

GreenfieldCities Business Campus: ICT Hub

Current Situation

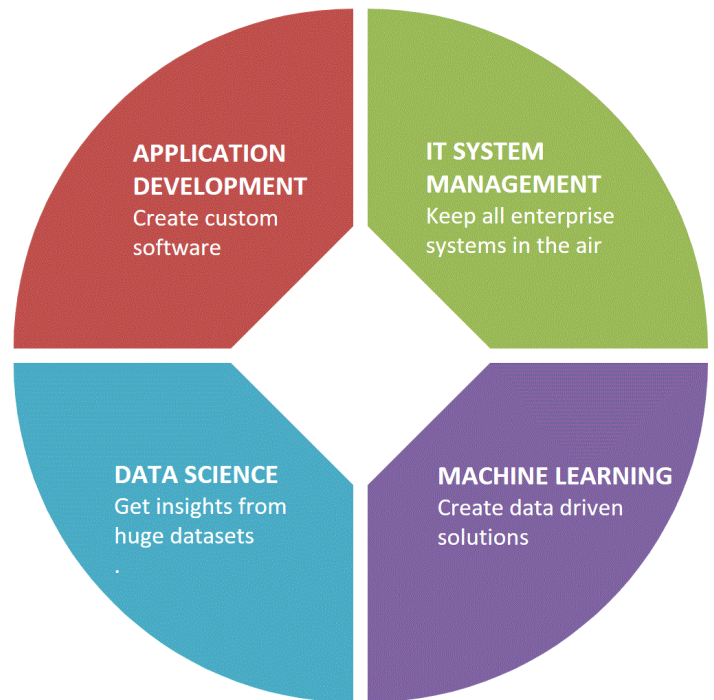
Mafraq is heavily impacted by the regional unrest. Thousands of Syrian refugees found shelter in the city and the region's countryside. The region is facing high unemployment rates, especially among youth and women. Next to a lack of job opportunities, Mafraq battles an ongoing pressure on its infrastructure and water scarcity. The situation for ICT talents from Mafraq is not any better. ICT graduates from Mafraq, both Syrian and Jordanian, cannot find a relevant job in Mafraq due to the absence of local ICT companies. They have to go to Amman for an ICT related job, but economic and cultural barriers stop many, and especially women, from going to Amman for work or training. This pushes many of them into long-term unemployment, even after graduation at a Jordanian university. This leaves much ICT talent in the Northern governorates underutilized.

GreenfieldCities Business Campus

Only one hour away from Amman, at an international highway junction between Amman, Damascus, Baghdad and Haifa, the GreenfieldCities business campus will be located in the Mafraq Economic Free Zone. The campus will be a lively urban environment with living, learning and working opportunities for 1500 young Jordanians and Syrian refugees in the ICT, water, sustainable energy, agri-business, hospitality and construction sectors. The business campus will have clean-tech infrastructure and will be environmentally and financially sustainable. It will include training and educational facilities, office space, housing, a hotel and a high-tech agricultural center among other facilities. By providing high quality infrastructure, facilities, services and incentives on the business campus, GreenfieldCities will attract talented youth, businesses and investment, thereby creating locally needed and sustainable jobs in a region that is suffering from youth unemployment.

ICT Post-Academic training institute for employment includes:

- 1. Pre-assessment to select suitable candidates ✓
- 2. Training (ICT business' demand driven) ✓
 - Professional skills ✓
 - Technical skills ✓
 - Language skills ✓
- 3. Employment at an ICT business on campus ✓



Subjects Post-Academic Training Institute

GreenfieldCities ICT Hub

Within this dynamic business campus environment, there will be the GreenfieldCities ICT Hub; a truly enabling environment for ICT companies and ICT experts. The base provision consists of high-quality data and communication infrastructure and affordable rental agreements, including incubation space. We complement this with effective governance, a clear and stable regulatory framework, tax-breaks, and services to ensure that ICT businesses on campus can focus on their core business. To help kick start ICT businesses on campus, GreenfieldCities helps ICT companies with some key services to start their business with ease and low risk. Those include much needed professional skills training and coaching, software development training, internships and job brokering, specifically focused on matching the needs of regional energy, water, manufacturing, logistics and agri-business companies with ICT experts and businesses on campus. Campus businesses will therefore find clients and highly educated and skilled human resources tailored to their needs who live on the business campus and work for reasonable salaries. Next to such services, ICT businesses can use the innovative and sustainable character of the campus and the ICT incubator to promote their business with future clients, while contributing to solving major challenges of Mafraq.