



Hashemite Kingdom of Jordan



COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

# Jordan Education Initiative

a public-private partnership model for effective  
and advanced learning deployment





# **ICT Industry Development**

**Presented by: Amish Mehta**

# ICT Industry Track Objective:

- 
- Assist the Jordanian Government, local ICT firms, and multinational technology companies by evaluating the export potential of Jordan's ICT sector
    - Informing Jordanian government policy decisions
    - Providing local ICT sector with understanding of international collaboration opportunities
    - Anticipating areas of competition from multinationals
    - Providing guidance to multinationals the Jordanian public and private sector priorities
    - Providing insight to the skill set needs of the industry
    - Informing venture capital firms and other prospective investors of emerging trends in Jordan's ICT sector
    - Evaluating the export potential of Jordan's ICT sector

# Key Resource Contributors



Information Technology  
Association - Jordan



**Jordan  
Education  
Initiative**

**STANFORD**  
GRADUATE SCHOOL OF BUSINESS



**COREL™**

# Progress to Date



**January 2003:**

**Project is conceived at WEF Annual meeting in Davos**

**July 2003:**

**Project launch in Amman**

**January 2004:**

**Presentation of project roadmap and resources gathered to support Track 3**

**May 2004:**

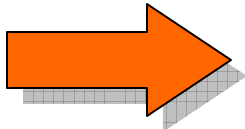
**Update on emerging hypotheses based on quantitative and qualitative analysis**

**January 2005:**

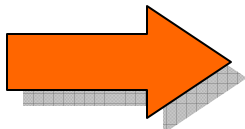
**Presentation of recommendations and action items with the support of key stakeholders**

# Service Sector Export Analysis

Sector	Domestic Revenue (MM)	% of Domestic	Export Revenue (MM)	% of Export	Total Revenue (MM)	% of Revenue	Export as % of Total
Hardware	\$56.5	30%	\$0.4	1%	\$56.8	25%	1%
Software Package Sales	\$38.9	21%	\$3.1	8%	\$42.0	18%	7%
Custom Software Development	\$20.4	11%	\$13.2	33%	\$33.6	<b>15%</b>	<b>39%</b>
Internet Development	\$24.2	13%	\$2.1	5%	\$26.3	12%	8%
Outsourcing Services	\$21.8	12%	\$17.1	42%	\$38.9	<b>17%</b>	<b>44%</b>
Interactive Media	\$0.3	0%	\$0.5	1%	\$0.8	0%	65%
Other	\$25.2	13%	\$4.2	10%	\$29.5	13%	14%
	\$187.3	100%	\$40.5	100%	\$227.8	100%	



***Custom Software Development and Outsourcing Services are the largest export sectors, as would be expected and confirming JEI participant perspectives***



***Hardware and Software Package Sales, while large domestically are less suited for export markets***

# Target Intersection of Strengths



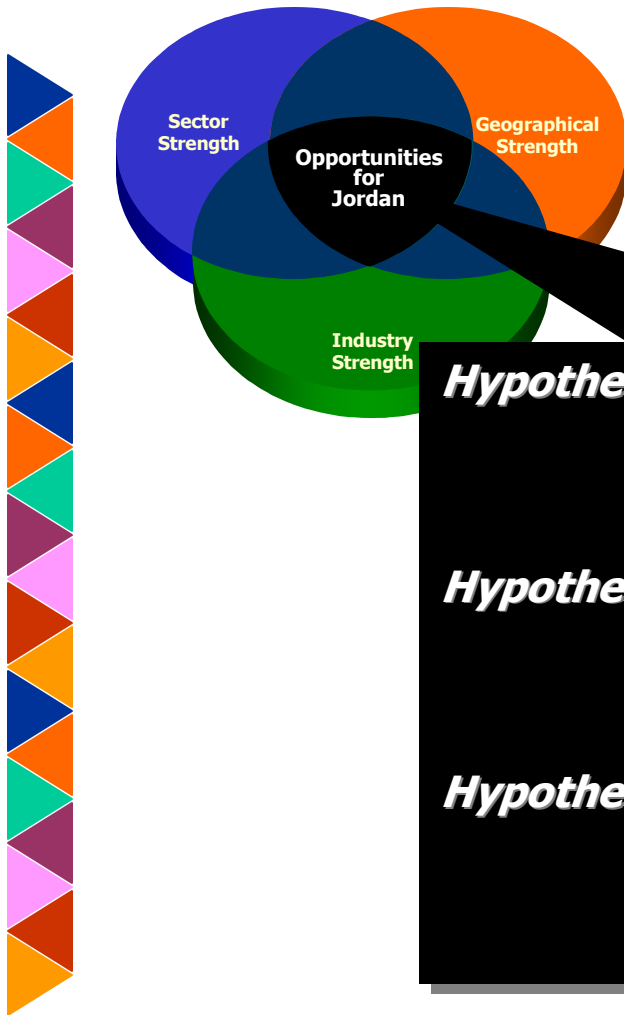
- *Custom Software*
- *Outsourcing*

- *Middle East / Arabic-Speaking World*



- *eEducation*
- *eGovernment*
- *Health Care*

# Target Intersection of Strengths



***Hypothesis 1: Custom Software Development & Arabic Localization for e-Education and Government in Arabic Countries***

***Hypothesis 2: Custom Software Development for Healthcare and Government Customers in Arabic Countries***

***Hypothesis 3: Arabic Call Centers for Healthcare and Government Customers in Arabic Countries***

# Next Steps & This Week's Agenda

## Today and Tomorrow

- Seek feedback of JEI participants on approach to date and refine hypotheses
- Identify current Jordanian companies that would like to participate in hypothesis validation and implementation

## Ongoing

- Interview key external and internal stakeholders to refine hypotheses to develop detailed action plans
  - Survey created
  - Interviews already commenced
- Articulate process to synthesize results by JEI meeting (January 2005)

