

Jordan

Basic statistics

Current diversification (number of products)	5,077	Potential new products more complex (percentage)	83
Potential new products	3,570	Export opportunity in more complex products (percentage)	66
Potential new products more complex than the country's average	2,949	Import replacement opportunity in more complex products (percentage)	67

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Machinery & mech appliance etc	11
Organic chemicals	10
Electrical, electronic equipment	8
Iron and steel	8
Optical, photo, technical, medical, etc apparatus	6
Plastics and articles thereof	6
Vehicles other than railway, tramway	5
Inorganic chemicals, precious metal compound, isotopes	3
Miscellaneous chemical products	3
Paper & paperboard, articles of pulp, paper and board	2
Sum of others with smaller share	37

Top markets for potential new products (percentage of export opportunities)

By countries

Country	Percent
USA	12
China	8
Germany	6
France	6
India	4
Rep. of Korea	4
Thailand	4
United Kingdom	4
Italy	3
Netherlands	3
Japan	3
Others	29

By regions

Region	Percent
Asia	39
Western Europe	19
Northern America	14
Southern Europe	7
Eastern Europe	7
Northern Europe	7
South America	3

Potential new sectors for diversification (Agri-business products)

Sectors with higher export opportunities (percentage of export opportunities in agri-business)

Product	Percent
Meat and edible meat offal	22
Residues, wastes of food industry, animal fodder	14

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Dairy products, eggs, honey, edible animal products	11
Cereals	7
Animal, vegetable fats and oils, cleavage products, etc	6
Edible fruit, nuts, peel of citrus fruit, melons	6
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	6
Fish, crustaceans, molluscs, aquatic invertebrates nes	5
Beverages, spirits and vinegar	3
Meat, fish and seafood food preparations nes	3
Milling products, malt, starches, inulin, wheat gluten	3
Vegetable, fruit, nut, etc food preparations	3
Cocoa and cocoa preparations	3
Sugars and sugar confectionery	2
Sum of others with smaller share	5

Top markets for potential new agri-business products (percentage of export opportunities)

By countries

Country	Percent
USA	10
Germany	10
China	7
United Kingdom	5

By regions

Region	Percent
Asia	35
Western Europe	21
Northern Europe	13
Northern America	12

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France	5	Southern Europe	6
Rep. of Korea	5	Eastern Europe	6
Thailand	4	Oceania	3
China, Hong Kong SAR	4		
Australia	3		
Denmark	3		
Philippines	3		
United Arab Emirates	3		
Netherlands	3		
Others	24		

Potential new products for diversification

Potential new products with higher export opportunity and top 3 growing markets

Product category	(HS code) Product description, unit price range	Top growing markets (USD million)			Export opportunity (USD million)
		#1	#2	#3	
Inorganic chemicals, precious metal compound, isotopes	(282590) Metal bases, oxides, hydroxides, peroxides, nes, \$1-25	KR 1123.4	JP 108.4	CA 41.3	1353.7
	(284190) Salts of oxymetallic or peroxometallic acids nes, \$3-27	KR 828.6	JP 303.3	US 19.6	1179.2
	(280429) Rare gases other than argon, \$0-12	CN 158	JP 115.3	FR 103.4	687.1
	(284290) Metallic salts of inorganic acids nes, except azides, \$22-52	CN 588.8	HK 17.7	KR 2.5	610.7

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	(280300) Carbon (carbon blacks and other forms of carbon, nes), \$1-4	VN 183.7	US 113.6	FR 60.5	530.2
Organic chemicals	(293390) Heterocyclic compounds with N-hetero-atom(s) only, ne, \$1018-6469	SG 1116.6	CH 393.3	IT 379.9	2026.2
	(293339) Heterocyclic compounds with unfused pyridine ring,nes, \$25-354	US 671.9	ES 265	DE 106.8	1408.6
	(290121) Ethylene, \$0-6	BE 646.9	NL 163.6	DE 59.9	969.3
	(293490) Heterocyclic compounds, nes, \$0-25	IN 298.8	NL 228.1	FR 131	896.3
	(293390) Heterocyclic compounds with N-hetero-atom(s) only, ne, \$23-278	AE 102	US 100.8	NL 86.8	811.0
Miscellaneous chemical products	(381512) Supported catalysts, precious metal based, \$39-204	DE 364.1	PT 209.7	NL 171.6	1825.6
	(381800) Chemical element/compound wafers doped for electronic, \$45-743	TH 316.9	CN 298.1	PH 76.1	846.8
	(381519) Supported catalysts, except nickel or precious metal, \$5-28	KR 126.6	QA 94	NL 47	605.2
	(381590) Reaction initiators, accelerators, catalysts, nes, \$17-36	SA 214	CN 83.2	ID 54.3	483.6
	(381121) Lubricating oil additives with petroleum, bitumen oil, \$3-6	AE 112.8	MY 73.1	IN 47.6	417.1
Plastics and articles thereof	(390230) Propylene copolymers in primary forms, \$0-1	CN 741.4	NL 88.1	IT 85.1	1132.3
	(392062) Sheet/film not cellular/reinf polyethylene terephthal, \$9-21	CN 1009.9	KR 45.1	MY 30.7	1113.7

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	(390810) Polyamide-6, -11, -12, -6,6, -6,9, -6,10 or -6,12, \$2-6	US 111.7	NL 87	ES 68.7	636.4
	(390720) Polyethers nes, in primary forms, \$0-1	IT 172.6	TR 74.2	EG 44.4	564.8
	(390390) Polymers of styrene except SAN or ABS in primary form, \$0-1	CN 324.1	TR 39.3	FR 37.3	497.8
Paper & paperboard, articles of pulp, paper and board	(480411) Paper, Kraftliner, unbleached, uncoated, \$0-0	CN 235.1	IT 170.7	TR 64.5	571.5
	(480421) Paper, sack kraft, unbleached, uncoated, \$0-1	DE 160	SI 105.9	CA 37.8	513.2
	(480100) Newsprint, \$0-0	IN 372.1	HU 21.5	TH 19.5	491.8
	(481091) Paper, multi-ply, clay coated, nes, \$0-1	DE 136.5	CA 72.6	TR 57	475.1
	(481021) Paper, fine, light weight coated, \$0-2	JP 195.7	PL 64.6	NL 26.4	327.1
Iron and steel	(720842) Hot rolled iron or non-alloy steel, flat,width >600mm, t >10mm, nes, \$0-1	KR 571.3	NL 248.9	IN 128.4	1397.4
	(720824) Hot rolled iron or non-alloy steel, coil,width >600mm, t <3mm thick, ne, \$0-0	VN 655.6	JP 268	PH 69.7	1370.0
	(720842) Hot rolled iron or non-alloy steel, flat,width >600mm, t >10mm, nes, \$0-0	VN 261.3	CN 171.3	DE 165.6	1220.9
	(720923) Cold rolled iron or non-alloy steel, coil, width >600mm, t 0.5-1mm, nes, \$0-0	TH 347.6	JP 205.1	BE 133.5	1065.9
	(720823) Hot rolled iron or non-alloy steel, coil,width >600mm, t 3-4.75mm, nes, \$0-0	CN 591.4	IT 216.4	MK 32.1	985.9

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Machinery & mech appliance etc	(840733) Engines, spark-ignition reciprocating, 250-1000 cc, \$374-1939	ES 609.7	FR 214.3	TR 105.1	1260.9
	(847989) Machines and mechanical appliances nes, \$2729-6609	JP 178.9	AE 171.9	IT 148.4	1135.4
	(842810) Lifts and skip hoists, \$10135-20661	RU 278.1	SG 55.5	FR 43.4	848.3
	(842710) Self-propelled works trucks, electric motor, \$6305-18192	ES 203.7	CZ 85.7	FR 81.2	748.0
	(847780) rubber or plastic working machines, nes, \$395-20232	IN 223.1	US 149.1	PL 80.6	711.8
Electrical, electronic equipment	(854290) Parts of electronic integrated circuits etc, \$415-947	TH 2040.7	MY 301.3	HK 75.9	2481.0
	(854290) Parts of electronic integrated circuits etc, \$1258-3160	IN 923.9	HK 172.1	FR 16.5	1148.8
	(854511) Carbon and graphite furnace electrodes, \$0-5	RU 155.3	IT 64.9	IN 61.5	712.3
	(850910) Domestic vacuum cleaners, \$0-65	DE 139.4	NL 110.9	ES 66	568.4
	(850230) Electric generating sets, nes, \$294-21862	PK 207.8	CA 83	NL 42.6	568.0
Vehicles other than railway, tramway	(870120) Road tractors for semi-trailers (truck tractors), \$76646-164705	US 1178.2	AT 429.4	GB 163.6	2866.2
	(870190) Wheeled tractors nes, \$47189-103585	US 434	GB 350.8	BE 213.8	1571.5
	(870210) Diesel powered buses, \$16515-95900	PH 634.8	TH 199.9	EG 145.9	1549.8
	(870190) Wheeled tractors nes, \$9592-47189	DE 304	FR 243.8	US 144.1	1308.8

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	(870590) Special purpose motor vehicles nes, \$37716-130637	FR 347.8	RU 113.9	TH 37.5	937.6
Optical, photo, technical, medical, etc apparatus	(901390) Parts and accessories of optical appliances nes, \$683-1534	CN 1211.5	KR 44	GB 17.3	1325.9
	(902111) Artificial joints, \$346-1061	US 311.2	CH 261.6	NL 213.6	1206.8
	(902211) Medical X-ray apparatus, \$4661-51451	US 233.5	FR 123.5	DE 101.9	996.0
	(900130) Contact lenses, \$0-1	US 445.7	JP 124.8	BE 79.7	886.2
	(902730) Spectrometers, spectrophotometers, etc using light, \$3396-16538	CN 200.9	US 193.6	IN 108	787.4

Potential new agri-business products with higher export opportunity and top 3 growing markets

Product category	(HS code) Product description, unit price range	Top growing markets (USD million)			Export opportunity (USD million)
		#1	#2	#3	
Meat and edible meat offal	(020319) Swine cuts, fresh or chilled, nes, \$2-4	AT 213.7	JP 129.5	RO 110.1	1216.6
	(020230) Bovine cuts boneless, frozen, \$0-3	AE 321	ID 238.5	GB 161.8	930.1
	(020739) Poultry cuts & offal, except livers, fresh or chilled, \$0-1	DE 247.8	RU 88.4	NL 76.9	612.0
	(020220) Bovine cuts bone in, frozen, \$3-9	CN 225.5	KR 153.3	AE 6.1	411.8
	(020649) Swine edible offal, frozen except livers, \$0-1	HK 293.8	VN 39.3	DK 16.7	391.1

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Fish, crustaceans, molluscs, aquatic invertebrates nes	(030212) Salmon fresh or chilled, whole, \$7-12	FI 263.3	US 69.4	CN 67.8	687.5
	(030310) Salmon, Pacific, frozen, whole, \$4-10	CA 25.6	DE 21.2	VN 13.6	106.9
	(030250) Cod, fresh or chilled, whole, \$5-12	NL 32.3	PT 18.7	DK 11.3	78.7
	(030541) Salmon, smoked, including fillets, \$12-22	IT 15.7	GB 12.1	US 10.9	73.6
	(030739) Mussels, frozen, dried, salted or in brine, \$3-8	US 5.3	AE .7	CA .4	9.0
Dairy products, eggs, honey, edible animal product nes	(040690) Cheese except fresh, grated, processed or blue-veined, \$8-14	FR 267	US 206.6	DE 75.8	745.8
	(040221) Milk and cream powder unsweetened < 1.5% fat, \$10-29	HK 277.3	NZ 10.1	CN 5	295.5
	(040130) Milk and cream not concentrated nor sweetened < 6% fa, \$1-3	CN 95.9	GB 60.7	RU 50.7	294.5
	(040410) Whey, \$0-0	FR 59.5	CA 39	DE 21.5	201.6
	(040120) Milk not concentrated nor sweetened 1-6% fat, \$0-0	PH 68.6	IT 47.6	MO 14.6	199.4
Edible fruit, nuts, peel of citrus fruit, melons	(081020) Raspberry, blackberry, mulberry and loganberry, fresh, \$4-12	US 276	GB 57.5	DE 42.4	518.8
	(081110) Strawberries, (uncooked steamed or boiled), frozen, \$1-3	US 191.6	DE 20.5	CA 15.1	291.5
	(081190) Fruits and nuts (uncooked, steamed, boiled) frozen,ne, \$4-7	CN 51.2	FR 29.7	AU 6.9	100.5

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	(081020) Raspberry, blackberry, mulberry and loganberry, fresh, \$0-4	FR 55.4	ES 15	DE 7.1	87.8
	(080540) Grapefruit, fresh or dried, \$0-1	PL 15.2	IT 5.3	NL 5.1	55.0
Cereals	(100300) Barley, \$0-0	CN 210.4	ES 155.8	BE 104.1	771.1
	(100300) Barley, \$0-1	DE 178.4	JO 131.5	QA 76	743.2
	(100810) Buckwheat, \$0-2	FR 1.9	ES 1.2	KR .9	6.4
Milling products, malt, starches, inulin, wheat gluten	(110813) Potato starch, \$0-0	NL 49.3	GB 37.7	KR 30.5	205.4
	(110900) Wheat gluten, \$0-1	NO 61.7	FR 40.7	NL 19.9	176.4
	(110520) Potato flakes, granules and pellets, \$1-2	CA 17.5	MY 6.6	JP 5	79.1
	(110813) Potato starch, \$0-2	US 22.6	PE 10.3	ID 8.5	78.4
	(110900) Wheat gluten, \$1-2	HU 11.5	ES 9.8	AU 7.6	66.2
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120500) Rape or colza seeds, \$0-8	DE 741.5	US 227	GB 42.4	1102.2
	(121300) Cereal straw & husks, unprepared, \$0-0	SA 11.6	KR 6.5	PS 3.1	36.7
	(120929) Seed, forage plants, for sowing nes, \$1-7	NL 4.6	DE 3.6	PL 2.8	32.1
	(120750) Mustard seeds, \$0-3	JP 4.3	DE 4.2	TH 2.6	18.1
	(120810) Soya bean flour or meal, \$0-3	AU 3.7	SE 2.8	CA 1.5	16.9

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Animal,vegetable fats and oils, cleavage products, etc	(150420) Fish oils except liver, not chemically modified, \$1-19	NO 144.6	CN 45.6	KR 30.9	329.4
	(152010) Glycerol (glycerine), crude and glycerol waters & lye, \$0-0	CN 229.3	IN 12.4	DK 11	261.1
	(151490) Canola, rape, colza or mustard oil, fractions, refine, \$0-1	US 108.6	DE 20.4	AT 15.9	199.5
	(151919) Industrial monocarboxylic fatty acids, nes, acid oils, \$0-3	LK 22.5	GB 19.1	AU 15.4	113.8
	(151930) Industrial fatty alcohols, \$1-4	JP 36.5	CA 30.2	NL 24.4	106.1
Meat, fish and seafood food preparations nes	(160415) Mackerel, prepared or preserved, not minced, \$2-8	JP 107.9	TH 31.3	NL 26.2	223.8
	(160249) Swine meat or offal nes, prepared,preserved, not live, \$3-8	US 33	GB 25.1	NL 23.1	187.2
	(160419) Fish nes, prepared or preserved, not minced, \$0-3	FR 61	IT 23	CO 10	145.4
	(160249) Swine meat or offal nes, prepared,preserved, not live, \$0-3	IE 67.5	SK 4.9	BG 3.8	95.3
	(160420) Fish prepared or preserved, except whole, in pieces, \$7-15	CN 19.3	FI 1.7	MY 1.4	32.6
Sugars and sugar confectionery	(170230) Glucose, glucose syrup < 20% fructose, \$0-0	FR 85.8	VN 30.1	US 12.4	195.7
	(170230) Glucose, glucose syrup < 20% fructose, \$0-2	DE 35	US 15.4	FI 10.7	121.0
	(170220) Maple sugar and maple syrup, \$3-10	US 17.6	NL 5.8	DE 5.5	48.3
	(170410) Chewing gum containing sugar, except medicinal, \$10-23	PL 2	DE 1.6	SA 1.5	13.8

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	(170250) Fructose, chemically pure, \$0-4	FR 1.7	US 1.4	DE 1	9.8
Cocoa and cocoa preparations	(180310) Cocoa paste not defatted, \$3-5	RU 135.5	DE 58.3	FR 54.5	568.4
	(180631) Chocolate, cocoa preps, block, slab, bar, filled, >2k, \$12-23	KR 24.5	HK 18.2	MY 17.4	88.7
	(180610) Cocoa powder, sweetened, \$8-17	GB 14.5	KW 6.2	AU 1.8	26.7
	(180620) Chocolate and other food preps containing cocoa > 2 k, \$7-14	HK 5.9	AE 4.2	SG 3	24.1
Vegetable, fruit, nut, etc food preparations	(200830) Citrus fruits, otherwise prepared or preserved, \$1-4	US 227	DE 24.4	GB 22.3	332.6
	(200820) Pineapples, otherwise prepared or preserved, \$1-2	US 141.2	AU 6.3	JP 2.7	159.8
	(200911) Orange juice, frozen, not fermented or spirited, \$1-2	GB 19.8	JM 7.4	NL 5.1	56.3
	(200870) Peaches, otherwise prepared or preserved, \$1-2	TH 19.5	CO 5.5	CL 4.3	54.8
	(200520) Potatoes, prepared or preserved, not frozen/vinegar, \$6-13	FR 7.2	SG 5.4	NZ 4.8	34.0
Beverages, spirits and vinegar	(220720) Ethyl alcohol and other spirits, denatured, \$0-2	AE 91.8	GB 68.6	DE 57.3	390.9
	(220600) Fermented beverages (eg cider, perry, mead, etc), \$0-1	RU 43.9	GB 30.9	BW 13.7	133.4
	(220510) Vermouth and other flavoured grape wines - pack < 2l, \$2-6	US 17.7	ES 12.4	UA 6.8	67.1

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Residues, wastes of food industry, animal fodder	(230400) Soya-bean oil-cake and other solid residues, \$0-0	KR 637.7	AU 357.8	PH 337.5	2222.2
	(230110) Flour or meal, pellet of meat or offal for animal fee, \$0-1	TH 107.3	VN 37.5	NL 15.5	233.8
	(230320) Beet-pulp, bagasse & other waste of sugar manufacture, \$0-0	MA 31.8	DK 31.7	SA 18.2	145.3
	(230690) Vegetable oil-cake and other solid residues nes, \$0-5	YE 25.9	IN 14.2	MY 13.8	70.6
	(230890) Vegetable wastes and residues nes for animal feed, \$0-2	NO 14.4	TH 6.5	CN 6.2	60.1