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سلطة منطقة
الاقبلة الاقتصادية الخاصة
AQABA SPECIAL ECONOMIC ZONE AUTHORITY



Strategic Plan Aqaba Special Economic Zone Authority 2024 - 2028



ASEZA Strategic Plan

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Aqaba in
numbers



Developing the
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Aqaba in Numbers



The King Hussein International Airport operates an "open skies policy" and has an annual handling capacity of 2 million passengers.



12 specialized
terminals
32 berths



71 hotels
5664 hotel
rooms



4 industrial
cities



4 hospitals



4 universities



6 logistics
facilities





2,164,683

Visitors to the zone



84,000

Direct jobs
registered at Aqaba
social security
branch



1873

Registered
companies



\$ 26 billion

Investment
target

Strategy Development Methodology

The strategy was developed through a participatory approach that entailed the following:



Roadmap for Developing the Strategy



ASEZA Strategic Plan

Strategic plan components

The strategy comprises:



Vision and Mission



Vision

A pioneering institution for a sustainable and smart zone, and a global destination for investment, tourism, and commerce.

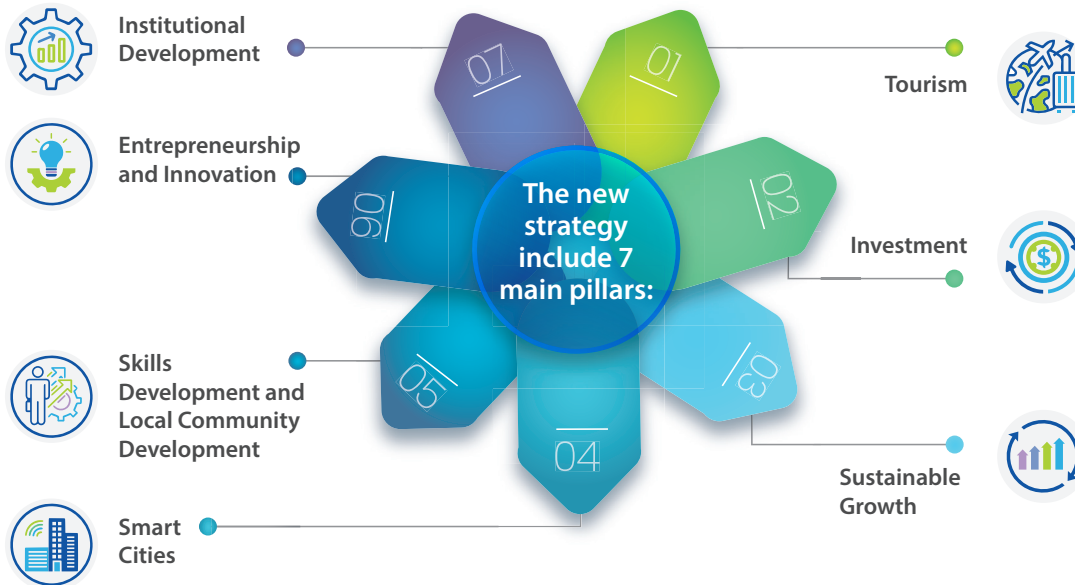


Mission

To stimulate and enhance economic activity and the business environment within the Aqaba Special Economic Zone and the surrounding region, aligning with the Sustainable Development Goals and international best practices, in order to bolster the national economy and improve the quality of life.

Values	Excellence in service delivery	Focus on results	Equal opportunities	Sharing knowledge	Encourage creativity and continuous learning	Transparency and accountability	High efficiency and professionalism
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Strategy Pillars



Strategic Plan Components

Objectives

Tourism



Strengthening Aqaba's position on the global tourism map as a distinctive destination for sustainable tourism on the Gulf of Aqaba in the Red Sea.

Investment



Enabling the Aqaba region as an attractive global destination for investment.

Sustainable Growth



Promote sustainable growth to reach a resilient and adaptable region.

Smart Cities



Transform into a smart city to improve the quality of life and enhance good governance.

Skills Development and Local Community Development



Making Aqaba a regional hub for skills development and a model for community development.

Entrepreneurship and Innovation



Aqaba is a regional hub for entrepreneurship and innovation.

Institutional Development



A distinguished, efficient, and effective institution capable of achieving its goals through its services, systems, cadres, and technical capabilities.

STRATEGIC PILLARS

Tourism



Destination Jordan

Strategic Goal

Strengthening Aqaba's position on the global tourism map as a distinctive destination for sustainable tourism on the Gulf of Aqaba in the Red Sea.

8 DECENT WORK AND
ECONOMIC GROWTH



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Strategic Goal KPI(s):

- Average overnight tourist accommodation in Aqaba and Wadi Rum.
- The percentage increase for the number of annual overnight tourists in Aqaba and Wadi Rum.





Strategic Objective No. (1):

Attracting tourism investments and developing quality tourism products that meet the needs and interests of various segments of visitors and reflect the natural and cultural diversity of the region and Wadi Rum.



Strategic Objective KPI(s):

- Number of new tourist facilities.
- Number of new and developed tourism products and experiences.
- Number of tourist establishments with/achieved international accreditations.



Projects:

1. Identifying tourism investment opportunities and promoting them to attract investments in the tourism sector.
2. Developing new tourism products and experiences including, for example:
 - Developing Sharif Hussein House as a tourism product.
 - Developing and restoring the castle in Rum village to make it a Bedouin museum and merging it with the artisanal workshop department.
 - Developing craft industries, local tourism products and community experiences.
 - Creating sites to display products in tourist camps and hospitality tents located within the Rum Reserve.
 - Developing new natural and artificial diving sites inside and outside the Marine Reserve.
 - Raising the readiness of shore diving sites.
 - Ayla Islamic Village Project.
 - Byzantine Church Project.
 - Castle project.
 - Aqaba Museum
 - Tourist routes in Wadi Rum and Aqaba.
 - Construction and rehabilitation of the Aqaba Heritage Museum.
3. Preparing urban planning studies to develop and improve the old town as a tourist product and linking the town with its urban and tourist surroundings.
4. Developing the city's tourism map to include new destinations and products.
5. Developing the tourism events agenda and supporting the organization of conferences and exhibitions.
6. Obtaining international accreditation for Aqaba as a sustainable green destination.



Strategic Objective No. (2):

Enabling the business environment in the tourism sector and developing support services and region accessibility.



Strategic Objective KPI(s):

- Level of satisfaction of tourism establishments with the performance of ASEZA regarding enabling the business environment – (%)
- The level of tourist satisfaction with the tourism experience in Aqaba – (%) regarding (accessibility, overnight experience, services, tourism products, ...)



Projects:

1. Developing a legislative system and regulations that support tourism investment, including:

- Regulating tourism business.
- Regulating tourism investment operations
- Implementation of guest house standards.
- Implementation of environmental standards for tourist facilities
- Regulating camps inside and outside Rum Reserve.
- Classification of camps within the Rum Nature Reserve.

2. Developing e-tourism to facilitate tourists' access to information about Aqaba and providing advanced electronic services to visitors.

- Establishing an integrated electronic platform to display Aqaba and Wadi Rum tourism products.
- Developing electronic applications for tourism services.

3. Rum Smart Gate Project.

4. Facade improvement project in Rum village.

5. Development and rehabilitation of border crossings (Al-Durra border crossing and Wadi Araba crossing)

6. Development of the transport network between access points (airport, border crossings, southern region, ... etc.).

7. The rock carving project includes:

- Rock Art Stability Index (RASI)
- Development of a database of rock carvings and drawings.

8. Developing educational and training programs in the field of tourism to qualify the workforce working in the tourism sector and raise their professional competencies.

9. Developing requirements for accessible tourism in Aqaba.

10. Preparing and raising the efficiency and readiness of the new visitor services center in Al-Thawrah Square.



Strategic Objective No. (3):

Marketing and promoting Aqaba as a global tourist destination.



Strategic Objective KPI(s):

- Increase in the average number of visitors to websites and social media platforms.
 - Number of participations in international exhibitions.
 - Percentage increase in the number of visitors from target markets.
-



Projects:

1. Enhancing Aqaba's electronic presence:

- Development of Aqaba Tourism Website.
- Digital and e-marketing, social networks and blogs, and paid marketing campaigns on the Internet.

2. Preparing, developing, and implementing a promotional strategy to attract tourists to Aqaba, including:

- Participating in and hosting local, regional, and international exhibitions.
- Hosting familiarization trips for global tourism offices, airlines, and influencers.

3. Participation in and hosting local, regional, and international exhibitions.

4. Study the long-stay tourists target markets.

Investment



High value industries



Investment

Strategic Goal

Enabling the Aqaba region as an attractive global destination for investment.

8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



Strategic Goal KPI(s):

- Percentage increase in the value of new annual investments (broken down by foreign investment, domestic investment, and sector)
- Percentage increase in the number of new registered companies (by sector, investment size, and nationality)
- Number of job opportunities created.





Strategic Objective No. (1):

Attracting quality foreign and local investments and ensuring their sustainability.



Strategic Objective KPI(s):

- Volume of foreign investments in the targeted sectors / percentage increase in the volume of new foreign investments in the targeted sectors.
 - Volume of local investments in the targeted sectors / percentage increase in the volume of new local investments in the targeted sectors.
 - Percentage increase in the volume of existing investments.
-



Projects:

1. Updating the master plan for the city of Aqaba - General Project.
2. Building and developing a system of promotion and attracting investment.
3. Design and implementation of Aqaba identity marketing and digital marketing.
4. Develop a strategy to attract and promote quality foreign and local investments and strengthen partnerships.
5. Preparing studies and research for the priority targeted investment sectors.
6. Developing the sponsorship system for investors.
7. Developing investment packages/products for local and foreign investors that include investment opportunities.
8. Preparing and implementing a plan to market the Aqaba region and the region as an attractive investment destination by participating in and organizing exhibitions, conferences, and media forums.



Strategic Objective No. (2):

Creating a competitive and stable investment environment that supports the ease of doing business.



Strategic Objective KPI(s):

- Level of investor satisfaction with the business environment in the region (percentage of investors who find investment-related legislation clear and known).
 - Number of legislations amended.
-



Projects:

1. Reviewing and developing the legislative system and the investment environment in the region, for example:

- Reviewing of the legislation and the Investment Environment Regulation for the Aqaba Special Economic Zone No. 11 of 2001.
- Amended system of regulation and construction license.
- Coastal Zone Management System.
- A modified system for the customs system in the region.
- Modified system for temporary admission system.
- Instructions for the technical controls of the internal regulations of the walled tourist gatherings.
- Amended instructions for licensing and issuing permits for excavations and infrastructure networks.
- Amended Instructions for Enterprise Registration Instructions to reflect the new amendments to the Enterprise Registration Law.

2. Reviewing and studying the operational costs of the economic sectors and finding appropriate solutions to make Aqaba more competitive.
3. Preparing a comparative study of the competitiveness of Aqaba compared to similar areas in Aqaba.
4. Establishment and institutionalization of the Grievance Unit.
5. Strengthening partnerships with local, regional, and international entities to promote investments and provide support to investors.



Strategic Objective No. (3):

Strengthening partnership between the public and private sectors.



Strategic Objective KPI(s):

- Percentage increase in the number of projects implemented based on partnership between the public and private sectors (foreign and local).
 - Percentage increase in the value of projects implemented based on partnership between the public and private sectors (foreign and local).
-



Projects:

1. Building and developing regulatory, legislative, and executive frameworks for the relationship between the public and private sectors in the region, defining the principles, objectives, organizational structure, and necessary procedures.
2. Conduct a survey to identify opportunities for public-private partnerships.
3. Create an electronic platform to highlight opportunities for public-private partnership.



Strategic Objective No. (4):

Developing infrastructure and services supporting investment.



Strategic Objective KPI(s):

- Level of investor satisfaction with investment support services in the region
 - The volume of expenditure on infrastructure.
-



Projects:

1. Launching investment-related e-services through process engineering and automating the services provided by the Authority to investors.
2. Developing support services supporting investment such as (logistics, finance, staffing and training... etc.) through cooperation agreements with the relevant authorities.
3. Developing the infrastructure and beach services, including raising the efficiency of facilities in the beaches of the excavation area, while increasing the area of the sandy beach through the work of an artificial beach and soil improvement.
4. Updating land use plans in the region.
5. Study the update of organizational plans for the reserve area and Dabbet Hanout.
6. Implementation of the infrastructure of the commercial zone in the Aqaba region.
7. Construction of the conveyor sewage line to connect the North Central Area project with the main network / Northern Commercial Area.
8. Improving and developing the commercial center project of the city.

Sustainable

Growth



Sustainable Resources



Green Jordan

Strategic Goal

Promote sustainable growth to reach a resilient and adaptable region.

7 AFFORDABLE AND
CLEAN ENERGY



11 SUSTAINABLE CITIES
AND COMMUNITIES



Strategic Goal KPI(s):

- Reducing the carbon footprint.
- Increase green space.





Strategic Objective No. (1):

Shifting to sustainable growth to reduce carbon footprint and the effects of climate change on economic sectors.



Strategic Objective KPI(s):

- Ambient air quality stability.
 - Stability of the quality of the marine environment in the region
 - Percentage of recycling and reuse.
-



Projects:

1. Energy Conservation and Environmental Sustainability Project:

- Replacing energy-saving luminaires and replacing air conditioning controllers from analogue to digital system.
- Installation and use of solar energy system for the marine reserve visitor center facility, city service mini, and rum visitor building.

2. IUCN Green Zone List Affiliation Project

- Affiliating the Aqaba Marine Reserve to the list of green areas in the International Union for Conservation of Nature.
- Wadi Rum Nature Reserve is affiliated with the IUCN Green Area List.

3. The project of the environmental audit program includes:

- Hotel Support Program in cooperation with the Renewable Energy and Energy and Water Conservation Fund
- Launch of the Green Key for Restaurants Program.
- The Plastic-Free Red Sea Project.

4. A project to reduce the use of plastic in Aqaba.
5. Harnessing Marine Ecosystem Services and Transformation towards a Sustainable Blue Economy in the Red Sea and Aden (Regional Authority for the Conservation of the Environment of the Red Sea and Gulf of Aden)
6. Stimulating industries to apply for the Energy Efficiency Program and the Green Factory Award.
7. Activating the environmental safety system and reducing risks (increasing immunity), including:

- Follow up the implementation of the outputs of the study of on the ammonia system in the southern industrial zone to demonstrate the implementation of procedures on the ground and verify their implementation.
- Follow up the implementation of the recommendations of the study of on the safety of transport, storage, and handling of hazardous materials in the city of Aqaba.

8. Modernization and upgrading of the current landfill.
9. Integrated waste management system development project.



Strategic Objective No. (2):

The percentage of increase in green spaces in the region and the region.



Strategic Objective KPI(s):

- The rate of increase of annual green spaces in the region.



Projects:

1. Ninth Stadium Project.
2. City Park Project (Aqaba Town Park).
3. Implementation of a group of gardens in residential areas:
 - Implementation of the proposed park within the commercial strip in the ninth residential area.
 - Implementation and design of a park in the Karama area.
4. Implementation of a group of nursery projects:
 - Medical Nursery Group.
 - Educational Nursery Project.
5. Coordination and greening of city entrances.
6. Greening of the Southern Industrial Zone.
7. Preparing and implementing a plan to plant 50,000 trees annually in different locations in the region.



Strategic Objective No. (3):

Protection of the marine and terrestrial environment.



Strategic Objective KPI(s):

- Percentage of decrease in environmental violations as a percentage of inspection visits of all kinds
- Success rates of periodically examined samples of all kinds.



Projects:

1. Review the priority environmental legislation including:

- Ship Waste Instructions
- Revision of the Environmental Protection Law No. (21) of 2001.
- Preparation of instructions for the formation of the Environmental Damage Assessment Committee
- Preparing warning, violation and suspension instructions for establishments violating the provisions of environmental legislation in the Aqaba Special Economic Zone
- Preparation of the instructions of the Environmental Protection Fund
- Instructions for the requirements for handling bulk materials and the mechanism for dealing with them in ports.
- Preparation and implementation of chemicals and hazardous materials management instructions.

2. Activating the control and compliance system, which includes:

- Modernization and renewal of the main analytical laboratory equipment and technical support devices to keep pace with the latest technologies and mechanisms used in international laboratory analyzes for the food and environmental aspects.
- Purchase devices to measure pollutants and monitor weather information to develop and modernize air and water quality monitoring stations in the Aqaba region and sustain their work.
- Develop monitoring programs for dive sites, prevailing marine habitats and the most commonly used sites in the reserve.
- Implementation of the National Program for Monitoring the Environment of the Gulf of Aqaba.

3. Draft annual agenda for environmental awareness and education.

4. Developing the infrastructure for scientific research and development in Aqaba by developing partnerships and providing funding and facilities for researchers and research institutions.



Strategic Objective No. (4):

Development of effective management of nature reserves.



Strategic Objective KPI(s):

■ The percentage of increase in the implementation of projects to develop natural reserves.



Projects:

1. Aqaba Marine Reserve Development Project.
2. Rum Natural Area Development Project.





Strategic Objective No. (5):

Development of integrated coastal zone management.



Strategic Objective KPI(s):

- Joining the Blue Flag Beaches Initiative.
 - Number of rehabilitated beaches.
-



Projects:

1. A project to review and prepare environmental legislation for the protection of coastal areas, including:

- Sea Use Plan.
- Coastal Zone System Project.
- Preparation of instructions for the use of seawater in artificial lakes.
- Preparation of instructions for seawater uses for desalination and other uses.

2. Rehabilitation of coastal areas project includes:

- Rehabilitation and development of coastal beaches.
- Modernization and sustainability of beach facilities.

Smart City



Destination Jordan



Vibrant Jordan

Strategic Goal

Transform into a smart city to improve the quality of life and enhance good governance.

11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Strategic Goal KPI(s):

- The level of citizen satisfaction with the quality of life in the region and the region.



Strategic Objective No. (1):

Improving technological infrastructure.



Strategic Objective KPI(s):

- The rate of increase in the use of new technologies.
-



Projects:

1. Preparing a study to develop the master plan for the transformation of Aqaba Smart City and the entire region (developing a strategy and action plan for the transformation into a smart city).
2. Internally rehabilitate the digital infrastructure, including:
 - Modernize internal network devices and raise the level of data messaging.
 - Rehabilitation of the server room.
 - Updating and building smart geospatial databases on the GIS system.
 - Raising the bar for cybersecurity.
3. External Rehabilitation of Digital Infrastructure:
 - Review the Authority's legislation regulating the work of the telecommunications sector and work to amend it to ensure support for this sector.
4. Development of the control room and control of city services.



Strategic Objective No. (2):

Strengthening and developing the digital transformation system in the region and the region.



Strategic Objective KPI(s):

- Percentage increase in the use of e-services.
 - Percentage improvement in the efficiency index of e-government services.
 - Number of developed systems.
-



Projects:

1. Aqaba Special Economic Zone Authority Digital Transformation Project (eservices)
2. Develop an electronic social media platform to communicate with partners.
3. Digital Content Development (Websites, Surveys, social media, Text Messages)
4. Developing and qualifying the Geographic Information System (GIS) system.
5. Building and developing a data center specialized in statistical, economic, and social data, and integrated data management for smart cities.
6. Developing platforms for receiving complaints and observations.
7. A project to build and develop a unified application for economic sectors.
8. Opening an online store for the craft workshop (selling and shipping)
9. Digital and electronic marketing, social networks, blogs, and paid marketing campaigns on the Internet.
10. Developing a system and database to track the volume of investments.



Strategic Objective No. (3):

Providing intelligent mobility and transportation systems.



Strategic Objective KPI(s):

■ Percentage increase in the volume of users of intelligent transport systems.



Projects:

1. Owning full public transport lines in Aqaba.
2. Public transport lines restructuring project.
3. Preparing an electronic platform for public transport services for passengers in Aqaba.
4. Application of intelligent transport systems.
5. Smart Parking Management.
6. Electric charging parking project in Aqaba city
7. Implementing traffic signals and smart traffic management systems.



Strategic Objective No. (4):

Applying smart practices in promoting environmental protection and sustainability.



Strategic Objective KPI(s):

- Percentage of coverage of the region and the region in the monitoring system.
 - Time taken to collect and dispose of waste / reduction percentage in time taken.
-



Projects:

1. Solid Waste Management Project.
2. A project to develop a smart flood monitoring and early warning system and develop the concept of city immunity.
3. Aqaba Ecosystem Development Project (Electronic Platform Development)



Strategic Objective No. (5):

Promoting the use of smart practices in priority economic sectors in Aqaba.



Strategic Objective KPI(s):

- Number of partnerships between enterprises and innovators or global technical solutions (to develop digital platforms, technology business centers, and smart business centers)



Projects:

1. Developing legislation to provide a stimulating environment for economic sectors in the field of smart practices.
2. Developing the electronic payment system.



Strategic Objective No. (6):

Promote the use of smart practices in the tourism sector.



Strategic Objective KPI(s):

- The percentage of increasing the number of users of smart applications in the tourism field.
-



Projects:

1. Smart Tourist Information Center Project.
2. Developing e-tourism to facilitate tourists' access to information about the region and the region and providing advanced electronic services to visitors:
 - Establishing an integrated electronic platform to display Aqaba tourism products.
 - Developing electronic applications for tourism services.
3. Development of a tourism statistical database.
4. Developing smart safety systems for the tourism sector.

Skills Development and Community Development



Vibrant Jordan



Smart Jordan

Strategic Goal

Making Aqaba a regional hub for skills development and a model for community development.

4 QUALITY
EDUCATION



8 DECENT WORK AND
ECONOMIC GROWTH



Strategic Goal KPI(s):

- Number of skills development projects and initiatives implemented.
- Number of community projects and programs implemented.





Strategic Objective No. (1):

Create an attractive and enabling environment for skills development.



Strategic Objective KPI(s):

■ Number of qualified training centers attracted to the targeted sectors.



Projects:

1. Review and amend a set of legislations aimed at motivating or attracting training service providers of all kinds.
2. Building and implementing a marketing plan to attract investments to establish technical and vocational training centers and skills according to the needs and requirements of the labor market.
3. Organizing the obligation to obtain accreditation from accredited bodies that implement technical and vocational training programs and skills development programs.



Strategic Objective No. (2):

Strengthen partnerships with the private and public sectors in the region and the region to prepare and develop skills and capabilities that meet the needs of the labor market.



Strategic Objective KPI(s):

- Number of PPPs.
- Number of beneficiaries of skills development programs / percentage increase in number of beneficiaries (technical, vocational, and life, broken down by sector, gender, age, educational level, and other demographic factors).



Projects:

1. Strengthening partnerships with the private and government sectors, civil society institutions and the local community to:
 - Developing and implementing awareness plans and career guidance.
 - Develop and implement a plan to prepare the skills required for the labor market.
 - Providing training opportunities for students and graduates.
 - Developing programs for the development of the workforce in the field of investment promotion, the tourism sector, and priority economic sectors.
2. Developing and updating an interactive electronic platform for employment and training (to become a data bank, and marketing it).
3. Supporting and implementing training programs in the work environment ending with operations in the targeted sectors.



Strategic Objective No. (3):

Strengthening the role of the Authority in the sustainable development of the local community.



Strategic Objective KPI(s):

- Number of beneficiaries of the programs provided by the Authority to the members of the local community.
- Number of community development initiatives implemented.
- Number of initiatives aimed at enhancing women's access to employment and leadership opportunities in Aqaba and the Region



Projects:

1. Development/implementation of a strategic plan for community development: This plan defines the goals, priorities, activities, and programs necessary to achieve sustainable development in the local community.
2. Education Development Project (Teacher Skills Development) through a cooperation agreement between the Authority and the Queen Rania Teacher Academy.
3. Empowering and enhancing community participation in decision-making, activities, and events (neighborhood committees).
4. The project of developing and activating the mobile library.
5. Enhance women's access to employment and leadership opportunities in Aqaba and the region through the design and implementation of the following initiatives:
 - Enhancing women's access to employment opportunities in four key sectors including: tourism; transport and logistics; media and creative industries; and the manufacturing sector in Aqaba.
 - Create an enabling environment and improve working conditions through initiatives implemented in partnership with the private sector.
 - Design and implement advocacy initiatives aimed at improving community acceptance to increase women's economic participation while promoting public policy reform.
6. Development initiatives project in sustainable development sectors.

Entrepreneurship and Innovation



Smart Jordan

Strategic Goal

Aqaba is a regional hub for entrepreneurship and innovation.

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



Strategic Goal KPI(s):

- Number of incubators and entrepreneurial projects in Aqaba/startups
- The percentage of increase in the number of entrepreneurial projects.





Strategic Objective No. (1):

Encouraging and stimulating the environment of entrepreneurship and innovation in the region and the region.



Strategic Objective KPI(s):

- Increase in the average number of employees within entrepreneurial projects.
 - The percentage of increase in the number of beneficiaries (divided by type of trainees, gender, nature of support - technical support, financial support, ...).
 - The level of investor satisfaction with the incubator environment for entrepreneurship and innovation in Aqaba.
-



Projects:

1. Aqaba Ecosystem Development Project, which includes:

- Building an entrepreneurship network, and developing the network's strategic plan.
- Develop an electronic platform.
- Networking with incubators and entrepreneurial entrepreneurs.
- Enhancing cooperation and partnerships between government and private agencies, civil society institutions, regional bodies, and relevant donors.

2. Empowering entrepreneurs and startups by developing and implementing supportive programs that include:

- Training delivery: development and implementation of training programs.
- Technical Support.
- Launching financing programs to support entrepreneurs and startups (incentives, financial support, lending portfolio fund, and revolving lending portfolio).
- Entrepreneur Card.

3. Awareness and educational campaigns, through:

- Entrepreneur Ambassador Program.
- Implementation of a national campaign to promote entrepreneurship in the Aqaba region locally and globally.
- Organizing events and conferences on entrepreneurship and innovation such as organizing the first Aqaba Entrepreneurship Exhibition.
- Program of awareness and educational campaigns in schools.
- Launching media platforms specialized in entrepreneurship and innovation.

4. Review legislation that contributes to creating a legislative environment that encourages entrepreneurship and innovation.

5. Preparing and implementing educational and training programs for entrepreneurship.

6. Building and developing an artificial intelligence strategy in Aqaba.



Strategic Objective No. (2):

Encourage and stimulate the creative industries ecosystem in the region and the region.



Strategic Objective KPI(s):

- Number of projects implemented within the creative sectors.
 - Number of beneficiaries from the creative industries sectors.
-



Projects:

1. Develop and implement a plan to market and promote the Aqaba region and the region as an ideal destination for the gaming and film industry, which includes:
 - Encouraging the establishment of specialized studios to produce video games and films.
 - Participation in international conferences and events.
 - Organizing specialized events to attract fans of electronic games development and filmmaking to Aqaba.
2. Building, developing, and implementing the film industry system in Aqaba and the region.
3. Building and developing an integrated system of legislation to stimulate creative industries.

Institutional Development



Future Services

Strategic Goal

A distinguished, efficient, and effective institution capable of achieving its goals through its services, systems, cadres, and technical capabilities.

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



Strategic Goal KPI(s):

- Increase in the level of satisfaction of service recipients.
- Increase in employee satisfaction.





Strategic Objective No. (1):

Improving the quality of services and adopting effective and updated administrative systems and procedures.



Strategic Objective KPI(s):

■ Increase in the percentage of satisfaction of beneficiaries of the Authority's services.



Projects:

1. Modernization of the financial and administrative system in the Authority.
2. Implementation of the unified e-procurement system (Jonipes).
3. Review and implement the quality management system to ensure the quality of services provided (process re-engineering).
4. Institutionalizing the requirements of the King Abdullah Award for Excellence.
5. Activating and building communication channels with the local community, including radio.
6. Developing information security and protection systems in the authority.
7. Activate the internal correspondence management system in the authority.
8. Central Registry Project:
 - Electronic archiving project in power.
 - Project repositories archiving of Authority documents.
9. Increase capacity at the storage site of power supplies.
10. Supply and installation of external surveillance and protection systems for the main authority building.
11. Modernization of the fleet of vehicles and machinery in power.
12. Purchase of vehicles and machinery for the Directorate of City Services and Rum Services.
13. Construction of a garage building for the mechanisms of the authority in the craft area.
14. Surveillance, inspection, and surveillance camera system project.



Strategic Objective No. (2):

Improving and developing a stimulating and supportive work environment for institutional and individual performance.



Strategic Objective KPI(s):

■ Increase in employee satisfaction.



Projects:

1. Develop and implement quality training programs for the Authority's employees.
2. Providing a supportive spatial environment for development and improvement of institutional and individual performance.
3. Establishing a culture of entrepreneurship and innovation for the Authority's employees.
4. Develop an enabling social work environment for the Authority's employees.





Strategic Objective No. (3):

Consolidating the principles of good governance.



Strategic Objective KPI(s):

- Percentage of achievement in the indicators of the strategic plan.
 - Percentage of completion in the implementation of strategic plan initiatives and projects within the specified time.
-



Projects:

1. Restructuring of power and optimal use of human resources.
2. Preparation of a comprehensive performance indicators manual for the Authority's directorates.
3. Develop and apply a methodology for monitoring and evaluation of the Authority's strategic plan.
4. Update the powers matrix and social media matrix.
5. The system of linking individual performance with institutional performance.
6. Preparing an internal system for daily wage employees in the authority.
7. Develop and improve the risk plan in the authority.
8. Developing the efficiency of internal control and audit processes.



سلطة منطقة
البحر الأحمر الاقتصادية الخاصة
AQABA SPECIAL ECONOMIC ZONE AUTHORITY