan" in cooperation with the Competitiveness Unit.

On the basis of this study, the Competitiveness Unit organized a workshop in collaboration with the World Bank, including all relevant stakeholders from both the public and private sectors, to present the findings and draft recommendations of the study, discuss the main issues requiring the utmost priority, and devise specific and viable action plans, which aim to overcome key obstacles faced in the trade logistics system in Jordan thereby enhancing the competitiveness of Jordanian exports.

JNCT Conducted
Cluster Studies

With Other Partner
Institutes

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The mission is now in the implementation stage of realizing the program's recommendations through cooperation from the World Bank and various donor programs.

JNCT Conducted
Cluster Studies

With Other Partner
Institutes

Contact Centers:

- JNCT acted as a local counterpart to a team of consultants that came to Jordan at the request of the Jordanian government to evaluate the country's aptitude for entering the international contact center industry. The study focused on the three complementary aspects of Jordan's readiness in the areas of human resources, technology, and telecommunications infrastructure.
- In a follow-up visit, the study was presented to the Ministers of Information and Communication Technology and Planning and International Cooperation.

JNCT Conducted
Cluster Studies

With Other Partner
Institutes

Processed and Fresh Meat:

- The study encompasses a Needs Assessment for Accrediting Jordanian Establishments as Suppliers of Processed and Fresh Meat to the EU Market.
- Upon the study findings, a **roadmap** and an **action plan** were prepared and submitted to the Ministry of Industry and Trade and the Ministry of Planning. The plan aims to bridge the institutional gap, thus making Jordan in full conformity with the EU requirements to export processed and fresh meat products to the EU markets.

Analyzing Performance Reports

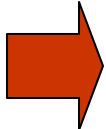
Competitiveness Observatory

World Economic Forum (WEF)

- Global Competitiveness Report (GCR)
- Arab World Competitiveness Report (AWCR)
- Global Information Technology Report (GIT)

Institute for Management Development (IMD)

- World Competitiveness Yearbook (WCY)



Main Tasks Involved:

- ✓ Distribute and follow-up on the Executive Opinion Survey sent to leading local business executives.
- ✓ Provide the institutes with the necessary Quantitative Data.
- ✓ Analyze Jordan's position in the published reports relative to other participating countries.
- ✓ The prepared report is then sent to the Prime Minister to be discussed by the Council of Ministers.
- ✓ Disseminate the findings to the government and relevant stakeholders from the private sector.

Analyzing Performance Reports

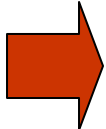
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Main Tasks Involved:

- ✓ Distribute and follow-up on the Executive Opinion Survey sent to leading local business executives.

JNCT held the Fourth National Meeting for the 2003-2004 Global Competitiveness Report to present and discuss Jordan's results, and formulate recommendations to improve Jordan's rank.

- ✓ Disseminate the findings to the government and relevant stakeholders from the private sector.

Analyzing Performance Reports

Competitiveness Observatory

World Economic Forum (WEF)

- Global Competitiveness Report (GCR)
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Institute for Management Development (IMD)

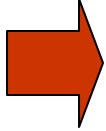
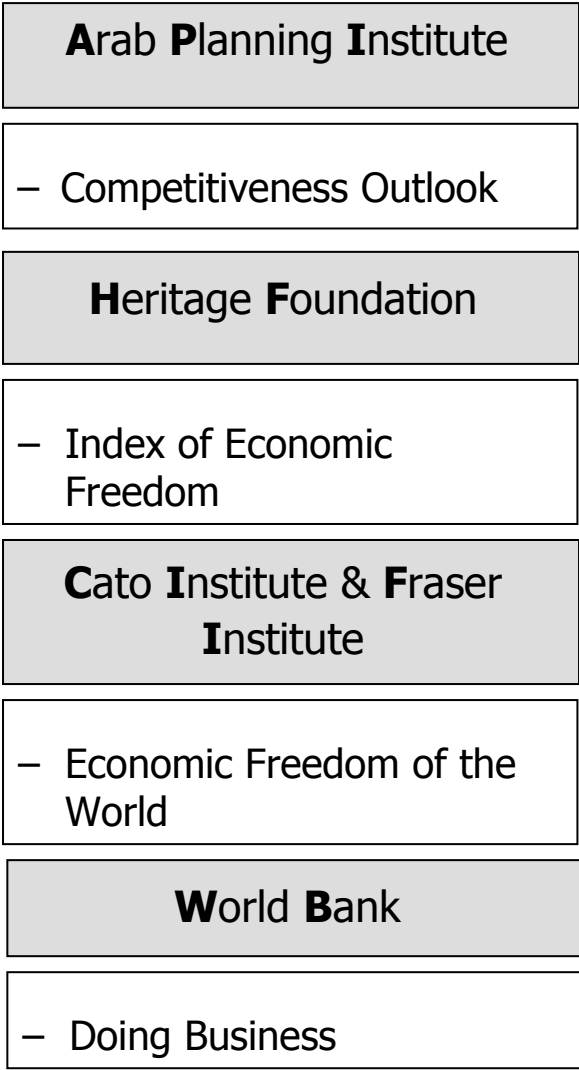
- World Competitiveness Yearbook (WCY)



Main Tasks Involved:

✓ Distribute and follow-up on the Executive Opinion Survey sent to leading local business executives.

JNCT is to organize a meeting composed of Government and private sector representatives to discuss Jordan's results in the IMD World Competitiveness Yearbook 2005 and formulate recommendations to improve Jordan's rank.



Main Tasks Involved:

- ✓ Provide the institutes with the necessary Quantitative Data.
- ✓ Analyze Jordan's position in the published reports relative to other participating countries.
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Analyzing
Performance Reports

Competitiveness
Observatory

JNCT's accumulated
experience in cluster
analysis, and
Competitiveness
Reports follow-up

Competitiveness
Observatory

Analyzing
Performance Reports

Competitiveness
Observatory

JNCT's accumulated
experience in cluster
analysis, and
Competitiveness
Reports follow-up



Competitiveness
Observatory

- The observatory takes the assessment of Jordan's competitive performance a step further by developing an institutionalized system, which continuously assesses and **measures the competitiveness of Jordan through evaluating the competitiveness of its industries and the environment in which they operate.**
- The observatory will work as one of the main reference points in terms of signaling changes at the sectoral level to decision makers and stakeholders in the private sector.

Analyzing Performance Reports

Competitiveness Observatory

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Preparatory Efforts Necessary to Establish the Competitiveness Observatory:

Accordingly, the team is undergoing the following activities:

JNCT visited Morocco to learn about the Moroccan experience in establishing a National Competitiveness Observatory.

Preliminary desk research conducted by JNCT concerning countries with similar initiatives.

Analyzing Performance Reports

Competitiveness Observatory

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

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Analyzing
Performance Reports

Competitiveness
Observatory

Preparatory Efforts Necessary to Establish the Competitiveness Observatory:

Accordingly, the team is undergoing the following activities:

- ✓ Identify ten sectors that have the highest contribution to the economy and the highest growth potential.
- ✓ Collect and define all the available industry and enterprise level competitiveness indicators.
- ✓ Select the related macro and micro competitiveness indicators that will affect the environment in which the industry operates.
- ✓ Model all the indicators at the industry, macro and micro levels to reflect the sectors' competitiveness.
- ✓ Identify the most important international trends that may affect the selected sectors and need monitoring.
- ✓ Set logical criteria to identify a sample of countries to benchmark the Jordanian industries competitiveness against.
- ✓ Develop the implementation tools including: define the statistical sources, design the data collection template and survey questionnaire, define the survey sample.

Preparatory Efforts Necessary to Establish the Competitiveness Observatory:

Analyzing Performance Reports

Competitiveness Observatory

Accordingly, the team is undergoing the following activities:

✓ Identify ten sectors that have the highest contribution to the economy and the highest growth potential.

✓ Collected

✓ Selected the

✓ Modeled

✓ Identified

✓ Set up

✓ Develop the implementation tools including: define the statistical sources, design the data collection template and survey questionnaire, define the survey sample.

The Competitiveness Unit is seeking proposals from experienced and reputed local and international consultants to create a framework for establishing the "Competitiveness Observatory" and participate in the publication of its first annual report

Conducted and On-going
Cluster Related Issues

JV2020

Research &
Development

Government
Procurement Agreement

Med Best Initiative

Qualifying Industrial Zones (QIZ):

JNCT worked with the QIZ department at the Ministry of Industry and Trade on issues raised by QIZ company owners. These mainly encompass:

- Lowering Israel's share for qualifying QIZ products from 8% to 4%.
- Evaluating the incentives offered to the QIZ Kingdom wide.
- Minimizing the number of public supervisory committees monitoring QIZ factories.
- Formulating recommendations to reduce the impact of lifting the Multifiber Agreement on QIZs.

Conducted and On-going
Cluster Related Issues

JV2020

Research &
Development

Government
Procurement Agreement

Med Best Initiative

Olive Oil Cluster:

- The export strategy designed by JNCT and EJADA, was successfully adopted by JEDCO for implementation.
- JNCT worked with the Institution for Standards and Metrology and other stakeholders, which succeeded in upgrading the national standards for olive oil to conform with international standards that are recognized by the International Olive Oil Council (IOOC).
- Provision of technical feedback pertaining to the possibility of allocating funding for the establishment of olive oil testing labs.

Conducted and On-going
Cluster Related Issues

JV2020

Research &
Development

Government
Procurement Agreement

Med Best Initiative

Pharmaceuticals Cluster:

- Follow-up on any IPR issues.
- JNCT has a large role in following up private sector issues for the Minister of Planning and International Cooperation. For instance, EJADA facilitated a mission to examine the relevant features concerning the possible establishment by the private sector of a Center of Excellence for the Pharmaceutical Industry. JNCT is involved by helping to gather information it has available and facilitate this process to the extent possible.

Conducted and On-going
Cluster Related Issues

JV2020

Research &
Development

Government
Procurement Agreement

Med Best Initiative

- JNCT is a member of the Jordan Vision 2020 version "2" (JV2020) steering committee.
- JV2020 identified Jordanian economic sectors that can be considered engines for growth and is currently working on formulating sectoral strategies to fulfill their goal of doubling GDP per capita by 2020.
- Seeing that JNCT has conducted numerous cluster studies and possesses superfluous knowledge on different sectors in Jordan, it is currently working with JV2020 to help fulfill their mission.

Conducted and On-going
Cluster Related Issues

JV2020

Research &
Development

Government
Procurement Agreement

Med Best Initiative

- The JNCT participated in training the JV2020 members on competitiveness concepts during a two-meeting seminar discussing Porter's tools and their applicability to the JV2020's approach.
- JNCT has been an active supporter and participant in JV2020's Higher Education initiative. The team served as facilitators during a focus group session to elicit feedback from international students in Jordan and help improve the educational services as well as marketing techniques to help increase the number of foreign students in the country.

Conducted and On-going
Cluster Related Issues

JV2020

Research &
Development

Government
Procurement Agreement

Med Best Initiative

The Third National Economic Forum (Aqaba Retreat):

- JNCT submitted a working paper titled “The Role of R&D in Enhancing the Competitiveness of Jordan”.
- In an effort to enhance R&D in the Jordanian private sector, the JNCT conducted an in-depth research to locate possible fund sources.

Intellectual Property Week

- JNCT submitted a working paper titled “Research and Innovation: A Futuristic Vision of Public-Private Partnerships”.

Conducted and On-going
Cluster Related Issues

JV2020

Research &
Development

Government
Procurement Agreement

Med Best Initiative

JNCT played an active role in the core committee responsible for drafting Jordan's entity offer in cooperation and consultation with private sector representatives, in order to become a signatory on the Government Procurement Agreement (GPA).

JNCT played a role as being part of the team responsible for preparing Jordan's replies on the questions raised by the current GPA members on the draft offer contents.

Conducted and On-going
Cluster Related Issues

JV2020

Research &
Development

Government
Procurement Agreement

Med Best Initiative

- The Med-Best Initiative is a process that is complementary to the drafting of the Euro-Mediterranean Charter for Entrepreneurship. It aims to encourage the exchange of good practices between the European Commission and each of the nine Mediterranean partners and improve policies to support enterprises in the Mediterranean region.
- The JNCT prepared the Med-Best report for Jordan gathering "best practices" and identifying weaknesses in the country in five key areas: Simplification of Administrative Rules; Access to Finance and Taxation; Access to Information and Business Support Services; Access to Education and Training; and Promotion of Research and Innovation.
- The team arranged a meeting between the Med-Best project managers and the relevant stakeholders in Jordan to discuss the results, as part of the sharing, information exchange, and advisory process.

Jordan Competitiveness Book

JNCT Website

Student Training

Conferences & Seminars

Educational Outreach

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JORDAN'S COMPETITIVENESS BOOK

Confronting the
Competitiveness
Challenge

Book:
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ch and
AWCR

JNCT is currently working on introducing a "Competitiveness" Course at Jordanian universities and integrating the book as a primary reference in the curriculum.

Jordan
Competitiveness Book

JNCT Website

Student Training

Conferences &
Seminars

Educational Outreach

The team has just finished its own website (www.competitiveness.jo). The website will be directly linked to that of the Ministry of Planning and International Cooperation.

It is hoped to be a portal into the area of competitiveness for researchers and practitioners, as a tool for increasing their knowledge of competitiveness concepts.

The website will serve as an online documentation library that will allow for a more widespread distribution of the team's work, and help spread awareness of its activities.

The site will also provide a forum for discussions and allow for a membership area for the various workgroups the team is involved with.

Jordan
Competitiveness Book

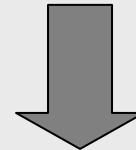
JNCT Website

Student Training

Conferences &
Seminars

Educational Outreach

As part of the Team's mandate, JNCT trained a university student on the Team's work, concepts and methodologies in enhancing competitiveness.



JNCT's first experience in this regard was a successful one, therefore it plans to train more students in the near future.

Jordan
Competitiveness Book

JNCT Website

Student Training

Conferences &
Seminars

Educational Outreach

- **Electronic Conference on Arab Competitiveness (ECAC):**

JNCT participated in the ECAC, which was organized by the Arab Planning Institute in Kuwait. The main goal of the ECAC was to foster an open and active dialogue on various aspects of Arab nations' competitiveness. The team succeeded in having four participation posted on the ECAC website.

- **World Economic Forum (WEF) 2003:**

JNCT submitted a working paper titled "Vision for a Shared Future; Increasing Competitiveness in the Arab world".

- **Creativity and Development: The Administrative Role**

JNCT presented an overview about competitiveness and the team's work at Al-Bayt University.

Jordan
Competitiveness Book

JNCT Website

Student Training

Conferences &
Seminars

Educational Outreach

- **SME Clusters/Networks**

JNCT contributed to the "Joint ESCWA-UNIDO Regional Workshop on the Development of Manufacturing SME Clusters/Networks and Capacity Building" by presenting and discussing the Jordanian experience in building industrial clusters.

- **"Industrial Cooperation Between Italian and Jordanian Companies: Opportunities and Perspectives in the Wide Horizon"**

The team participated in "Industrial Cooperation Between Italian and Jordanian Companies: Opportunities and Perspectives in the Wide Horizon" by presenting an overview of Jordan's most promising clusters and sectors on a panel addressing potential investors in the Kingdom.

Jordan
Competitiveness Book

JNCT Website

Student Training

Conferences &
Seminars

Educational Outreach

- Harvard Business School's Institute for Strategy and Competitiveness has a joint competitiveness program that can be taught with partner universities worldwide.
- With the JNCT in a facilitator role, the University of Jordan's Business School has applied and been accepted to the program, and this course will now be taught to master's level students in the university.

Training

JNCT Participation in
Conferences & Seminars

- **Scenario Planning course:**

To optimize on the benefits of scenario building, a specialized company was invited to Jordan to conduct a training course for all JNCT members accompanied by active private sector representatives.

The aim of this course was to integrate scenario planning in the team's work methodology to help manage strategy building in various economic clusters. The course:

- ✓ Benefited the private sector representatives in planning for various plausible futures.
- ✓ Enhanced and strengthened the existing networks between JNCT and the private sector.

- **Statistical Methods for Measuring Economic Development and Growth organized by the US Census Bureau.**

Training

JNCT Participation in Conferences & Seminars

- **Annual TCI Conference:**

Members of the JNCT team presented case studies describing Jordan's work in the areas of competitiveness and cluster analysis in the "The Competitiveness Institute (TCI)" conferences of 2003 (Sweden) and 2004 (Canada).

- **Trade, Competitiveness, and the Knowledge Economy:**

JNCT members attended the "Trade, Competitiveness, and the Knowledge Economy" focusing on the Middle East, giving the World Bank's perspective in France.

- **Leaders in Dubai/ Professor M.E. Porter of Harvard Business School:**

JNCT members attended the conference "Leaders in Dubai" where Prof. Michael Porter gave a lecture on strategy and competitiveness.

Continuity...

The Observatory

Future Sectors

Initiatives

Networking and
Knowledge Sharing

To sustain the JNCT's efforts it is necessary to create an institutionalized system, which continuously assesses and measures the competitiveness of the Jordanian economy through evaluating the competitiveness of its industries and the environment in which they operate in a more systematic and comprehensive manner.

The Competitiveness Observatory will measure and monitor Jordan's competitiveness based on a set of indicators which will enable the assessment of the macro and micro economic performance of the country, and provide policymakers and businessmen with a comprehensive and accurate evaluation of the current state of Jordanian firms and industries, and the condition of the business environment they operate in.

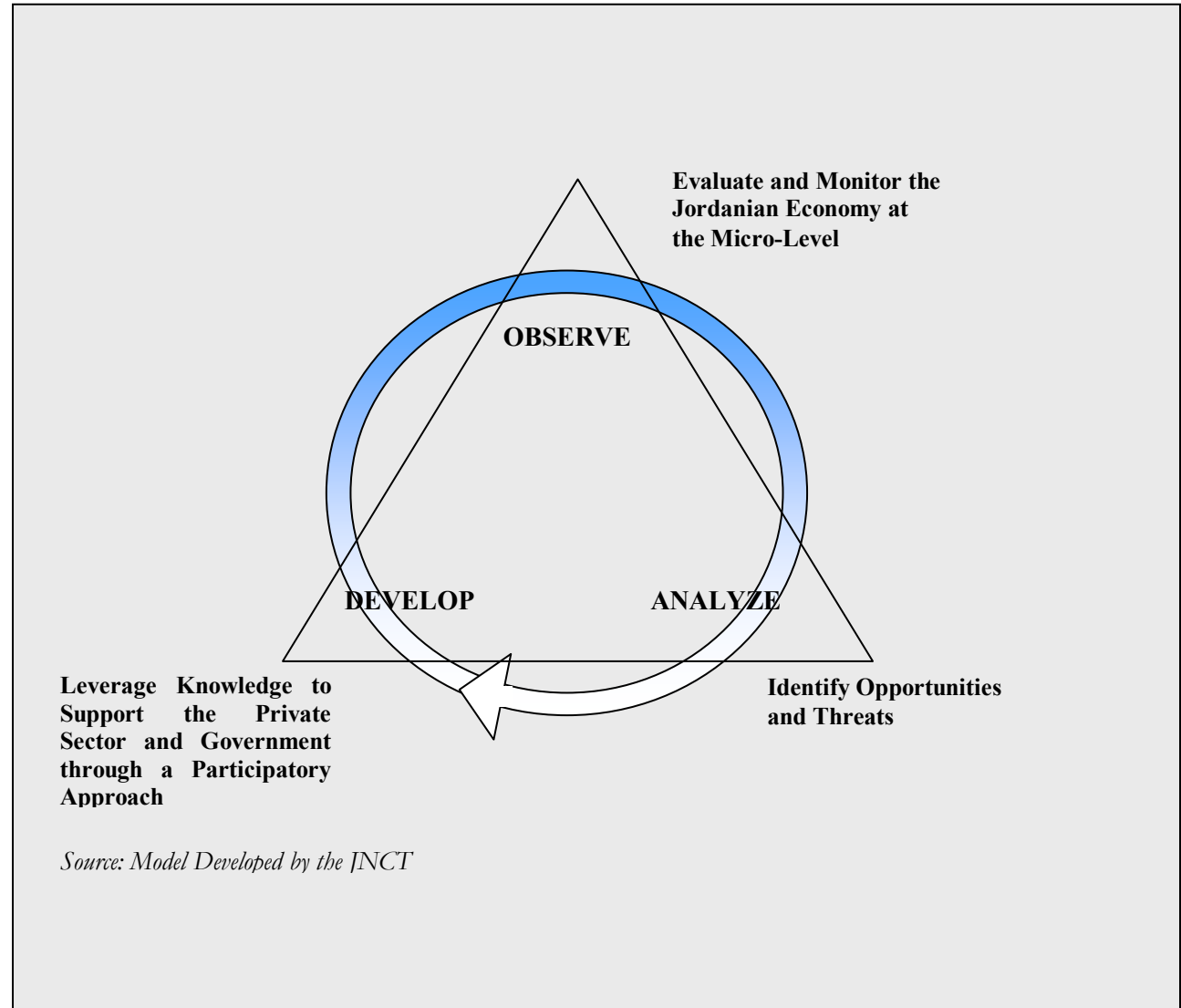
Continuity...

The Observatory

Future Sectors

Initiatives

Networking and
Knowledge Sharing



Continuity...

The Observatory

Future Sectors

Initiatives

Networking and
Knowledge Sharing

The JNCT as part of its continual work on Jordanian clusters will undertake the study of several clusters that are increasing in their potential and contribution to the Jordanian economy. These include:

- Engineering industries
- Food Processing
- Architecture and Construction Sector
- Jewelry Sector

These sectors will also form part of the observatory database.

Continuity...

The Observatory

Future Sectors

Initiatives

Networking and
Knowledge Sharing

As part of its learning and development process, JNCT is further extending its role in enhancing the competitiveness of the Jordanian economy, by addressing **National** as well as **Cross-Sectoral Issues** faced by the local business community.

The intended output from this approach is leverage at the national level to achieve larger microeconomic reform, which positively impacts the widest possible platform of stakeholders in the Jordanian economy.

As such, JNCT is currently focusing on the following two initiatives:

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Future Sectors

Initiatives

Networking and
Knowledge Sharing

Microeconomic Reform:

One of the recommendations of the Fourth National Meeting discussing the results of the 2003-2004 Global Competitiveness Report, stressed the need for microeconomic reform.

In this regard, JNCT is currently working on a concept paper focusing on four major areas at the micro level that are impeding Jordan's competitiveness. These are:

- R&D
- Finance
- Human resources
- Marketing and promotion

The concept paper is to be used for discussion between the public and private sectors to come up with preliminary policy recommendations that are to be the first step towards microeconomic reform.

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Future Sectors

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Knowledge Sharing

Enhancing the **C**ompetitive **A**dvantage of **G**overnorates:

Realizing the importance of rural development in ensuring improved living standards for citizens, JNCT is currently working with the Regional Planning Directorate at the Ministry of Planning and International Cooperation on identifying and enhancing the competitive advantage of governorates.

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JNCT will continue to be a partner of the various development initiatives in the country. The team will strive to maintain its function as a disperser of knowledge connected with competitiveness.