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Jordan Enterprise Development Corporation
November 9th, 2009

بسم الله الرحمن الرحيم

**Your Excellencies, Esteemed Ladies and Gentlemen,
Good Morning,**

"Energy Efficiency ": a Strategic Agenda for Government and Industry Conference. This is a timely subject with key issues of growing in importance, for all of us.

The need for practicing effective cooperation between business and government can only be underscored especially in forums such as this one. One of our major concerns at JE is how can energy efficiency be profitable as well as have social benefits?

Ladies and Gentlemen,
Energy Efficiency is a key element of Jordan Energy Sector Master Plan. Indeed according to the indicators available to-date for the 2008, the total consumption of energy is 20% from GDP.

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The importance of energy is unquestioned especially as it is crucial to all production sectors, a vital public utility and households. Energy efficiency is a key element of sustainable development and is a key component towards enhancing competitiveness in both short and long term measures.

The cost of energy has been fluctuating in a manner that has been uncontrollable over the past two years. Accordingly, renewable energy has been given more attention as an alternative source to fuel the development process of countries all over the world, in addition to its contribution towards countries efforts of becoming "green."

In line with the GoJ Energy Master Plan and JE/JUMP goals in developing Industrial SMEs competitiveness; JE has taken several initiatives to improve the efficient use of energy and subsequently reduce the amount of energy consumption.

One of these initiatives is conducting detailed energy studies for industrial SMEs, where JE signed 2 MOUs with specialized Jordanian consultants in the scope of Energy

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Saving and facilitated the link between these consultants and SMEs.

SMEs are encouraged to assess energy saving possibilities resultant from better utilization of lighting, air compressors, furnaces and chilled water system machinery motors .

JE assisted 18 companies in developing these Energy Detailed Studies, at a cost of 165,000 JD, with JE subsidizing 70% of this cost .

JE also assisted 4 companies in the installation phase of the output of these Energy Saving detailed Studies. The cost of implementation for the 4 companies was JD 530,073. JE subsidized around JD 140,000. The annual expected saving for 4 companies implemented the measures will be JD 277,055.

Another initiative includes launching a "Solar Thermal Initiative" with the aim of assisting a group of SMEs in reducing their energy costs by benefiting from Solar Thermal Energy for water heating and steam generation. This works efficiently in both summer and winter

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conditions. Industries can start saving on their fuel consumption to get hot water and steam generation for their industrial process benefiting from Jordan's position in the sun-belt part of the globe. JE has committed to fund 35% or JD 40,000 of the cost if the installed system which ever is less.

We believe that energy efficiency is the first step towards the future, and we will continue to encourage companies adopting "green" techniques towards growth.

Thank you for your good listening and wishing you a fruitful discussion day and looking forward to seeing a rich recommendations agenda for future follow-up.