



PKF Jordan & PKF Iraq Newsletter

September 2024



PKF Accountants and Business Advisers

PKF Jordan and PKF Iraq are member firms of PKF Global, the network of member firms of PKF International Limited. We are a multidisciplinary auditing and consulting firm with industry-specific services. Since our establishment in Jordan in 1990, we have been assisting clients in solving their most demanding issues and overcoming their major challenges. We are committed to providing high-quality services and solutions that focus on establishing long-term partnerships with clients. Through our services, clients can be confident that in-depth assessment of their needs and thorough analysis, design, and implementation of solutions are carried out by teams of dedicated professionals.

Our experience, expertise, methodology, commitment, and partnership approach grant our clients improved business performance. We provide real solutions to real challenges in the form of customized services and advice to various clients within their business specialties.

PKF offers a wide range of services to small and medium-sized enterprises (SMEs), large enterprises, governmental bodies, and non-governmental organizations (NGOs) in the MENA region.

OUR SERVICES



Assurance and Advisory



Taxation



Financial Planning



(IT) Consultancy



Corporate Finance



Forensic Accounting



Project Management Consultancy



Insolvency



Business Agility Transformation



Data Analytics, Visualization and Management

PKF International

PKF International Limited is one of the top 15 largest global accounting and business advisory firms.

Established in 1969, PKF International is a network of 214 legally independent member firms and correspondents in 530 locations in 150 countries providing local expertise in accounting and international business advisory services.

Our Vision:

To be number one preference for companies in their selection of professional advisers.

Our Mission:

To assist our valuable clients in upgrading their business performance and efficiency and help them gain competitive advantage in order for their business to succeed and excel.

Our Philosophy:

Foresight, trust, responsiveness, commitment and technical excellence.

GLOBAL EXPERTISE LOCAL KNOWLEDGE



20+

Countries We Did Projects In



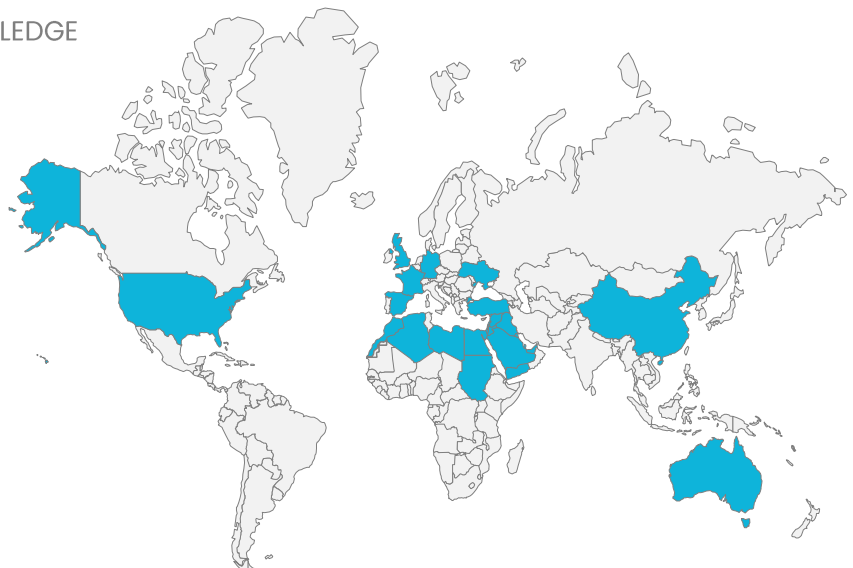
2000+

Business Value Generating Projects



650+

Satisfied Clients



Contents



Section 01: 4
Breaking News Bulletin

- Global News! 5
- Local News! 6



Section 02: 7
Nurturing Growth Together

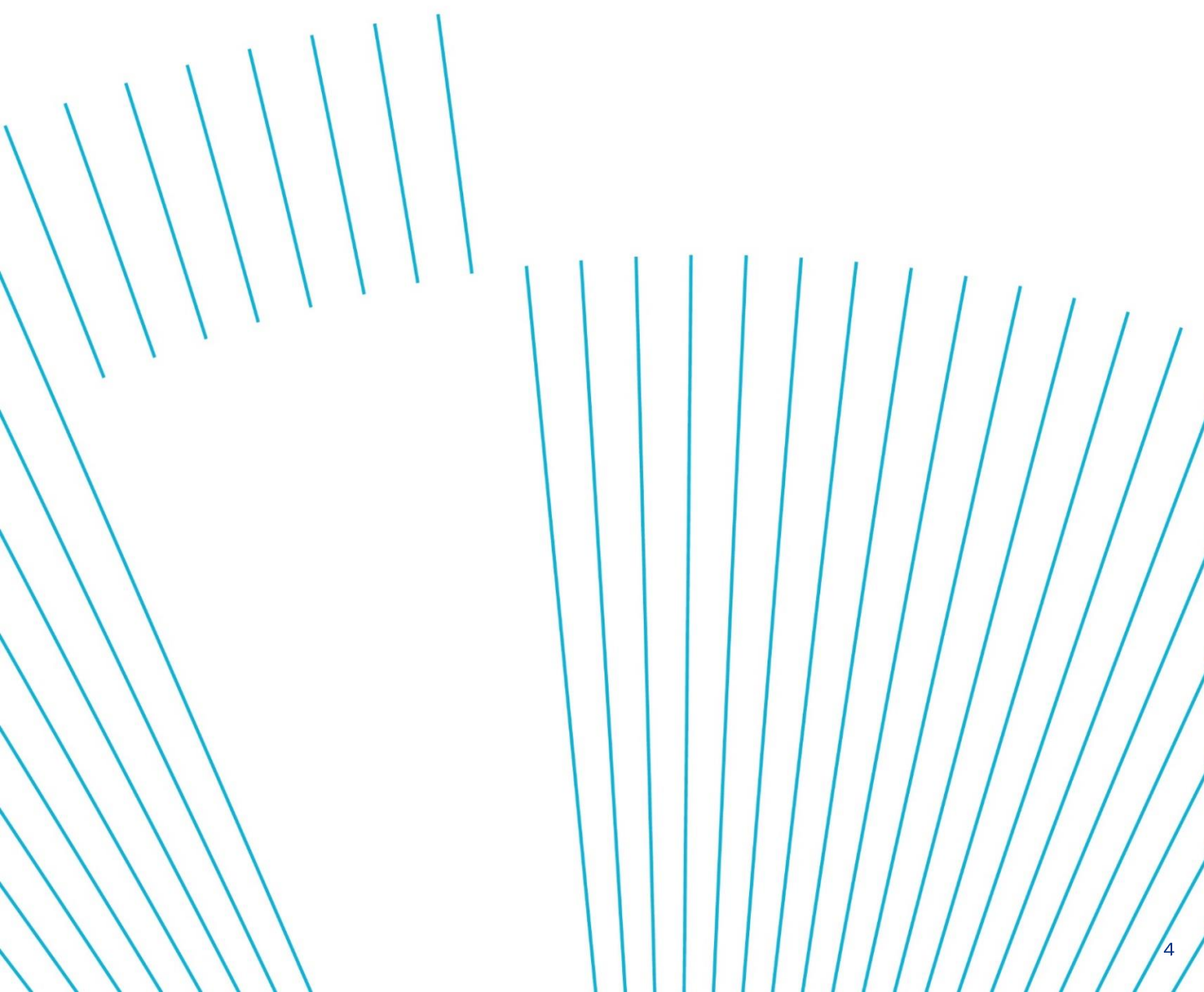
- Meet Our New Partner! 8
- Meet Our New People! 9
- Empowering Futures, Elevating! 10



Section 03: 11
PKF Jordan & PKF Iraq Major Contracts

- Recent Projects! 12
- Sample of Our Main Clients! 15

Section 1: Breaking News Bulletin: Stay Informed with the Latest Updates!



Stay Informed with the Latest Updates!

Global News!

Global Economy Forecast 2024: Moderate Growth Amid Global Uncertainty

The global economy is forecasted to grow at a moderate pace of 2.7% in 2024, according to the World Bank's latest report. This forecast reflects the complexities and uncertainties faced by economies worldwide, primarily driven by geopolitical tensions, rising inflation, and energy price volatility. While advanced economies are grappling with slower recovery rates, emerging markets are demonstrating resilience, fueled by investments in green energy and economic diversification.

Key Challenges:

Several advanced economies are still dealing with the aftermath of the COVID-19 pandemic, experiencing labor shortages, supply chain disruptions, and rising input costs. The ongoing war in Ukraine continues to cause fluctuations in energy prices, adding to the financial strain on many industries. Inflationary pressures remain a concern, particularly in regions heavily reliant on energy imports. Countries such as the United States and those in Europe are witnessing a slow but steady recovery, but these challenges are likely to keep growth subdued throughout the year.

Resilience in Emerging Markets:

In contrast, many emerging markets are showing strong signs of recovery. Economies in Southeast Asia, Africa, and Latin America are benefiting from green energy investments, technological advancements, and regional trade agreements. These markets are capitalizing on opportunities in renewable energy, which has become a central part of their economic diversification strategies. Countries like India and Brazil are making significant strides in solar and wind power projects, positioning themselves as leaders in the global transition to sustainable energy.

Focus on Sustainability:

Sustainability and Environmental, Social, and Governance (ESG) criteria are at the forefront of economic planning in 2024. Governments and businesses alike are placing greater emphasis on green energy projects to reduce carbon emissions and meet climate change

commitments. The European Union, through initiatives like the European Green Deal, aims to become the first climate-neutral continent by 2050. Other nations are following suit, with renewable energy projects in solar, wind, and hydropower receiving unprecedented investments.

Technological Transformation:

In addition to sustainability, technological advancements are transforming global economies. From artificial intelligence (AI) to blockchain and cloud computing, these innovations are helping businesses streamline operations, reduce costs, and improve efficiency. However, these technologies also bring compliance challenges, particularly around data privacy and cybersecurity, with governments worldwide stepping up regulations to ensure responsible use.

Economic Outlook:

Emerging Looking ahead, the global economy will continue to navigate uncertainties, but the focus on green energy and technological innovation offers a path to resilience. Policymakers are expected to support these trends by creating favorable regulatory environments that encourage sustainable investments and digital transformation. While the growth forecast remains modest, these efforts could help stabilize economies and set the stage for stronger growth in the years ahead.

Sources:

- ❖ World Bank – Global Economic Outlook 2024
- ❖ Thomson Reuters – Global Compliance Trends 2024
- ❖ Russell Reynolds Associates – Corporate Governance in 2024
- ❖ NAVEX – Top Green Energy Investment Trends for 2024

Stay Informed with the Latest Updates! Local News!

Jordan's Economic and Investment Indicators

Jordan economy is steadily recovering post-pandemic, with key sectors such as extractive industries and agriculture driving growth. The extractive sector grew by 6.3%, while agriculture rose by 5.7%, contributing to overall GDP improvements. Public debt remains a challenge at 89.1% of GDP, but economic reforms aim to reduce this burden over time. Foreign direct investment (FDI) and reforms in digital transformation and infrastructure have been significant drivers of economic diversification. The government's fiscal strategy, focusing on improving tax collection and public spending efficiency, has helped manage deficits. Furthermore, Jordan's strategic partnerships, particularly with Gulf countries and international financial institutions, have bolstered its investment climate, making the country a growing regional hub for startups, especially in tech and finance.

Key Sectors Driving Growth:

- **Tourism:** Despite a slight decline in tourist numbers, Jordan continues to attract significant revenue from its rich cultural heritage and eco-tourism projects.
- **Technology and Innovation:** Jordan's tech sector is flourishing, with government-backed startup incubators promoting innovation and employment in tech-driven industries.

- **Energy:** Renewable energy projects, particularly solar and wind, are leading Jordan's shift towards a more sustainable energy mix, reducing dependency on imported fuel.

Challenges:

- **Unemployment:** While the unemployment rate dropped by 0.5%, it still remains relatively high at 21.4%, posing a long-term challenge.
- **Trade Deficit:** Jordan's trade deficit has increased, with exports declining and imports remaining steady, a factor that affects its external balance.

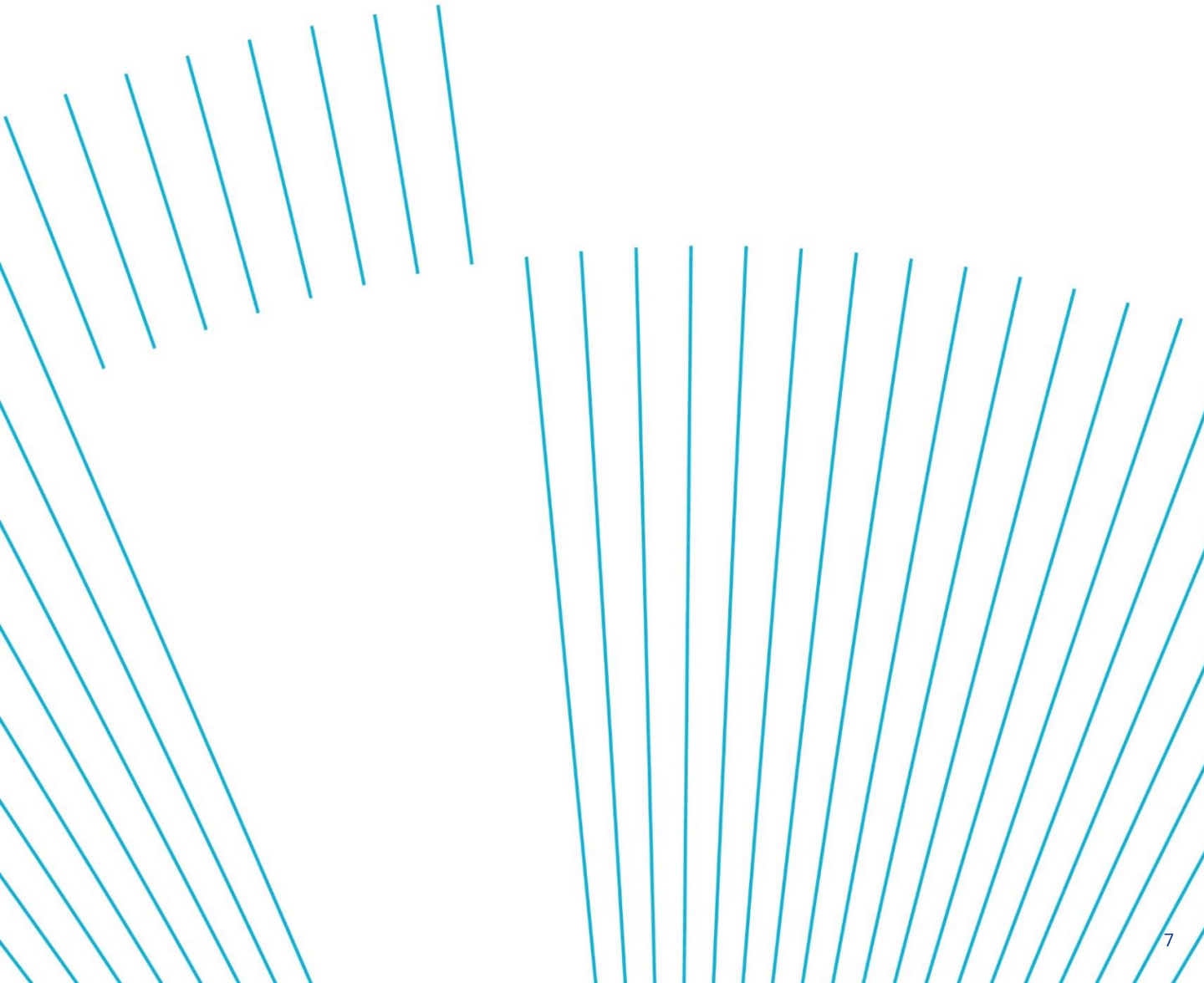
Looking Ahead:

Jordan's economic outlook is cautiously optimistic. The country's efforts to attract investments, coupled with its strategic location, make it a key player in regional economic development. With a strong push toward digital transformation, infrastructure development, and the growing role of renewable energy, Jordan is poised to sustain its growth trajectory. However, managing public debt, reducing unemployment, and addressing the trade deficit will remain critical challenges in the coming years.

Sources:

- ❖ **Jordan Times – "Jordan's Economic Indicators: A 2024 Overview."**
- ❖ **Maen F. Nsour's Comparative Overview – "Jordan's Economic and Investment Indicators: A Comparative Overview."**

Section 2: Nurturing Growth Together!



Nurturing Growth Together!

Meet Our New Partner!

We extend a warm and enthusiastic welcome to our new partner as he joins us on our collaborative journey. At the heart of our thriving community is a shared commitment to growth, innovation, and mutual success. Embracing [his/her/their] unique expertise, we look forward to synergizing our strengths, forging meaningful connections, and achieving collective milestones. Here's to a future filled with shared accomplishments and a strengthened alliance that propels us to new heights. Welcome to our dynamic network!

We would like to gladly introduce:



Mr. Anan Fatayer, MBA & CIA

Partner

Ms. Mr. Anan is a seasoned professional with over 28 years of experience in providing external audit, internal audit, fraud and revenue assurance, quality assurance, third-party management, advisory and assurance services across a wide variety of the largest public, international groups and private corporations in different sectors; telecommunications, banking, manufacturing, agricultural, Microfinance, and international development funds such as USAID and EU programs. He has been pivoted for the Corporations in achieving key milestones, advocated initiating and leading changes, improving the operations, adding value, enhancing employee experience and achieving the stakeholders' expectations.

Mr. Anan has provided services for many clients in major industries and in diverse markets, including Jordan, Iraq, Qatar, Kuwait, Sudan and Algeria. His experience has been linked to multiple soft skills like leadership, adaptability, critical thinking, conflict management and creativity. Over the years, he has received several honors and awards in quality assurance and compliance from international firms.

Mr. Anan holds an MBA in International Business from the Swiss Business School (SBS), a Level 7 Diploma in Accounting and Finance from QUALIFI (UK), and a Bachelor's Degree in Accounting from Philadelphia University. He is also a Certified Internal Auditor (CIA) and an active member of several professional organizations, including the Jordanian Association of Certified Public Accountants (JACPA), The Institute of Internal Auditors (IIA), the Association of Certified Fraud Examiners (ACFE), and the Information Systems Audit & Control Association (ISACA).

Nurturing Growth Together!

Meet our new people!

Embracing fresh talent, we extend a warm welcome to our newest members, enriching our team with diverse perspectives and shared enthusiasm for success.



Reem Khalil, CMA
Auditor



Talla Manoun
Auditor



Eng. Batool Daoud
Associate Consultant

Meet

Our New People



Eng. Osama Tarakhan
Associate Consultant



**Abdelrahman
Mehmood**
Audit Supervisor



Alisha Malik
Senior Auditor

Nurturing Growth Together! Empowering Futures, Elevating!

We are excited to announce the well-deserved promotions of several team members who have demonstrated exceptional dedication, leadership, and contributions to our organization's success. Their commitment to excellence and their ability to consistently exceed expectations have played a crucial role in driving growth and innovation. As they step into their new roles, we are confident they will continue to inspire their teams, embrace new challenges, and help propel our company toward even greater achievements. Please join us in congratulating them on their well-deserved promotions!

Promotion Announcement



Immad Ahmad
Audit Manager



Omar Khattab
Audit Supervisor

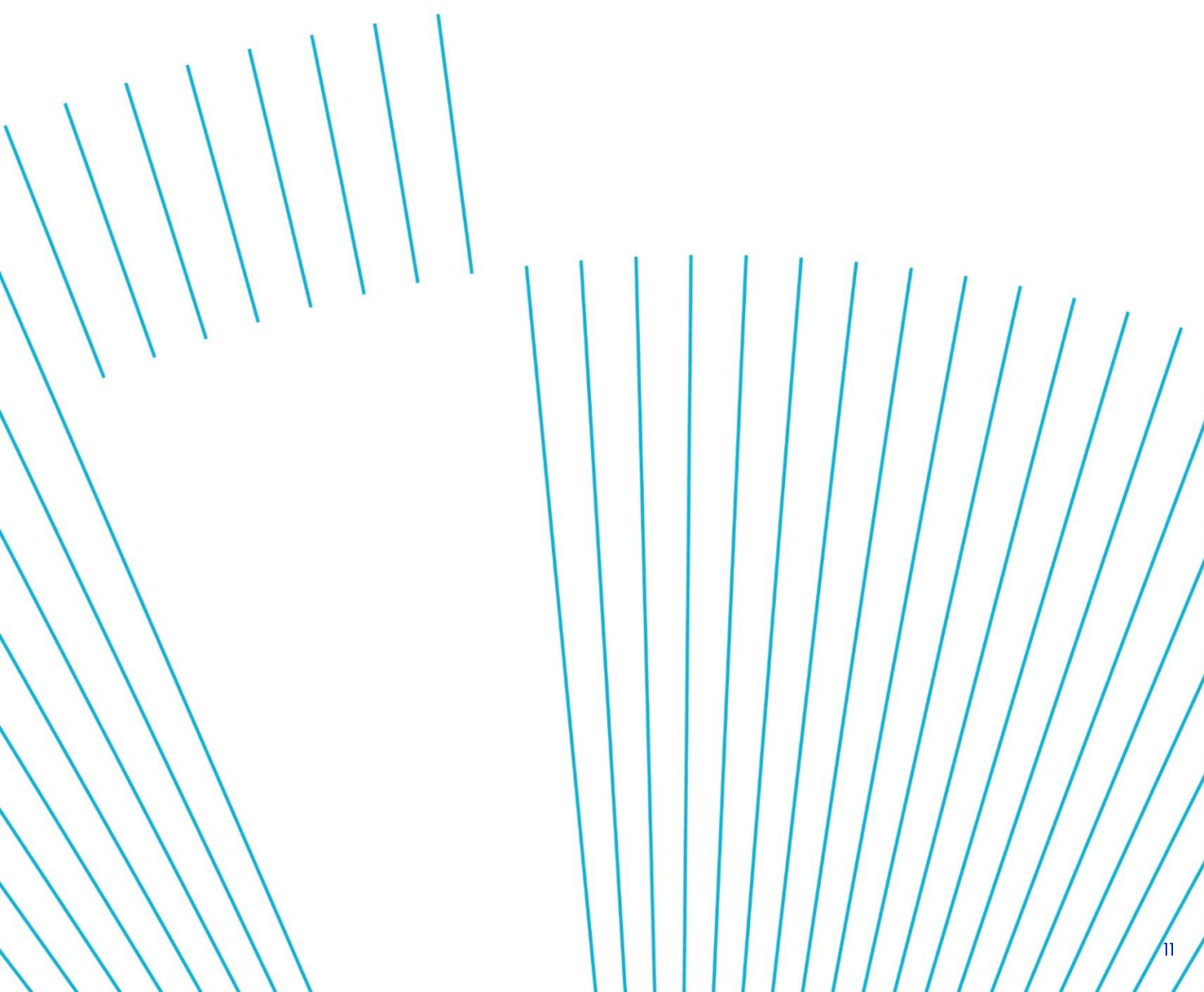


Ehsan Al-Damen
Semi-Senior Auditor



Moath Al-Qadi
Semi-Senior Auditor

Section 3: PKF Jordan & Iraq Major Contracts



PKF Jordan & Iraq Major Contracts

Recent Projects

البنك الأهلي الأردني
Jordan Ahli Bank



Jordan Ahli Bank

PKF Jordan & Iraq provided Jordan Ahli Bank with expert tax consultancy services. Our scope of work included a comprehensive review of the Double Taxation Agreement between Jordan and the UAE to ensure compliance and identify potential tax implications.

Additionally, we assessed the tax consequences of intellectual property transfers and licensing agreements, examined transfer pricing arrangements, and developed a strategic tax planning approach tailored to the bank's needs.

Jordan Ahli Bank has a regional and global presence and banking expertise spanning over 60 years. Jordan Ahli Bank is a leading Jordanian banking institution with a deep history and national heritage. It was the first Jordanian bank to be established in 1955 and the sixth public shareholding company in the Kingdom. The bank has played a key role in the development and growth of the banking sector, making it an economic supporter and a socially responsible institution, as well as the ideal partner for the banking lives of many people over its sixty years, which it reached in 2015. The bank is also known for its sound institutional structure based on the concept of sustainability, and its ability to keep pace with the latest developments in Jordan and the world.

Sager Drone

PKF Jordan & Iraq provided external audit services to Sager Drone.



Sager was founded in 2018 to become a driving force in the development of the drone solutions industry across the MENA region, which currently operates under a fragmented regulatory framework in line with national safety rules.

Today, they are working to accelerate the integration of drone-based solutions across the region through advanced training, education, and proven results, and to empower businesses and drone enthusiasts to secure Safe, Legal, and Confident flight.



PKF Jordan & Iraq Major Contracts

Recent Projects

Jordan Free and Development Zones Group

PKF Jordan & Iraq has been awarded a contract by Jordan Free and Development Zones Group to conduct a Comprehensive Market Assessment of the Dead Sea Area in Jordan.

The overarching goal of this market assessment is to identify key development Areas and investment opportunities that will contribute to the sustainable development and enhancement of the Dead Sea Area's

economic, touristic, and cultural significance. By conducting a thorough analysis of existing offerings, investments, visitor experiences, historical visitation patterns, and real estate projects (both residential and commercial), the project seeks to unearth valuable insights that will inform stakeholders on how to strategically position the Dead Sea Area in the global tourism and real estate landscape.

Furthermore, the project aims to enhance the ongoing development efforts by conducting a comprehensive review of the current master plan for the Dead Sea Area. This review will assess the alignment of the existing master plan with identified goals, objectives, and opportunities identified through the market assessment. The ultimate objective is to provide actionable recommendations for adjustments or enhancements to the master plan, ensuring its effectiveness in guiding the sustainable and holistic development of the Dead Sea Area. The insights gained from this dual-focused approach will play a pivotal role in shaping the future direction and success of the Dead Sea Area.

The company of Jordanian Free & Development Zones Group is one of the economic investment arms of the government of the Hashemite Kingdom of Jordan. The group is an independent government company that provides integrated investment services to potential investors. In addition, it is developing and preparing the investment environment to attract various industrial, commercial, tourist, and services economic activities, also establishing pioneering projects, and developing international and transit trade among its most important aims.



PKF Jordan & Iraq Major Contracts

Recent Projects

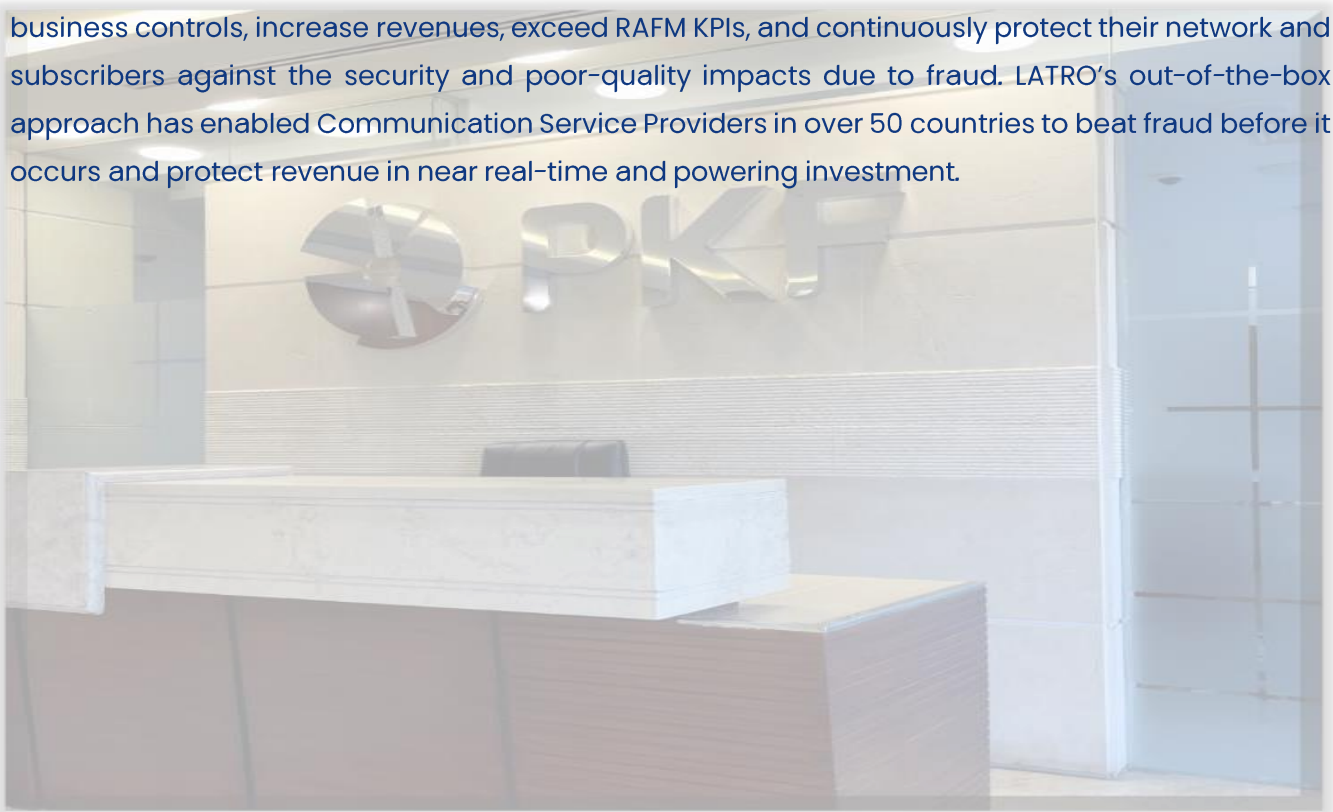
LATRO – FZE



PKF Jordan & Iraq has been awarded a contract to provide Tax, Accounting, and Entity Set Up Services for LATRO FZE. As part of this engagement, we will assist in the establishment of a permanent

entity and set up payroll systems, including managing monthly payroll processing, tax calculations, and social security contributions. Our team will handle the company's tax registration with the Income and Sales Tax Department, ensuring full compliance with local tax laws, including VAT filings and payroll tax submissions. Additionally, we will provide monthly bookkeeping, financial reporting, and ensure ongoing support for all tax compliance and corporate governance requirements.

LATRO specializes in telecom fraud management and revenue assurance, providing innovative, AI-driven solutions for robust protection and efficiency in the global telecom sector. LATRO helps telecommunication operators, service providers and national regulators solve complex business problems through the creative use of advanced technology and techniques. LATRO is the only RAFM solution provider to offer innovative solutions to telecom operators and national regulators worldwide – empowering them to beat fraud on their networks, stop revenue leakages, mature business controls, increase revenues, exceed RAFM KPIs, and continuously protect their network and subscribers against the security and poor-quality impacts due to fraud. LATRO's out-of-the-box approach has enabled Communication Service Providers in over 50 countries to beat fraud before it occurs and protect revenue in near real-time and powering investment.



PKF Jordan & Iraq Major Contracts

Sample of Our Main Clients!



Growth beyond boundaries

PKF Jordan

95 Al-Sharif Abdel Hamid Sharaf Street, Al
Waleed Complex, Shmeisani, Amman, Jordan

PO. Box: 928575

Tel: +962 6 5695442

+962 6 5627129

Fax: +962 6 5606344

info@pkf.jo

www.pkf.jo

PKF Iraq

Baghdad: Hay Alwehdah, Quarter 902, Street
12, house 62

Erbil: MRF 4 Towers, Complex ©, 5th Floor,
Office 16

Tel: +962 6 5695442

info@pkfiraq.com

www.pkfiraq.com



PKF Jordan & PKF Iraq is a member of PKF Global, the network of member firms of PKF International Limited, each of which is a separate and independent legal entity and does not accept any responsibility or liability for the actions or inactions of any individual member or correspondent firm(s).