

MODEST  INNOVATOR

# JORDAN

Population: 10,458,413 | GDP: \$89 billion | Language: Arabic | Unicorns 2009-2018: 0



## What did Jordan do right?

The country saw the percentage of STEM graduates nearly double since the 2018 Scorecard. Jordan is relatively tax-friendly, with federal corporate and individual marginal tax rates of 20 percent. Short-term rentals are legal throughout the country under reasonable federal regulations passed in 2017.



## What can Jordan do better?

Jordan could adopt a welcoming approach toward self-driving vehicles (SDV), encourage domestic SDV development and reverse a decline in its spending on research and development, which caused its R&D Investment grade to drop from a D to a D-. It could also encourage GDP growth and combat corruption to improve its resilience.

## KEY TAKEAWAYS

A Modest Innovator, Jordan struggles to promote innovation in areas such as ridesharing and self-driving vehicles (SDV).



Credit: Francisco Anzola, Flickr

After a brief ban, Careem became the first fully licensed ridesharing service in Jordan in June 2018, after the passage of amendments to the bylaw regulating transportation services conducted via smartphone app. But stringent regulations continue to stymie the operation of traditional peer-to-peer ridesharing services, including a requirement that 25 percent of cars used for ridesharing be taxis.

The Jordanian government has yet to broach the subject of self-driving vehicle regulation or testing, and has not included SDV technology in its official 2025 innovation and technology goals.

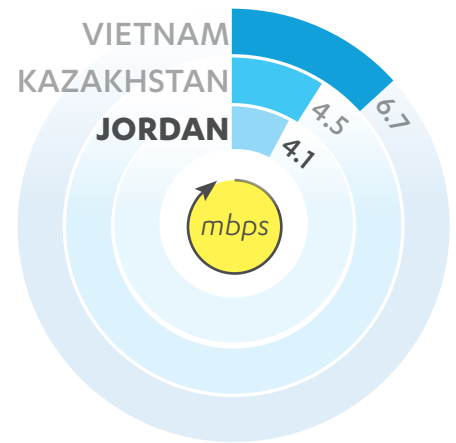
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A generally tax-friendly nation, Jordan has 20 percent corporate and individual tax rates, but it introduced a 16-percent tax on online services in 2017 — a major impediment to the country’s ambitions of becoming a Middle Eastern information and communication technology hub.

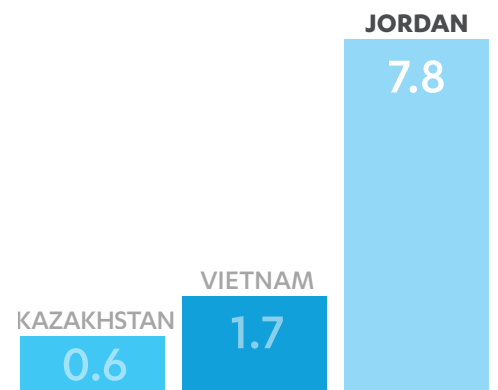
Owing perhaps to its reliance on tourism, Jordan takes a more welcoming approach to short-term rentals. Hosts must obtain permits from the Ministry of Industry, Trade and Supply, and abide by the maintenance standards and basic insurance requirements of the 2017 Consumer Protection Act, but short-term rentals are operational across the country.

Sources: (Jordan Times) (Roya News) (Roya News) (Inform)

## Mean Download Speed (Fixed & Mobile)



## Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



**Environment**

Air quality is well below the WHO's standard, but nearly 99 percent of the population has access to clean and protected water sources. The country's grade increased from a D+ to a B this year.



**Entrepreneurial Activity**

Jordan's new business entry rate is just 0.6 per 1,000 people, a decrease from 0.99 per 1,000 people in 2018. Jordan's grade increased slightly to a C in 2019 from a C- in 2018.



**Drones**

Drone operators must notify the Civil Aviation Regulatory Commission 10 days before a flight and operation is limited to three hours. Jordan's overall grade increased to a B from a D in 2018.



**Human Capital**

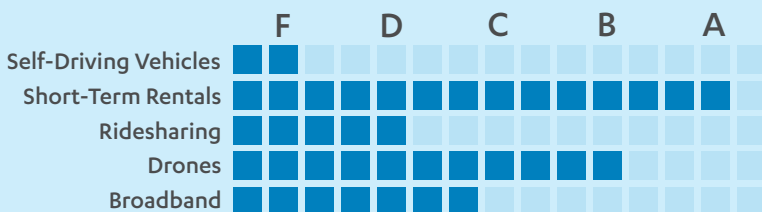
32.2 percent of Jordan's workers are highly skilled, a slight drop from 33.1 percent in 2018, and the country awarded 17.4 percent of its college degrees in STEM fields, a significant increase from just 9.8 percent in 2018.



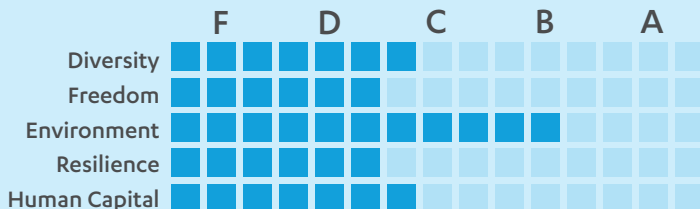
**Broadband**

The mean download speed of fixed and mobile internet is slow, at 4.1 Mbps. Jordan's grade decreased from a B- in 2018 to a C- this year.

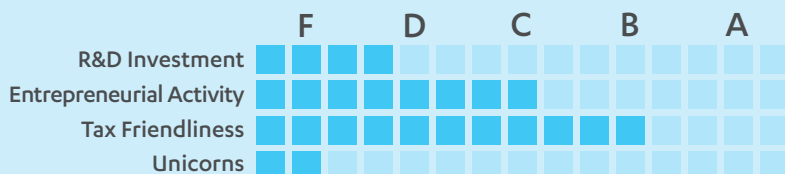
**Technology**



**Society**



**Economy**



**ABOUT THE SCORECARD**

With the 2019 International Innovation Scorecard, the Consumer Technology Association expands the report in breadth and depth, adding 23 new countries and two new categories. In this second edition, we evaluate 61 countries and the European Union across 28 indicators to determine whether they stifle progress or fuel the fires of innovation.

Each country on the Scorecard ranks in one of four tiers: Innovation Champions excel in almost all areas, followed by Innovation Leaders, which earn high scores in most. Behind the Leaders are Innovation Adopters, which promote innovation in some areas but not others. Finally, Modest Innovators may support innovation in one or more areas, but they show the greatest room for improvement.

**ABOUT CTA**

The Consumer Technology Association (CTA)<sup>™</sup> is the preeminent trade organization representing the \$398 billion U.S. consumer technology industry, which supports more than 15 million jobs. CTA serves over 2,200 companies, ranging from the startups and small businesses that make up 80 percent of its membership to some of the world's best-known brands. CTA also owns and produces CES<sup>®</sup>, the world's premier gathering for consumer technology and the innovators who turn today's dreams into tomorrow's realities. Profits from CES are reinvested into CTA's industry services.

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