



SWEDEN–JORDAN BUSINESS GUIDE

2018–2019



In Sweden summer is short but sweet. Children have their summer holiday from the beginning of June to the end of August and many Swedish families spend at least part of their summer holiday in the countryside, visiting family or just hanging out.

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FOREWORD

Sweden has a robust trademark in Jordan. Wherever we as Swedes go, people smile and extend their warm welcoming. Many want to talk about sports icons such as Zlatan Ibrahimovic or Björn Borg or musicians such as ABBA. Others refer to Sweden's international engagement in areas like the Israel-Palestine conflict, mitigating climate change and our commitment to human rights and gender equality. Several of those that we talk to have an uncle or a cousin in Stockholm, Malmö, Gothenburg or another town in our home country. Most Jordanians fundamentally express respect for the Swedish culture and people; our two countries get along very well together.

Jordan and Sweden both harbor some 10 million people, less than 0.15 percent of the world's population. In the past 100 years, both countries have sought to actively maneuver a peaceful path through rough times with aggressive neighbours. Both have welcomed people who flee from war or oppression and both have kept borders relatively open for trade. Jordan and Sweden punch far above our weight on the international scene and cooperate effectively in the United Nations.

And then there is a recurring sentiment with just about any Jordanian that we talk to. They have a personal relationship to Swedish companies.

Whether it is a premium car that their parents owned or a piece of furniture for their newly decorated home, the yellow and blue colors of the Swedish flag are part of their lives. Whether it is affordable fashion or the best place to have coffee in Amman, Swedish companies help provide for necessities with a silver lining.

While Sweden's brand is strong in Jordan, there are numerous products and services that are delivered from Sweden without people knowing. An energy grid for the Northern provinces has just been delivered from Sweden. Transportation and logistics solutions, heavy machinery components, sophisticated pharmaceuticals as well as top of the charts music and computer games are all examples of Swedish exports.

Over 30 different Swedish companies operate in Jordan, almost exclusively managed by Jordanians. Their work is an expression of how we are stronger together. Their contribution is not only high quality products and services with corporate social responsibility. Ultimately, what they provide is jobs, growth skills and better lives.

We are therefore pleased to present this first edition of the Sweden-Jordan Business Guide. The guide is an in-depth resource bank of Swedish companies in Jordan and their activities. The guide also provides useful information on how to trade with and invest in both countries.



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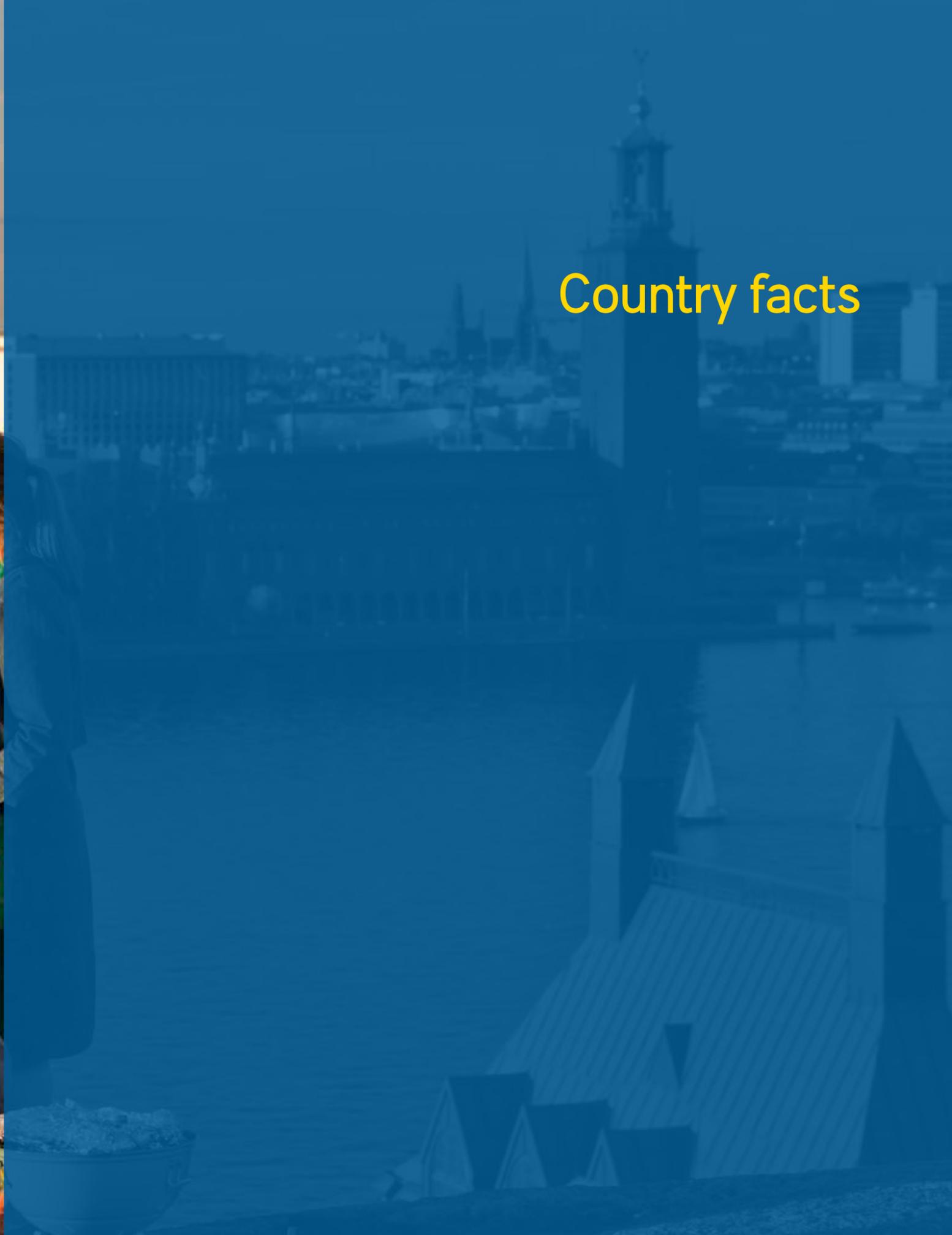


Since 1983, Sweden has celebrated its National Day on 6 June. This is the date on which Gustav Vasa was crowned king in 1523 and on which a new constitution was adopted in 1809.

Swedes love to grill food outdoors. As soon as the snow melts away, the grills come out of storage. Grill parties is as Swedish as, say, meatballs.



Country facts





COUNTRY FACTS SWEDEN



52%

OF SWEDISH ENERGY PRODUCTION COMES FROM RENEWABLE ENERGY SOURCES

10

MILLION PEOPLE IN SWEDEN

SWEDISH PARENTS GET

480

DAYS OF PAID PARENTAL LEAVE

500,000,000 USD

IS SWEDEN'S CONTRIBUTION TO THE UN GREEN CLIMATE FUND

15% OF THE POPULATION WAS BORN IN ANOTHER COUNTRY

THERE ARE **95,700**

LAKES IN SWEDEN

4TH MOST GENDER EQUAL COUNTRY IN THE WORLD

#4

IN TRANSPARENCY INTERNATIONAL'S CORRUPTION PERCEPTION INDEX RANKING

99% OF HOUSEHOLD WASTE IN SWEDEN IS RECYCLED OR USED FOR HEATING



COUNTRY FACTS JORDAN



17

UN AGENCIES IN JORDAN

84.1% OF PEOPLE LIVE IN CITIES

9.7

MILLION PEOPLE IN JORDAN

55% OF THE POPULATION BELOW 25 YEARS OLD

>50% OF STUDENTS IN HIGHER EDUCATION ARE WOMEN

PETRA IS ONE OF THE 7 NEW WONDERS OF THE WORLD

THE SHORES OF THE DEAD SEA LIE 420M BELOW SEA LEVEL AND IS THE LOWEST POINT ON EARTH ON LAND

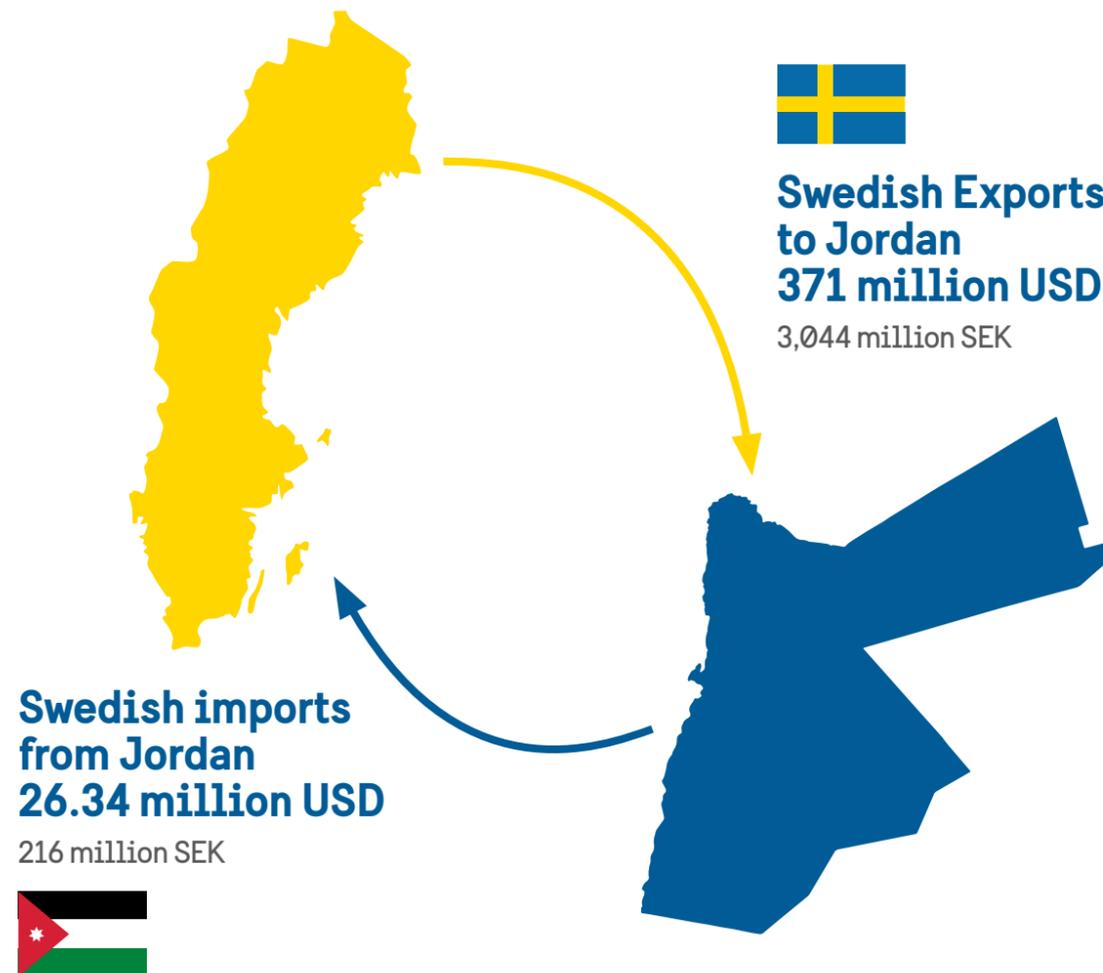
95% LITERACY RATE

#1

IN RENEWABLE AND CLEAN ENERGY GROWTH IN MIDDLE EAST AND NORTH AFRICA

TRADE FLOWS 2012–2017

Jordan is a niched economy in the Arab world and several Swedish companies coordinate regional operations from Jordan. Wood, pharmaceuticals and medicine, industrial equipment and food are the most important products in trade between the two countries.



JOBS CREATED

Swedish companies contribute to over 1,000 jobs in Jordan*

Swedish companies are actively developing the business exchange with Jordan, building on decades of successful presence in the country. The Jordanian market has an increasing appeal as the country is transforming from a niched market in the region to embracing technological advancements and sustainability efforts. Swedish companies are well positioned to provide support through their substantial experience of knowledge transfer, resource development and sustainable business.

There are numerous examples of such Swedish commitment, including by increasing the participation of Jordanian women in the work force. H&M create more than 100 direct jobs in their four stores across the Kingdom and over 40% of employees are women. Another example of successful job creation is IKEA, which employs over 300 people in their Amman store.

Over the course of the past year, Volvo Cars, Volvo Trucks and Buses and the Swedish Jordanian Chemicals Company has established physical presence in the country as part of their long-term engagement plan for the Jordanian market. There is furthermore forecasted increased engagement from Swedish companies. Wayne's Coffee has an expansion plan encompassing 15 new stores and over 175 new employees country wide.

In the health care sector, AstraZeneca does not only employ over 40 people, they also invest in capacity building for skilled professionals and summer internships for the young generation of health professionals ahead. Similarly, other Swedish companies also contribute to local capacity building. ABB fully sources and develops their engineers from a local platform.

In addition to all Jordanians directly employed by Swedish or Sweden related companies, these companies also create a substantial amount of indirect jobs in the Jordanian market. It is not unusual that these businesses also inspire local creation of companies.

*as per Swedish companies covered in the business guide.
Figures based on companies' own estimations and data as of May 2018.

SWEDISH COMPANIES CONTRIBUTE TO JORDAN

Al-Mafraq

Al-Mafraq is located at the crossroads to Syria to the North and Iraq to the East. The international highway that connects Damascus to Riyadh passes through the city offering large trading potential. The Swedish Jordanian Chemicals Company opened its chemical production plant in the city in 2017.

Zarqa – free zone

Zarqa was established as the first free zone for trade in the country in 1983. The municipality is located 35 kilometres northeast of Amman on route to several neighbouring countries. Volvo Trucks and Buses support the waste management system in the municipality.

Jordan

Swedish presence spans all of Jordan; Tetra Pak packaging is a part of the daily lives of citizens, AstraZeneca is a leading pharmaceutical provider in the country and Wayne's Coffee is exploring expansion to make "Fika" a daily routine for all Jordanians.

Irbid

Irbid has the second largest metropolitan population in Jordan after Amman, with a population of over 1 million. H&M has a store in the city since 2016 and Eitech International supports energy development for the Irbid District Electricity Company.

Al-Karak

IKEA has a store in Amman, but also supports the UN habitat project by having prepared furnished homes for refugees and people with low income. These homes have been placed in Al-Karak, Amman, Ramtha and Dhleil.

Amman

The capital of Jordan boasts over 4 million inhabitants and is the centre of Jordanian political and economic decision making. Most of the Swedish companies have their Jordanian head offices here, such as Volvo Cars, Setra and Eskadenia. Sobi's presence is particularly noteworthy as they donate the vital HT-1 medicine Orfadine to the Jordanian Royal Medical Services in Amman since 2015. Amman is also home to the Embassy of Sweden and Business Sweden, The Swedish Trade & Invest Council.

Shams Ma'an

The second largest solar power plant in the Middle East region is located in Shams Ma'an. ABB supplied a substation for the project, contributing to help the country reach its renewable targets of 10 percent of its energy mix by 2020.

Aqaba

With its strategic location at the northeastern tip of the Red Sea between the continents of Asia and Africa, the Aqaba port has been vital for trade over the course of thousands of years. The port plays an important role in Jordan's economy and since it was turned into a free zone in 2001, it has only grown in significance as an economic base and a tourist destination. GAC Jordan have cargo operations globally from the port.



Sweden is home to a number of major rivers. Rivers are used for recreation such as river rafting or swimming. But Sweden has a great environmental consciousness and in its search for non-fossil fuels, nearly half of the energy production comes from hydro power.

ECONOMY THE SWEDISH WAY

Sweden is consistently ranked as one of the most competitive economies in the world by the World Economic Forum. It is known for its rich natural resources, innovations, high-tech companies and a caring society.

Freedom of expression, gender equality and a deregulated economy combined with efficient welfare and social security systems have contributed to the societal and economic development of Sweden. In an international comparison, Sweden is very open to international trade and investments. Exports account for almost half of the GDP. Exports consist largely of manufactured goods, such as vehicles, machinery, pharmaceuticals and forest industry products. Trade in services is large and growing, especially in areas of business services and transportation.

Sweden is among the leading research nations in the world. As an advanced industrial nation, research plays a key role for economic development as well as for society at large.

The country has a long history of international commitment to active global cooperation on sustainable development. Sweden is now in the forefront of developing new environmental technologies and sustainable system solutions. Swedish companies are also spearheading the development of corporate social responsibility, which is a holistic and integrated way of working and necessary for achieving business goals.

Sweden remains one of the world's least corrupt countries, ranked sixth on Transparency International's Corruption Perceptions Index 2017. In a recent corruption study by an independent organisation, the 20 largest Swedish companies were assessed. The report showed that Swedish companies perform better than their international counterparts. New legislation against bribery came into force in Sweden on 1 July 2012.

Among other measures, it categorizes the giving or acceptance of bribes as serious crimes. The legislation is largely a result of Sweden adopting anti-corruption conventions in line with the EU, the Council of Europe, the UN and OECD.

SUSTAINABLE BUSINESS PRACTICES

A company's conduct should not risk the ability to fulfill the needs of future generations. Aspects such as respect for human rights, labour regulations, environment and anticorruption, gender equality, diversity and business ethics should be considered.



Triangeln train station in Malmö.



SWEDEN WITH SEVEN HIGHLIGHTS



NORTH OF THE ARCTIC CIRCLE – THE MIDNIGHT SUN



The Midnight Sun is an unbroken 24-hour period of sunlight that only occurs in Europe in the Arctic Circle in summertime when the sky is clear. Darkness is absent as there is almost constant daylight as night and daytime blur and the unique wilderness landscapes here take on a dream-like quality.

GÖTA KANAL



This 190 km long man made canal, perfect to explore by boat or bike, was built 1810–1832 and is still one of the largest construction projects ever undertaken in Sweden.

SMÖGEN



Thousands of islands dot Sweden's western coast-line known for its smooth and sculptured granite rocks, quaint little fishing villages and bustling, boating lifestyle.



JUKKASJÄRVI – THE ICE HOTEL



Eat off ice plates, drink from ice glasses and sleep in -5C in a hotel made of ice and snow in the depths of Swedish Lapland. The ice hotel has been built from the ice from a nearby river every winter for the past 25 years now. The fantastic northern lights could also be admired there.



STOCKHOLM

The capital and financial center of Sweden has become one of Europe's main cities for startup companies. After Silicon Valley, Stockholm is rated as the world's most prolific tech-hub per capita.



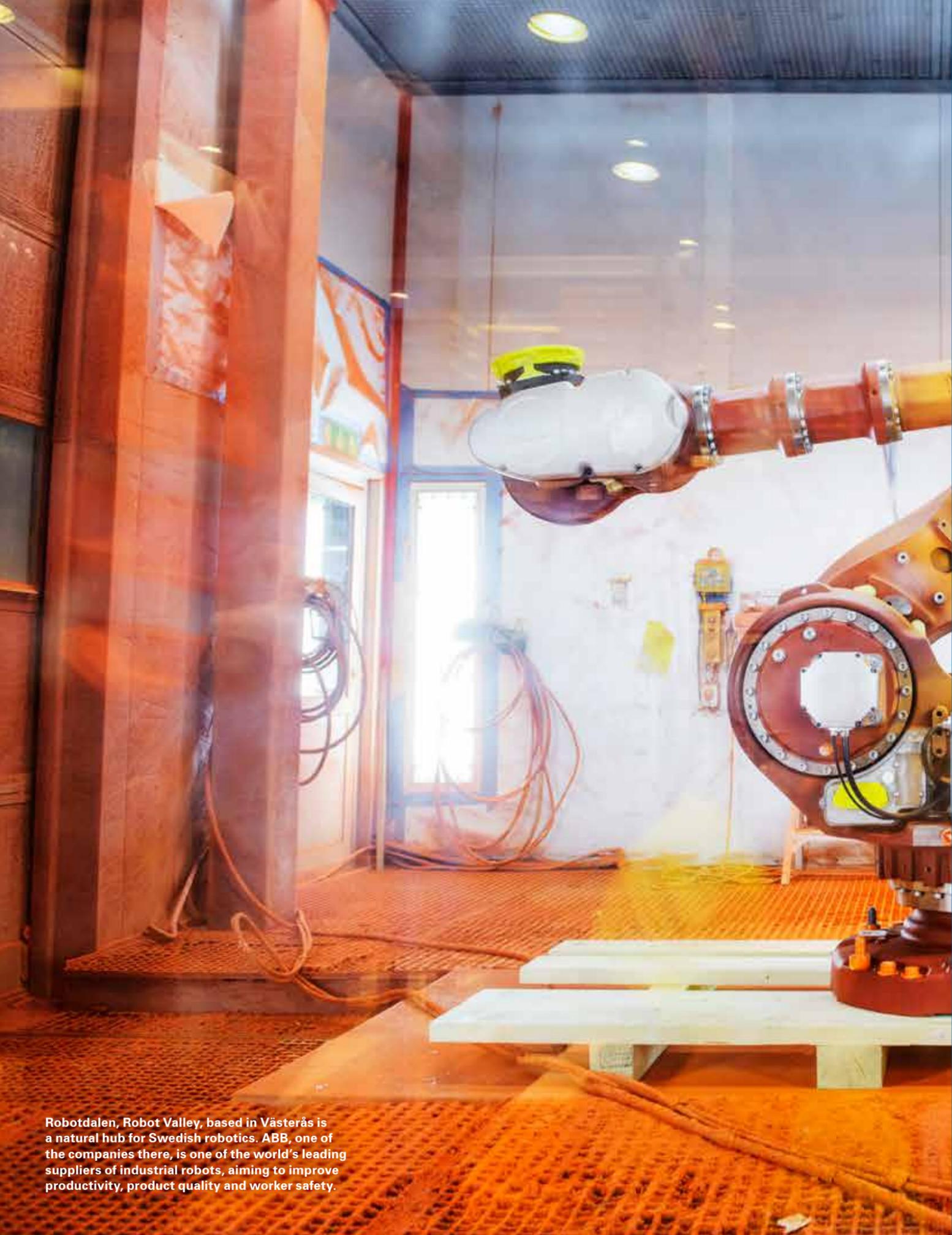
VISBY

An Unesco World Heritage site because of its unique cultural value, the medieval city of Visby was one of the crown jewels of the Hanseatic League in the 14th century.

MALMÖ

One of Sweden's most multicultural cities. 175 different nationalities are represented and 41% of the population has a foreign background. Malmö is also part of the Greater Copenhagen region, and the Danish capital can be reached in only 20 minutes through the Öresund Bridge.





Innovation and export

Robotdalen, Robot Valley, based in Västerås is a natural hub for Swedish robotics. ABB, one of the companies there, is one of the world's leading suppliers of industrial robots, aiming to improve productivity, product quality and worker safety.

DRIVING CHANGE THROUGH INNOVATION

Sweden encourages innovation. With a high number of patents per capita, Sweden is in the world's top 20. Swedish creative thinking has resulted in a number of life-changing innovations spread around the world.

LIFE-CHANGING AND LIFE-SAVING INNOVATIONS

The cardiac pacemaker has been implanted in more than 3.5 million people. The three-point auto seat belt is considered to save a life every six minutes, and has been doing so for more than 50 years. Both are part of a long list of Swedish innovations that have made the lives of their users longer, better or just more convenient. Other examples include the zipper, safety matches, dynamite, nicotine gum, drinks cartons, ball bearings, the adjustable wrench, the rear-facing child safety seat (image), the artificial kidney and Bluetooth are just a few of the others.

A TOP INNOVATOR

This national knack for creative thinking has helped make Sweden one of Europe's and the world's most innovative nations, according to numerous surveys. Many Swedish companies have met success from this innovativeness, including Volvo, Ericsson, ABB, Tetra Pak and AstraZeneca, while Skype (free phone calls over the internet) and Spotify (music streaming) belong to the next generation of Swedish technological successes.

Less high-tech, but with immense potential to improve billions of lives in developing countries, is the Peepoo, a Swedish-designed personal single-use toilet that stops human waste from contaminating the immediate area and the wider environment.

PUBLIC INVESTMENT

Sweden invests about 3 per cent of its GDP in research, one of the highest rates in the world. The Swedish government itself invests heavily in research and development, and there are several government agencies that fund and coordinate research. Their efforts are currently focused on medicine and bioscience, technology and the climate.

THE NOBEL PRIZE

Sweden is also associated around the world with innovation in another way. The famous Swedish chemist and engineer Alfred Nobel – who, among other things, invented dynamite – used his fortune to encourage and reward innovators from around the world. The Nobel Prizes, presented each year in Stockholm by the Swedish king, recognise important breakthroughs in medicine, physics and chemistry, and are regarded as the most prestigious awards in the world of science.



Radiumhemmet is the first oncology clinic in Sweden. It was founded in an apartment on Kungsholmen in 1910. Since the late thirties it has been a part of The University hospital, Karolinska. Today Radiumhemmet is cutting edge when it comes to non-surgical cancer treatments, such as radiation and medication. Sweden strive to be at the very forefront of cancer research and treatment.

ABB

Sustainable energy facilitated by local talents

Established in the 1980s, ABB Jordan has developed an in-house capability and competence to execute engineering projects relying completely on Jordanian skilled and experienced engineers who are globally certified, and have a solid technical background.

These local engineers have also carried ABB's heritage as a global leader in renewable energy onwards. The company has been one of the main players in the solar projects in Jordan, having an installed base in projects totalling 180MW in utility scale projects and 150MW of smaller residential and commercial installations. ABB's installed base spans universities, hospitals, hotels, industries, and an airport, offering invaluable and sustainable access to energy across the country and to sectors where power shortages would be detrimental.

The local company is fully competent in primary and secondary engineering for High Voltage Substations serving the local electric utilities in the Near East region as well as local industries, and developers involved in renewable energy projects. In addition to execution of engineered projects, ABB Jordan supplies a full range of electrification products to utilities, local industries, and offers support through localized service engineers.

The past 20 years experience now drives ABB Jordan to continue to grow and develop local talent while at the same time pursuing sustainable energy for all.

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SETRA GROUP

Building a sustainable foundation for Swedish exports to Jordan

Wood represents one of the most important products being exported to Jordan from Sweden. Setra contributes to this as one of Sweden's largest wood products company, all while remaining environmentally aware and working towards contributing to a sustainable world. Setra processes raw materials from responsibly managed forests and offer environmentally friendly products and solutions for building and living in a truly global market.

Setra's sustainability work aims to create a driving force in the development of a modern timber industry. They focus on the entire value chain, from the renewable

forest's raw materials all the way to the processed end products. They take responsibility for any impact they may have on people and environment by climate compensating. At each stage of the value chain process they reduce their environmental footprint and increase the value and positive effects of how they run their business.

The Setra Group has eight sawmills and three processing units and about 800 employees. The turnover is approximately 4 billion SEK, with about 65 percent of products being exported to Europe, North Africa, the Middle East and Asia. Moving ahead, Setra will continue to grow in Jordan as well as internationally to provide sustainable products and services.

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VOLVO TRUCKS

Volvo Trucks & Buses are back in Jordan!

In 2010, Jamal Asbah & Partners Co decided to reintroduce Volvo into the Jordanian market after an almost twenty year long hiatus. It did not take long for the pioneer within safety and sustainability to convince the Jordanian consumer to welcome Volvo back. Today Volvo is the preferred truck for customers all around Jordan and the brand employs 20 people in the country.

In 2012, Volvo Trucks entered into its first public partnership with Zarqa municipality. Through the sale of 20 garbage compactors and full after sales services the company initiated support for the waste management system in the municipality. Volvo's success and growing reputation as the most reliable truck on the market has facilitated additional cooperation. Since 2015, Volvo has delivered 62 trucks to the

Ministry of Municipal Affairs as part of the waste management system for municipalities around Jordan. The trucks are distributed to cities and towns all over the country from north to south in Aqaba.

The Volvo engines has been meticulously engineered to save fuel without compromising performance. In Jordan, where rising fuel prices has incurred a significant burden on consumers, Volvo enables savings that range between 10–20 % in fuel costs. To further ensure that environmental aspects are considered, and that fuel consumption is kept to a minimum, Volvo provides driver training for each vehicle sold.

Eight years has passed since Volvo reintroduced its innovative and qualitative range in Jordan, but this is only the beginning of the brand's long-term engagement in the country.

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VOLVO CARS

The Safety Era in Jordan

Volvo manufactures hand-crafted vehicles that embody elegance, while maintaining iconic Scandinavian efficiency. Volvo consistently garners creativity from their team that fulfills the customer's desires. It aims to tackle the everyday challenges, making life with Volvo infinitely simpler.

At its inception in 1927, Volvo was established with the goal of creating a stronger and safer car made to conquer Swedish roads. Now, it has rightfully cemented its place as a prominent automotive brand, also in Jordan.

Volvo is set apart from other premium vehicles in that they are pioneers in car

safety. They have continuously focused on ensuring that the driver, passengers as well as all those involved on a road are safe from all forms of impact. The revolutionary three-point safety belt was the creation of Nils Bohlin, a Volvo engineer. It is Volvo's mission to integrate innovative science and technology into their vehicles and today the Volvo XC60 is named the overall safest car in Euro NCAP testing. In Jordan, where road traffic safety is of significant concern, Volvo's contribution to safety is monumental. By 2020, the goal is to ensure that zero lives are lost and no person seriously injured while driving a Volvo car.

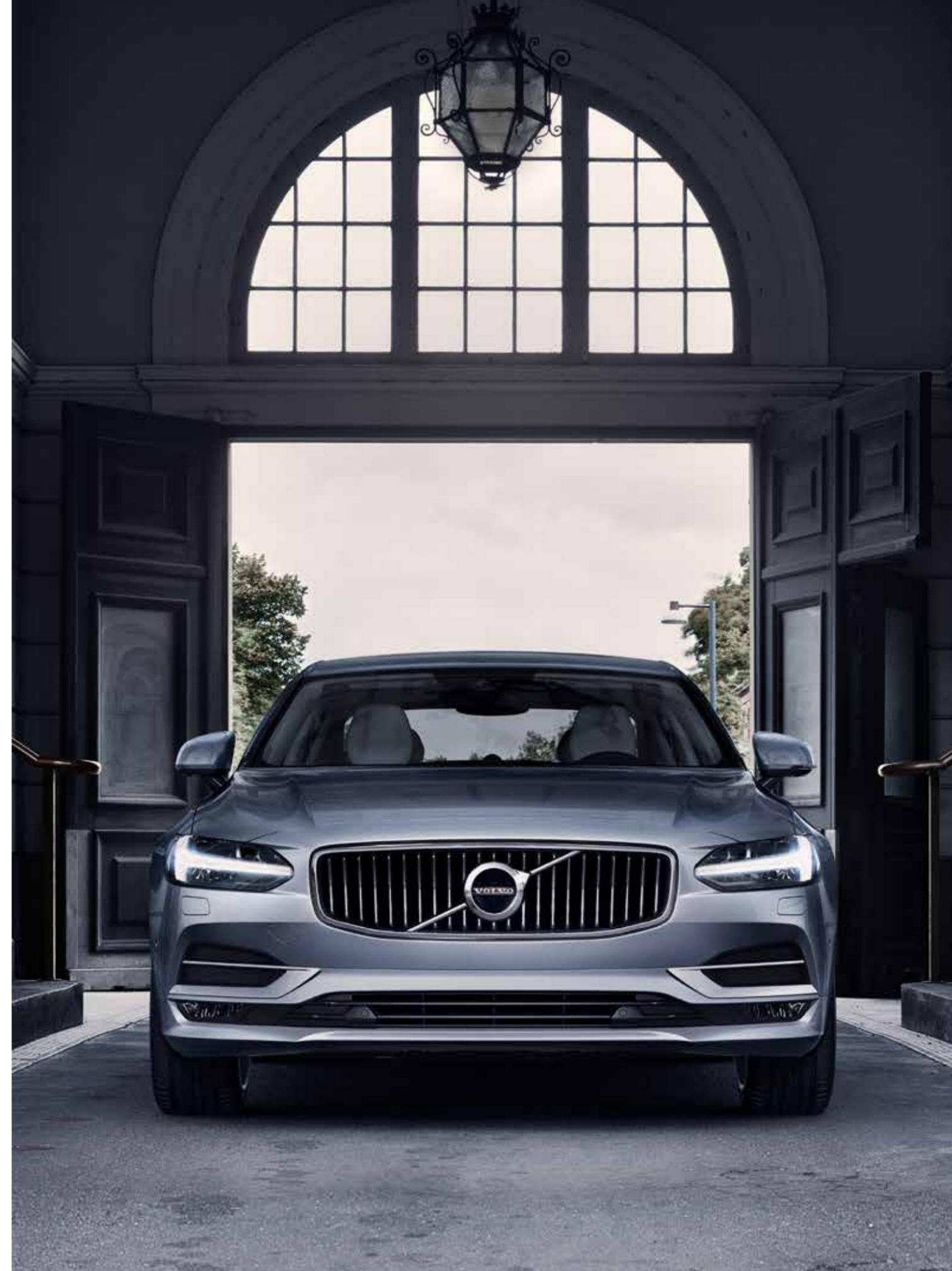
GAA Jordan is proud to be representing Volvo Cars, while providing Jordanians with the finest and safest car.

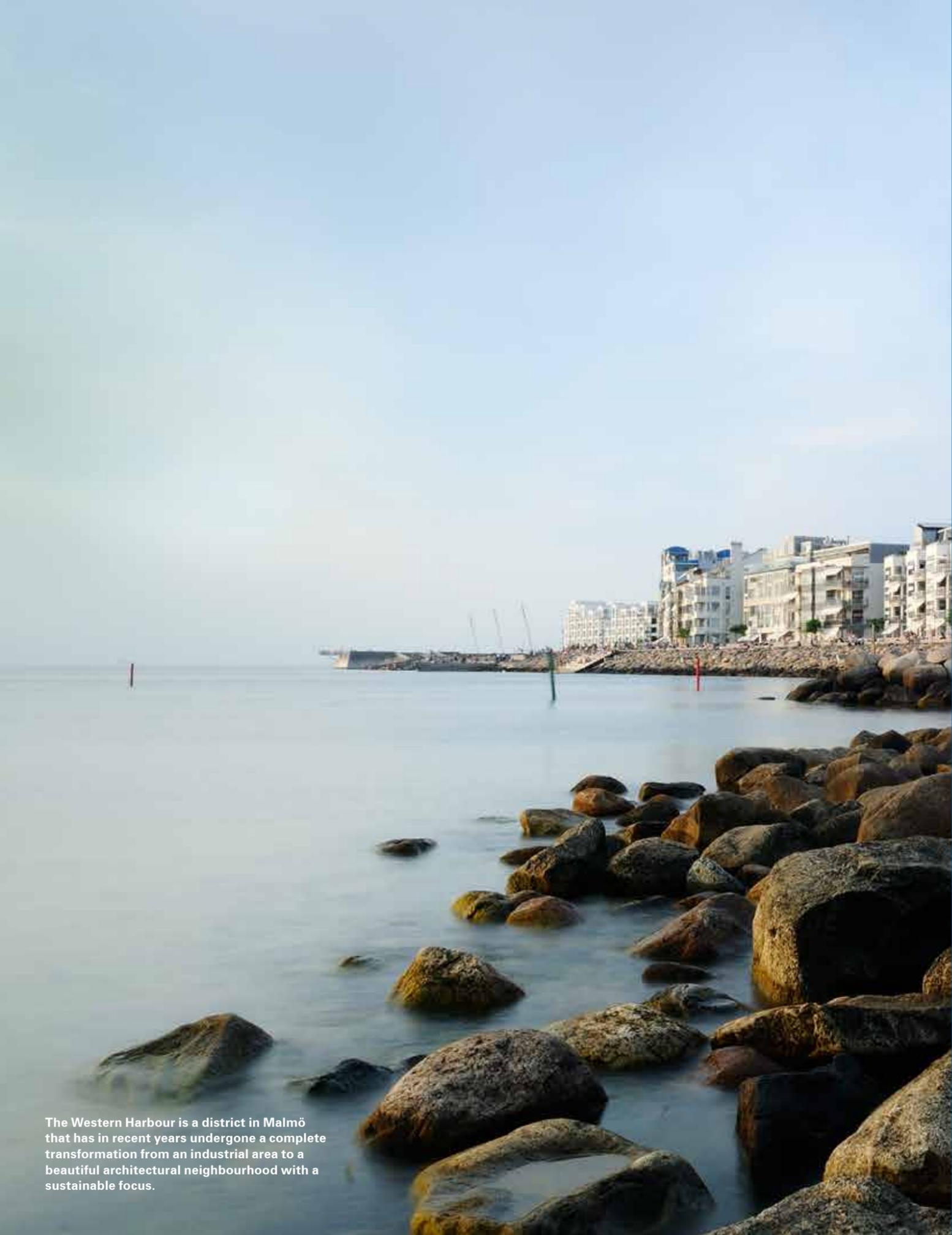
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The Western Harbour is a district in Malmö that has in recent years undergone a complete transformation from an industrial area to a beautiful architectural neighbourhood with a sustainable focus.

Sustainable business



SWEDEN LEADS BY EXAMPLE IN SUSTAINABLE BUSINESS

Extensive environmental protection and active measures to respect human rights, improve work environments, and help in fighting corruption. Many of today's Swedish companies are at the forefront of integrating a sustainable approach to business in their strategies and daily management.

The term corporate social responsibility (CSR), also known as sustainable business practice, is used to describe the efforts of companies to have a positive impact on society, the environment or the economy. In 2011, the EU Commission defined CSR as the 'responsibility of enterprises for their impacts on society'. Efforts to reduce emissions of carbon dioxide, promotion of equal career opportunities, and involvement with local communities are all examples of CSR initiatives.

Swedish companies have a long history of active CSR work and Sweden is viewed as a pioneer within the field. As of 2017, Sweden is in the first place in the RobecoSAM Country Sustainability Ranking, which ranks 59 countries based on 17 environmental, social and governance indicators. The scope of the term CSR has expanded dramatically over the years and now covers aspects of business operations as diverse as corruption in supply chains and local environmental efforts.

ENVIRONMENT

Strict legislation combined with a high level of environmental awareness and knowledge have led Swedish companies to be environmentally innovative and efficient in their operations. Low-impact production technologies, in particular within industrial production, are now often exported to other countries. Sweden was also the first country to require

sustainability reports from the over 50 state-owned enterprises. Since the mid-1990s, Sweden has managed to combine economic growth with falling emissions levels.

GENDER EQUALITY

Gender equality is an important aspect of the way companies work with corporate responsibility. Companies can promote equality by making it possible for parents to combine work and family, encouraging shared participation in childcare, and giving women and men equal opportunities to rise to leadership positions.

ANTI-CORRUPTION

Corruption, identified by the World Bank as one of the greatest threats to growth, has become one of the biggest challenges within CSR. Sweden remains one of the world's least corrupt countries and most Swedish companies perform better than their international counterparts according to a recent study made by Transparency international.

HUMAN RIGHTS – A PRIORITY

The Swedish Government expects all Swedish companies, private or state-owned, to respect human rights in all their operations. It encourages the private sector to follow the OECD's guidelines for multinational companies, to apply the ten principles of the UN Global Compact and follow the UN Guiding Principles on Business and Human Rights.



Sweden might not be most known for its warm and sunny weather, but solar power is on the rise also in Sweden. In Gothenburg, solar panels are fitted onto an existing apartment complex.

EITECH

Supporting modernization through state of the art control and supervisory systems

Eitech International AB has been selected by Jordan Electricity Distribution Company (EDCO) and Irbid District Electricity Company (IDECO) for the delivery of highly advanced SCADA Control Centres to support energy development in the country.

The “SCADA Establishment Projects” are part of an extensive modernization program on the government’s mission to improve grid reliability and efficiency in the country. The two projects started in late 2016 and consist of SCADA/DMS Systems for Monitoring & Control of the electricity distribution systems up to 33KV level. The implementation of the systems will bring significant benefits to the Jordanian society. There will be less power outages, which currently affect both private citizens

and entire industries. The use of remote control of the electricity power grid will offer the possibility to restore and manage the electricity grid much faster. The system will also enable remote monitoring and control of the substations bringing efficiency and cost savings to customers.

Eitech International AB, the EPC Contractor, is responsible for project management, engineering, material supply, installation and commissioning of adaption work in 60 substations including the communication network to the SCADA systems. In addition, more than 600 new mini remote terminal units (RTU) as well as existing motorized switches and auto-reclosers will be integrated to provide a fully functional SCADA/DMS system.

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EITECH



GAC

Connecting the world through shipping and logistics services from Jordan

The Gulf Agency Company W.L.L. (GAC) is a global provider of integrated shipping, logistics and marine services with more than 300 offices and 9000 employees globally. Emphasising world-class performance, a long-term approach, innovation, ethics and a strong human touch, GAC delivers a flexible and value-adding portfolio to help customers achieve their strategic goals.

GAC Jordan was founded in 1985 as a partnership between the GAC Group and the Kawar Family Group who celebrated their 60th year in shipping in 2015. GAC Jordan combines in-depth local expertise with the global resources of the Group to deliver an extensive range of services to its customers. Today, GAC is ranked as number one in RoRo ships, Cruise ships, and LNGC based on the total number of calls handled.

With offices in the capital, Amman, and in the port of Aqaba, GAC Jordan covers all cargo destinations within Jordan and neighboring countries. GAC's outreach exceeds its global span as the company focuses heavily on giving back to society by fostering a Corporate Social Responsibility culture. To produce meaningful change at community level, GAC provides financial support to several churches, Jordan Solidarity and Jordan Star Association Charity for the Deaf. Since 2010, GAC has been an official sponsor of SOS Children's Villages to provide children in need with a loving home, an SOS Mother, education, medical and psychological care, clothing, and the tools for a brighter future.

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TOWARDS ZERO WASTE

Wouldn't it be great if no household waste was wasted? If each and every item of refuse was turned into something useful – new products, raw materials, gas or at least heat? Sweden is almost there. More than 99 percent of all household waste in Sweden is recycled in one way or another. This means that the country has gone through something of a recycling revolution in the last decades, considering that only 38 per cent of household waste was recycled in 1975.

Most Swedes separate all recyclable waste in their homes and deposit it in special containers in their block of flats or drop it off at a recycling station. Recycling stations are as a rule no more than 300 meters from any residential area. All of this is reused, recycled or composted. Newspapers are turned into paper mass, bottles are reused or melted into new items, plastic containers become plastic raw material; food is composted and becomes soil or biogas through a complex chemical process. Rubbish trucks are often run on recycled electricity or biogas. Wasted water is purified to the extent of being potable. Special rubbish trucks go around cities and pick up electronics and hazardous waste such as chemicals. Pharmacists accept leftover medicine. Swedes take their larger waste, such as a used TV or broken furniture, to recycling centers on the outskirts of the cities.

WASTE TO ENERGY

Waste is a relatively cheap fuel and Sweden has, over time, developed a large capacity and skill in efficient and profitable waste treatment. Today 50 per cent of the household waste is burnt to produce energy at incineration plants. Sweden even imports 700,000 tons of waste from other countries each year. The remaining ashes constitute 15 per cent of the weight before burning. From the ashes, metals are separated and recycled, and the rest, such as porcelain and tile, which do not burn, is sifted to extract gravel that is used in road construction. About one per cent still remains and is deposited in rubbish dumps. The smoke from incineration plants consists of 99.9 per cent non-toxic carbon dioxide and water, but is still filtered through dry filters and water. The dry filters are deposited. The sludge from the dirty filter water is used to refill abandoned mines.



Waste management and recycling is a big part of the Swedish identity. It is common practice to separate household waste under the kitchen sink, and bring it to the municipal recycling stations where most household waste can be sorted and recycled

TETRA PAK

Tetra Pak protects what's good

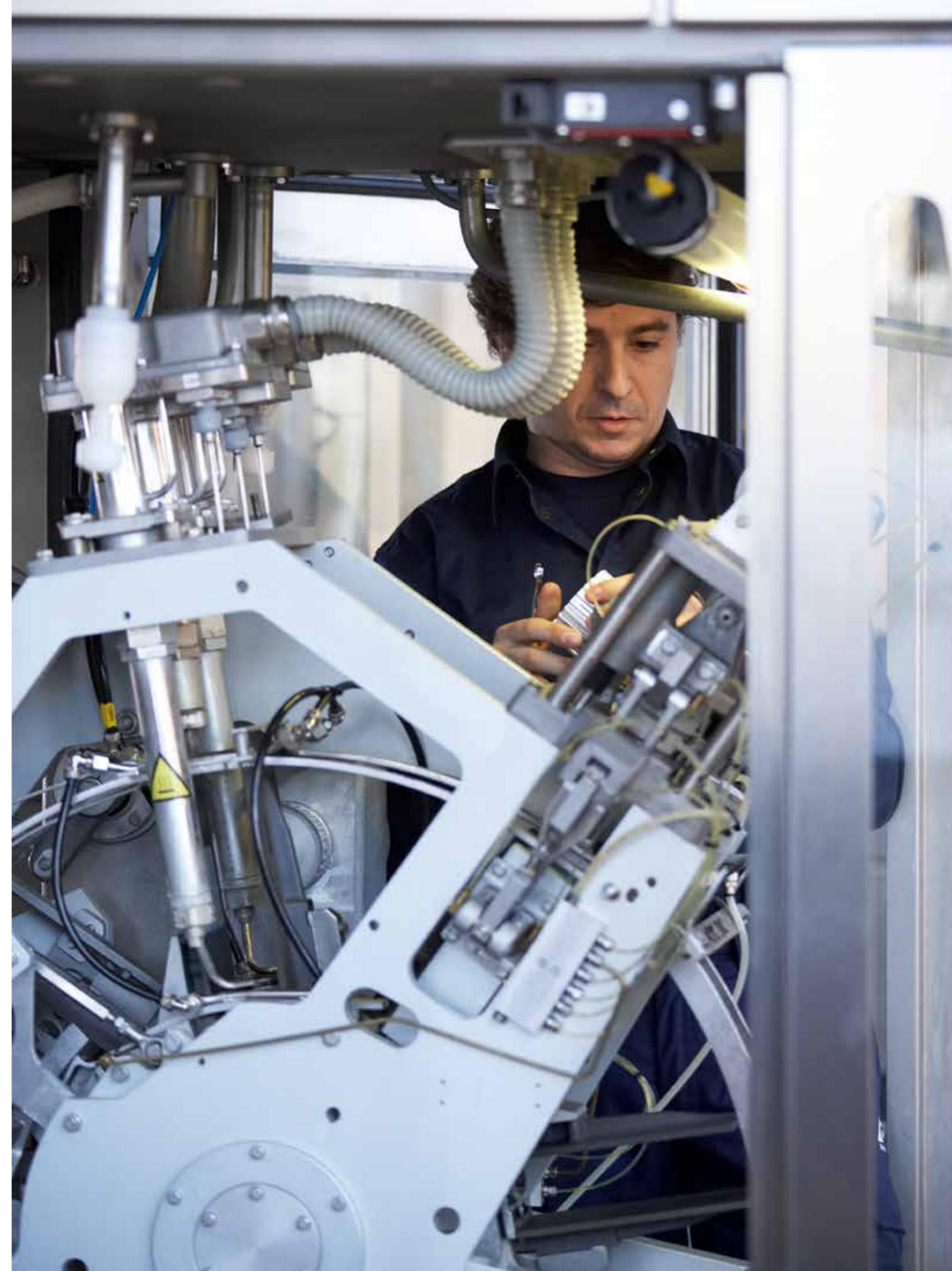
Protects What's Good™ for Tetra Pak is not just a motto to convey quality, it is the spirit the company embodied over years to deliver high quality and environment friendly food packaging products to consumers in Jordan; making food safe and available everywhere.

Million litres of dairy, juice and other liquid food products are consumed daily in Jordan. Tetra Pak contributes to the development of the food industry by providing end-to-end innovative solutions to the major food and dairy companies in Jordan enabling consumers to enjoy a wide range of highly nutritious and tasty products.

Tetra Pak is working together with its customers and suppliers to minimize environmental impact across the entire value chain as part of its plan to reduce the footprint on environment. A new water filtration unit is one example of the latest innovation to help water saving during production; which comes ideal to face the water scarcity in the kingdom.

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SWEDISH JORDANIAN CHEMICALS COMPANY

Manufacturing Ferric Chloride, An Essential Chemical for Water Treatment

Water is the source of life and the Swedish Jordanian Chemicals Company (SJCC) has made it its mission to provide safe and clean water across Jordan and the broader Middle East and North Africa region. Last year, SJCC built and opened the first state of the art chemical plant for the production of Ferric Chloride solution 40% in Jordan.

Ferric Chloride offers an environmentally friendly alternative for essential water treatment; drinking water treatment, wastewater treatment and desalination, among others. SJCC pioneers the environmental mindset by operating the plant in a zero discharge manner, using products from other industries as raw materials in the production process.

The plant has a capacity of 30,000 tons/year and was built with the NOMEXEM technology. As the only manufacturer of Ferric Chloride in Jordan, the opening of the plant has both cut costs of shipping and times of deliveries for consumers in the private as well as public sector. The SJCC plant is located at Mafraq, King Hussein bin Talal development zone and has excellent road connections to Amman as well as to Iraq, Syria, Saudi Arabia and several other countries in the region.

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IKEA

Creating a better everyday life for the many people

The IKEA store opened in Jordan in 2014, offering jobs for more than 300 Jordanians and over 9,000 affordable home furnishing Swedish designed products and solutions for the people in Jordan. It engages the many people and inspires them to dream. It captures their imagination with a creative blend of diversity in expressions and functions. The IKEA store welcomes the many people and motivates them to improve their life at home.

Part of IKEA's mission in making the many peoples everyday life better, is by having a positive impact on people and the planet. They are going all-in on things that really matter, through a particular focus on sustainability. The entire lighting range has been switched to energy-efficient LED, and four electric car chargers are available free of charge in IKEA's parking. IKEA is working towards 100% renewable energy by installing solar PV system in the store and the use of plastic bags have been eliminated and replaced by renewable bags made out of recycled material.

IKEA's engagement for Jordanian society is broad, through the launch of the TILLTALANDE collection which is a collection of precious, handcrafted textiles, they support the Jordan River Foundation's work with Jordanians in need as well as refugee women artisans. The initiative sprung from the urgent need to get people into work and into society – to make a real difference in people's lives. The TILLTALANDE collection is a small but vital ingredient in a long-term strategy to empower women in the region. Today more than 100 artisans are part of the initiative, a number that is likely to grow during the coming years.

IKEA's support for refugees covers a collaboration with the UN in the UN habitat project (Jordan Affordable Housing Programme) where four fully furnished homes have been prepared by the UN for refugees and people with low income.

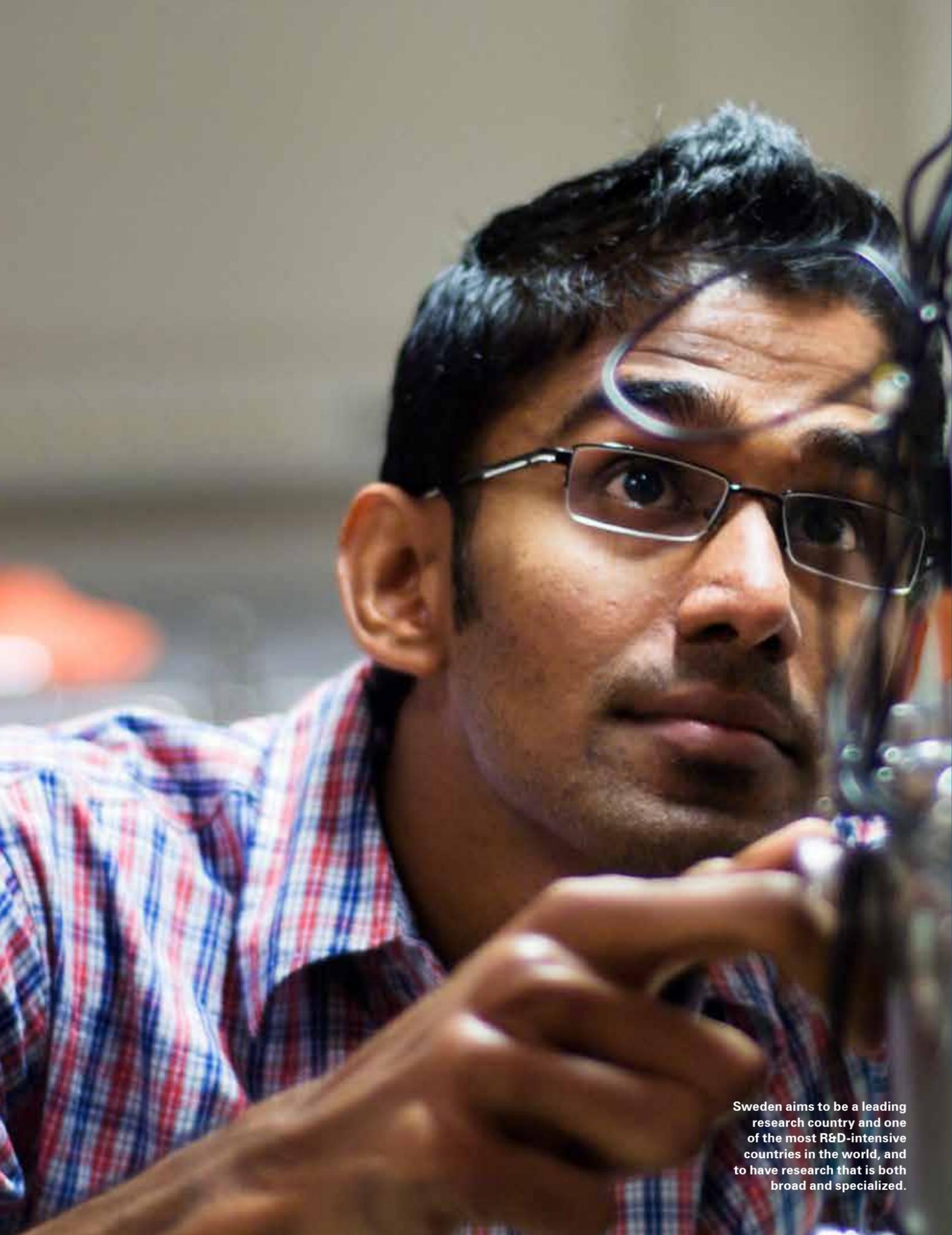
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Higher education and research

Sweden aims to be a leading research country and one of the most R&D-intensive countries in the world, and to have research that is both broad and specialized.

SWEDEN SUPPORTS JORDAN'S YOUNG LEADERS AND ECONOMIC GROWTH WITH A FEMINIST TWIST

Sweden supports and welcomes progress in the Hashemite Kingdom of Jordan with respect to gender equality. Recent and upcoming revisions in legislation and action plans for women's inclusion are required to meet international human rights obligations and are crucial for Jordan's ability to grow and prosper

Sweden is at the forefront of innovation, new technology, sustainability and equality. Swedes are some of the most creative and well-educated in the world – partly thanks to Sweden's world class higher education system. The first university was founded in 1477, starting a long tradition of education and research. A degree from a Swedish university means unlocking the potential of talents to take the lead in their career and to thrive in the global workforce. Sweden is also home to the prestigious Nobel Prizes for research excellence, awarded to over 500 researchers since 1901.

Innovation is closely linked to research and development. Sweden is one of Europe's top three spenders in this area, investing 3.4 per cent of GDP, surpassing the EU-wide target of 3 per cent GDP investment by 2020 by a wide margin. Currently about 160 Saudi students study in Sweden and both individual Swedish universities and

the King Abdullah Scholarship Programme (KASP) offer scholarships. So far 22 Swedish universities have collaboration agreements with KASP.

The education cooperation between Sweden and Saudi Arabia is particularly successful in the health care sector. Several memorandum of understanding's have been signed between Sweden and Saudi Arabia, including one in the area of health care. Since the memorandum was signed in 2011 there has been a steady increase in the number of Saudi students in Swedish health care training programs, especially in the southern region of Sweden, Skåne. The most recent memorandum of understanding was signed during the visit of H.E. Ahmed bin Mohammad Al-Issa, the Saudi Minister of Education, to Sweden in September 2017. The memorandum seeks to develop cooperation within higher education and scientific research.



Students at Umeå University campus enjoy a sunny autumn day. Umeå is a coastal university town and research centre with two universities and over 39,000 students.

A number of Swedish universities have participated in the yearly International Exhibition & Conference on Higher Education (IECHE) in Saudi Arabia. In recent years there has also been a growing interest in research exchange between leading Saudi and Swedish universities. In January 2017 a delegation of researchers from Karolinska Institutet, the Royal Institute of Technology (KTH), and Lund University visited the leading research centre for Science and Technology, King Abdulaziz City for Science and Technology (KACST) in Riyadh. The meetings resulted in a number of concept papers and a dialogue between KTH and KCST on how to develop research cooperation projects. Later the same month KTH participated in a trip to King Abdullah University of Science and Technology (KAUST) in Jeddah.

POWERING PEOPLE WITH CLEAN ENERGY

The Embassy of Sweden in Amman received an environmental prize in 2015 for global leadership as a “green embassy”. This followed the installation of solar panels to cover approximately 90 percent of the Embassy’s total energy use at an affordable cost. We predicted a decrease of carbon dioxide emissions by 71 tons annually.

Jordan, as a country with 330 days of sun yearly, provides great opportunities for the usage of solar power. Driven by a vision of zero carbon dioxide emissions, the switch to solar power is part of Sweden’s commitment to a sustainable and cost-effective use of energy. The installation also aimed at saving Swedish tax payers approximately 19,000 JOD every year.

While solar panels on the Embassy are an important symbolic step towards a more sustainable future, the energy transition needs to be on a far larger scale. One such example is the initiative by UNHCR and the IKEA Foundation to instate solar plants in Azraq refugee camp in northern Jordan, making it the first refugee camp in the world to be powered by renewable energy. Subsequently, UNCHR has worked with German partners to provide nearby Za’atari camp with solar energy.

Sweden and the Swedish private sector see a clean energy future as an acute necessity in the age of galloping climate change. The prospects for cooperation with Jordan in this field are bountiful.



H&M

Fashion and quality at the best price in a sustainable way

The H&M group is one of the world's leading fashion companies – with brands H&M and H&M Home, COS, & Other Stories, Monki, Weekday, Cheap Monday and ARKET. Each brand has its own unique identity, but they are all united by a passion for fashion, quality and the drive to dress customers in a sustainable way.

H&M opened its first store in Amman, Jordan in November 2011, under the umbrella of Alshaya. Today, H&M employs over 100 staff in four stores across Jordan, delivering service and current fashion to over 1,1 million shoppers annually. The company's vision is to lead the change towards circular and renewable fashion while being a fair and equal company. In Jordan, H&M is therefore actively working to support the female workforce. Currently, 40% of employees at H&M are women, well above the national average.

Sustainability is integrated in every aspect of the H&M business model and as part of this approach to fashion, the company launched its worldwide Garment Collecting initiative in 2013. In Jordan, and globally, customers are encouraged to bring any unwanted garments and textiles, from any brand and in any condition, to H&M. The goal is to increase the amount of garments collected, every year, to reach a total collected volume of 25,000 tonnes per year by 2020.

H&M's expansion is long-term and aims to grow both online and with new stores, in existing as well as new markets. They will continue to make sustainable, good-quality fashion accessible to as many people as possible.

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WAYNE'S COFFEE

We work from our heart for our planet and customers. And we sell coffee.

Welcome to the world of Wayne's Coffee! The place where guests are offered the most natural meeting place and an assortment of high-quality products. Wayne's commitment to a healthy lifestyle is embedded in the core of its business operations by focusing on organic, healthy and made in store products.

Wayne's objective is to offer the ultimate fika. It may sound like a grandiose statement, but the coffee shop has been driven by this search since it opened its doors to the first coffee shop on Kungsgatan in Stockholm.

The ultimate fika has several connotations. It refers to all the good things being served to the music that is played in the loudspeakers. It provides a break from the busy everyday life when you relax in a cosy armchair and it allows you to share a moment with a good friend.

But Wayne's is not only about what you see in their coffee shops. It is also about the positive change they want to achieve in people's lives, and for the environment at large. It is about contributing to make our planet greener.

Wayne's is the first Swedish chain of coffee shops to be KRAV labelled and the long-term goal is for everything you eat and drink in their coffee shops to be organic. Fewer additives, more small-scale plantations and the absence of pesticides leave behind a better aftertaste. This helps them serve a fika that tastes even better. They also try to make as much of the fika onsite, in the coffee shops. That way, you can be sure that it's always fresh and that you have the choice between as many healthy options as possible.

Swedish fika has a special place in Wayne's heart and therefore the work to provide excellent black filter coffee and heavenly cinnamon buns in Jordan will remain relentless.

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**WAYNE'S
COFFEE**





Health care and life science

Swedish research concerning cardiovascular diseases and the care and treatment for patients with cardiovascular problems are among the best in the world. Swedish scientists and researchers have contributed to the change and development of treatment protocols that have become international standard.

THE SWEDISH HEALTH CARE MODEL

Health care in Sweden is largely tax-funded, a system that ensures everyone equal access to health care services. Challenges include funding, quality and efficiency of its health care services.

EQUAL ACCESS – THE KEY TO KEEPING SWEDEN HEALTHY

People in Sweden live increasingly longer lives. The average life span is now 83.7 years for women and 80.1 years for men. This can be attributed in part to falling mortality rates from heart attacks and strokes. Sweden proportionally has one of Europe's largest elderly populations. On the other hand, the number of children born in Sweden has been increasing each year since the late 1990s.

SHARED RESPONSIBILITY

The responsibility for health and medical care in Sweden is shared by the central government, county councils and municipalities. The Health and Medical Service Act regulates the responsibilities of county councils and municipalities, and gives local governments more freedom in this area. The role of the central government is to establish principles and guidelines, and to set the political agenda for health and medical care. It does this through laws and ordinances or by reaching agreements with the Swedish Association of Local Authorities and Regions (SALAR), which represents the county councils and municipalities.

DECENTRALISED HEALTH CARE

Responsibility for providing health care is devolved to the county councils and, in some cases, municipal governments. County councils are political bodies whose representatives are elected by county residents every four years on the same day as national general elections. Swedish policy states that every county council must provide residents with good-quality health and medical care, and work to promote good health for the entire population. County councils are also responsible for dental care for local residents up to the age of 20.

INTERNATIONAL CO-OPERATION

Greater mobility among EU citizens has increased the need for cooperation on health and medical care. Sweden is actively involved in collaborating on specialised care, improving patient safety and enhancing patient influence.

There is also discussion of health and medical services outside the EU, particularly in organisations such as the WHO, the OECD, the Council of Europe and the Nordic Council of Ministers. Many of the challenges confronting Swedish health care can also be seen in other countries, and include issues of access, quality, efficiency and funding.



Swedes are so used to their independent lives that arranging elderly care is all about finding the best solution to be able to keep leading active lives.

One priority area is patient safety. In early 2011, Sweden enacted a new patient safety law which provides everyone affected by health care – patients, consumers and family members – new opportunities to influence health care content. The aim is to make it easier to report cases of wrong treatment.

SPECIALIST CARE WITHIN 90 DAYS

Waiting times for pre-planned care, such as cataract or hip-replacement surgery, have long been a cause of dissatisfaction. As a result, Sweden introduced a health care guarantee in 2005.

This means all patients have the right to be in contact with a community health care centre the same day they seek help and have a doctor's appointment within seven days. After an initial examination, no patient should have to wait more than 90 days to see a specialist, and no more than 90 days for an operation or treatment, once it has been determined what care is needed. If the waiting time is exceeded, patients are offered care elsewhere; the cost, including any travel costs, is then paid by their county council.

ASTRAZENECA

Research and development is pushing the frontiers of health provision in Jordan

AstraZeneca is a global, science-led biopharmaceutical business and millions of patients use their innovative medicines worldwide. In Jordan, the company is advancing research and development, through both public and private initiatives to continue to drive development to ensure first-class health care provision.

AstraZeneca has been operating in Jordan since the 1980s to provide the local community with innovative medications that make a difference in patients' lives. They cover most major diseases such as cardio-metabolic, respiratory, gastroenterology and oncology and are accelerating and investing in key R&D programs, such as within novel immune-mediated therapy combinations, and personalized health-care (PHC). They have a long heritage in

partnering with local health authorities, local health association and local health providers to support the local community with long term awareness programs and preventive measures in different therapy areas that at the end serve the Jordanian patients all over the kingdom.

The contribution towards Jordanian society is however broader than that. AstraZeneca has been investing in hiring, training, developing and educating hundreds of professional of skilled works, mainly pharmacists, to raise local capacity levels. AstraZeneca also runs summer internships with local governmental and private universities in Jordan to foster the next generation of health professional; an ample way to gain valuable experience and prepare student for their first post-graduation jobs.

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SOBI

Saving lives through sustainable access to medical treatment

Access to treatment for those in need, regardless of location, is a key issue for Sobi. In Jordan, a first-ever reimbursement decision for a rare genetic disease has made the Orfadin medicine available at the Jordanian Royal Medical Services for Jordanian HT-1 (Hereditary Tyrosinemia type 1) patients. In collaboration with Bioverativ, Sobi has made a joint donation of up to 1 billion international units of haemophilia therapy over a 10-year period – the first up to 500 million earmarked for the World Federation of Hemophilia's (WFH) humanitarian aid programme.

The first shipments of much-needed haemophilia therapy donated by Sobi and Bioverativ started to arrive at the Jordanian Royal Medical Services in Amman in 2015. The WFH donation program is designed

to create a sustainable model for humanitarian aid with the potential to improve haemophilia care in regions of the world where, due to limited access to diagnosis and treatment, people with severe haemophilia often do not survive to adulthood.

Other recipient countries of Sobi's donation include the Dominican Republic, Egypt, El Salvador, Ghana, India, Indonesia, Kenya, Morocco, Myanmar, Nigeria, Pakistan, the Philippines, Senegal, Sri Lanka and Uzbekistan.

Sobi's strive to ensure sustainable access to treatment continues and has made the Middle East and North Africa a broader focus areas for new market development, with increased activities to file for approval and seek treatment reimbursement for all the products in the Genetics & Metabolism business area.

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Business directory

On 10 December, the Nobel Prizes are awarded in the Stockholm Concert Hall. The Nobel Prize is widely considered the world's most prestigious award. It has been given to people and organisations every year since 1901 for achievements in physics, chemistry, physiology or medicine, literature and peace. In 1968, Sveriges Riksbank (Sweden's central bank) established the Prize in Economic Sciences in Memory of Alfred Nobel, founder of the Nobel Prize. Nobel Prize® is a registered trademark

ABB



ABB is a leader in power and automation technologies that enable utility and industry customers to improve their performance while lowering environmental impact. The ABB Group of companies operates in around 100 countries and employs about 150,000 people.
www.abb.com

ASTRAZENECA



AstraZeneca is a global, science-led biopharmaceutical company that focuses on the discovery, development and commercialization of prescription medicines. They focus on three main therapy areas: Oncology, Cardiovascular & Metabolic Disease and Respiratory, and are selectively active in several more areas. AstraZeneca operates in over 100 countries and its innovative medicines are used by millions of patients worldwide.
www.astrazeneca.com

ATLAS COPCO GAS GENERATION



Atlas Copco's Phoenix Advanced Systems is a technology leader in the medical sector, gas generators and provides advanced systems to serve customers in medical utilities, clinics and medical industries globally. The company have been present in Jordan since 2012.
www.phxas.com
www.atlascopco.com

BACTIGUARD



Bactiguard provides world-leading solutions preventing hospital-acquired infections. The Bactiguard technology consists of an extremely thin noble metal coating, with antimicrobial and biocompatible properties that can be used on all sorts of medical devices. The company offers a full range portfolio within infection prevention in the urinary tract, respiratory tract and blood stream.
www.bactiguard.com

DELAVAL



DeLaval has been present in the Middle East for over 20 years and is a leading supplier of milking equipment and aftermarket products that improve the performance of farms for professional food producers. Their products, solutions and services are designed to enable dairy farmers around the world to produce more milk more efficiently.
www.delaval.com

EITECH INTERNATIONAL EITECH

Eitech International AB is an EPC Contractor with specialist expertise in electrical installations and engineering for the industry, infrastructure and energy segments. The mother company Eitech has more than 1 200 employees, and delivers everything from complete projects and innovative solutions to ongoing maintenance services within the areas of automation, infrastructure engineering, installation and power technology.
www.eitech.se

ELEKTA



Elekta is a human care company pioneering significant innovations and clinical solutions for treating cancer and brain disorders. The company develops state-of-the-art tools and treatment planning systems for radiation therapy, including brachytherapy and radiosurgery, as well as workflow enhancing software systems across the spectrum of cancer care.
www.elekta.com

ERICSSON



Ericsson enables communications service providers to capture the full value of connectivity. The company portfolio across Networks, Digital Services, Managed Services and Emerging Business is geared to make customers more efficient, to go digital and to find new revenue streams. Ericsson Jordan has been in the country since 1983.
www.ericsson.com

ESKADENIA SOFTWARE



Eskadenia Software is a IT-product and market-oriented organization based in Amman with sales activities in Europe, the Middle East and Africa with affiliated companies in Dubai and Stockholm. Eskadenia® Software is a two-time MENA Award Winner, voted as one of the best 20 companies to work for in Jordan nationwide and is a CMMI®, Gender Equity Seal certified company.
www.eskadenia.com

GAC



GAC Jordan is a One Stop Shop for logistics and shipping services globally. GAC represent shipping lines, transporting cargoes of all categories and offers a wide range of logistics support including air / sea freight, import/export consolidations, DAP & DDP services, Air-On-Ground (AOG), ship spares logistics, project logistics solutions, and local and international moving services. GAC is ISO 9001:2008 and TRACE certified and HSSE security operated.
www.gac.com

GETINGE GROUP GETINGE

Getinge Group is a global medical technology company, founded in Sweden in 1904. The firm provides equipment and systems within healthcare and life sciences. Getinge's shares have been listed on the OMX Nordic List in Stockholm since 1993 and have formed part of the OMXS30 index since July 2009.
www.getingegroup.com
www.elitegme.com

H&M



H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M's business idea is to offer fashion and quality at the best price in a sustainable way to ensure a more circular, fair and equal fashion industry. The H&M group has 44 online markets and more than 4,700 stores in 69 markets including franchise markets.
www.hm.com

HEMOCUE



HemoCue is a global leader in the field of near patient testing in Anemia, Diabetes, Cardiovascular & Infection control diagnosis covered by Hemoglobin, Glucose, Urine Albumin, HbA1c and White Blood Cell Count meters. HemoCue delivers products to over 130 countries worldwide.
www.hemocue.com

IKEA



IKEA is a home furnishing company, serving people in making their everyday life easier by providing them with all the home furnishing solutions needed for their home all under one roof. The IKEA concept responds to people's needs and desires to improve their daily lives at home by contributing to the market with a range of home furnishing products, low prices and deep home-furnishing knowledge.
www.ikea.jo

SAAB MIDDLE EAST



Saab Group is a Swedish aerospace and defence company, founded in 1937. Saab provides world leading products, services and solutions ranging from military defence to civil security and medical service.
www.saabgroup.com

SAAB MIDDLE EAST

SCANIA



Scania is a world leading provider of transport solutions driving the shift towards sustainable transport systems. Scania manufactures commercial vehicles – specifically heavy trucks and buses. The company also manufactures diesel engines for heavy vehicles as well as marine and general industrial applications.
www.scania.com

SECURITAS JORDAN PSC



Securitas AB is a security services, monitoring, consulting and investigation group, based in Stockholm, Sweden. The group has over 300,000 employees in 53 countries worldwide and has been listed on the Nasdaq Stockholm since 1991.
www.securitas.com

SENSYS GATSO



Sensys Gatso Group AB is the leading provider of traffic safety solutions delivering systems, software and services primarily for automatic traffic enforcement globally. The company was founded in 1982 and is listed on Nasdaq Stockholm.
www.sensysgatso.com

SETRA



Setra's core business is the production and sale of wood products. The company was formed in 2003 through a merger between Mellanskog Industri AB and AssiDomän Timber Holding AB. The first part of the name, SE, comes from the fact that the company originated in Sweden. The second part of the name, TRA comes from the Swedish word trä, which means wood. Setra = Swedish Wood.
www.setragroup.com

SOBI



Sobi is a Swedish international specialty healthcare company dedicated to rare diseases. Sobi's mission is to develop and deliver innovative therapies and services to improve the lives of patients. The product portfolio is primarily focused on Haemophilia, Inflammation and Genetic diseases.
www.sobi.com

SURGICAL SCIENCE **surgicalscience**

Surgical Science Sweden AB is a leading supplier of virtual reality simulators for evidence-based keyhole surgery training as well as endoscopy training, allowing novice surgeons and medical doctors to improve their psychomotor skills and instrument handling before entering the operation room.
www.surgical-science.com



SWEDISH JORDANIAN CHEMICALS COMPANY

SJCC is the only certified Water Quality Association (WQA) plant in Jordan manufacturing Ferric Chloride (FeCl₃); a product essential for treatment of water, wastewater and desalination. SJCC has its own fleet of rubber lined tankers for local shipping, along with shipping in 1400Kg capacity IBC tanks, to its customers across the Middle East and North Africa region.
www.sjcc.me

TERRACO **TERRACO**

Terraco offers a range of quality finishing products and first began production in the Middle East region in 1984 with the establishment of Terraco Jordan – Swedish Polymers Industrial Corporation (JSPIC). Today Terraco is a supplier to the construction industry in over 75 countries, distinguished by its environmentally friendly approach and high quality.
www.terraco.com

TETRA PAK **Tetra Pak®**

Tetra Pak is the world's leader manufacture of packaging products including cartons and straws; distribution of food service machinery including processing equipment; distribution of industrial automation machinery and equipment including conveyors, accumulators, cardboard packers, crates, roll containers and film wrappers. Tetra Pak established in the region in the early 2970s and today the company covers 12 countries in the GCC and Levant region through six sales offices, one of which is in Amman, Jordan.
www.tetrapak.com

WAYNE'S COFFEE **WAYNE'S COFFEE**

Wayne's Coffee is a Swedish-owned international coffee shop that set the standard for the modern European coffee shop concept in Sweden – the very image of how, where and when we fika (Swedish for having a coffee) in the urban environment. The first Wayne's Coffee shop opened in Stockholm in 1994. The chain currently serves 40,000 coffee shop guests every day and operates in six countries.
www.waynescoffee.com

VOLVO CARS

In 1927, the first Volvo Car rolled onto the streets of Gothenburg, establishing the beginnings of Volvo Car Group. Their mission of safety, creativity, and innovation is unlike any other. They produce a premium range of cars manufactured in Sweden; types include sedans, wagons, sports wagons, cross country cars and SUVs. Volvo Car Group is owned by Zhejiang Geely Holding (Geely Holding) of China.
www.volvocars.com/jo

VOLVO TRUCKS AND BUSES

Volvo Trucks, founded in 1928, is one of the world's leading manufacturers of heavy trucks. Volvo Trucks is the largest business area within the Volvo Group. Trucks are assembled in 15 countries across the globe. Volvo's work is based on the core values of quality, safety and environmental care. Consequently, the Volvo Trucks vision is that no Volvo truck will be involved in an accident and transport solutions must be sustainable.
www.volvotrucks.com

XYLEM **xylem** Let's Solve Water

Xylem (XYL) is a leading global water technology provider, enabling customers to transport, treat, test and efficiently use water in public utility, residential and commercial building services, industrial and agricultural settings. The company does business in more than 150 countries with a strong focus on finding local solutions to the world's most challenging water and wastewater problems.
www.samengineering.com
www.xylem.com/mea



Paper mill in Mörrum in southern Sweden. The Swedish industrial sector is characterized by very great breadth in terms of production. Sweden's domestic industries originated from its vast natural resources of forests, rich iron ore and water power.



Supporting organisations

The Swedish flag consists of a yellow cross on a blue background. The design and colours are inspired by the Coat of arms of Sweden of 1442, blue divided by gold. Blue and yellow have been used as Swedish colours at least since 1275. The current design is from 1906.

EMBASSY OF SWEDEN

Sweden and the Hashemite Kingdom of Jordan enjoy longstanding, positive and broad bilateral relations. The Embassy of Sweden in Amman works to strengthen the political, economic and cultural ties between Sweden and Jordan and to enhance partnerships between the two countries. We also manage regional development co-operation programs supporting human rights and democracy, growth and trade as well as water management, renewable energy and livelihoods. Jordan is a hub for many companies in the wider region, not least in regards to UN operations. In close cooperation with Business Sweden's regional office in Riyadh, the Embassy supports Swedish companies operating or looking to establish a presence in the Kingdom.

www.swedenabroad.se/en/embassies/jordan-amman



BUSINESS SWEDEN

Business Sweden – The Swedish Trade and Invest Council – helps Swedish companies reach their full international potential. We do this by offering strategic guidance and practical support, whether it is in Sweden or on location in one of the close to 50 markets where we are represented. In addition to our work with internationalisation and exports, our mission is also to attract foreign investments to Sweden, which brings competence, capital and innovation to Swedish companies. Business Sweden is owned by the Swedish government and the industry, represented by the Ministry for Foreign Affairs and the Swedish Foreign Trade Association. The shared ownership provides access to contacts and networks at all levels. Business Sweden covers Jordan through the regional office in Saudi Arabia.

www.business-sweden.se/en/trade/international-markets/middle-east/jordan



Whether you drive a Scania heavy truck, have dinner at a table from IKEA, use Skype for meetings, relax to music on Spotify, shop at H&M, take Losec medicine or drink juice straight from a Tetra Pak, you are benefiting from the strengths of Swedish brands. Exports account for roughly 45 per cent of Sweden's gross domestic product over the past few years.

Sweden's right of public access is called Allemansrätten, and gives everyone the right to enjoy the outdoors. Allemansrätten comes with both rights and responsibilities.



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