



SUCCESS STORY

Gaming the System

How USAID is growing the Gaming Industry in Jordan



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Nour Khrais, CEO

Jordan is a small market for the international gaming industry. Yet it is one that, despite its size, has produced some of the most successful enterprises in the region like Maysalward; the first of Jordan’s mobile game developers and largest in the Middle East and North Africa market. Critical to the gaming sector’s success in Jordan is the ability of participating companies to do two things: Respond quickly to market trends and establish partnerships that expand their customer base outside of Jordan into international markets. Expanding horizons - of both knowledge and contacts - is critical to Jordan’s success.

Enter the Export Development Program – a joint effort between USAID and the ICT sector association Int@j to give Jordanian companies the general business skills and specific export knowledge required for expanding their business and growing sales in overseas markets. As part of this effort, three Jordanian gaming firms were given the opportunity to attend two conferences held in San Francisco: the Game Connection (GC) and the Game Developers Conference (GDC).

Nour Khrais, CEO and founder of Maysalward, noted that his company was “lucky” to be able to be amongst the more than 800 exhibitors and 30,000 attendees from more than 50 countries. His three-member team was able to gain the world-class exposure to new technology, market knowledge, and access to partnerships they need to boost their revenues and promote their technologies. Mr. Khrais considers this visit a success, “the GDC is not easy to participate in, and this is the first time my team and I experience such variety of knowledge. Thanks in no small part to the program; my team now has just the right mindset, the knowledge, and connections to excel in their work of programming.”

Such connections also mean business deals, critical for small and medium businesses to grow. “Maysalward managed to sign a partnership with a US based company and launch our games in the USA. Now 3 of our games are downloaded and played” said Nour. As a result of their trade mission to the U.S., Maysalward has closed a number of deals with a value of \$460,000 and achieved tangible growth in revenues.

The Export Development Program, supported by USAID, has helped around 70 other ICT companies increase their export readiness, identify new markets, facilitate their access to new business opportunities and partnerships, and contribute to sector promotion and exposure on both regional and international levels. Maysalward are keen to be part of that global expansion and have a vision to do it.

“Maysalward will be building more partnership with global studios and co-producing and publishing new titles. Jordan’s stability and role as a regional gateway in ICT gives robust offerings to our services and products serving the region and beyond”, says Nour.