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## Jordan welcomes hundreds of visitors at 2nd Annual Arab Outsourcing Conference and Expo 2010 in Dubai

As part of its efforts to promote its outsourcing industry, the Hashemite Kingdom of Jordan showcased the various services it can offer for regional and global companies looking to outsource their operations at the 2nd Annual Arab Outsourcing Conference and Expo in Dubai on the



The Jordanian delegation consisted of partners from both the public and private sectors, including the Development Zones Corporation (DZC), King Hussein Bin Talal Development area, the Information Technology Association of Jordan (Int@j), and the USAID Jordan Economic Development Program (SABEQ), as well as a number of rising private sector outsourcing companies. This participation comes for the 2nd year in a row, as a continuation of its efforts to promote Jordan as a destination of choice for outsourcing.

Launching Jordan's new campaign at the Conference, 'Turn to Jordan...Your Smart Shore Destination' the Jordanian delegation was also successful in raising awareness by meeting with giants in the industry such as Infosys, Injazat, Aegis, and ITQAN to discuss future endeavors.

Further efforts to promote Jordan as a rising regional outsourcing destination at the Conference included key note speech and panel discussions conducted by His Excellency Samer Asfour Investment Commissioner at the DZC.

'Jordan has shown tremendous efforts in both the conference and exhibition. From the conference perspective, presentations concentrated on skills and the true public private partnership, which all countries should have if they would want to succeed. From an exhibition perspective the delegation showed its seriousness due to the key representatives that showed from both sectors. Jordan has both the macroeconomic and social focus. The International Association for Outsourcing Professionals has standards where people speak the same value and Jordan is on the right path to move globally as well.' Mr. Bobby Varanasi; Chairman and CEO; Matryzel Consulting; Ambassador to the IAOP

Jordan's strengths in outsourcing lie in sectors such as financial services, engineering services,

healthcare and pharmaceuticals, information and communications technology, as well as Energy and Renewable Energy. Jordan's primary value proposition lies in its stable costs and the high quality of its talent pool that is sustainable over the long term. Together with attractive incentives, investor-friendly policies and excellent infrastructure, Jordan has everything required for a smart outsourcing destination choice.

Having recently launched a new development zones strategy, the government targeted specific industries by encompassing multiple specialized zones. These Development Zones offer aggressive financial incentives to complement existing economic advantages of operating in Jordan. Acknowledging these favorable factors, analysts from AT Kearney ranked Jordan no. 9 in its Global Service Location Index.

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