

# JORDAN

## Is the Two-State Solution in Danger?

*Dr. Marwan Muasher  
Foreign Minister*

Peace in the Middle East is in real danger, not just because of the present impasse between the Palestinians and the Israelis, but more gravely because the very concept of a viable two-state solution to the conflict might soon become impossible.

Only a few months ago, things looked much rosier, with President Bush coming to Aqaba and Jordan hosting a meeting between the Palestinians and Israelis in which the roadmap implementation phase was officially launched. Unfortunately, none of the sides met their commitments under the roadmap, leading to the present stalemate. Further, the one party that has the ability to keep the two sides on track, namely the United States, has decided to become less active in the process, at least for the time being.

Jordan's position on the need to address the security situation is well known. We firmly believe that suicide bombings, which have been condemned by Jordan from a political and moral point of view, have hurt the Palestinian cause, and that the Palestinian National Authority has an obligation to control the security situation and stop these attacks. But while the diplomatic game might be frozen, the status quo on the ground is not. This is largely in part to the building of what is wrongly named a 'Security Fence' by Israel in the West Bank.

The idea of erecting a wall to divide Palestinians and Israelis should be problematic by itself to the international community. After all, it has been 14 years since the fall of the Berlin Wall. But if Israel is to build a temporary wall on

security grounds, it should do so on the 1967 borders. Instead, the wall cuts deep inside Palestinian territory, confiscates even more Palestinian land, and divides the West Bank into three cantons, making it extremely difficult to travel freely. The 'Security Fence', currently being built by the Israeli government, is a clear implementation of its separation policy, a separation that will ensure that Palestinians are denied access to the land of their immediate fathers and forefathers, while Israelis continue to traverse their secure bypass

roads to settlements lying in the heart of the Palestinian territories. In short, the wall will practically and irreversibly terminate any chance for the establishment of a viable, sustainable Palestinian state. It is thus very much a political wall, one that will stand defiantly against President Bush's vision of a two-state solution, and against the mechanism to get there - the roadmap.

The question that the international community, including

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## New Cabinet to Focus on Political Development

His Majesty King Abdullah swore in a new 21-member cabinet on 25th October 2003 led by



Prime Minister Faisal El-Fayez. The new cabinet brought a new agenda, some new faces, mainly young technocrats, and an unprecedented three women.

The new government's agenda will be marked by an "all-embracing vision" that aims to further the state and its social, economic and political sectors. However, political reform and development comes at the top of the new government's agenda. Indeed, a new portfolio, the Ministry of Political Development was created in order to implement King Abdullah's vision of comprehensive political development.

In his reply to His Majesty King Abdullah's Letter of Designation, Prime Minister El Fayez focused entirely on a domestic agenda that would bring about the "quality change" that King Abdullah called for. El Fayez pledged that

Comprehensive development comes at the "crux of the main themes for the forthcoming phase, in which democracy will be established and matured to encompass

all the components of the Jordanian society that represent, without exception,

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the United States, should ask today is this: What happens next if the two-state solution becomes unfeasible? Will the Palestinians ask to become equal citizens in the Israeli state? Will Israel ever agree to such a request? Or will Israel continue to rule over the Palestinians forever? More dangerously, would extremists in Israel revive the idea of a transfer of Palestinians outside their land?

We must not only keep the two-state solution option alive, but work pro-actively and tirelessly to prevent the disintegration of the two-state solution.

It should be abundantly clear that the best possible outcome to everyone, Israel included is a two-state solution that includes a viable and sustainable Palestinian state. This is Jordan's main objective, for which we will continue to work tirelessly. We will support any initiative that might contribute towards its attainment. As such, Jordan is supporting the Geneva Accords, an effort by Palestinians and Israelis, which have resulted in a full agreement that left no issues unsettled. While we cannot take a position on the content of the agreement ahead of the two official parties, we believe such an effort is worthy of the support of the international community. It proves that there are reasonable people on both sides able to sit together and reach an agreement and it can serve as a model for an official agreement still to be negotiated by the two sides.

We must not only keep the two-state solution option alive, but work pro-actively and tirelessly to prevent the disintegration of the two-state solution. Time if of the essence, and the alternatives all bleak. ☞

**Jordan:**

## Your Business Portal to the Middle East

**H**er Majesty Queen attended the Embassy of Jordan's business forum "The Jordanian Gateway to Business Opportunity in a rapidly Changing Middle East", in Washington DC on 16th October 2003. Jordanian officials and Jordanian and American senior business leaders discussed Jordan's new model of economic reforms and its untapped investment opportunities.

Assistant Secretary for Near East Affairs Mr. William Burns delivered the forum's keynote speech in which he highlighted the "vital and unique" partnership Jordan and the United States enjoy.

In his discussion of the wide spectrum of economic, political and social challenges that face the Middle East today, Burns affirmed that there is still a "basis for hope" which is in turn, the "one commodity that, as Queen Rania has eloquently suggested, is most desperately needed in the region."

Burns spoke of Jordan as the model for change and reform in the Middle East. "Under the leadership of His Majesty King Abdullah, reform is making a difference for Jordanians," Burns stated. Indeed Jordan's exports to the United States have skyrocketed from a mere 10 billion in 1998 to almost 500 million last year, making the United States Jordan's number one export market. Furthermore, Jordan's gross domestic product increased about 5% in 2002, "a remarkable achievement" despite the "worldwide economic downturn" and the slow flow of investment in the Middle East, added Burns.

Burns explained that this unprecedented growth in Jordan is "no accident," attributing it to the bold reform measures upheld by the Jordanian government, the

Free Trade Agreement, and the Qualified Industrial Zones.

For example, the Qualified Industrial Zones (QIZ's) have created "lots of jobs in a short period of time" according to Halim Salfiti, managing director of Al Tajamouat, a garments company in the QIZ's. Indeed, the QIZ's have created more than 30,000 jobs since 1998.

"His Majesty King Abdullah understands that the way to peace in the Middle

East is not with guns but with jobs," remarked Martin Granoff, chairman of Val D'or, an American textiles and garments company that has operated in the QIZ's in Jordan since 2002.

Other

Jordanian and

American speakers at the forum also noted that the US-Jordanian partnership is a vote of confidence that reflects the Kingdom's commitment to social and economic development.

Mike Daniels, Sector Vice President of Science Applications International Corporation (SAIC), a US based science and technology service company that has worked in Jordan for five years, commended Jordan's economic endeavors telling the audience that Jordan is "the place in the Middle East...to consider doing business." Outlining the top ten reasons to invest in Jordan, Daniels said that Jordan's regulatory environment, its "excellent workforce," and the wide array of business opportunities in the Kingdom, from national security defense applications to healthcare and telecommunications, makes Jordan an attractive and potential hub for business in the region.

**T**he forum's sessions also focused on sector-by-sector opportunities, tapped and untapped, in Jordan



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the different political and social forces.”

“We want an all-embracing dialogue with all sectors of civic society, as well as the political and social forces, participate in order to build a political development that embodies your vision of facilitating the formation of national political parties, that enjoy strong resolve and wide representation, whose underlying objective is Jordan’s progress and prosperity,” El Fayez stated in his response letter.

### The new government's agenda encompasses the following:

- ▶ Commitment to achieve comprehensive political, economic and social development;
- ▶ Safeguarding constitutional rights and maintaining public and private freedoms;
- ▶ Guaranteeing the freedom of expression and open dialogue in the interest of achieving the full and effective participation of all Jordanians- men and women;
- ▶ Implementing the democracy of worthiness on the basis of equal opportunities, excellence, creativity and the pursuit of the provision of work opportunities in close cooperation with the private sector and the civic society.
- ▶ Developing education and the Jordanian human capital in the interest of a developed and healthy economy within the authenticity of Jordan's legacy and the Hashemite lineage;
- ▶ Serious pursuit of the achievement of tangible improvement in the living standards of Jordanian men and women and the development of public sector

services and infrastructures;

- ▶ Activating women's participation in all the political, economic and social sectors;
- ▶ Commitment to enhance the role of the Homeland's young men and women in effective participation in leadership and development;
- ▶ Establishing a genuine and productive partnership between the private and public sectors and unleashing the momentum of interaction by stimulating the private sector to play a more effective and harmonious role with its capabilities and capacities;
- ▶ Commitment to enhancing financial and monetary stability and continuing economic and financial reform.

The new government will be based on “the principle of transparency and the approach of responsibility and accountability,”

El Fayez marked that the modus operandi of the new government will be based on “the principle of transparency and the approach of responsibility and accountability,” noting at the end of his letter that the new government will consecrate all its capabilities and invest all its efforts for the sake of realizing His Majesty’s vision of “Jordan First, Jordan Now, and Jordan Forever.”

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economic liberalization and integration in the global economy but also in its rigorous educational initiatives and its ambitious ventures in information technology. Steve Du Mont, Vice President of Cisco systems, a worldwide leader in networking for the Internet said that his company is “extremely proud” to be Jordan’s partner in using its very youthful and promising population and “using technology” in

order to transform Jordan into an advanced knowledge-based society that is able to keep up with the pace of technology on the global arena.

Burns also lauded Jordan’s new education initiatives, which aim to build on “Jordan’s greatest resource: its people,” by restructuring the education policy and programs and consolidating the schooling system in order to make it accessible to the country’s youthful population.

In fact, the growth Jordan has witnessed in the past four years and its ambitious and visionary agenda for the future indicate that as Akel Biltaji, chief commissioner of the Aqaba Special Economic Zone Authority said, Jordan is truly a “rising star in a difficult regional market.”

### Interview with Jordanian American Usama Fayyad

**D**r. Usama Fayyad is Founder and President of DMX Group, a services and technology firm delivering advanced business intelligence and data mining solutions to Fortune 1000 companies. Dr. Fayyad is co-founder and Chairman of digiMine, Inc. a privately held company of over 100 employees focused on hosted data mining and business intelligence solutions. From 2000 to 2003, Dr. Fayyad served as President & CEO of digiMine where he raised \$45 million in venture capital from top investors and has grown the company to serve many large Fortune 500 clients. Prior to digiMine, Dr. Fayyad founded and led Microsoft Research’s Data Mining & Exploration (DMX) Group.

At Microsoft he also led the development of data mining components within Microsoft products, including SQL Server 2000. From 1989 to 1995, Dr. Fayyad was at NASA’s Jet Propulsion Laboratory (JPL), California Institute of Technology, where he founded and grew a multi-million dollar advanced research program to develop data mining systems for the analysis of large scientific databases. This work solved some significant scientific problems and earned him numerous awards including the most distinguished excellence award from Caltech/JPL and a U.S. Government Medal from NASA. Dr. Fayyad has published over 100 technical articles and is co-editor of two books on Data Mining and Knowledge Discovery in Databases (KDD).

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He is very active in the KDD community and has served as program chair of several

KDD and Artificial Intelligence (AI) conferences. He is Editor-in-Chief of the scientific technical journal: *Data Mining and Knowledge Discovery*. He is a Director of the ACM Special Interest Group on Knowledge Discovery and Data Mining (SIGKDD) and Editor-in-Chief of its newsletter: *SIGKDD Explorations*.



### **Company Profile**

**DMX Group** provides data strategy, business intelligence, data mining and data exploration services and technology solutions to companies seeking to utilize data to drive revenues, increase customer loyalty, and optimize operations for higher profitability. DMX Group delivers consulting services and data technology applications. Services include data strategy consulting on how to transform the flood of data facing most companies into revenue-generating, profitability-enhancing functional assets for the business. DMX Group services and applications help companies turn data into insights, strategy, and actions to enhance customer retention, understand customer needs and behavior, optimize business operations, and identify data-driven opportunities to enhance revenue and profitability.

Solutions are delivered as business tools, typically integrated in existing business or customer-facing processes. DMX Group data mining services deliver solutions for market demand forecasting, customer acquisition, customer retention, and cross-sell and up-sell. DMX Group was founded in June 2003 by Dr. Usama Fayyad who is a world leading authority on data mining and one of the founding figures in the field. DMX Group started as a spin-off from digiMine (now Revenue Science), Inc. a Venture Capital funded company with \$45M in VC capital from major VC's banks to deliver hosted data mining and business intelligence applications. Customers include DaimlerChrysler, Ford, American Express, Microsoft, GE,

AT&T Wireless, T-Mobile, Dow Jones & Co., CBS, and many others, including large retailers like Nordstrom, Jcrew, Barnes&Noble, Tower Records, and CDW.

### **Why did you decide to start your own company, DigiMine?**

I have spent most of my life dealing with the technical aspects of data mining technology: computer algorithms that are capable of searching large databases and finding patterns and predictive models from data — be it in text, images, or relational databases. In that work I saw great promise for this automated data analysis technology. The technology is capable of finding extremely valuable information in large databases. It turns out, that in almost all large enterprises, data warehousing, the activity of putting various enterprise databases together has been rife with failures.

That's when my co-founders and I, Bassel Ojeh and Nick Besbeas, realized that no one can bring data mining to mainstream businesses unless they also solve the data warehousing problem. Since data warehousing was so complex, we decided to start digiMine as a company that offers data mining and business intelligence applications as a hosted and managed service. Today, digiMine builds and maintains large data warehouses for Fortune 1000 companies, and delivers the analytics and data mining applications on top.

### **Planning for the future, would you think of relocating or opening a branch of your company in Jordan? Explain to us why you would or would not do that?**

Jordan is extremely rich with very high-quality educated engineers. It also has an advantage in that most of these engineers speak English fluently and are up to date with most programming languages and practices and computer technology aspects. The connectivity to the Internet is also solid and reliable. In late 2000 we did a lot of recruiting from Jordan, then we started outsourcing some of the software

development to Jordan, Middle East, and India. As such, we are already working with companies in Amman. I think for software and technology services companies, Jordan would be an extremely attractive place (from a cost perspective) to set up world-class software development and engineering centers. If I could figure out a way to do most of the development there, I would. Software development is a huge opportunity for a country with a solid educational system and a large relative number of highly qualified engineers. It could be turned into a huge industry for Jordan.

### **Many Jordanians face various challenges; cultural, social etc. in the United States. What are the main challenges you confronted?**

It is tough to be away from one's family, and be in a totally different environment. However, I found that to be an interesting challenge. I embraced the best of both cultures. The trick to dealing with most challenges is realizing that there is no perfect system, perfect culture, or perfect situation. It is up to what you want to make of it. The American system is wonderful: open opportunities for those who want to work hard and are willing to pursue goals aggressively. I think the merit system in the U.S. that extends opportunity and freedom to all is a great system. I believe that embracing the best out of the cultures I knew, allowed me to maintain the balance between the intellectual, the business drive, the spiritual, and the cultural that are rooted in goodness and faith. What I would say to others is this: the competitive system is very good for you embrace it and achieve, and great things will follow.

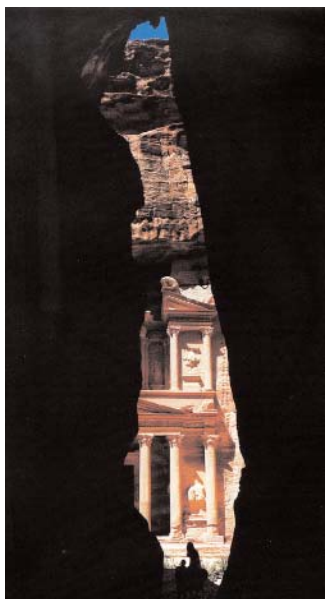
### **Would you think of going back to settle in Amman? And Why?**

Yes, and the biggest reason, besides quality of life, is making sure that my children pick up the Arabic language and the more formal and intense education. Jordan is one of the best places in the world for pre-college education. It is also a safe social environment. ☺

## Celebrating Jordan's History and Culture

Under the patronage of Queen Rania, the Embassy of Jordan, in partnership with the Smithsonian Institution, held a gala reception and a special musical performance by Jordanian pianist Zade Dirani, to mark the official launching of the Jordan expose at the National Museum of Natural History entitled "Celebrating Jordan's History and Culture" where a series of lectures and film on Jordan were held offering an opportunity to better understand Jordan's rich cultural treasures and heritage.

The film, "Jordan: The Royal Tour" was viewed at the Baird Auditorium of the National Museum of Natural History. The audience enjoyed touring Jordan through the eyes of His Majesty King Abdullah II bin Al Hussein as he rides his




motorcycle through the red and dusty desert. From the craggy peaks of Wadi Rum to the depths of the Red Sea, or the beauty of Petra and the Dead Sea to the Roman ruins of Jerash, or the rock formations at Wadi Mujib 1300 below sea level to encountering a Bedouin Camel Guard, the sights of Jordan are breath-taking. Following the film, lectures by renowned experts discussed Jordanian archeology, modern Jordan, the great traditions of



earth architecture, and museum conservators' efforts at saving the remarkable ancient relics of Jordan. Ms. Nihad Shabbar, who is on leave from her position as curator of the Museum of Jordanian Heritage of Yarmouk University spoke to the audience about the history of Jordan from an archeological perspective.

Dr. Don Ortner discussed "The EBI Tombs and Burials of Bab edh-Dhra, Jordan" which are 350 burials from the Early Bronze Age proto-urban phase. The burials form one of the largest, carefully documented skeletal samples from the Middle East.

Ms. Carol Grissom, senior objects conservator at the Smithsonian Center for Materials Research and Education, discussed the ancient plaster fragments discovered in Ain Ghazal near Amman. The thousands of pieces ultimately composed five half life-size plaster statues, including unusual two headed statues.

And finally, Photographer and project director of "The Bedouin Tribes of Petra," Vivian Ronay, spoke about "The Bedouin Tribes of Petra" who lived in the Nabatean-carved rectilinear caves in the cliffs of Petra until 1985 when the Jordanian government invited them to move into the government-built village of Um Sayhun. 

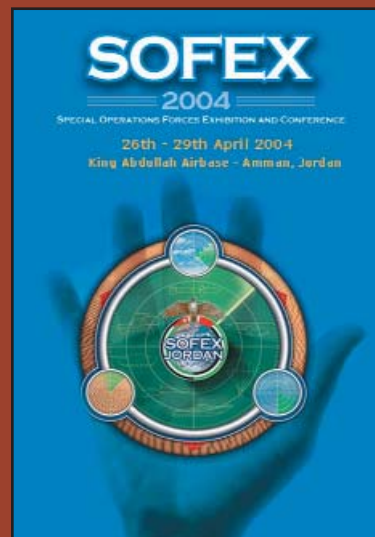
## Upcoming Events in Jordan

### SOFEX 2004

#### Special Operations Forces Exhibition and Conference

26th - 29th of April 2004

King Abdullah Airbase  
Amman, Jordan



### Forging Ahead

SOFEX will be the pre-eminent defense and security exhibition and conference to be held within the Middle East in 2004.

The Exhibition will be managed by a combined civilian and military team, experienced in the exhibitions field, and will be organized jointly between Jordan and the General Exhibition Corporation of the United Arab Emirates.

For more information visit  
[www.sofexjordan.com](http://www.sofexjordan.com)

## An Interview with Jordanian Pianist Zade



**Z**ade Dirani is a twenty-two year old Jordanian composer and pianist known in Jordan for his compositions that blend the Eastern Arabic scales with Western contemporary influences. His piano performances have won numerous prestigious Jordanian Awards, including The Ministry of Education Award for the Arts. He performed in concerts before thousands of Jordanians, foremost among them, His Majesty King Abdullah of Jordan, Her Majesty Queen Rania of Jordan, and Her Majesty Queen Noor Al Hussein of Jordan.

Zade is now working with the multi-platinum producer, and founder of Windham Hill Records, Will Ackerman on producing his debut album, which was released in the spring of 2003. The album features a blend of traditional Middle Eastern instrumentation and contemporary Western influences. Zade performed before officials from Jordan and the United States in Washington DC at the Embassy of Jordan's cultural week "Celebrating Jordan's History and Culture", which was held at the National Museum of Natural History.

**When did you start playing the piano and what is your muse when composing your music? How does your Middle Eastern culture and heritage influence your music?**

I started playing the piano at the age of thirteen. We grew up on a lot of Lebanese and French music like that of Fairouz and Charles Aznavour and I wanted to play the melodies of these songs on the piano. In regards to my muse when writing music: It is just like any art form, be it literature, theater, or painting. You draw your inspiration from your surroundings and your life experiences.

Somehow these events create a cluster of raw emotions that translate into art. My Middle Eastern background certainly is a big part of what influences me. Not only that I grew up there and have absorbed the wonderful culture, but also I am a firm believer that through art one can help create a better understanding of his/her culture. That thought alone is a tremendous inspiration to me.

**You have been touring the United States, since 9/11 and speaking at diverse venues about cultural understanding, humanity and universality. Do you believe your music could speak to the Western world about the Middle Eastern and could help bridge the gap between the different cultures of the world?**

On the 11th of September 2001, I was scheduled to have a house concert for the executive assistant of my producer Will Ackerman. For obvious reasons the performance got postponed until the 29th. I was in Jordan at that time. When I came back and played that concert the emotions were overwhelming. I am an Arab and a Muslim and there I was playing music in the midst of an American home in rural Maine on the Saco River. The point escaped no one. This was not about political boundaries or religious differences. It was all about the single human connection that we all share.


The evening was so overwhelming that I decided to take the house concert experience to as many homes as I could across America. I have been playing in people's homes, churches, temples, universities, hospitals, and schools in a very humble grass roots attempt to bridge the chasm, if you will, that was created by the events of 9/11. The response has been truly wonderful. The generosity of the people and the kindness is incredible. This is a true blessing from God for whom I am deeply thankful.

**Aristotle once said that Music "has a power of forming the character, and should therefore be introduced into the education of the young." What are your thoughts on this and how would your music contribute to education in Jordan?**

I don't pretend to be an expert on the subject; however, from my humble experience I do believe that music can help shape children personalities. Music opens the doors for yet another sophisticated form of human expression; giving children the opportunity to experience melody and rhythm just like they would

experience coloring pens in a painting class. I do believe that each child should be given the opportunity to experience the different art forms and then they can decide if that's what they identify with and is right for them or not.

In Jordan I have had the pleasure of working with so many young talented and aspiring musicians. I believe that we do have the raw elements of what can create a local music industry. This and the deep belief in Jordan's youth potential made me establish "The Jordanian Musician Fund" which is aimed at providing young talented musicians from Jordan with tangible career opportunities and letting them dream outside their limited list of choices.

My hope is to be able to connect these musicians with labels, agents, promoters, etc. in the US and help them launch their careers. This is a very ambitious program that is so dear to my heart. At the end of the day, it really comes down to giving back to our communities and expecting nothing in return. 

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