### Potential Opportunity

The Ministry of Education in Jordan together with USAID are making huge progress on ‘Early Childhood Education’ (ECE) through a four year program (US$380M) focusing on Kindergarten Education. This involves infrastructure, curriculum formulation, teacher and assistant training. This together with a number of national initiatives such as the Jordan Education Initiative, Jordan Broadband Learning and Education Network and Computers for Every Classroom Project, provides an insight into progress intended for the 1.2 million students in the education sector. Unfortunately, educational books and teachers resources are not of a high standard. They are mostly imported, tend to be expensive and often it is difficult to source combined English/Arabic products. Story books don’t tend to reflect Arab culture and traditions. These shortcomings present an opportunity to produce educational materials on a commercial basis – following a successful business model used elsewhere.

### I. Description of the Business

A developer / publisher of children’s educational material focused on requirements of children aged 4 years to 10 years. The business will develop, produce and sell educational books, teachers’ resources, study programs, course designs etc in various media: books, inter-active DVDs, CDs and the internet. The products will be aimed at the regional market for products that meet Arab students’ needs, including modules for study of other languages.

Production will be outsourced to Jordan’s existing publishing and printing industry. The investment requirement is for recruiting accomplished educators to prepare content, and business managers for marketing, acquiring premises, implementation of business systems, and in establishing sales and distribution channels.
<table>
<thead>
<tr>
<th>Open University</th>
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<td><strong>Sector:</strong> Education</td>
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**Potential Opportunity**

The principle of the Open University i.e. distance learning is ‘Education For Everybody’ promoting educational opportunity and social justice through accessible high quality University learning. Residential day schools or retreats are an essential part of the process to enable students to mix with other students thereby accelerating the learning process.

Distance learning is available on the internet and many facilities will accept students from all over the world. However, the learning facilities, tutors and course work tend to be in English. There are some MENA distance learning schools in Israel, Saudi Arabia and Morocco.

The opportunity will be to open Jordan’s own Open University.

**I. Description of the Business**

An existing University either international or based in Jordan with the resources and ability to operate an effective open learning program and provide learning facilities including the necessary investment in residential facilities accessible all year round, production of electronic education materials, tutorials, assignments etc...
<table>
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<th>International Programs School in Irbid</th>
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**Potential Opportunity**

Jordan has a high literacy rate and an excellent reputation for the quality of its education. The sector receives strong support through government initiatives such as Education Reform for Knowledge Economy (ERfKE), Jordan Education Initiative (JEI), Jordan Broadband Learning and Education Network, Computer for every Classroom Initiative, all of which are excellent examples.

Irbid is going through several changes over the past few years, associated with its QIZ status and FTA agreements. The community and local economy are continuously growing and have drawn in many expatriates and international business people, with high expectations. As in any successful community, this creates specific demands for internationally oriented initiatives and an opportunity for the implementation of specialized fee-paying schools.

Building a prestigious school that would provide the community and students with international programs such as the International Baccalaureate (IB), IGCSE, GCE, A-levels, and SAT, will be attractive as parents can place their siblings in a private school where they will be receiving premium education in both regular and international programs.

**I. Description of the Business**

The development of a school which provides education for students from kindergarten through grade twelve, covering both the regular stream (Tawjihi) and international programs (IB, IGCSE, SAT, and A-levels). The school shall cater for both local students and students coming from other Jordanian governorates.

Placed in a prime location on 6-7 thousand square meters of land, the school will accommodate 500 students, almost 25 teachers and 20 other administrative staff.

School facilities will include computer, biology, physics, chemistry, and language labs. The school will also have a gymnasium, indoor swimming pool, school theatre, music room, clinic and a central library with continuous access to the internet. The school will work on growing students' potentials through both curricular and extracurricular activities, concentrating on creating general awareness within students for issues like volunteer work, protection of the environment, human rights, etc.
Potential Opportunity

With 91.3%, Jordan has emerged as number one in the Arab world and 47th in the world with respect to literacy rates. Education and learning is an essential part of the Jordanian culture and the entire region. Jordan's educational system is of international standards and its secondary education program is accepted in world-class universities. With a total of 27 public and private universities. Jordan has benefited significantly from this infrastructure and investment.

Jordan's future economic strategic will be based on a Knowledge Based Economy (KBE). These are the fundamental economies of the western world. To be successful, its future businessmen will need the best possible opportunity to study international business tools to be able to compete.

However, the lack of a prestigious and internationally accredited university still stands out as a shortcoming, and as an opportunity for investment at the very same time.

I. Description of the Business

Development of a prestigious Business School affiliated with an international school such as Harvard Business School (HBS). The school will provide the setting and quality of education sought by professionals, executives, and CEOs planning to move forward with their education and acquire the understanding and tools needed to improve their business skills.

The investment will be in suitable premises, infrastructure, and acquisition of teaching staff.
ICT Training and Recruitment Centre

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<th>Sector: Education</th>
<th>Project Value: JD 2M</th>
<th>Location: Amman, Irbid</th>
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Potential Opportunity

Jordan’s ICT sector comprises both Telecommunications and IT services, and since 2002 has ranked in the top 3 for FDI achieved. INT@J, the ICT association, currently has in excess of a 100 members. The industry employs some 19,000 employees.

Universities are producing qualified graduates who still need practical experience in business ICT activities. The application of ICT services throughout Jordan continues to expand.

Much of the existing training requires residents to go abroad such as for SAP or Oracle skills. Therefore an opportunity exists for a recruitment and training organisation to support the market and its future development.

I. Description of the Business

Development and operation of a recruitment and training company, covering the fields of IT, telecommunication networks, new media, B2B, e-commerce, business processing activities and knowledge of computer hardware.

Investment will be needed in providing suitable premises, IT infrastructure, recruitment and working capital.

Where necessary the organisation will be accredited as a qualified training provider.
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<th><strong>Fashion School</strong></th>
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<td><strong>Sector:</strong> Education &amp; Training</td>
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**Potential Opportunity**
Jordan has a thriving apparel / textile industry based, among other matters, on preferential access to export markets. This relatively new industry for Jordan provides opportunities for Jordanian's to acquire design/marketing skills and become the drivers for long term localization of the industry, by providing the talent needed to move the industry up-market into high fashion and high quality apparel for the MENA region and elsewhere.

Many youngsters in the Arab world have the talent, creativity and flare needed to participate in the fashion industry; but they need education, direction and support to launch careers in this field. Fashion is more than just creativity and passion - it's also highly commercial and competitive and requires detailed knowledge in various fields such as design, manufacturing, business, and marketing.

**I. Description of the Business**
The establishment of an affiliated fashion school that will provide students the opportunity to gain their bachelor and master's degrees in a range of degree programs based upon fashion: fashion design, clothing and apparel manufacture, textiles, business studies, and marketing. The fashion school would be affiliated to an established school that is keen to establish links into the MENA region and could be located in close proximity to other schools that provide complementary courses, such as fine arts and business studies.