



Opportunities for Canadians

Fast Facts

Did you know?

- The FTA will immediately eliminate tariffs—which run as high as 30%—on over 99% of current Canadian exports to Jordan.
- Tariffs on a small number of other products will be eliminated over three to five years.
- Canada exported \$70 million in merchandise to Jordan in 2011.
- Canada's top exported products to Jordan in 2011 include vegetables (\$11.1M) wood (\$10.7M), vehicles (\$9.4M), paper (\$8.8M), and machinery (\$4.8M).
- This is Canada's first FTA with an Arab country.



Looking to introduce your company to a growing and secure Middle Eastern market? Look no further than Jordan. The country is an important gateway to the Middle East and North Africa—and a key partner in the pursuit of peace and stability in the region.

The Canada-Jordan Free Trade Agreement (FTA), which entered into force on October 1, 2012, gives Canadians access to new markets, customers and partnerships, as well as creating stronger supply and production chains. The FTA:

- Improves market access
- Removes trade barriers
- Makes Canadian goods more competitive
- Eliminates tariffs on the vast majority of Canadian exports
- Builds enhanced visibility for Canadian companies in Jordan

Prospects by industry

Agriculture and agri-food

The FTA eliminates tariffs on the vast majority of agricultural goods. Canada's most significant agriculture and agri-food exports to Jordan will see instant benefits including: lentils, chick peas, food preparations, confectionery, frozen french fries and animal feed. Opportunities are available for:

- Beef
- Wheat and barley
- Fish and seafood
- Value-added foodstuffs
- Processed foods
- Pet foods
- Veterinary products

Building products and forestry

The building industry is a key part of the Jordanian economy and wood products are in demand to support construction. Notable building projects include large hotel resorts and bids to relocate military families to newly created urban communities complete with retail and commercial facilities. Other opportunities include:

- Paper and paperboard
- Wood pulp
- Paper products
- Treated wood



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Manufactured goods

The FTA eliminates the vast majority of tariffs on manufactured products immediately or within three to five years, creating opportunities in a wide range of industries. Canada's most promising prospects in this sector include:

- Passenger vehicles and parts
- Computers and components
- Telecommunications equipment
- Medical devices and hospital equipment
- Aerospace and aviation
- Hotel and restaurant equipment

Jordan in brief

For the past decade, Jordan has pursued peace and security in the Middle East, demonstrating leadership in its efforts to bring about an end to conflict in the region. Jordan is a moderate and stable Arab state, offering potential for Canadian businesses. The country's economy is among the smallest in the Middle East. Having undergone extensive political and economic reforms in recent years, Jordan has worked hard to regain the confidence of the international community and investors. Still, there are challenges; namely, lack of natural resources, ongoing poverty, high inflation and unemployment. Jordan's expanding economy and its growing importance as a regional commercial and transportation hub – particularly for exports to Iraq – make it an extremely attractive option for Canadian companies looking to do business in the region.

The Jordanian government is striving to create a better operating environment for foreign and domestic investment. It is also committed to improving infrastructure. Efforts to stimulate the economy through reform and by encouraging foreign and domestic investment are ongoing.

For more information

- www.tradecommissioner.gc.ca
- www.jordan.gc.ca