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## JORDAN'S BUSINESS-FRIENDLY APPROACH PAYS OFF

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### EXECUTIVE SUMMARY

Why is the largest regional internet company based in Jordan, a country that accounts for only roughly 1 per cent of the Mena region's gross domestic product and 2 per cent of its population?

How is a country as small as Jordan able to account for such a disproportionate share of corporate stars in the region?

There are three main reasons for Jordan's fertile corporate environment.

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