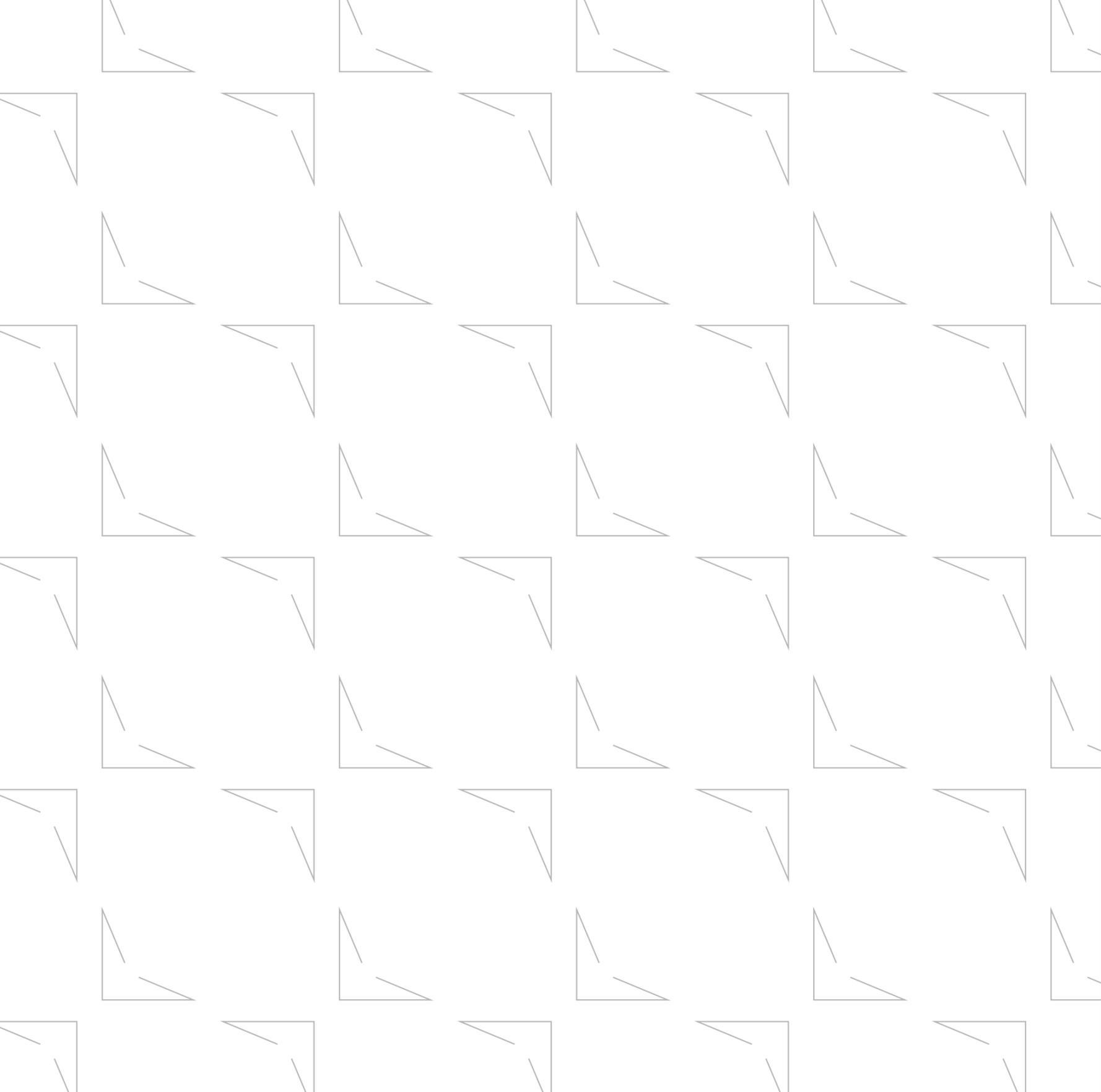




**KING HUSSEIN  
BUSINESS PARK**  
مجتمع الملك الحسين للأعمال

KING HUSSEIN BUSINESS PARK  
DEVELOPMENT ZONE  
ENABLING SUCCESS



## WELCOME TO JORDAN'S FUTURE... TODAY

We are delighted to introduce the expansion of the King Hussein Business Park Development Zone, where established success meets future potential to offer unparalleled opportunities.

It will deliver a state-of-the-art commercial city, within Jordan's capital Amman; a thriving, vibrant place to work, live, shop, and relax in. The best of all worlds in one place.

It is our privilege to share with you the road travelled, the shape of things to come, and our vision for the future.



# VISION

TO BE THE LEADING SMART AND INNOVATIVE HIGH END MIXED-USE BUSINESS COMPLEX IN THE REGION.

# MISSION

TO PROVIDE A GROWTH AND DEVELOPMENT PLATFORM FOR LOCAL, REGIONAL AND INTERNATIONAL BUSINESSES, BY MANAGING AND OPERATING A SMART BUSINESS ECOSYSTEM THAT CAPITALIZES ON TALENTED HUMAN RESOURCES.



THE  
PLATFORM  
FOR  
POTENTIAL



## LOCATION

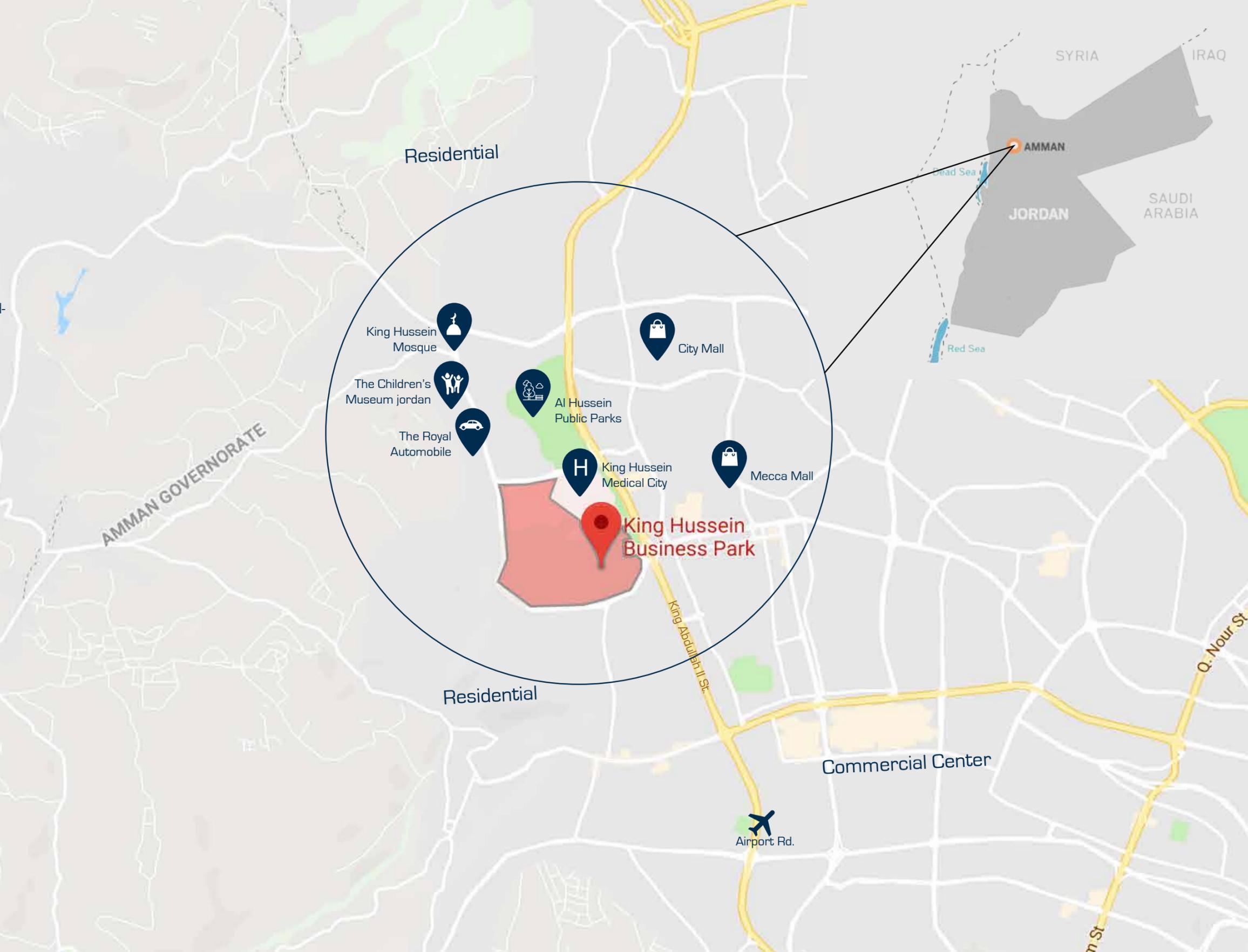
The King Hussein Business Park Development Zone (KHBPZ) is situated in Amman, Jordan, a unique regional, and global centre for business and investment. As a forward-looking country Jordan's rich cultural heritage and political stability, combined with a progressive free-market economy, modern infrastructure, and a highly qualified and talented workforce, is a fertile environment to realise development potential. Its beauty and blend of the contemporary with the best of the traditional, offers an excellent quality of life to its citizens, visitors, and investors.

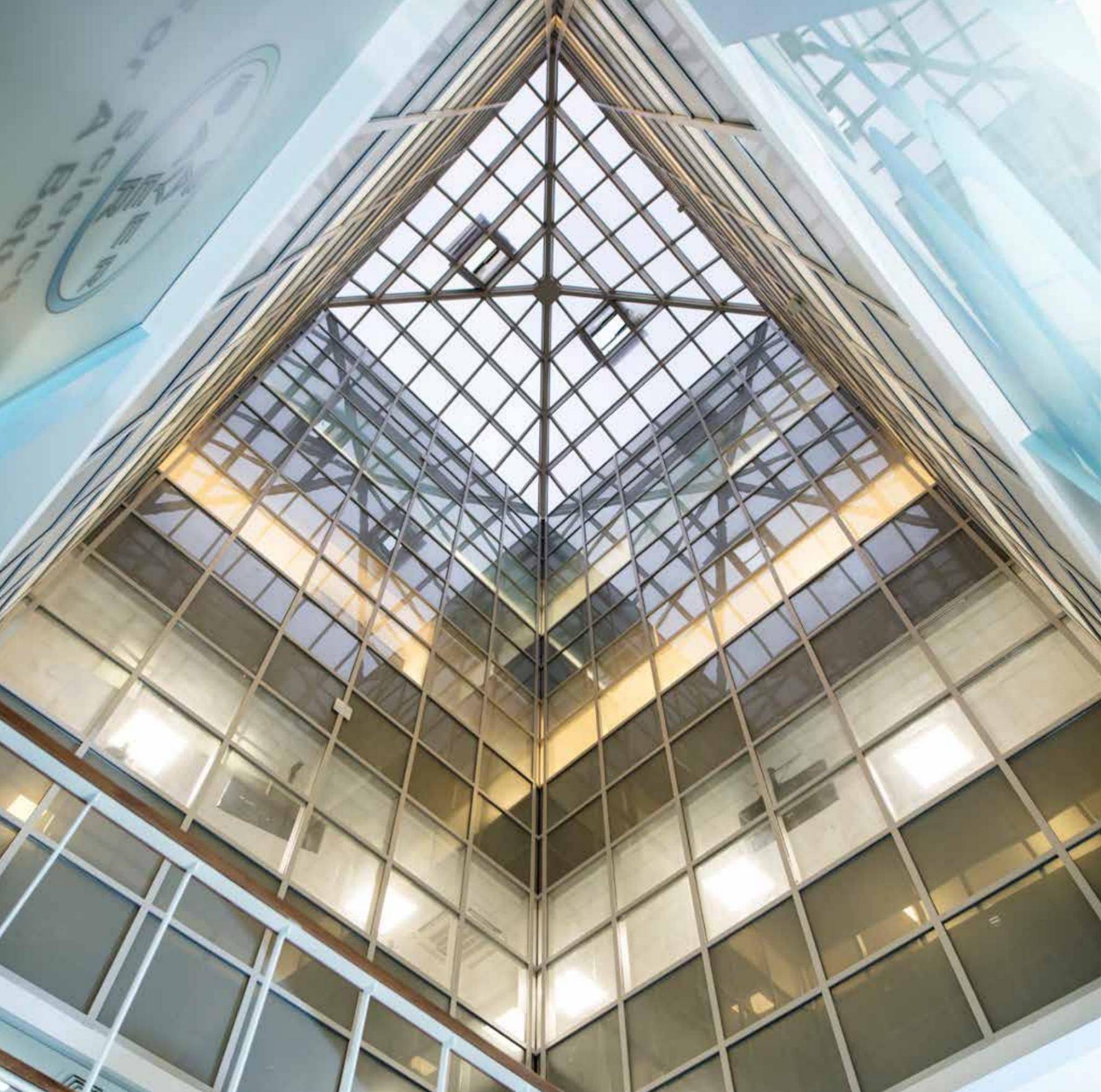
KHBPZ is located along the primary transportation corridor that links King Hussein Medical City, one of the most advanced medical centers in the region, and King Hussein Public Park; Amman's largest and home to two exceptional museums, as well as the King Hussein Mosque; a renowned architectural landmark.

## CONNECTED

KHBPZ is close to key residential areas and commercial outlets. Amman's main shopping malls are less than five minutes away, while the key shopping and entertainment districts of Sweifieh and Abdoun are a ten-minute drive.

KHBPZ also enjoys outstanding connectivity by car and public transport, with direct highway access to Queen Alia International Airport.



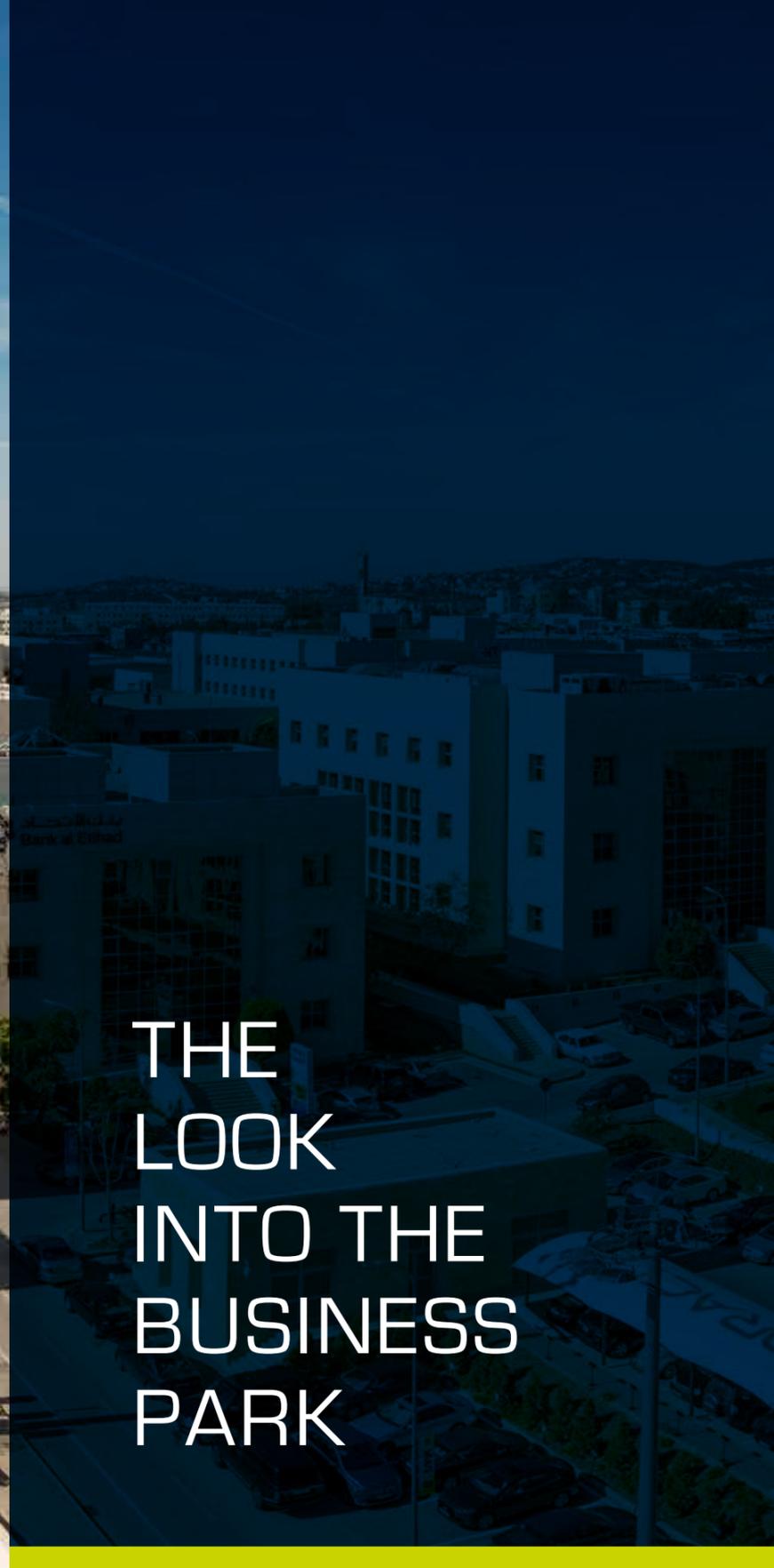


## DEVELOPMENT SCALE

Spanning over 1.4 million sqm of land, KHBPDZ is the largest mixed-use development project in Amman, presenting an iconic business, living, and leisure destination.

Its smart, green planning underpins a unique synergy of offices, healthcare, hospitality, retail, and residential components, offering an exceptional development opportunity of over 3 million sqm built-up area (BUA).

In its first phase KHBPDZ has an invaluable foundation-legacy to build on manifested in the Business Park, which is an established, renowned model business city. The Business park, currently at 100% occupancy rate, is a core hub for innovation and excellence, and plays a major role in attracting people, business, and investment to Jordan.



THE  
LOOK  
INTO THE  
BUSINESS  
PARK





THE BUSINESS  
PARK  
THE PULSE OF  
BUSINESS



120,000 sqm  
OF OFFICE SPACE



KHBPDZ's success is already established in its first anchor success, the Business Park, Jordan's innovation and entrepreneurship hub.



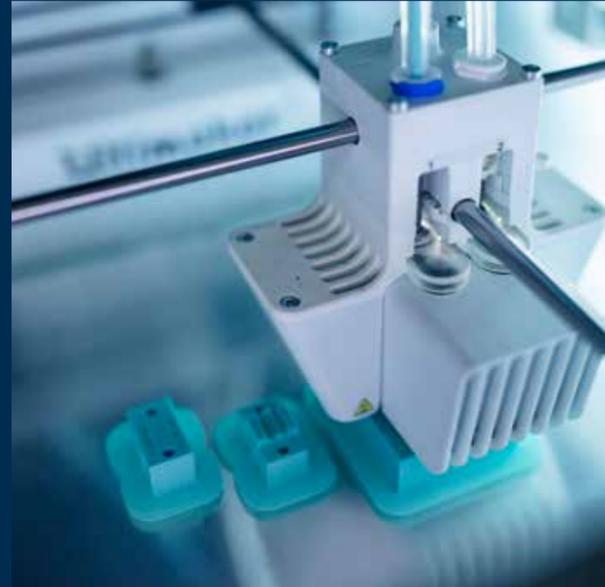
100%  
OCCUPANCY



75  
INTERNATIONAL  
COMPANIES



100  
START-UPS



A STEM  
UNIVERSITY  
AND A BUSINESS  
UNIVERSITY



4,000  
EMPLOYEES



The expansion of KHBPDZ will unlock even greater potential to capitalize on the Business Park's profile and proximity to so many advantageous sites, taking it to the next level.



## STATE OF PLAY

- Managed and operated by the Business Park Company, master developer of KHBPZ.
- Mixed-use smart, green class-A office space integrating commercial, retail, amenities and public spaces.
- Host to local, regional, international companies and start-ups in ICT, media, healthcare and education sectors, and NGOs and international organizations.
- Host to GROW; Jordan's innovation and entrepreneurship hub and an interactive ecosystem for startups.
- Cutting-edge communications' network and IT infrastructure, fiber optics' infrastructure and IP Telephone system, redundant IT and electrical supply, multiple levels of security and a reliable safety system and data center equipped with the latest technologies including super computer, cloud technology.
- Outstanding amenities: Auditorium and events facilities, data center and disaster recovery center, commercial and retail outlets, gym and pool, TV and radio broadcasting studios, attractive public spaces, common areas, on-ground parking, environmentally friendly transportation.



## THE MASTER PLAN

THE KHBPDZ MASTER PLAN VISION WILL REALISE AMMAN'S TRUE POTENTIAL, ENABLING A RISING GENERATION OF ENTREPRENEURS TO REACH HIGHER AND EMPOWERING THE POTENTIAL OF JORDAN'S YOUTH WAITING FOR ITS CHANCE TO SHINE.



THE  
NEW  
HORIZON

SPANNING OVER  
**1.4 MILLION SQM**  
OF LAND

OVER  
**3,000,000 SQM**  
OF BUILT-UP AREA (BUA)

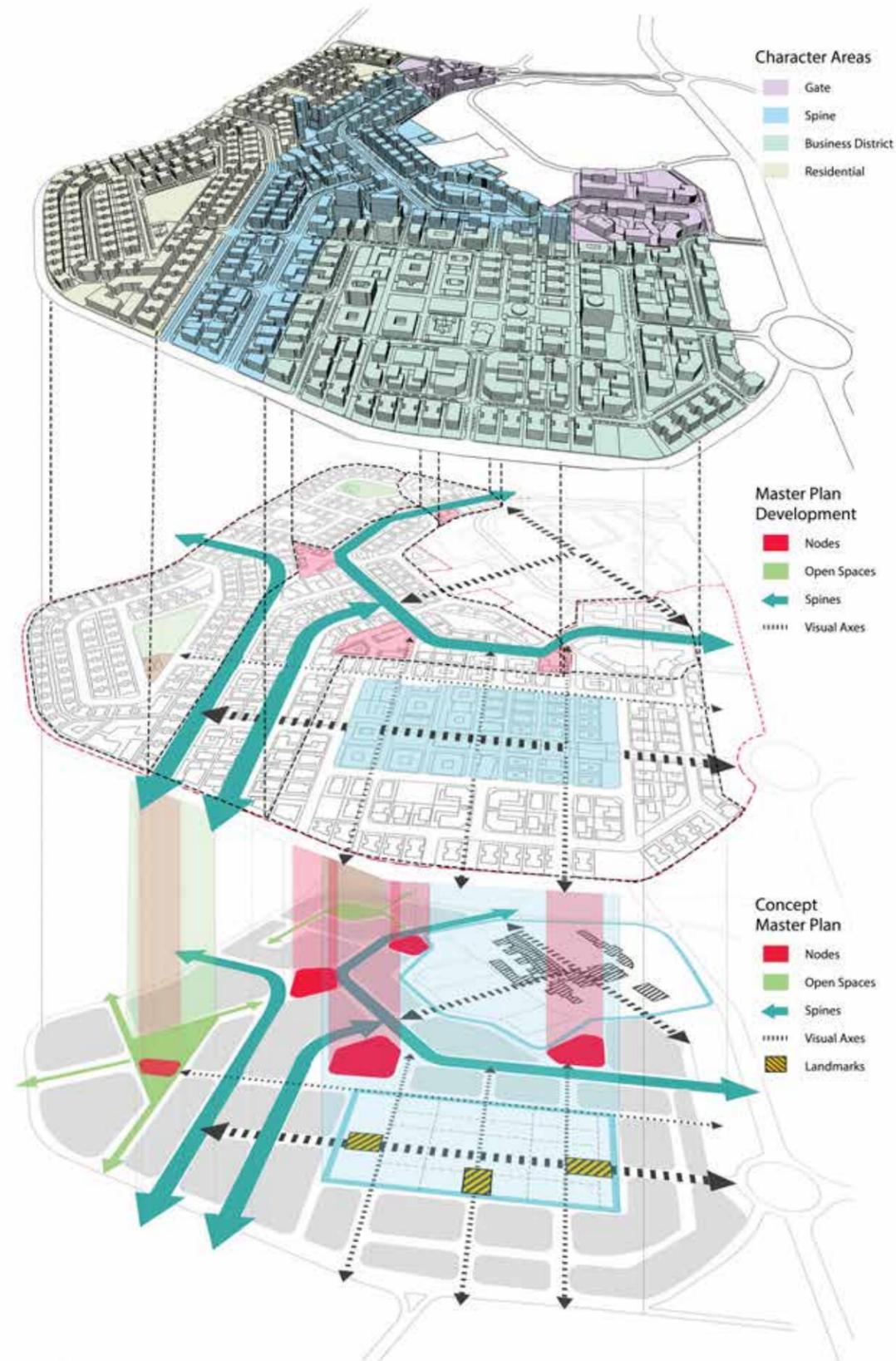


## BUILDING ON SUCCESS

KHBP Development Zone will be a fresh strand in Amman's urban fabric, designed with people in mind, with open spaces that cater to business, social, and lifestyle needs.

The Master Plan leverages the exceptional success of the established Business Park and the landmark King Hussein Medical City (KHMC), presenting a harmonious design that complements the existing context, functionally and visually. This environment will offer an unprecedented opportunity for investment and development, that represents a new era for Amman and the region beyond.

The smart, green, Master Plan will deliver outstanding mixed-use development: office, healthcare, hospitality, retail and residential components. It will transform the area creating a new, world class, business district for Amman, while supporting broader, economic growth objectives.



## DESIGN CONCEPT AND CHARACTER

The Master Plan consists of three main axes creating distinct areas that can be developed in different phases. It features decentralized nodes created along a primary spine. The nodes form an interconnected series of activities, led by multiple, dispersed, centers acting as focal points for users.

The site is organized around character areas that allow for the creation of moods to match function.

1. Gates: act as the introductory spaces into the development, creating a welcoming atmosphere.
2. Spine: acts as the heart of the project and contains mixed land use. This mix allows for an active space throughout the day, and more space for activity along the avenue to cater for high pedestrian traffic.
3. Business District: an extension of the current Business Park's office land uses. Its architectural character and urban fabric will be utilized as the basis for the design to create a professional tone with less emphasis on street activities.
4. Residential Neighborhood: a medium density area that helps transition into the existing low-density residential land uses, west of the site, facilitating a welcoming place for residents, with walkability and privacy for users.



## MARKET DRIVEN LAND USES

The land-use mix is built on providing the appropriate size of built-up areas (BUA) to reflect the market assessment study. It is an organic expansion and contextualization of land-uses that responds to existing adjacent developments, maintaining the site's identity and sustaining the usability and livability across the whole project.

Nodes are spread out along the primary avenue to create a heart for each phase in the short-term, and a destination for users on the long-term.

The KHBP Development Zone Master Plan combines a unique synergy of mixed-use development of: offices, healthcare, hospitality, retail and residential components.



## PHASING

The phasing strategy follows a sequential marketing strategy to support the development.

- PHASE 0**  
Brand expansion through infill and periphery development of the Business Park.
- PHASE 1**  
Brand reinforcement by linking the Business Park and King Hussein Medical City to create new brands.
- PHASE 2**  
Capitalizing on existing demand to expand the Business Park and extend into the site.
- PHASE 3 AND 4**  
Continuing momentum with continued expansion of commercial and healthcare offerings and balancing this with residential and retail facilities to serve employees – establishing it as a mixed-use development.
- PHASE 5 & 6**  
Stabilizing by stitching the development with its surrounding and adding more residential units.





## COMMERCIAL

### The Business District

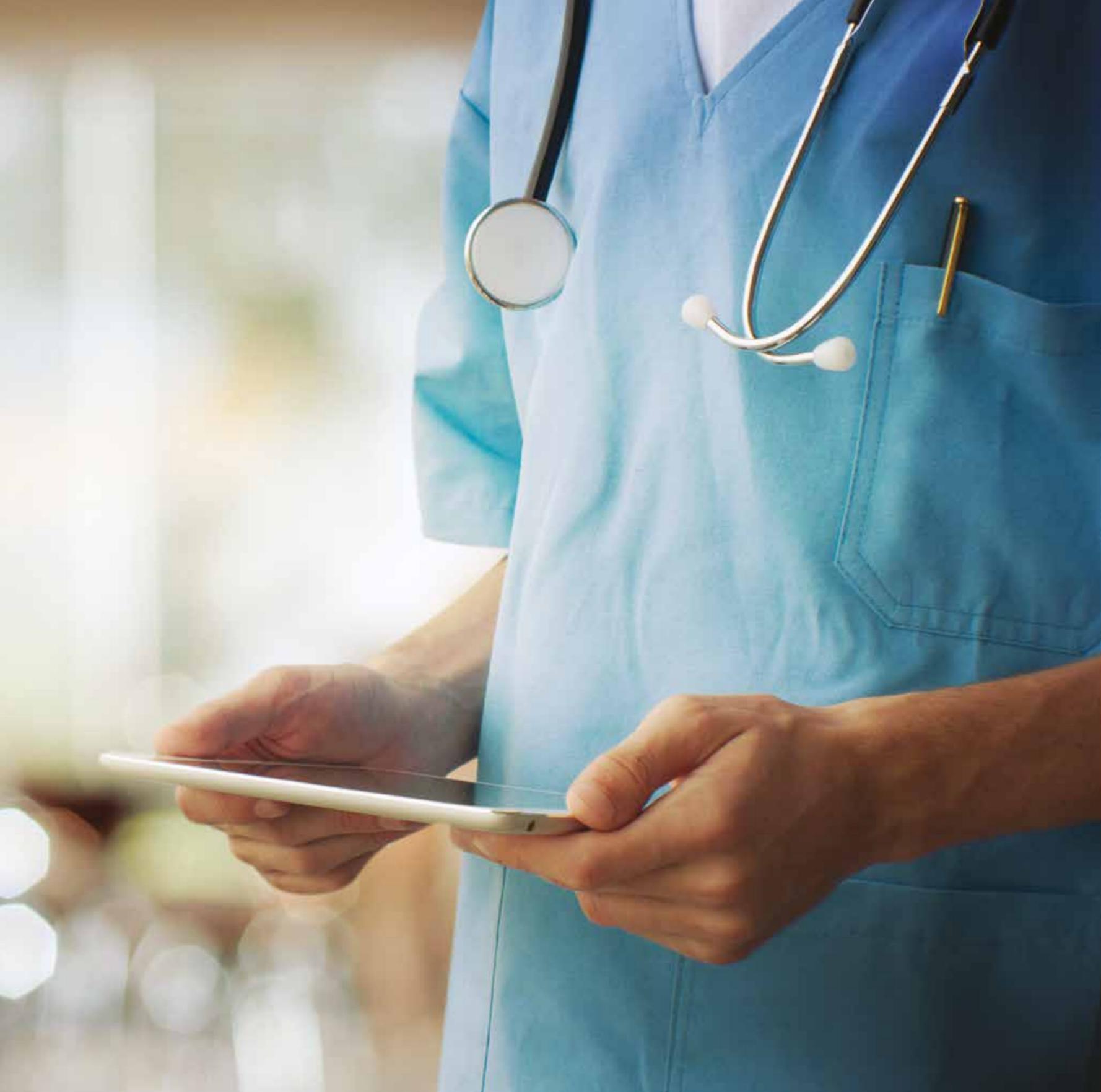
LAND USE	offices
BUA	1,229,998 sqm
LAND AREA	246,000 sqm
GROSS LEASABLE AREA	539,000 sqm

The profile of the Business Park as a world-class business environment provides the foundation for the Business District expansion. It will offer a state-of-the-art location for local and international businesses to flourish in, with multi-functional office space in a fully integrated facility.

The Business District will kick off by capitalizing on success through infill buildings within the existing part of the Business Park in its first phase, followed by expansion in future phases offering additional Class-A office space.

This innovative corporate and entrepreneurial working culture will empower corporations, start-ups and SMEs allowing for scalability and a variety of options to support a range of business requirements.

The Business District's unique configurability and array of services will support daily operations, enabling greater productivity as well as offering employees enhanced work/life balance.



## HEALTHCARE

### Specialized Medical Hub

LAND USE	healthcare
BUA	258,857 sqm
LAND AREA	97,215 sqm
HOSPITAL BEDS:	430 sqm

Jordan is a leading healthcare destination for the Middle East with demand increasing over the years due to its excellent medical services, high quality standards in healthcare, and competitive treatment costs. The high levels of expertise of its medical community and leading-edge infrastructure and technology, has resulted in numerous international and domestic healthcare accreditations.

The Specialized Medical Hub is inspired by the existing King Hussein Medical City (KHMC), renowned for its specialists and advisers in all areas of medicine, and its competencies at regional and global levels.

Healthcare land-use will be in close proximity to KHMC to capitalize on its success, build on existing infrastructure and connection points, and strengthen the identity of a city-wide healthcare center. This will attract even larger numbers of 'medical tourists' to Jordan.

The Specialized Medical Hub will offer plots for hospitals and medical centers, and mixed-use plots to provide clinics, offices, retail, and residential elements, all with state-of-the-art infrastructure. This will be supported by parking, allowing for the sharing of medical facilities when needed, along with public spaces for pedestrian movement and hospitality, and retail facilities. The result will be a premium healthcare destination for local people and medical tourists.



## HOSPITALITY

Land use	hospitality
BUA	45,896 sqm
Land area	7,649 sqm
Hotel keys:	310 keys

In contextualization with the surrounding areas, the master plan will respond to the hospitality demand that has arisen due to the limited number of hotels in the direct vicinity of the KHBP Development Zone.

The KHBP Development Zone's hospitality provision will serve the long and short-stay visitors of the Business District and the Specialized Medical Hub and will provide other complementary offers on site.

The first hospitality land-use will be close to the existing Business Park. The second land-use will be nested among the Business District, the Specialized Medical Hub, and the Residential Neighborhood, to offer a luxurious, world-class hospitality service with an array of facilities just a walk away.



## RESIDENTIAL NEIGHBORHOOD

Land use	residential
BUA	1,361,840 sqm
Land area	453,947 sqm
Residential units	6,960 units

Due to the multiple attractions of the KHBP Development Zone, living there is a hugely inviting proposition. In contextualization with the surrounding prominent residential areas, the residential neighborhood will meet this desire. It will capitalize on the topography and scenic views to the west of the site to create a truly desirable place to live, offering an outstanding quality of life. Security and walkability will be paramount, and there will be semi-private areas, with medium density at the center to transition seamlessly into the low-density neighborhood.

Residential provision:

1. Mixed-use plots that lie on the spine and contain residential, retail and F&B land uses.
2. Residential plots that consist of several neighborhoods, each of which is served by a park. These parks will contain club houses and playgrounds to cater to the residents' daily recreational needs.

The Residential Neighborhood will create a community where professionals from the Business District can live and work, and families can enjoy and benefit from the best of contemporary life in a unique residential context.



## RETAIL

Land use	retail
BUA	101,255 sqm
Land area	202,510 sqm
Gross leasable area:	26,300 sqm

The KHBP Development Zone is in a prime location, with key residential areas and commercial outlets nearby. Amman's main shopping malls are less than a five-minute drive, while the main shopping and entertainment districts of Sweifieh and Abdoun are less than ten minutes away.

The retail offering will focus primarily on line shops, cafés and restaurants, to serve users of the Business District, the Specialized Medical Hub, residents and visitors. It will provide a premium shopping and dining experience with lifestyle, specialty stores, and scenic rooftops and outdoor terraces to enjoy a range of food and beverages.



OPEN FOR  
OPPORTUNITY



## KHBP DEVELOPMENT ZONE LEGAL AND REGULATORY ENVIRONMENT

KHBPDZ is a 'can-do' competitive business environment that attracts local and international investment. It offers a range of business solutions, including financial incentives via Jordan's Investment Law, under the regulatory authority of Jordan Investment Commission (JIC).

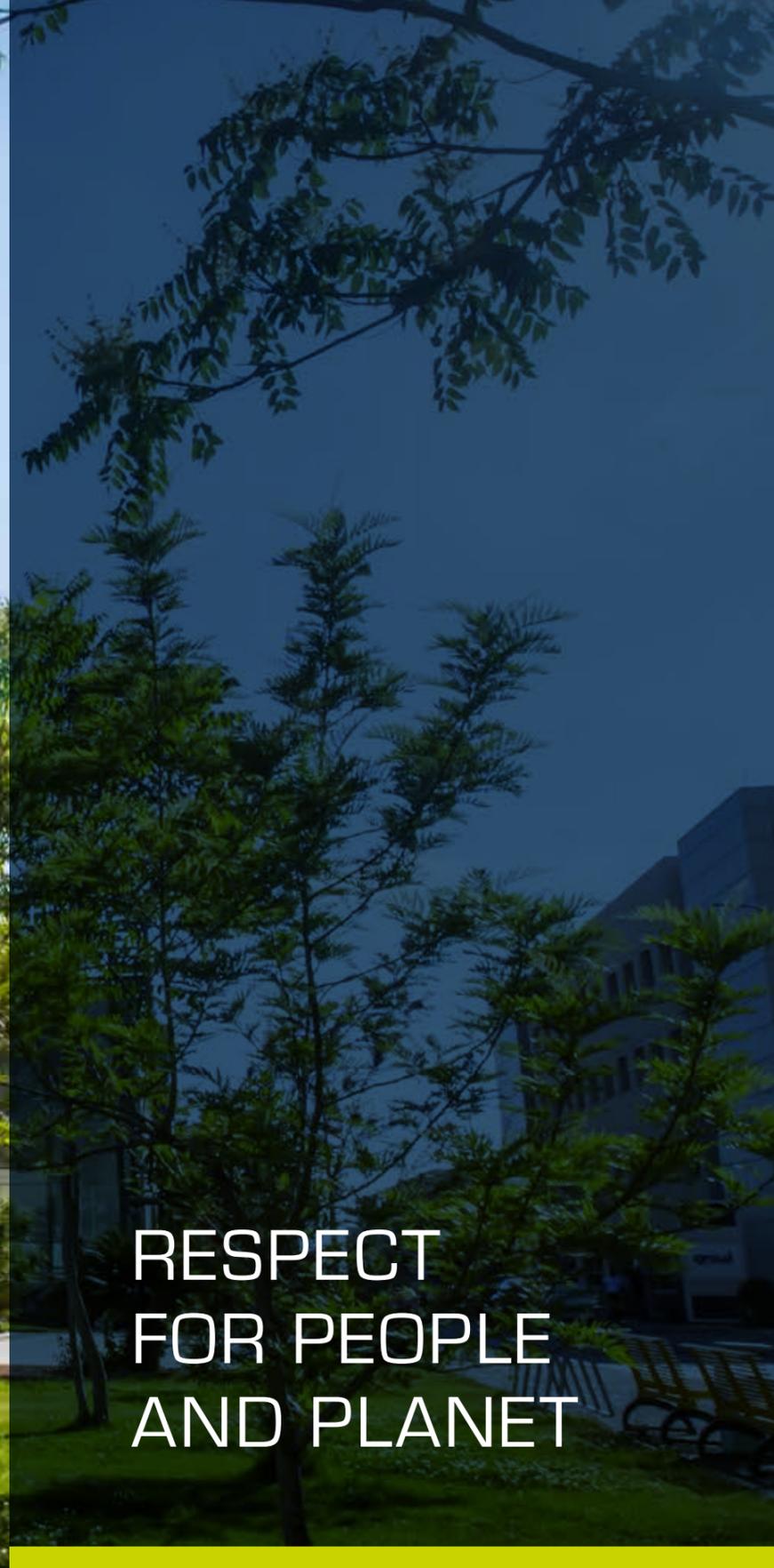
The Investment Law places the private sector in the lead among developers and operators of mixed-use, educational and high-technology zones in Jordan, with unprecedented streamlining and quality of service in the delivery of licensing, permits and ongoing procedures necessary for operations.

## KEY BENEFITS

- No restrictions on foreign ownership.
- Streamlined business procedures.
- Streamlined property registration/transfer.
- Streamlined licensing for expatriates.
- Flexible labor regulations.
- Improved investor protection and disclosure of company transactions.
- Improved enforcement of intellectual property rights.
- Streamlined customs regulations to speed import/export of products and materials.
- Clear land ownership policy.

## Jordan Investment Law- Development Zones

Income Tax (Local)	10%	On all taxable income from activities within the Development Zone.
Income Tax (Exports)	0%	On all taxable income from export.
Sales Tax	0%	On all goods and services procured by a registered enterprise for use in economic activities.
Import Duties	0%	On all goods acquired by a registered enterprise within a development zone – during establishment and operation.
Social Services Tax	0%	On all income accrued within the Zone or outside the Kingdom.
Dividends Tax	0%	On all dividends accrued within the Zone or outside the Kingdom.
Sales Tax (Services – Consumption)	7%	Sales tax on services for consumptions within a Development Zone.



RESPECT  
FOR PEOPLE  
AND PLANET





## WE ARE COMMITTED TO RESPONSIBLE DEVELOPMENT

We respect the environment and offer a high quality of life. KHBPDZ is visionary in its application of innovative, smart technologies and its people-centered approach to living, leisure, and work spaces, as it adopts smart, green provisions throughout:

- Building Heights
- Skyline Design
- Open Spaces
- Landscaping
- Pedestrian-friendly Environment
- Parking
- Cycling Tracks
- Smart Design
- Adaptable Buildings
- Sustainability
- Green Development
- Innovative Traffic Solutions
- Low Carbon Emission
- Energy Use Reduction
- Sustainable Infrastructure
- Urban Heat Island Effect Reduction



BE PART  
OF JORDAN'S  
FUTURE... TODAY

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