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**Jordan Vision 2020**  
**Second Workshop – July 17, 1999**

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**Jordan Vision 2020**  
**Second Workshop – July 7, 1999**

**“A Business Climate to Attract Investment”**

On June 22, 1999, representatives from nineteen Business Associations and a number of individual business men and women attended the first workshop of the Jordan Vision 2020 to discuss “Developing Policy for the 21<sup>st</sup> Century”. Both the Irish economic success and Jordan’s challenges and hopes were discussed from different perspectives. It was generally agreed that Jordan should aim to double its real GDP per capita by the year 2020. This will give the strategic planning exercise a concrete and comprehensive objective.

In order for Jordan to achieve the rates of economic growth necessary to double its real GDP per capita, in the next two decades, it must address seriously and creatively three main areas:

- A Business Climate to Attract Investment
- Workforce Development for the Future
- Competitiveness and International Trade

The aim of the next workshop is to discuss the importance of domestic and foreign investment, and what are the pre-requisite strategies for making Jordan’s business climate attractive to investment.

Jordan can capitalize on it’s small size and strong leadership to develop a flexible and efficient business environment. We must begin to think now about our ability to respond to changing markets and new opportunities in the years ahead.

- What policies should Jordan implement now to attract higher levels of Foreign Direct Investment over the next five to ten years?
- What investments will be necessary in the domestic infra-structure to improve the business environment of Jordan?