



DIGITALISING PROCESSES TO BOOST EXPORTS

# JORDAN



## THE CHALLENGE

Jordan's exporters operate in an increasingly competitive global marketplace, where speed, predictability and trust are essential. Yet until recently, the process for acquiring certificates of origin, a critical document required for border clearance, was largely paper-based, fragmented and dependent on in-person visits.

Exporters typically had to travel to their Chamber to apply for a certificate, pay fees in person, obtain physical signatures from government entities and carry stamped documents to customs. Even when the approval itself only took minutes, the travel time could consume half a working day. For many businesses, especially MSMEs, this meant precious hours taken away from business development.

At the system level, paper-based processes limited transparency and data availability. Authorities & Chambers had no real-time visibility on export flows per Chamber, and inconsistencies across institutions made coordination difficult.

Jordan needed a harmonised digital system and a stronger public-private coordination mechanism to reduce friction and improve competitiveness.

**“Countries globally are shifting toward electronic certificates. For Jordan, accelerating digitalisation was essential to ensure that ‘Made in Jordan’ products face zero administrative friction at international borders.”**

H.E. Ms. Dana Al-Zoubi, Secretary General of the Ministry of Industry, Trade and Supply



# WHAT WE DID

Working closely with the Ministry of Industry, Trade and Supply, the Ministry of Transport, Chambers of Industry and Commerce and other private sector representatives, the Alliance supported two complementary reforms:

## 1. Rolling out Electronic Certificates of Origin (eCOs)

The project developed a national digital platform that will allow exporters to apply for certificates of origin online by submitting documentation and paying fees digitally. The system connects Chambers, ministries, government databases and customs, reducing the scope for errors and enabling end-to-end digital processing.

Instead of travelling between offices, traders can now complete applications from their factory or home, often in minutes.

The digital transformation was led by the project's private sector partners, Zarqa Chamber of Industry and Irbid Chamber of Industry. In addition to improving system efficiency, their involvement helped strengthen service delivery for traders and ensure access for all.

## 2. Strengthening public-private coordination

In parallel, Jordan restructured its National Transport and Trade Facilitation Committee (NTTFC), modernising and expanding its approach, and transforming it into an active, institutionalised platform for reform.

Specialised working groups now bring together government agencies and private sector operators to co-create solutions, develop a trade facilitation strategy and monitor implementation – embedding partnership at the heart of Jordan's trade reforms.

**“By digitalising more of our services, we are ensuring that trade is accessible to everyone, providing a platform where women and people with special needs can compete and succeed without barriers.”**

Fares Hammoudeh, Chairman of the Zarqa Chamber of Industry

**“The true achievement was not only delivering digital tools like the electronic certificate of origin but institutionalising trust and transforming public-private coordination into a permanent engine of reform.”**

H.E. Fares Abu Dayyeh Secretary General of the Ministry of Transport



# THE IMPACTS

Projected results show that Jordanian exporters are set to save an average of 1.79 hours and USD19 per certificate with the new system. With an estimated 160,000 certificates issued annually in Jordan, this translates into projected annual savings of USD186,900 for traders.

Beyond these direct savings, digitalisation also strengthens transparency and compliance. Authorities can better ensure that issued certificates correspond to actual shipments, thereby creating a more secure and credible trade environment that enhances trust in 'Made in Jordan' products.

At a policy level, the availability of real-time data allows both the Chambers and the authorities to access export statistics by sector, product and destination, and make evidence-based decisions.

For small and medium-sized enterprises, the reform levels the playing field. By reducing administrative burdens, digitalisation removes the barriers that disproportionately affect firms with limited staff and resources.

Finally, the project has strengthened trust between public and private actors. From system design to pilot testing, the involvement of chambers and businesses ensured that the reform responded to real operational needs. The restructuring of the NTTFC institutionalised this collaboration, transforming dialogue into joint ownership of reform.



## Trader Story “From five trips a month to ten minutes online”

A young accountant, Ms. Wala'a Al Zoubi, at a medium-sized plastics manufacturer (ZamZam) in northern Jordan used to handle certificates of origin alongside her core finance responsibilities.

Each month, the company exported around five consignments, implying five separate trips to the Chamber. Every application required preparing and verifying documentation, travelling in traffic and waiting for processing. When things went smoothly, the task consumed hours. When there were unforeseen delays, it could stretch into a full day.

It was not Wala'a's primary role, but it often dictated her schedule.

Today, she submits applications digitally. Shipment details are entered online, sometimes in the evening, and certificates are ready the next morning.

**“Before, this process could take two or three hours just to prepare documentation plus travel time. Now I can do it in ten minutes. It saves time, effort and pressure.”**

She no longer needs to leave her desk to manage documentation, and the time reclaimed is reinvested into her actual accounting work – better supporting business operations.



## Trader Story

### “Cutting costs and building credibility”

As the Logistics Manager of one of Jordan's largest garment exporters (Needle Craft Group) to the United States and Europe, digital transformation is not a theoretical concept for Khalid Badarneh, it is a competitive necessity.

For years, managing Certificates of Origin required dispatching staff between the factory, the Chamber, Ministry of Industry, Trade and Supply and customs. Even with experienced teams, the process created friction: multiple trips, physical payments and coordination across institutions.

Today, with the eCO system, applications can be prepared and submitted directly from the company's offices. Payments are processed and approvals are issued electronically. The administrative burden is lighter, and internal resources can be allocated more efficiently.

But for this exporter, the impact goes beyond cost savings.

Operating in highly regulated markets like the US and the EU, credibility matters. Digital certificates enhance trust with foreign buyers and Customs authorities, reducing doubts about authenticity and improving predictability in cross-border trade.

For Khalid, digitalisation is also a signal to investors and international partners that Jordan is keeping pace with global standards.

**“Being advanced in these systems is important. It shows Jordan is ready for business.”**



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