**Project Summary**

**Project Background**
Jordan's accession to the WTO, the EU-Jordan Association Agreement and the FTA with the US have opened new avenues for Jordan's nascent industrial sector but also have posed severe challenges in terms of competitiveness. The EU has been assisting Jordan in the liberalisation and transition process since 2001, particularly with the € 45 million Jordan Upgrading Modernization Programme (JUMP).

**Project Objectives**
Under the overall objective of JUMP to foster the integration of Jordan into the Euro-Mediterranean Free Trade Area the programme aimed at providing TA during the final period upto 2006. Specific objectives were:
- strengthening institutional capacities in two ministries and several Jordanian institutions in establishing a conducive environment for industrial modernisation
- enhancing the availability and effectiveness of financial instruments for enterprises
- strengthening the capacity of vocational training and other education providers in respect of industrial modernization

**Project Activities**
Activities under the above objectives have been Technical Assistance and training as well as strategic sector studies to identify priority areas of business upgrading. The programme comprised three integrated components, namely
- Policy support and industrial strengthening
- Direct support to SMEs and two Vocational Training activities
- Financial support to SMEs through improved financial instruments

**Implementation Features**
The programme was implemented by a Project Management Unit (PMU) and services were delivered to 8 clusters of 5 firms each, whereby each cluster represented an industrial sector selected to established criteria. JUMP provided varying percentages of the cost of the assistance to SMEs in the form of a grant.

**Services Provided**
- Provision of senior advisors to JUMP
- Analysis of leading industrial sectors
- Company profiles of SMEs to be assisted
- Assistance to sector export efforts
- Development of business incubators
- Business Upgrading of selected SMEs
- Support to the loan guarantee scheme

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**Jordan**

**Industrial Upgrading Modernisation Programme (Jump)**

**Client**
European Commission / EC

**Duration**
2005 - 2006

**Personnel**
Team of international and national STE (66 PM)
- European Senior Consultants
  - Finance
  - Home appliances
  - Marketing techniques
  - Training and Learning
  - other, as requested
- Senior Local Experts

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