



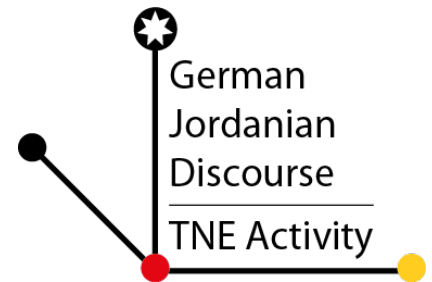
Deutscher Akademischer Austauschdienst
German Academic Exchange Service



German Jordanian Discourse Series – A Transnational Education (TNE) Activity

Talk: Green Business Ecosystem in Jordan

Challenges, Opportunities, and Collaboration Landscape



Online Event

Register in advance for this meeting:

<https://us02web.zoom.us/meeting/register/5CEQUfzcSOqM0BtLgvj6XA>

After registering, you will receive a confirmation email containing information about joining the meeting.

Agenda

Tuesday, October 14th, 2025 | 14:00 -15:30
(German Time: 13:00 -14:30)

14:00	Opening	Event Moderator: Dr. Dhiah Abou-Tair
14:05	Welcome Notes	Dr. Fadwa Dababneh Director of Technology, Research, and Innovation Park (TRIP)
14:15	Green Business Ecosystem in Jordan Challenges, Opportunities, and Collaboration Landscape	Mr. Ibrahim Faza Leading Expert in Innovation, Sustainability & Entrepreneurship
15:00	Q&A	
15:30	Adjourned	

About the Talk:

Green Business Ecosystem in Jordan

Challenges, Opportunities, and Collaboration Landscape

As environmental challenges grow more pressing, green innovation provides a vital pathway to transform risks into business opportunities that are both profitable and socially impactful. In Jordan, green businesses are emerging across key sectors such as renewable energy, sustainable agriculture, waste management, water efficiency, and green construction-offering solutions that support economic growth while addressing climate and resource pressures.

Despite this progress, the ecosystem still faces barriers such as limited awareness, weak incentives, fragmented coordination, and restricted access to finance and technical expertise. However, global sustainability trends, increasing government commitment, and high-return opportunities across multiple sectors are creating strong momentum for growth. Strengthening collaboration among stakeholders—government, financial institutions, support organizations, and entrepreneurs—will be essential to scale the green business ecosystem and position Jordan as a regional leader in sustainable innovation and green economy transformation.

Speaker: Mr. Ibrahim Faza - Leading Expert in Innovation, Sustainability & Entrepreneurship

Mr. Ibrahim Faza



Ibrahim Faza is a leading expert with over 20 years of experience in innovation, sustainability, and entrepreneurship. He has a strong track record of supporting startups, enhancing ecosystems, and advancing green transformation in the region. As founding manager of JordanStart, a €12 million EU-funded hard-tech accelerator, he led one of Jordan's most impactful entrepreneurship programs, empowering over 250 hardware and clean-tech startups, creating more than 850 high-level jobs, and promoting sustainable business models.

Previously, as Seed Fund Manager at KAUST in Saudi Arabia, he guided deep-tech and patent-backed innovations, driving technology commercialization with strong climate and sustainability potential.

Ibrahim specializes in integrating technological innovation with environmental and social impact. Passionate about building inclusive, future-ready economies, he continues to champion scalable, environmentally responsible innovation ecosystems that balance growth with sustainability.



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The TNE Programme is linked to the German Jordanian University.

Since its foundation in 2005, the German Jordanian University has been continuously intertwined with the funding programme "Transnational Education - Binational Universities" (TNE) of the German Academic Exchange Service (DAAD). The Federal Ministry of Education and Research of the German Government provides the funds for the programme. Magdeburg-Stendal University of Applied Sciences is the managing project party on the German side. It has set up its own GJU Project Office (PO), whose team is in intense daily exchange with GJU. As GJU's core partner, Magdeburg-Stendal University of Applied Sciences manages all TNE- and pending scholarship funds and steers the university's further development together with GJU.

Strengthening GJU's German dimension by fostering the mutual exchange of students, faculty, and administrative staff is at the heart of TNE funding: The Flying Faculty Programme enables German lecturers to teach at GJU regularly and to intensify teaching and learning relationships between German university partners and GJU. The Staff Mobility Programme allows GJU lecturers and administrative staff to teach and work for a month at a German partner university. At the same time, transnational student groups are supported in collaborating on applied-oriented yearly projects. Regular meetings of eight Joint Academic Networks of GJU and its German partners, events to strengthen university-industry relations and knowledge transfer, and special scholarship programmes for third-country students from the region round off the funding. In addition, GJU's unique selling point, the German Year for all BA students, is flanked by German scholarships for exceptionally high-performing students. In turn, the high number of GJU students going to Germany each year is matched by an increasing number of international students coming to GJU, thereby promoting GJU's and the TNE project's radiance in the Arab world.

The German Jordanian Discourse Series

The German Jordanian Discourse Series highlights points of shared interest in the German and Jordanian scientific communities. Based on the mission of the German Jordanian University to further enhance the excellent scientific relationship between the two countries, it offers a platform for the exchange of ideas and opinions as well as aims to contribute to the development of both systems.

