

TRADE FOCUSED PRODUCT REPORTS

Monitors and Projectors

HS Code 8528

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APRIL 2024



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Glossary of terms and abbreviations

Export concentration

This index measures, for each product, the degree of export market concentration by country of origin. It tells us if a large share of commodity exports is accounted for by a few countries or, on the contrary, if exports are well distributed among many countries. The index ranges from 0 to 1, with higher values indicating more market concentration.

Gulf Cooperation Council (GCC) Standardization Organization (GSO)

Gulf Cooperation Council (GCC) member countries created the GSO as a mechanism for developing food and non-food standards. GSO food-related technical regulations and standards serve as the main point of reference for food imports into the Gulf region. Codex Alimentarius, the International Organization for Standardization (ISO), the European Food Safety Agency (EFSA) and the U.S. Food and Drug Administration (FDA) serve as reference points for GSO standards and technical regulations.

HS (Harmonized System) codes

A standardised number classification system for traded goods. It is used by customs officials around the world to identify products for the purpose of applying duties and taxes, as well as for statistical purposes.

Market concentration

Market concentration determines the extent to which countries or firms hold market share. It is frequently used as a measure for the level of competitiveness. Measured on different scales and ranges, the general rule is the higher the score, the greater the level of competitiveness.

In respect to the Shannon Entropy scoring used by the Observatory of Economic Complexity and referenced in the report, the closer the number is to 1, the greater the concentration of just a small number of players and the lower the competitiveness. A score of about 4 for monitors and projectors, HS code 8528—as stated in this study appears to represent a reasonably small number of competitors, reflecting exports from approximately 15 competing countries.

MFN (Most Favoured Nation) tariff

Tariffs imposed by WTO (World Trade Organization) members on importing goods from other WTO members in the lack of a preferential trade agreement.

Nes (Not elsewhere specified)

Not elsewhere specified (or indicated for NESOI) is stated for an item that is not mentioned elsewhere in a classification system.

**NTM (non-tariff measure)**

Import and export regulations that reflect conditions of market access other than tariffs. They include numerous regulatory requirements such as health restrictions for food quality, packaging guidelines, minimum safety standards for produced goods, etc.

PCI (Product Complexity Index)

PCI ranks the breadth and sophistication of know-how required in manufacture. High PCI scores indicate that a product requires significant expertise and particular resources for its production, such as advanced machinery. Goods with a high PCI value, representing a complexity that only a few countries can undertake, include electronics and chemicals. Conversely, a low score suggests that many countries can produce the item, like basic agricultural goods or petroleum. The score's level depends on various factors.

Preferential tariffs

A tariff applied to a product that is less than the MFN levy due to the existence of a preferential trade agreement. This could be a bilateral advantageous trading arrangement or a single system of favours, such as the United States GSP (generalised system of preferences).



Product descriptions by HS 6-digit code

HS 852872—Reception apparatus for television, colour, whether or not incorporating radio-broadcast receivers

Reception apparatus for television, colour, whether or not incorporating radio-broadcast receivers or sound or video recording or reproducing apparatus. These devices are designed to incorporate a video display or screen. Examples television set with built-in video recorder, 32 inches (weight: 15 kg). Colour TV with integrated VCR, 40 inches (weight: 25 kg). Smart TV including video recorder, 48 inches (weight: 30 kg).

HS 852852—Monitors capable of directly connecting to and designed for use with an automatic data processing

Monitors of a kind solely or principally used in an automatic data-processing system, excluding cathode ray tube (CRT) monitors with TV receivers. These monitors are specifically designed for use with computers and are not primarily intended for television reception. Examples LED monitor, 24 inches, weighing 3 kg. LCD monitor, 21.5 inches, weighing 2.5 kg. IPS monitor, 27 inches, weighing 4.5 kg.



HS 852859—Monitors (excl. with TV receiver, CRT and those designed for computer use)

Monitors, specifically those not incorporating television reception apparatus. These monitors exclude cathode ray tube (CRT) monitors with TV receivers and are primarily designed for use in automatic data-processing systems.

HS 852871—Reception apparatus for television, whether or not incorporating radio-broadcast receivers

Reception apparatus for television, specifically those not designed to incorporate a video display screen. These devices are distinct from television sets and monitors.

HS 852862—Projectors capable of directly connecting to and designed for use with an automatic data processing

Projectors capable of directly connecting to and designed for use with an automatic data processing machine, excluding those with TV receivers. These projectors are specifically tailored for integration with computer systems and are not intended primarily for television reception

HS 852869—Projectors (excl. with TV receiver, designed for computer use)

Projectors, specifically those not incorporating television reception apparatus. These projectors exclude cathode ray tube (CRT) monitors with TV receivers and are primarily designed for use in automatic data-processing systems.

▼

HS 852849 Cathode-ray tube monitors "CRT" (excluding computer monitors, with TV receiver)

Cathode-ray tube monitors, specifically those not designed to incorporate a video display screen. These monitors exclude computer monitors with TV receivers and are primarily used in automatic data-processing systems.

HS 852873—Reception apparatus for television, black and white or other monochrome, whether or not incorporating

Reception apparatus for black and white television, specifically those not designed to incorporate a video display screen. These devices are distinct from television sets and monitors. Examples: black and white TV without radio, 10 inches screen. Monochrome television, with sound recording, screen size 15 inches. TV set with video recording, black and white, 20 inches display.

HS 852842—Cathode-ray tube monitors "CRT" capable of directly connecting to and designed for use with

Cathode-ray tube monitors (CRT) capable of directly connecting to and designed for use with an automatic data processing machine. These monitors exclude those with TV receivers



HS 852861—Projectors of a kind solely or principally used in an automatic data-processing machine

Projectors that are solely or principally used in an automatic data-processing machine. These projectors are specifically designed for integration with computer systems and are not equipped with cathode ray tubes (CRTs).

HS 852841—Cathode-ray tube monitors of a kind solely or principally used in an automatic data-processing

Cathode-ray tube monitors that are solely or principally used in an automatic data-processing machine. These monitors exclude those equipped with cathode ray tubes (CRTs).

HS 852851—Monitors of a kind solely or principally used in an automatic data-processing machine of heading ...

monitors that are solely or principally used in an automatic data-processing machine. These monitors exclude those with cathode ray tubes (CRTs). In other words, they are specialized displays designed for use in computer systems.

Explanatory note

In respect to Jordan's trade data reported in this study, significant discrepancies were identified between category exports and imports, when using the trade statistics database employed in the research, namely ITC Trade Map, which in turn accesses UNCTAD and WTO data.

Fundamentally, here, Jordan's export data varies from that recorded by importing countries—exemplified by the priority markets in this report, the United Kingdom, United Arab Emirates and Saudi Arabia. It is for this reason that when it comes to assessing Jordan's exports in monitors and projectors (HS 8528), import data reported by Jordan's partners (referred to as mirror data on the ITC database) is broadly – though not exclusively – utilised to maintain consistency throughout.



Executive summary

The global monitors and projectors market continues to grow, driven by several factors. These include the rise of remote work and hybrid models, evolving classroom technologies, increasing disposable income, investment in education in emerging economies, and technological advancements.

Global consumption, effectively the number of items transacted for end-use – of monitors and projectors peaked at 264.5 million units in 2021 but fell sharply to 233.8 million units in 2022. However, it grew again to 240.6 million units in 2023. Looking ahead, global consumption is forecast to grow annually at a compound rate of 1.4%, reaching 243.9 million units in 2024 and 258.3 million units by 2028.

Worldwide exports of monitors and projectors categorised under HS 8528 amounted to \$101.5 billion in 2022. China was the largest exporter that year, at \$36.2 billion, followed by Mexico at \$13.8 billion and Poland at \$7.3 billion; together accounting for 56% of category exports.

The United States at \$25.3 billion, Germany at \$6.4 billion and the United Kingdom at \$4.4 billion were the largest importers in 2022, together claiming 27% of global category imports in 2022.

Jordan stood 70th in the global monitors and projectors export rankings during 2022, when the country's category trade was valued at \$3.6 million, reflecting a world share of around 0.004%. Notably, the Hashemite Kingdom's exports grew significantly, by 14%, between 2018 and 2022. Here, HS 852872 reception apparatus for television, colour, whether or not incorporating radio-broadcast receivers, constituted the most traded sub-category in 2022. Free Zones (markets unspecified) led export markets for Jordanian products, valued at \$1.7 million, followed by Libya at \$442,000 and Lebanon at \$400,000; together accounting for 70% of the Hashemite Kingdom's monitors and projectors exports in 2022.

Regarding the priority markets in this study, import trade saw marginal growth for the United Arab Emirates and Saudi Arabia between 2018 and 2022, however, contracted for the United Kingdom. Imports of monitors and projectors grew by 4% for the United Arab Emirates and 18% for Saudi Arabia. In contrast, the United Kingdom's category imports declined by 10% over the respective five-year period.

Similarly, in trade with Jordan, monitors and projectors shipments remained erratic. Imports increased by roughly ninefold for United Arab Emirates between 2021 and 2022 while trade for the Saudi Arabia was valued only in 2022 at \$21,000. In contrast, the United Kingdom's imports of Jordanian monitors and projectors achieved a peak of \$108,000 in 2021, before receding to zero in 2022.



Product overview



Consumption and revenue¹

Global volume in consuming monitors and projectors peaked at 264.5 million units in 2021 but fell sharply to 233.8 million units in 2022. However, it grew again to 240.6 million units in 2023. Looking ahead, global consumption of monitors and projectors is forecast to grow annually at a compound rate of 1.4% between 2024 and 2028, reaching 243.9 million units in 2024 and 258.3 million units by 2028.² Growth is driven by rise of remote work and hybrid models, evolving classroom technologies, increasing disposable income, investment in education in emerging economies, and technological advancements.

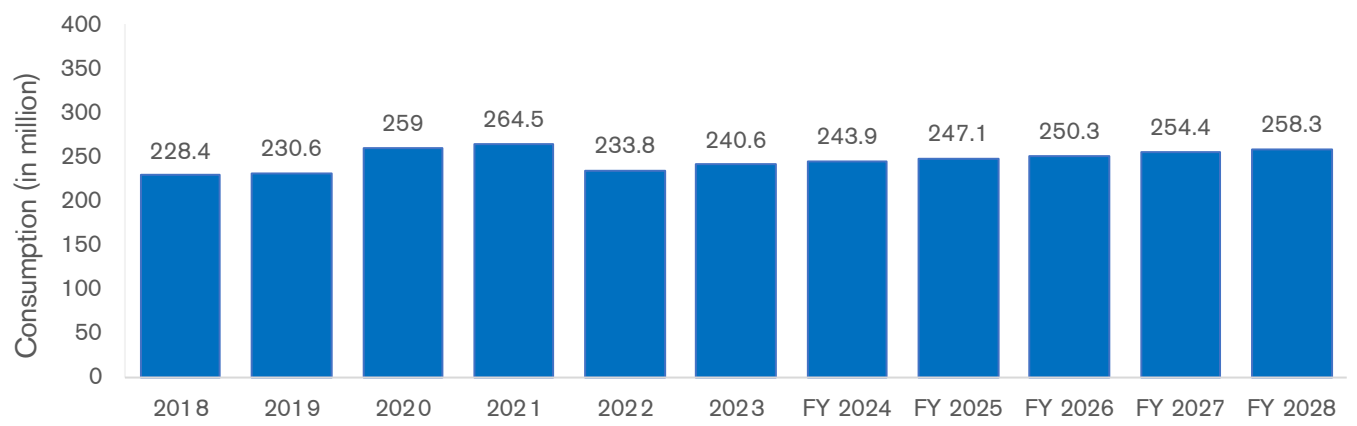


Chart 1 Monitors and projectors consumption in million units, 2023³

Revenues in the global monitors and projectors market was estimated at \$39.7 billion in 2023 and is anticipated to rise to \$40.3 billion in 2024. Looking ahead, monitors and projectors worldwide revenue is forecast to exhibit an annual growth rate of 1.5% between 2024 and 2028, rising to \$42.7 billion by 2028.⁴

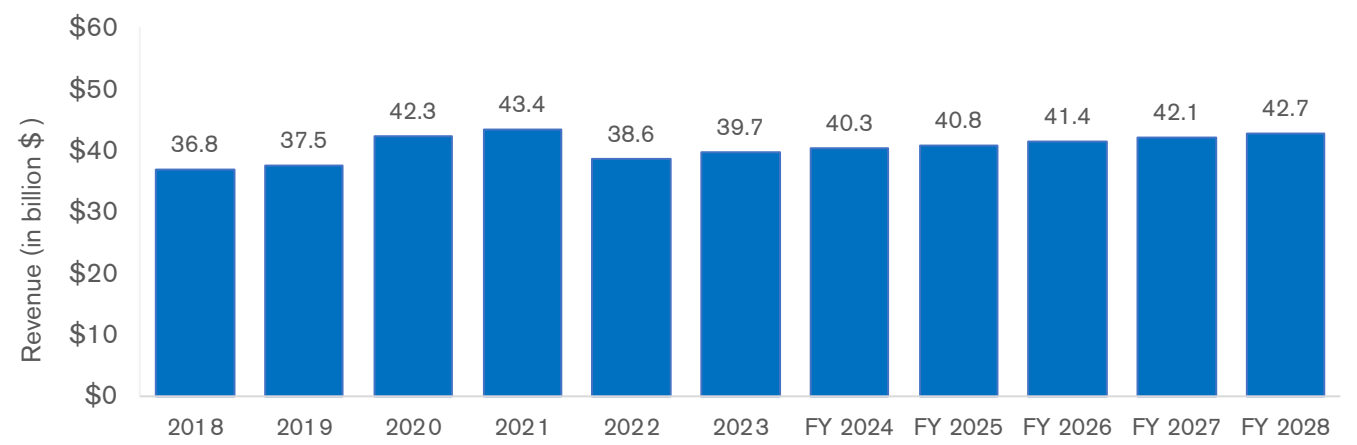


Chart 2 World monitor and projectors market value by revenue in billion \$, 2023

Monitors and projectors prices

Average prices of monitors and projectors worldwide was estimated at \$154.6 per unit in 2023 and is anticipated to increase to \$155.5 per unit in 2024. Looking ahead, worldwide average price of monitors and projectors is forecast to rise to \$158.9 per unit by 2028.⁵

¹ Production and consumption data was not readily available at the time of reporting, hence the provision of industry revenues.

² Statista (2024) Monitors & Projectors - Worldwide [online] Accessed: April 13, 2024 at: <https://www.statista.com/outlook/cmo/consumer-electronics/computing/pc-monitors-projectors/worldwide>

³ FY in Chart 1 and in Chart 2 refers to forecast year.

⁴ Statista (2024) Monitors & Projectors - Worldwide [online] Accessed: April 13, 2024 at: <https://www.statista.com/outlook/cmo/consumer-electronics/computing/pc-monitors-projectors/worldwide#revenue>

⁵ Statista (2024) Monitors & Projectors - Worldwide [online] Accessed: April 13, 2024 at: <https://www.statista.com/outlook/cmo/consumer-electronics/computing/pc-monitors-projectors/worldwide#price>



Exports and pricing imports

Worldwide exports of monitors and projectors were valued at \$101.5 billion in 2022. China at \$36.2 billion dominated the HS 8528 export market by value, accounting for 36% of global category exports that year. Correspondingly, Mexico at \$13.8 billion, Poland at \$7.3 billion and Vietnam at \$5.6 billion, followed in the global export ranking; together accounting for 26% of category exports in 2022. Jordan's 2022 category exports on the other hand were valued at \$3.6 million.⁶ Between 2018 and 2022, the export value of monitors and projectors increased at a compound annual growth rate (CAGR) of 1.4%.⁷

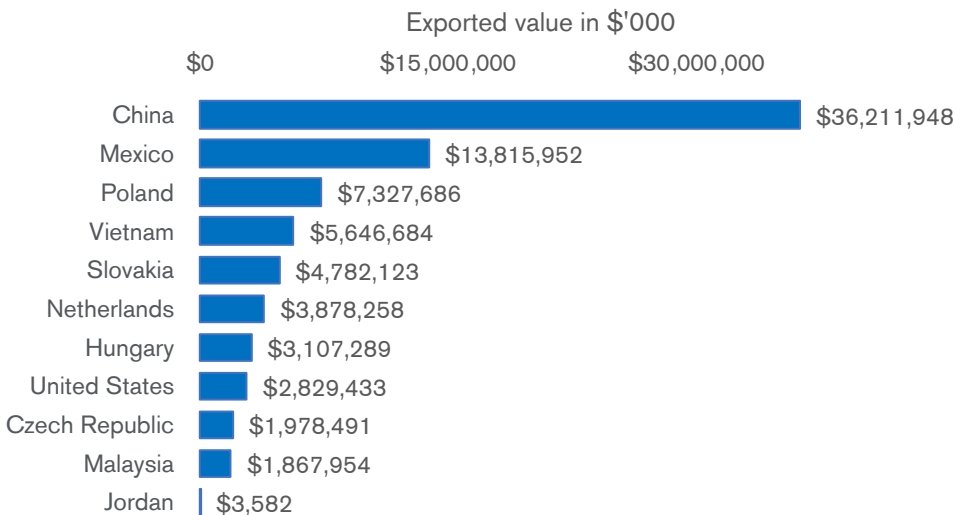


Chart 3 Top monitors and projectors, HS code 8528 exporters by value in 2022, in \$'000

The United States was the largest import market for monitors and projectors in 2022 valued at \$25.32 billion, representing 26% of global import trade. Germany at \$6.37 billion, the United Kingdom at \$4.42 billion and the Netherlands at \$4.39 billion followed in the global import standings, collectively contributing approximately 15% of global monitors and projectors import trade in 2022. Jordan's imports were valued at \$54.85 million in HS 8528 monitors and projectors.⁸

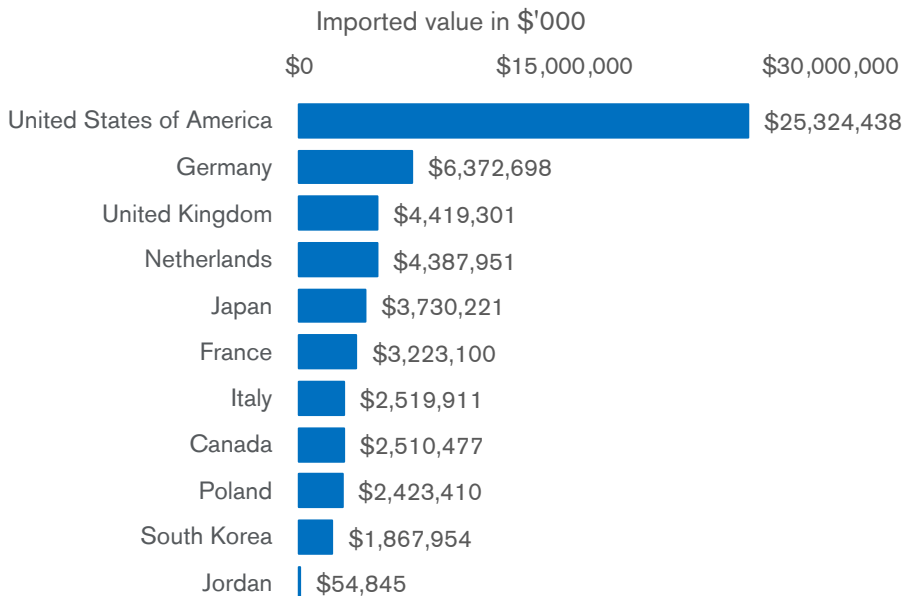


Chart 4 Top monitors and projectors, HS code 8528 importers by value in 2022, in \$'000

⁶ ITC (2022). Trade Map - List of exporters for the selected product in 2022 (HS 8528 Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed, April 11, 2024 at: https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c8528%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1

⁷ The Compound Annual Growth Rate (% CAGR) has been calculated based on the annual growth rate of monitors and projectors exports, utilising data sourced from ITC spanning the years 2018 to 2022. This measurement gives us a yearly growth rate, ironing out any ups and downs to present a stable, year-over-year growth rate.

⁸ International Trade Centre (ITC) (2022). Trade Map - List of importers for the selected product in 2022 (HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at: https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c8528%7c%7c%7c4%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1



Market dynamics



Demand and supply trends

The educational sector is driving demand for projectors

The education sector's rising demand for projector screens is expected to be a major driver of the projector market. As a prime example, the eLearning industry, a sector encompassing online learning and training, surpassed \$240 billion in January 2022, according to a report by eLearning Industry, a US-based website. By 2026, the industry is projected to reach an even more impressive \$374 billion. This robust growth directly translates to increased demand for high-quality projector displays within the education sector, further propelling the market upward.⁹

Technological advancement in the sector

Technological innovation is a major trend taking centre stage in the projector market, particularly in the booming home theatre sector. With the rise of stay-at-home entertainment during lockdowns, premium home theatre setups have skyrocketed in popularity. This has driven major players like ViewSonic, a US-based projector company, to focus on developing cutting-edge technologies. In November 2022, the company released two new advanced projectors. Featuring built-in Harman Kardon speakers and next-generation LED technology for brighter visuals, these systems cater specifically to the home theatre audience, offering an immersive experience for movies and video games.¹⁰

Rising demand for high resolution projectors

Demand for high resolution projectors such as the 4K projector market is growing, fuelled by demand for immersive experiences and ultra-sharp visuals. Specified with 3840 x 2160 pixels, these projectors are transforming everything from corporate presentations in boardrooms to private cinema nights at home. Their versatility extends finding prominent roles in cinemas, educational institutions, and other commercial settings.¹¹

⁹ Verified Market Reports (2023). Commercial Projector Market. [online] Verified Market Reports. [online] Accessed; March 28 2024 at: <https://www.verifiedmarketreports.com/product/commercial-projector-market-size-and-forecast/>

¹⁰ Ibid.

¹¹ MarkWide Research. (2023). 4K Projector Market 2023-2030 | Size, Share, Growth. [online] Accessed. March 28 2024 at: <https://markwideresearch.com/4k-projector-market/>



Market concentration and product complexity

Market concentration.

A Shannon Entropy value of 3.99 in 2022 for monitors and projectors, HS code 8528 as stated in this study appears to represent a reasonably small number of competitors, reflecting exports from approximately 15 competing countries.¹²

Product complexity score.

The product complexity score of 0.011 for monitors and projectors in 2022, ranking it 551 out of 1033 in the HS 4 classifications, indicates that the products are moderately complex to produce. Product complexity scores at the HS6 levels in 2022 ranged from -0.02 for HS 852871, reception apparatus for television not designed for a video display screen to 0.67 for HS 852851, monitors principally used in an automatic data-processing machine.¹³

HS Code	Product description	Complexity score (2022)
HS 8528	Monitors and projectors	0.011
HS 852872	Reception apparatus for television, color with a video recorder	0.07
HS 852852	Monitors for automatic data processing, except cathode ray tube monitors	0.38
HS 852859	Monitors, except with TV receiver, CRT and those for computer use	0.37
HS 852871	Reception apparatus for television, not designed for a video display screen	-0.015
HS 852862	Projectors for automatic data processing, except with a TV receiver	1.03
HS 852869	Projectors, except with TV receiver and not for computer use	0.17
HS 852849	Cathode-ray tube monitors "CRT", excluding computer monitors, with TV receiver	-0.11
HS 852873	Reception apparatus for television, black and white, not with a video recorder	0.086
HS 852842	Cathode-ray tube monitors "CRT" for data processing machines	0.26
HS 852851	Monitors principally used in an automatic data-processing	0.67

Table 1 Monitors and projectors complexity on the HS6 level in 2022

Regarding historical progress in the Product Complexity Index (PCI), monitors and projectors, HS 8528, scores ranged from 0.43 to 0.01 between 2013 and 2022, suggesting a decrease in product complexity over the period.¹⁴

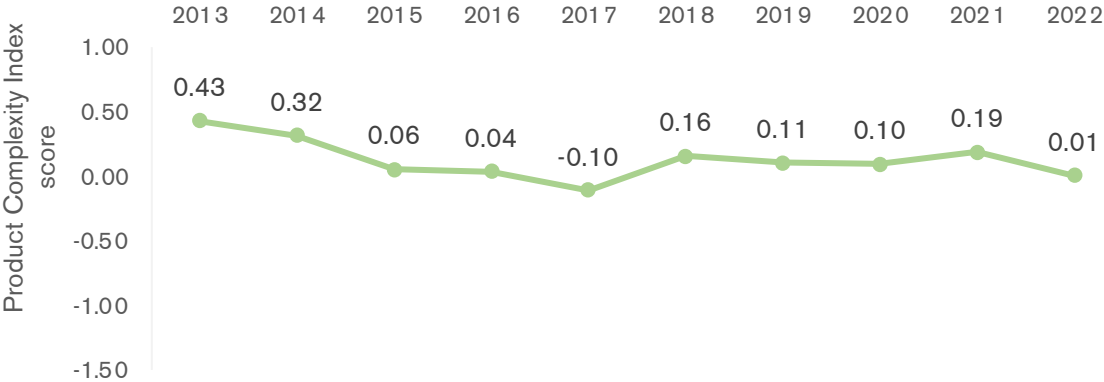


Chart 5 Monitors and projectors, (HS 8428) product complexity 2013 to 2022

¹² OEC (2022). HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at: <https://oec.world/en/profile/hs/video-displays>

¹³ OEC (2022). HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at: <https://oec.world/en/rankings/pci/hs6/hs92?tab=ranking>

¹⁴ OEC (2022). HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at: <https://oec.world/en/rankings/pci/hs4/hs92?tab=ranking>

World trade statistics by monitors and projectors category on the HS6 level

Colour key
Jordan represents > 10% of 2022 world exports
Jordan represents > 1% and <5% of 2022 world exports
Jordan represents > 0% and <1% of 2022 world exports
Exports from Jordan not in evidence in 2022

HS Code	2022 world exports	2022 top export value and territory	2022 top import value and territory	Jordan 2022 export value	Jordan's share in global export markets
<u>852872</u> Reception apparatus for television, colour, whether or not incorporating radio-broadcast receivers	\$49.6 billion	\$12.7 billion China	\$ 13.4 billion United States	\$1.7 million	0.0034%
<u>852852</u> Monitors capable of directly connecting to and designed for use with an automatic data processing machine	\$26.1 billion	\$13.9 billion China	\$8.5 billion United States	\$144,000	0.0006%
<u>852859</u> Monitors (excluding with TV receiver, CRT and those designed for computer use)	\$14.6 billion	\$5.9 billion China	\$1.9 billion United States	\$710,000	0.0049%
<u>852871</u> Reception apparatus for television, not designed to incorporate a video display or screen	\$5.1 billion	\$1.8 billion China	\$580.3 million United Kingdom	\$107,000	0.0021%
<u>852862</u> Projectors capable of directly connecting to and designed for use with an automatic data processing machine of heading 8471	\$2.4 billion	\$543.4 million Netherlands	\$551.2 million Netherlands	\$62,000	0.0026%
<u>852869</u> Projectors (excl. with TV receiver, designed for computer use)	\$2.3 billion	\$1.5 billion China	\$677.7 million United States	\$334,000	0.0148%
<u>852849</u> Cathode-ray tube monitors "CRT" (excluding computer monitors, with TV receiver)	\$312.9 million	\$123.1 million Israel	\$77.9 million Panama	\$289,000	0.0924%
<u>852873</u> Reception apparatus for television, black and white or other monochrome	\$135.7 million	\$95.7 million Philippines	\$63.4 million India	\$2,000	0.0015%
<u>852842</u> Cathode-ray tube monitors "CRT" capable of directly connecting to and designed for use with an automatic data processing machine excluding of those of TV receivers	\$90.4 million	\$21.4 million United States	\$23.6 million Netherlands	\$6,000	0.0066%
<u>852851</u> Monitors of a kind solely or principally used in an automatic data-processing machine	\$69,000	\$37,000 Trinidad and Tobago	\$2.8 million Palestine	\$0	0%

Table 2 Monitors and projectors, export and import statistics and Jordan export market share



HS 8528 in the context of Jordanian exports¹⁵

Jordan's overall monitors and projectors exports grew by 14% between 2018 and 2022, increasing from \$3.2 million in 2018 to \$3.6 million in 2022. The Free Zones,¹⁶ led markets for Jordanian monitors and projectors from 2020 to 2022, with trade valued at about \$1.7million in 2022, making up 46% of the category exports that year. Libya at \$442,000 and Lebanon at \$400,000 were the second and third largest markets in 2022; together accounting for 24% of the category markets. Other main exports markets in the same year were Iraq at \$312,000 Palestine at \$253,000.¹⁷

At the product category level, reception apparatus for television, colour, whether or not incorporating radio-broadcast receivers (HS 852872) were Jordan's largest export of the category in 2022, valued at \$1.7 million.¹⁸

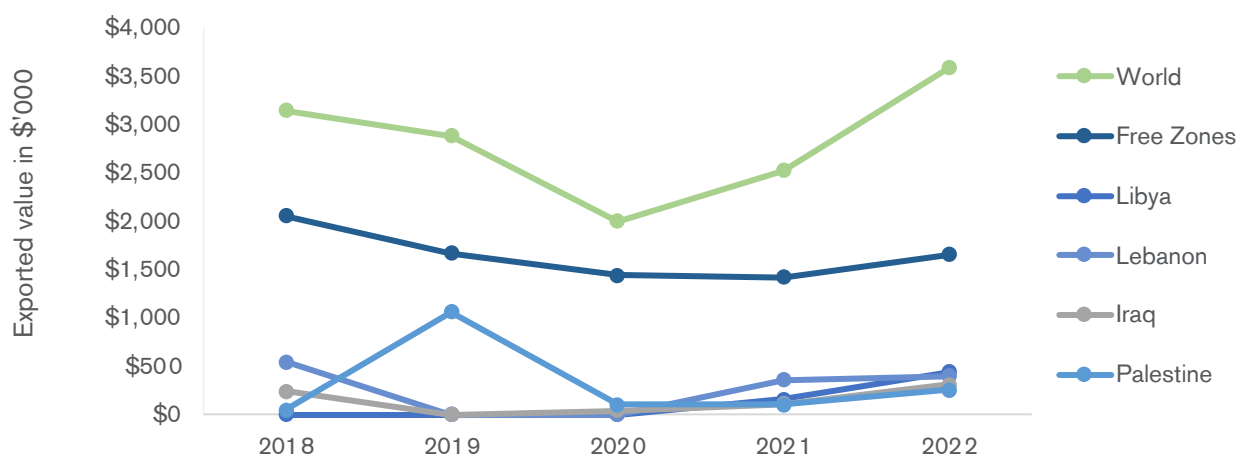


Chart 6 Top Jordanian export markets for monitors and projectors, 2018 to 2022, in \$'000

¹⁵ Where the methodology in this report has been to utilise partner country data for Jordan's trade statistics, this is not available with HS6 classifications in Table 1 above. Export statistics reported for Jordan are as such the ones provided by Jordan's Customs Department and displayed on ITC Trade Map. The sum of the export values for the HS6 level will therefore not equal the overall export data reported for Jordan. Furthermore, data for Israel appears inconsistent and has been excluded.

¹⁶ Detail is not provided on the respective free zones receiving goods.

¹⁷ ITC (2022). Trade Map - List of importing markets for a product exported by Jordan (HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c8528%7c%7c%7c4%7c1%7c2%7c2%7c2%7c1%7c2%7c1%7c1%7c1

¹⁸ ITC (2022). Trade Map - List of products exported by Jordan (HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at: https://www.trademap.org/Product_SelCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c8528%7c%7c%7c6%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1



Priority markets

United Kingdom

United Kingdom macroeconomic overview

The Gross Domestic Product (GDP) of the United Kingdom fell to 0.5% in 2023, after reaching an all-time high of 7.6% in 2021 since the beginning of the century. Inflation moderated from 9.1% in 2022 to 7.7% in 2023. In 2024, GDP is anticipated to moderate to 1% and is forecast to slow down in the medium term.¹⁹ Looking ahead, lower energy prices and emerging economic slack are projected to help pull back inflation to around the 2% target by mid-2025.²⁰

United Kingdom monitors and projectors consumption

The United Kingdom's consumption of monitors and projectors fell to 4.8 million units in 2023, after reaching a peak of 5.4 million units in 2020. Consumption is anticipated to remain flat over the coming years, posting a forecast volume of 4.8 million units between 2024 and 2028.²¹

United Kingdom monitors and projectors imports

The United Kingdom's monitors and projectors (HS 8528) imports contracted about 10% in 2022, falling from \$4.9 billion in 2018 to \$4.4 billion in 2022. China was the largest supplier over the period, with exports to the United Kingdom valued at \$1.5 billion in 2022, accounting for 32% of the total imports. Poland and Turkey were among the top suppliers with exports valued at about \$952 million and \$611.1 million, respectively.²²

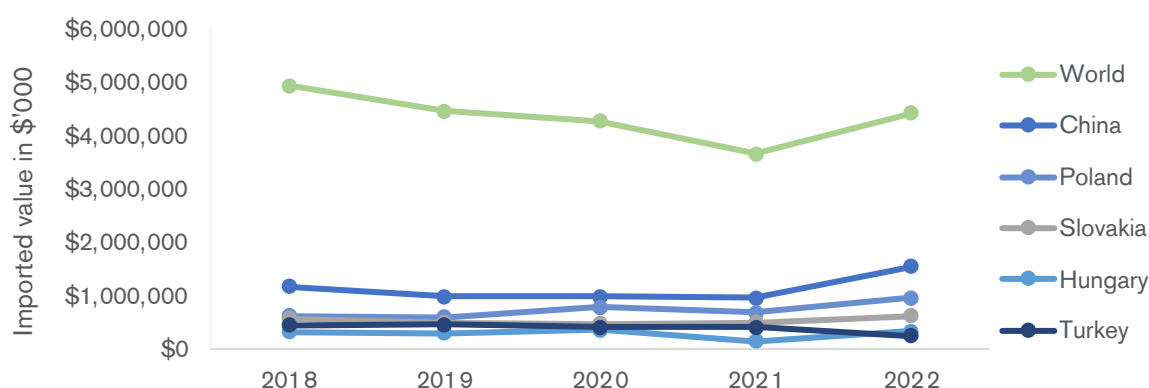


Chart 7 The United Kingdom monitors and projectors imports values, top exporters, 2018 to 2022

¹⁹ International Monetary Fund - IMF (2023) Country Data: IMF Data Mapper – October 2023 [online] Accessed; December 28, 2023 at: <https://www.imf.org/en/Countries/GBR>

²⁰ International Monetary Fund - IMF (2023) 2023 Article IV Consultation-Press Release; Staff Report; and Statement by the Executive Director for the United Kingdom – July 2023 [online] Accessed, December 28, 2023 at: <https://www.imf.org/en/Publications/CR/Issues/2023/07/10/United-Kingdom-2023-Article-IV-Consultation-Press-Release-Staff-Report-and-Statement-by-the-535878>

²¹ Statista (2024) Monitors & Projectors – United Kingdom [online] Accessed: April 13, 2024 at: <https://www.statista.com/outlook/cmo/consumer-electronics/computing/pc-monitors-projectors/united-kingdom>

²² ITC (2022). Trade Map - List of supplying markets for a product imported by the United Kingdom in 2022 (HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c826%7c%7c%7c%7c8528%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1



In 2022, the United Kingdom's imports of monitors and projectors were valued at \$35,310 per ton at average prices and ranged from \$23,130 per ton to \$36,063 per ton among the top five supplying countries. Prices from the Netherlands remained the most competitive from 2018 to 2022 while China and Slovakia were among the highest import values in \$ per ton in 2022.^{23 24}

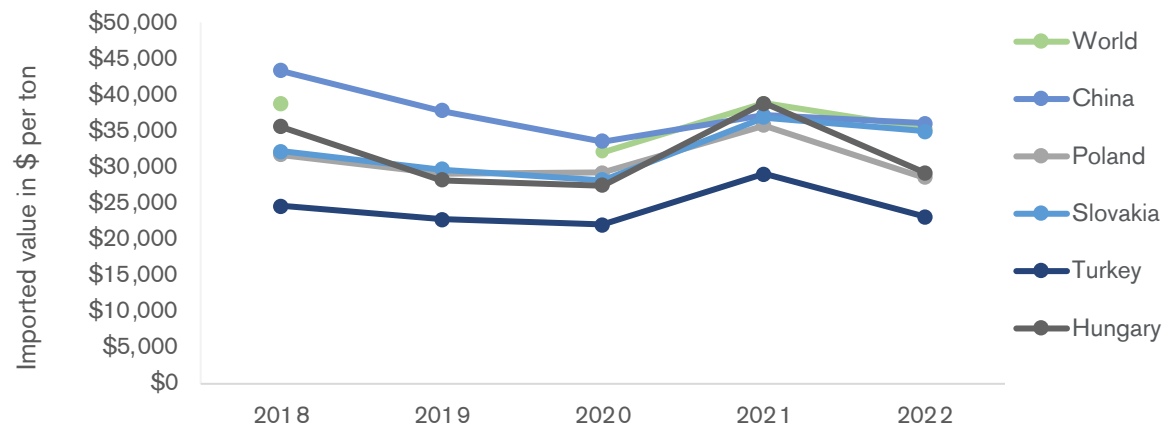


Chart 8 The United Kingdom monitors and projectors imports from main supplying countries, in \$ per ton

United Kingdom monitors and projectors imports from Jordan

The United Kingdom's imports of Jordanian monitors and projectors between 2018 and 2022, evidences significance only in 2021 with shipments valued at \$108,000. Thereafter, imports fell back to zero in 2022.²⁵

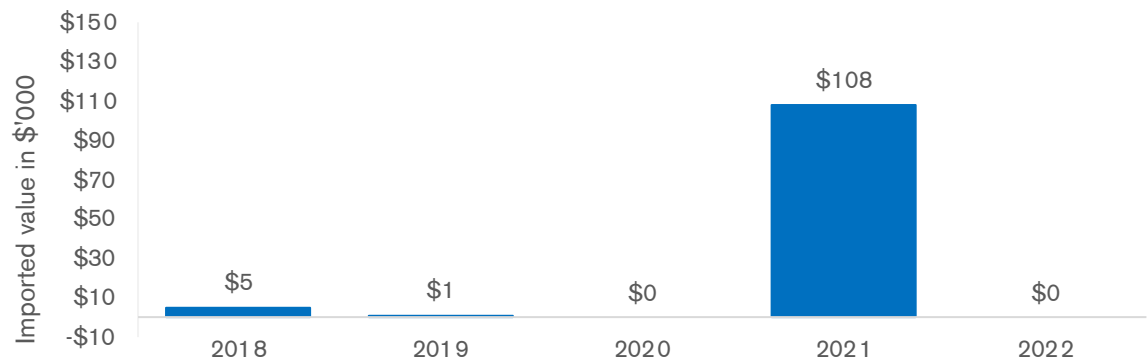


Chart 9 The United Kingdom monitors and projectors imports from Jordan, in \$'000

United Kingdom trade agreements with Jordan

UK-Jordan Association Agreement. The UK and Jordan signed an association agreement in November 2019 to maintain trade relations following Brexit. The agreement, effective from 1 January 2021, aims to ensure continuity of trade and economic cooperation. It mirrors the existing EU-Jordan Association Agreement, covering factors such as tariff-free access for Jordanian goods to the UK market and vice versa, facilitating the exchange of goods and services, and fostering investment opportunities.²⁶

²³ ITC (2022). Trade Map - List of supplying markets for a product imported by the United Kingdom in 2022 (HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c826%7c%7c%7c%7c8528%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1

²⁴ With reference to ITC Trade Map, average import prices for 2019, were valued at \$193 per ton for the United Kingdom, hence appearing to be an anomaly. This data point has been omitted as a result.

²⁵ ITC (2022). Trade Map - Bilateral trade between the United Kingdom and Jordan (HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at: https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c826%7c%7c%7c%7c8528%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1

²⁶ Gov.jo- UK and Jordan association agreement- November 2019, Available at: https://mit.gov.jo/EBV4.0/Root_Storage/AR/EB_List_Page/Jordan-UK_Association_Agreement.pdf



United Kingdom PESTEL analysis

Politics

The United Kingdom is a constitutional monarchy with a parliamentary democracy. The monarch serves as the ceremonial head of state, while the Prime Minister is the head of government. The UK comprises four countries: England, Scotland, Wales, and Northern Ireland, each with varying degrees of legislative autonomy. The Parliament in Westminster holds the supreme legislative authority.

The United Kingdom and Jordan maintain strong and historic political relations, underscored by mutual cooperation and support on a wide range of regional and international issues. Both nations collaborate closely within the framework of regional and international organizations to promote peace, stability, and development in the Middle East and beyond.

Economics

The UK has a diversified and advanced economy, with a GDP of approximately \$3.1 trillion in 2022. The services sector, particularly finance and insurance, plays a dominant role, contributing around 80% to the GDP. Key industries also include manufacturing, pharmaceuticals, and technology. The economic outlook is influenced by factors such as Brexit, inflation, and global economic trends.

The United Kingdom is a significant trading partner with Jordan, where its investment strategy focuses on fostering long-term economic resilience and enhancing bilateral trade relations. Initiatives like the UK-Jordan Association Agreement aim to facilitate economic cooperation and expand trade opportunities. Subsequently, the total trade in goods and services between the two countries was reported at £810 million in the 12 months to September 2022, where Jordan's exports to the United Kingdom were registered £249 million. In addition to direct investment, the UK provides significant development aid to Jordan, focusing on areas such as economic reform, governance, and infrastructure development.

Social

The UK has a diverse population of around 67 million people, with significant immigrant communities contributing to its cultural diversity. The official language is English, and the country practices a variety of religions, reflecting its multicultural society. The UK is known for its high quality of life, with well-developed education and healthcare systems.

The UK boasts a high literacy rate and a strong emphasis on education, with prestigious institutions like the University of Oxford and the University of Cambridge, while the National Health Service (NHS) provides comprehensive government funded healthcare.

Technology

The UK is a leader in innovation, with significant investment in research and development (R&D). Key areas include biotechnology, information technology, and renewable energy. Government initiatives and funding support innovation through various programs and research councils. The UK's commitment to innovation is reflected in its numerous technology clusters, such as Silicon Roundabout in London.

The UK has a well-developed digital infrastructure, with extensive broadband coverage and rapidly expanding 5G networks. The government promotes digital transformation through initiatives like the Digital Strategy, which aims to improve internet accessibility, cybersecurity, and e-government services.

Environment

The UK is committed to reducing its carbon footprint and enhancing environmental sustainability. The country has set ambitious targets for reducing greenhouse gas emissions, aiming for net-zero emissions by 2050. Initiatives such as the Green Industrial Revolution and investment in renewable energy sources like wind and solar power highlight the UK's focus on sustainability.

The UK faces environmental challenges, including air pollution, waste management, and biodiversity loss. Climate change impacts, such as rising sea levels and extreme weather events, pose additional risks. The government is actively addressing these issues through policies and regulations focused on environmental protection and conservation.

Legal

The UK has a comprehensive legal framework that supports business operations and investor confidence. Regulations cover areas such as corporate governance, data protection, and intellectual property rights. Post-Brexit, the UK is developing its regulatory landscape to align with international standards while maintaining competitiveness.

The UK has robust labour laws that ensure fair treatment and rights for workers. These include regulations on minimum wage, working hours, and health and safety standards. Recent reforms focus on improving job security, enhancing worker rights in the gig economy, and addressing gender pay gaps. Labour market flexibility and protections make the UK an attractive destination for businesses and skilled workers.



The United Kingdom monitors and projectors suppliers and distributors

Domestic producers and market players:

Acer: Acer Inc. is headquartered in New Taipei City, Taiwan and one of the leading multinational electronics companies with strong brand presence in the United Kingdom. The company manufactures and distributes computer hardware and electronics, including projectors and monitors for consumer and industrial applications. **Website:** <https://store.acer.com/en-gb/>

FORTEC United Kingdom (Fortec UK): A subsidiary of Fortec Group, headquartered in Germering, Germany. Fortec UK is one of the main providers of cutting-edge technical advancements in displays, monitors, embedded computing, power supplies, and wound components across the UK and Ireland. Offering a range of monitors including open frame monitors, 4K UHD Monitors and more. **Website:** <https://www.fortec.uk/about-us>

Samsung: One of the world's recognised brands in the consumer electronics segment, with a significant presence in the United Kingdom. Offers a wide range of consumer electronics such as monitors and projectors. **Website:** <https://www.samsung.com/uk/>

ViewSonic: Founded in 1987 in California, ViewSonic is a leading global visual solutions provider with a presence in over 100 countries, including the United Kingdom. Offers LCD monitors, projectors, Viewboard interactive display, commercial display, elite gaming monitors and colorpro monitors **Website:** <https://www.viewsonic.com/uk/>

Importers and Distributors:

Astute Electronics Ltd.: Astute Electronics, Inc. was founded in 2007. The company's line of business includes the wholesale distribution of electronic parts and electronic communications equipment including monitors and projectors. Astute acts as a close partner and fully authorised franchise distributor for more than 70 of the world's premier specialist electronic component manufacturers, including Fortec. UK. **Website:** <https://www.astutegroup.com/services/franchise-electronics/franchise-lines/>

Just Projectors: Just Projectors is a trading name of Cyntech Trading Limited, a company registered in England and Wales. Just Projectors is one of the major Audio-Visual suppliers in the UK offering both offline and online services. **Website:** <https://www.projectors.co.uk/>

Visunext UK : Visunext UK is part of the Visunext Group, one of the largest suppliers of home cinema and presentation technologies in Europe. The company benefits from strong partnerships with AV manufacturers such as Acer, Benq, EPSON, Optoma, Panasonic and Samsung. **Website:** <https://www.visunext.co.uk/>

Exhibitions and trade fairs in the United Kingdom

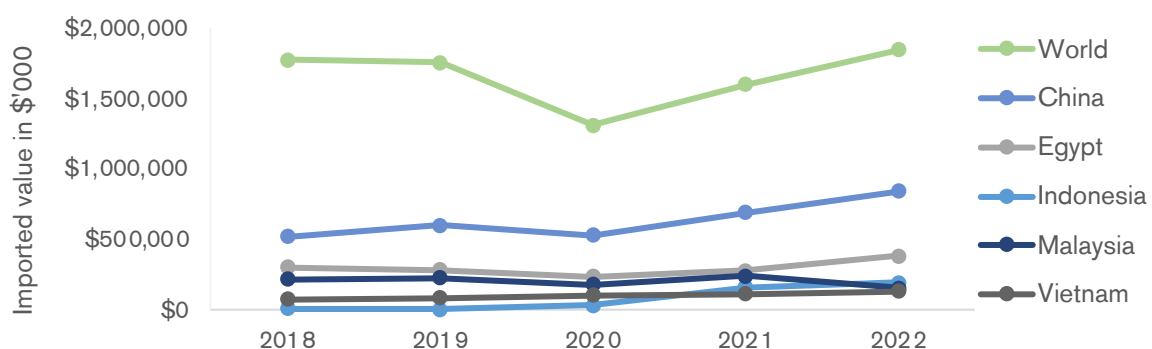
Dates	Exhibition name	City	Country	Website
29 to 30 August 2024	Technology Expo	London	UK	https://techspolondon.co.uk/
19 September 2024	Electronic Component Show	Oxford	UK	https://www.electronic-component-show.co.uk/
5 to 6 October 2024	UK Audio Show	Daventry	UK	https://www.chestergroup.org/uk-audio-show-2024/22
9 to 10 November 2024	Edinburgh HI-AV Show	Edinburgh	UK	https://www.chestergroup.org/edinburgh-hi-av-show-2024/23
12 to 13 March 2025	Channel Live 2024	Birmingham	UK	https://www.channel-live.co.uk/

A Gross Domestic Product (GDP) growth of 3.5% was estimated for the United Arab Emirates in 2023, following 7.4% growth in 2022. At the same time, average inflation fell to 3.1% in 2023, following a decline from its highest in the last decade of 4.8% in 2022.²⁷ The implementation of an IMF reform is further expected to limit medium-term growth. Looking ahead, growth is forecast to slow, though support exists due to strong oil pricing and economic policies focused on foreign investment, which are intended to aid diversification strategies.²⁸

The United Arab Emirates' consumption of monitors and projectors fell to approximately 283,000 units in 2023, after reaching a peak of 317,000 units in 2020. Growth in consumption over the coming years is projected to contract by 0.5% on annual basis, resulting in forecast volumes of 282,000 units in 2024 and 277,000 units by 2028.²⁹



The United Arab Emirates' imports of monitors and projectors (HS 8528) exhibited modest growth, increasing by about 4% from \$1.78 billion in 2018 to \$1.85 billion in 2022, despite a dip in 2020. China valued at \$841.4 million, and Egypt valued at \$382.4 million, were the largest suppliers in 2022; together accounting for 66% of the category's imports that year. The contrasting growth in imports compared to declining consumption of monitors and projectors in the UAE could be primarily associated with the possibility of the re-exports in this market.³⁰

[illegible]



In 2022, the United Arab Emirates' imports of monitors and projectors were valued at \$22,312 per ton at average prices and ranged from \$17,609 per ton to \$31,340 per ton among the top supplying countries. Imports from China were competitively priced between 2018 and 2022 while those of Vietnam and Indonesia were among the highest import values in \$ per ton in 2020 and 2022.³¹

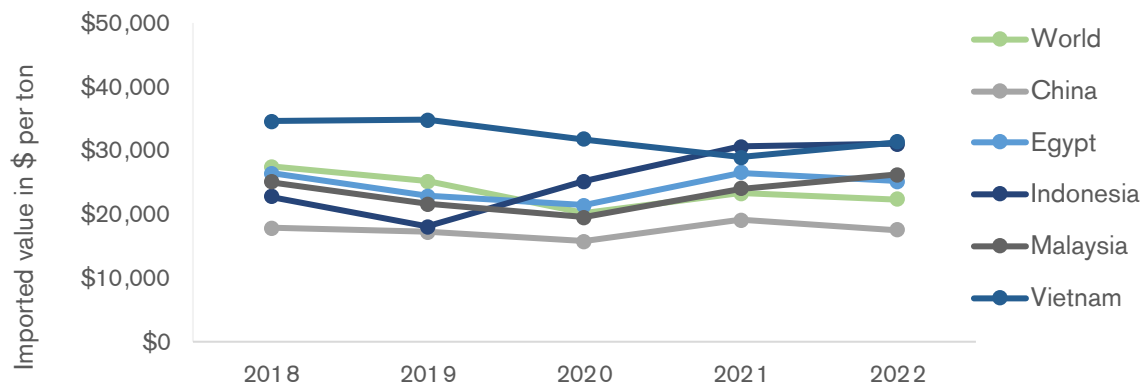


Chart 11 United Arab Emirates monitors and projectors imports from main supplying countries, in \$ per ton

United Arab Emirates monitors and projectors imports from Jordan

The United Arab Emirates' imports of monitors and projectors from Jordan saw a significant increase, from \$1,000 in 2018 to a peak of \$56,000 in 2022. While imports dipped to zero in 2020, likely due to COVID-19 disruptions, they rebounded strongly post-pandemic. This is reflected in the 833% growth between 2021, valued at \$6,000 and 2022.

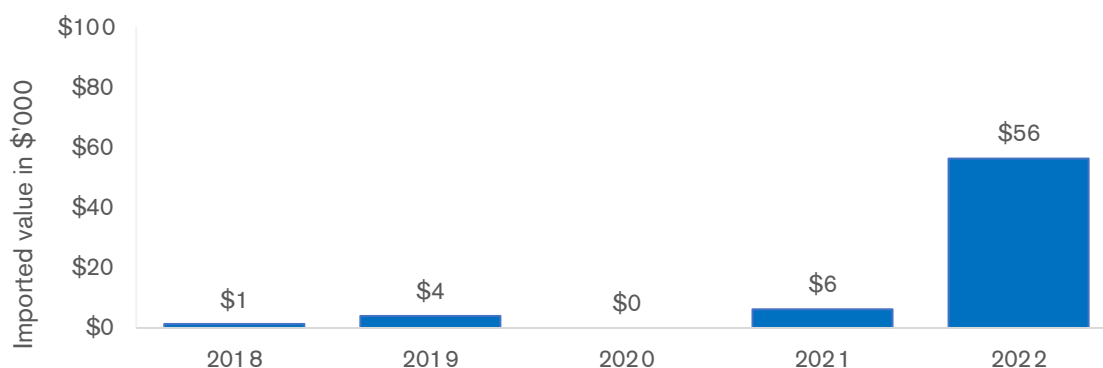


Chart 12 United Arab Emirates' monitors and projectors imports from Jordan, in \$'000

United Arab Emirates trade agreements with Jordan

Greater Arab Free Trade Area (GAFTA), 1997. The United Arab Emirates and Jordan are members of GAFTA, which was established under the umbrella of the Arab League. The agreement aims to create a free trade area among Arab countries by reducing and eliminating tariffs and trade barriers among member states. GAFTA includes 18 Arab countries and promotes increased trade and economic integration in the region

Industrial Partnership for Sustainable Economic Growth, 2022. Though not an agreement, this initiative has overseen deals of more than \$2 billion, and involves the UAE, Egypt, Bahrain, and Jordan. It aims to foster industrial cooperation in sectors such as agriculture, fertilisers, food, minerals, petrochemicals, pharmaceuticals and textiles.³³

³¹ ITC (2022). Trade Map - List of supplying markets for a product imported by the United Arab Emirates in 2022 (HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c784%7c%7c%7c%7c8528%7c%7c%7c4%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1

³² ITC (2022). Trade Map - Bilateral trade between United Arab Emirates and Jordan (HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at: https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c784%7c%7c400%7c%7c8528%7c%7c%7c4%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1

³³ Jordan Times (Feb 26, 2023) Prime Minister opens 3rd meeting of Higher Committee of Industrial Partnership in Amman: [online] Accessed; March 28 2024 at: <https://jordantimes.com/news/local/pm-opens-3rd-meeting-higher-committee-industrial-partnership-amman>



United Arab Emirates PESTEL analysis

Politics

The United Arab Emirates is a federal absolute monarchy composed of seven emirates, each ruled by its own hereditary Sheikh. These Sheikhs collectively form the Federal Supreme Council, with the ruler of Abu Dhabi traditionally serving as the President of the UAE.

The UAE and Jordan maintain strong political relations characterised by mutual cooperation and support on various regional and international issues. Both countries collaborate closely within the framework of regional and international organisations to promote stability and development in the Middle East.

Economics

The United Arab Emirates benefits from a diversified economy, with the non-oil sector contributing around 70% to its GDP, recorded at \$507 billion in 2022. Key sectors include tourism, aviation, real estate, and financial services.

The Emirates is among Jordan's most significant investors. A reported \$22.5 billion in investment and financing in the 10 years to 2023, was provided by the Gulf state to the Hashemite Kingdom.

Social

The population of the United Arab Emirates was registered at 9.4 million in 2022, with expatriates making up about 90% of the total population. The official language is Arabic, and Islam is the state religion. The country is known for its high standards of living and multicultural society.

The government has made significant investments in education and healthcare, aiming to become a knowledge-based economy. In addition to a high literacy rate, the country offers comprehensive healthcare services to its residents.

Technology

The Emirates is a leader in technological innovation, with a significant focus on digital transformation, smart cities, renewable energy, and developed infrastructures. In 2023, the country was ranked 37th in the UNCTAD Frontier Technologies Readiness Index, based on research and development (R&D) and industry activity, ICT deployment, skills, and access to finance.

The UAE has also made significant advances in space, with its astronauts joining International Space Station missions and its Hope probe exploring Mars' atmosphere.

Environment

The country is committed to sustainability and environmental protection, with goals for renewable energy and green initiatives. Projects like Masdar City and the UAE Energy Strategy 2050 aim to reduce carbon emissions and promote sustainable development.

Environmental challenges include water scarcity, high energy and water consumption, and desertification. The government is actively working on water conservation, waste management, and the development of renewable energy sources.

Legal

The UAE has a well-developed legal framework that supports business operations and protects investor interests. The country has implemented various laws to enhance corporate governance, intellectual property protection, and anti-money laundering measures.

The Emirates has reformed its labour laws to improve working conditions and protect workers' rights. The introduction of the Wage Protection System (WPS) and various labour mobility initiatives are part of these efforts.



United Arab Emirates monitors and projectors suppliers and distributors

Market players:

Acer: Acer Inc. is headquartered in New Taipei City, Taiwan and one of the leading multinational electronics companies with strong brand presence in the United Arab Emirates. The company manufactures and distributes computer hardware and electronics, including projectors and monitors for consumer and industrial applications. **Website:** <https://www.acer.com/ae-en>

BenQ: Headquartered in Taipei, Taiwan, BenQ is a multinational company that sells and markets technology products, consumer electronics, computing and communications devices under the "BenQ" brand name. The brand has a growing strong presence in the Middle East, including the United Arab Emirates via retail stores and e-commerce platforms. **Website:** <https://www.benq.com/ar-me/index.html>

Samsung: One of the world's recognised brands in the consumer electronics segment. Manufactures and distributes consumer electronics and equipment worldwide, with global presence in the United Arab Emirates. Offers a wide range of consumer electronics such as monitors and projectors. **Website:** <https://www.samsung.com/ae/>

Importers and Distributors:

ABVision (Al Barsha Vision Electronics LLC): A distributor of Information Technology (IT) and Audio-visual (AV) products in the UAE and across GCC countries based in Dubai. ABVision is an authorised distribution partner of leading brands such as PNY, Philips Asrock, Afox, MSI, Optoma, Sharp, NEC, and Team Group. The company offers a wide range of products for businesses, educational institutions, and individuals. **Website:** <https://www.abvision.net/>

Al Masaoood Technology Services (Mtech) Company: Mtech is a computer hardware wholesaler, retail, and procurement company founded in 2010 as a division of Al Masaoood Group. Based in Dubai, Mtech offers a wide range of computer devices, tailored IT solutions, and top global brand products, partnering with 2,500+ resellers worldwide. **Website:** <https://www.mtech-services.com/about-us/>

Al Sayegh Brothers Trading, LLC (ASBT): Al Sayegh Brothers Trading, LLC (ASBT) is a consumer electronics trading company based in Dubai and is a distributor of home entertainment, digital media and mobile communications products for global brands such as LG, Hitachi & Soti. **Website:** <https://www.alsayeghbrothers.com/intro.htm>

Exhibitions and trade fairs in the United Arab Emirates

Dates	Exhibition name	City	Country	Website
1 to 2 October 2024	Technology Expo	Dubai	UAE	https://techspodubai.ae/
18 to 24 October 2024	Gitex Global	Dubai	UAE	https://www.gitex.com/
8 to 10 April 2025	Entertainment Amusement & Leisure (DEAL) show	Dubai	UAE	https://www.dealmiddleeastshow.com/
TBC, 2025 ⁴⁰	Appliance & Electronics Show	Dubai	UAE	https://www.aesmexpo.com/AES-AE

⁴⁰ TBC is the acronym for 'to be confirmed.' At the time of reporting, specific dates had not been published for 2025 trade shows.

Saudi Arabia

Saudi Arabia macroeconomic overview

GDP growth of 8.7% was estimated for Saudi Arabia in 2022, falling to 0.8% in 2023—driven by oil production cuts. Average inflation in 2023 remained unchanged from 2022 level of 2.5% and is projected to decline to 2.2% in 2024.³⁵ Pursuing Vision 2030 reforms, the country was the fastest-growing G20 economy in 2022, driven by increases in oil production and growth in the non-oil GDP. Despite lower overall growth in 2023, non-oil growth stood close to 5% in 2023—purred by strong domestic demand. Growth in 2024 is forecast to adjust upward to 4% but the long-term sustainability of economic performance according to the IMF will require maintaining the reform momentum, irrespective of developments in oil markets.³⁶

Saudi Arabia monitors and projectors consumption

Saudi Arabia's consumption of monitors and projectors rose from 1.3 million units in 2018 to 1.4 million units in 2023, after peaking in 2020 at 1.5 million units. Looking ahead consumption is anticipated to remain steady at 1.4 million units in 2024 and is forecast to exhibit a marginal annual growth of 1.2% between 2024 and 2028, reaching 1.5 million units again by 2028.³⁷

Saudi Arabia monitors and projectors imports

Saudi Arabia's monitors and projectors (HS 8528) imports were valued at \$749.3 million in 2022, representing a growth of 18% between 2018 and 2022. China at \$507.1 million and Egypt at about \$111 million remained the largest suppliers, accounting for 82% of the category's imports in 2022.³⁸

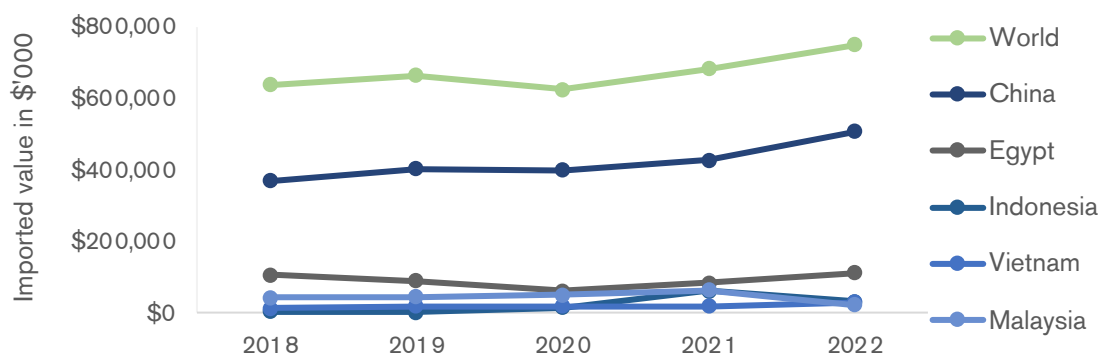


Chart 13 Saudi Arabia monitors and projectors import values, top exporters, 2018-2022

³⁵ International Monetary Fund - IMF (2023) Country Data; Saudi Arabia – October 2023 [online] Accessed; December 28 2023 at: <https://www.imf.org/en/Countries/SAU>

³⁶ International Monetary Fund - IMF (2023): Saudi Arabia's Economy Grows as it Diversifies [online] Accessed; December 28 2023 at: <https://www.imf.org/en/News/Articles/2023/09/28/cf-saudi-arabias-economy-grows-as-it-diversifies>

³⁷ Statista (2024) Monitors & Projectors – United Arab Emirates [online] Accessed: April 13, 2024 at:

<https://www.statista.com/outlook/cmo/consumer-electronics/computing/pc-monitors-projectors/united-arab-emirates>

³⁸ ITC (2022). Trade Map - List of supplying markets for a product imported by Saudi Arabia (HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at:

https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c682%7c%7c%7c%7c8528%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1



In 2022, Saudi Arabia's imports of monitors and projectors were valued at \$20,111 per ton at average prices and ranged from \$17,361 per ton to \$31,375 per ton among the top supplying countries. Imports from China were competitively priced between 2018 and 2022 while those of Vietnam and Malaysia were among the highest import values in \$ per ton in 2022.³⁹

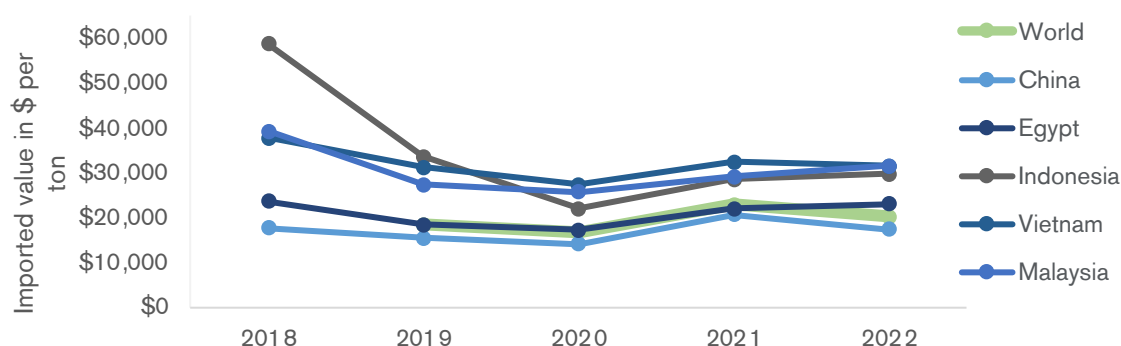


Chart 14 Saudi Arabia monitors and projectors imports from main supplying countries, \$ per ton

Saudi Arabia monitors and projectors imports from Jordan

Between 2018 and 2022, Saudi Arabia's imports of monitors and projectors from Jordan were only represented in 2022, valued at \$21,000.⁴⁰

Saudi Arabia trade agreements with Jordan

Greater Arab Free Trade Area (GAFTA), 1997. Saudi Arabia and Jordan are members of GAFTA, which was established under the umbrella of the Arab League. The agreement aims to create a free trade area among Arab countries by reducing and eliminating tariffs and trade barriers among member states. GAFTA includes 18 Arab countries and promotes increased trade and economic integration in the region.

Bilateral Economic Agreement, 1962. This agreement covers various aspects of economic cooperation, including the movement and transfer of persons, commodities, and capital. It also addresses transportation and transit regulations, the facilitation of commerce, and the fishing rights of professional fishermen in each other's territorial waters.

Trade and Economic Cooperation Agreement, 2022. A memorandum of understanding was signed between the Makkah Chamber of Commerce and Industry and its counterpart in Amman. This agreement aims to develop bilateral economic relations and increase trade exchange.⁴¹

Agricultural Trade Agreement, 2023. Saudi Arabia and Jordan signed an agreement to boost agricultural trade, largely focused on fish. This agreement aims to strengthen trade exchanges between the private sectors of both countries and support the development of the fishery industry in Jordan.

Agreement Land Transport Connectivity, 2023. Saudi Arabia and Jordan reached an agreement to enhance land transport connectivity, which is expected to significantly improve trade and economic collaboration between the two countries. This agreement is part of broader efforts to strengthen bilateral trade ties.

³⁹ ITC (2022). Trade Map - List of supplying markets for a product imported by Saudi Arabia in 2022 (HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c682%7c%7c%7c8528%7c%7c%7c4%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1

⁴⁰ ITC (2022). Trade Map - Bilateral trade between Saudi Arabia and Jordan (HS 8528, Monitors and projectors, not incorporating television reception apparatus; reception apparatus ...). [online] Accessed; April 11, 2024 at: https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c682%7c%7c400%7c%7c8528%7c%7c%7c4%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1

⁴¹ Arab News: March 04, 2022- Saudi Arabia, Jordan eye trade relations over \$1bn with new agreement: [online] Available at: <https://www.arabnews.com/node/2036126/business-economy>



Saudi Arabia PESTEL analysis

Politics

Saudi Arabia is a monarchy with strong governance, where political stability is a central feature. As a key Middle Eastern state, its foreign policies and relations within the Gulf Cooperation Council, the United Nations and OPEC have significant regional and global implications.

Saudi Arabia and Jordan have worked closely on regional and international issues and are seen as having model diplomatic relations.

Economics

In 2022, Saudi Arabia's GDP was \$1.1 trillion, making it the largest economy in the Middle East. Oil and gas revenues contribute about 80% to GDP. Economic diversification is currently underway through the Vision 2030 programme.

Saudi Arabia is furthermore Jordan's largest economic partner, with investments exceeding \$13 billion. Trade between the two countries reached around \$5 billion in 2021. Saudi Arabia has also been a major donor to Jordan, providing substantial financial assistance, including a 2022 direct funding of \$50 million as part of a larger economic aid package agreed upon in 2018.

Social

Saudi Arabia has a young population, with over 50% under the age of 25. The country has a high standard of living and a significant expatriate community. Arabic is the official language, and Islam is the state religion.

Saudi Arabia has undertaken reforms as part of its Vision 2030 programme, to increase the inclusion of females in the workforce, and promote entertainment and tourism.

The government is investing in education and skills development to prepare the workforce for a diversified economy. There is a focus on STEM (science, technology, engineering, and mathematics) education to meet the needs of emerging industries.

Technology

Saudi Arabia is investing in research and development to foster innovation, particularly in technology and renewable energy sectors. Initiatives such as NEOM, a planned smart city, are examples of this push towards innovation. Notable sector programmes include the Badir technology incubator, Middle East Venture Partners, Monshaat and UnitX, an artificial intelligence and digital transformation startup.

Saudi Arabia is rapidly advancing its digital infrastructure, with widespread adoption of technologies like 5G, e-commerce, and digital banking. The government supports digital transformation through various policies and investments.

With increasing digitalization, cybersecurity has become a critical focus area to protect against cyber threats and ensure the safety of digital transactions and data. The government and private sector are investing heavily in cybersecurity measures to safeguard the growing digital economy.

Environment

The country is engaged in global environmental agreements and is investing in renewable energy sources. Efforts are being made to reduce CO2 emissions and reliance on fossil fuels, in addition to managing water resources more efficiently.

Environmental issues include desertification and water scarcity. The government is actively working on environmental sustainability projects.



Legal

The legal system is based on Sharia law. There have been efforts to improve the business environment, including reforms in judicial processes and regulations affecting foreign investments. Saudi Arabia has also enhanced its corporate governance standards to attract more foreign direct investment.

Businesses operating in Saudi Arabia must comply with stringent regulations related to anti-corruption, financial reporting, and corporate governance. The government is enhancing regulatory frameworks to align with international standards

Saudi Arabia has implemented labour reforms to improve working conditions and promote the employment of Saudi nationals over expatriates. The Nitaqat program is a key initiative in this regard.

Saudi Arabia monitors and projectors distributors

Importers and Distributors:

ASHTEL Trading: ASHTEL Trading is a globally evolving Saudi based company delivering electronics, smart, IT and communication products. **Website:** <https://www.ashtelksa.com/>

Al-Esayi Electronics: Sole agent for Matsushita Electrical Industrial Co of Japan (National, Panasonic, Technics) that has showrooms in Jeddah, Mecca, Riyadh and Khamis Mushait.

Website: <https://www.aecksa.com/showrooms>

Al Falak Electronic Equipment and Supplies: Founded in 1981, Al Falak Electronic Equipment and Supplies is a distributor of Microsoft PC and laptop accessories, and Xbox Series products in Saudi Arabia. It also provides audio visual systems, virtual classrooms, video conferencing, multi display & show control services.

Website: <https://www.alfalak.com/about/>

E-Retail: E-Retail is an IT business and services, electronics and communication component distributor in Saudi Arabia, with its headquarters based in Jeddah, branches in Riyadh and Dammam, and an online store specialising in the sale of computer products, mobile phones and electronics of devices, parts and games, directly sourced from authorised distributors or imported from authorised distributors.

Website: <https://www.e-retail.com/about-us/>

Riyadh House Est.: Riyadh House is a subsidiary of Jeraisy Group, specialised in office furniture, computers and equipment solutions including printers, monitors and projectors, with showrooms in Jubail, Khobar, Dammam, Riyadh, Buraidah, Khamis Mushait, Najran, Jizan, Jeddah, Makkah, Madinah, Yanbu and Tabuk.

Website: <https://beta.rhc.com.sa/>

Exhibitions and trade fairs in Saudi Arabia

Dates	Exhibition name	City	Country	Website
10 to 13 February 2025	LEAP EXPO	Riyadh	Saudi Arabia	https://onegiantleap.com/
TBC, 2025 ⁴⁸	Saudi Light & Sound (SLS) Expo	Riyadh	Saudi Arabia	https://www.saudilightandsoundexpo.com/
TBC, 2025	Saudi Entertainment & Amusement (SEA) Expo	Riyadh	Saudi Arabia	https://www.saudientertainmentexpo.com/event-sectors

⁴⁸ TBC is the acronym for 'to be confirmed.' At the time of reporting, specific dates had not been published for 2025 trade shows.



Recommendations




Recommendations in summary

For strategic positioning, we highlighted three priority markets in this report: the United Kingdom, the United Arab Emirates and Saudi Arabia.

For Jordan's monitors and projectors, imports remained erratic and small in value. Imports nonetheless increased by about nine times for the United Arab Emirates, between 2021 and 2022 while trade for Saudi Arabia trade was valued at only \$21,000 in 2022. The United Kingdom's imports of Jordanian monitors and projectors saw just one significant annual shipment valued at \$108,000 in 2021.

Expanding trade opportunities for Jordan's monitors and projectors, offers significant prospects across the United Kingdom, the United Arab Emirates and Saudi Arabia; not least since they represent sizeable markets, driven by global trends, such as the rise of remote work and hybrid models, evolving classroom technologies, increasing disposable income, and technological advancements.



Reference information

Priority markets tariff and non-tariff barriers

United Kingdom

Tariffs

For HS 852872 – Reception apparatus for television, colour, whether or not incorporating radio-broadcast receivers or sound or video recording or reproducing apparatus; a preferential tariff of 0% is applied for Jordan. It is important to note that other countries may be subjected to MFN duties at a rate of 14%. The United Kingdom does not apply any trade remedy on HS 852872

General requirements

Goods entering into the United Kingdom are subject to import controls, whether because they are banned, subject to quotas or where the import is monitored with license. The Department for Business & Trade's Import Licensing Branch (ILB) is responsible for the issuance of licenses for imports into the United Kingdom and provides further guidance on import controls.

In addition to achieving with UKCA (UK Conformity Assessed) and CE (European Conformity) standards, electronics imported or manufactured for the United Kingdom's market are subject to specific Electronic Product Regulations. The General Product Safety Regulations 2005 details imports requirements on product safety information, traceability and risk assessment for consumer electronics. The Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment Regulations 2012 requires importers and manufacturers to notify enforcement authorities when they know or suspect that a product is non-compliant. Other import regulations for importers and manufacturers must comply when placing consumer electronic in the UK market include, the Electrical Equipment (Safety) Regulations 2016, the Electromagnetic Compatibility Regulations 2016, the Radio Equipment Regulations 2017 and the Eco-design for Energy-Related Products and Energy Information Regulations 2010.^{44 45}

Broadly, the requirements for imports into the United Kingdom include the following:

- Economic Operators Registration and Identification number (EORI number): Importers must get EORI number that starts with GB to import goods into England, Wales or Scotland.
 - To get an EORI number, the importer's business usually needs to have premises based in the country importing to or exporting from—this is called 'being established'. The business premises needs to be one of the following: a registered office, a central headquarters and a permanent business establishment
- export declaration in the exporter's country if applicable
- licences or certificates to send goods to the UK if applicable
- hiring a transporter or customs agent to deal with UK customs, where applicable
- import declaration at UK customs
- import certificate or license: applicable to special goods.
- Most printed matter is free from customs duty and is also free from VAT in the UK.
- Goods imported to the UK must comply with domestic business standards

⁴³ In respect to the identification of tariff and non-tariff barrier rules for import, the following section details requirements for HS 852872, where Jordan's major exports are classified.

⁴⁴ GOV.UK: Importing. Accessed; April 9 2024 at: <https://www.gov.uk/browse/business/imports>

⁴⁵ Compliance Gate (June 23, 2022) Electronic Product Regulations in the United Kingdom: An Overview: Accessed; April 13 2024 at: https://www.compliancegate.com/electronic-product-regulations-united-kingdom/#General_Product_Safety_Regulations



Additional detail

Further detail on the United Kingdom's import requirements for monitors and projectors can be found in the following references:

Department for Business and Trade

Link. <https://www.gov.uk/guidance/uk-standards-and-regulatory-import-requirements>

Department for Business and Trade

Link. <https://www.gov.uk/guidance/using-the-ukca-marking>

Electrical Equipment (Safety) Regulations 2016: Great Britain

Link.

<https://www.gov.uk/government/publications/electrical-equipment-safety-regulations-2016/electrical-equipment-safety-regulations-2016-great-britain>

International Trade Administration – Country Commercial Guide, United Kingdom

Link. <https://www.trade.gov/knowledge-product/united-kingdom-trade-standards>

British Standards Institution (BSI)– Household and similar electrical appliances.

Link.

<https://knowledge.bsigroup.com/products/household-and-similar-electrical-appliances-safety-general-requirements-2?version=standard>

ITC market access map

Link. <https://www.macmap.org/>



The United Arab Emirates

Tariffs

For HS 852872 – Reception apparatus for television, colour, whether or not incorporating radio-broadcast receivers or sound or video recording or reproducing apparatus; a preferential tariff of 0% is applied for Jordan. It is important to note that other countries may be subjected to MFN duties at a rate of 5%.

The United Arab Emirates does not apply any trade remedy on HS 852872

General requirements

Imports into the United Arab Emirates (UAE) are regulated by the respective competency Ministries and authorities according to their safety on the general public. The Emirates Authority for Standardization and Metrology (ESMA), an agency under the Ministry of Industry and Advanced Technology (MoIAT) is responsible for developing and executing technical regulations and standards for products and services in the United Arab Emirates (UAE). ESMA issues conformity certificates such as the Emirates Quality Mark (EQM) for products in UAE. On the other hand, the Federal Customs Authority sets the country's customs policies. Each emirate also has its own customs authorities. Customs offices are located at airports, seaports, and on land borders.

To import goods into the UAE, companies must have the correct trade license from the Department of Economic Development (DED) from the respective emirate. Foreign companies can either set up office in the UAE or appoint a UAE national as sponsor, agent, or distributor to do business in the UAE "mainland" (that is, not in the free zones). Companies that set up in a Free Trade Zone (FTZ) can also use their trade license to import goods into that FTZ. Except for food products, all shipments of goods to the UAE require "legalization" of documents.⁴⁶

Broadly, regulations on imports include the following requirements:

- Registration certificate and trade license issued by the Department of Economic Development
- Commercial invoice from the exporting company addressed to the importer with details about quantity, goods description, and total value of each imported item.
- Certificate of origin, stating the country of origin and approved by the Chamber of Commerce in the country of origin.
- Detailed packing list including weight, method of packing, and HS code for each item.
- Import permit from the competent agencies in case of importing restricted goods or duty exempted goods.
- Bill of entry or airway bill.
- Emirates Quality Mark (EQM) certificate issued by ESMA: Importers, manufacturers, and distributors must obtain an EQM for specific products before selling them in the UAE.

Additional detail

Further detail on the United Arab Emirates' import requirements for monitors and projectors can be found in the following references:

Department of Economic Development- Abu Dhabi

Link.

<https://www.tamm.abudhabi/en/life-events/business/industrial-commercial-trade/Import%20&%20Export>

Ministry of industry and Advanced Technology (MoIAT)

Link. <https://moiat.gov.ae/en/services?cat=Conformity+Services>

Federal Customs Authority

Link. <https://uaecustoms.ae/Home.aspx?ReturnUrl=%2f>

International Trade Administration – United Arab Emirates country commercial guide

Link.

<https://www.trade.gov/country-commercial-guides/united-arab-emirates-import-requirements-and-documentation>

ITC market access map

Link. <https://www.macmap.org/>

⁴⁶ International Trade Administration (November 25, 2023) Country Commercial Guide—United Arab Emirates. [Online] Accessed; April 13, 2024 at: <https://www.trade.gov/country-commercial-guides/united-arab-emirates-import-requirements-and-documentation>



Saudi Arabia

Tariffs

For HS 852872—Reception apparatus for television, colour, whether or not incorporating radio-broadcast receivers or sound or video recording or reproducing apparatus; a preferential tariff of 0% is applied for Jordan. It is important to note that other countries may be subjected to MFN duties at a rate of 5%.

Saudi Arabia does not apply any trade remedy on HS 852872

General requirements

The Saudi Standards, Metrology, and Quality Organization (SASO) issues regulations for conformity assessment procedures of commodities, products and services according to its approved standards. On July 9, 2021, the Saudi Standards, Metrology and Quality Organization (SASO) published a new Technical Regulation (TR) for Restricting Hazardous Substances in Electrical and Electronic Appliances and Equipment (RoHS). This regulation outlines the hazardous materials in common electronic equipment and specifies the conformity assessment procedure which must be followed to import these products into Saudi Arabia. The TR applies to products that generate, transmit and measure electrical currents which are intended for sale in the Kingdom of Saudi Arabia. The RoHS Technical Regulation applies to products that are manufactured outside the Kingdom and imported, as well as products that are manufactured within the Kingdom.⁴⁷

SASO rolled out Saleem Saber, an electronic certification and conformity assessment system, that became mandatory for all imported goods entering Saudi Arabia as of July 2018. Saber is an electronic service provider for obtaining Certificates of Conformity for products destined to the Saudi Arabian market under applicable Saudi standards and specifications rules. Additionally, the Zakat, Tax and Customs Authority of the Kingdom of Saudi Arabia, requires importers to present a commercial invoice, a bill of lading, and a certificate of origin to import goods into Saudi Arabia.⁴⁸

Broadly, the requirements for imports of electronics including monitors and projectors are:

- For all electronic products in the TR's scope that are entering the KSA market, suppliers must obtain a Product Certificate of Conformity (PCoC) in accordance with ISO/IEC 17067 Type 1a assessment. The PCoC can only be issued by an accredited Conformity Assessment Body (CB). To receive a PCoC, suppliers must provide the following documents to the Conformity Assessment Body.
 - Supplier conformity declaration form from the manufacturer or importer
 - Risk assessment document
 - Warnings and instruction manuals
 - Written acknowledgement that the same application has not been submitted to any other acceptable party
 - ISO 9001 Quality Management System certificate (as applicable)
 - Technical documentation: name and address of manufacturer, general description of the product, design and manufacturing drawings, graphs, elements, units, subdivisions, description and explanations necessary for understanding drawings, graphs, and operation (list of Saudi standard specifications or any other technical specifications, results of the reports, graphical calculations of the design, control operations, tests performed, etc.)
 - Test reports
 - Evidence that supports the appropriateness of technical solutions taken in the design
- Required documents for import permit and clearance must be obtained and include
 - Certificate of conformity issued by SASO
 - Import licence issued by the Ministry of Commerce and Investment
 - Commercial invoice issued by the seller with details about the trade, including quantity, type, seller, and buyer.
 - Certificate of origin signed by the exporter, including necessary details like the shipping line, supplier's name, and address.
 - Bill of lading provided by the shipping line and includes information such as value, description, weight, labels, quantity, and details of the chemicals being transported.
 - Packing list providing additional information about quantity, value, weight, etc.

⁴⁷ QIMA (January 11, 2024) Understanding RoHS Requirements for Electronics Entering Saudi Arabia. [Online] Accessed; April 13, 2024 at: <https://blog.qima.es/certification/understanding-rohs-requirements-for-electronics-entering-saudi-arabia>

⁴⁸ International Trade Administration (November 25, 2023) Country Commercial Guide—United Arab Emirates. [Online] Accessed; April 13, 2024 at: <https://www.trade.gov/country-commercial-guides/united-arab-emirates-import-requirements-and-documentation>



Additional detail

Further detail on Saudi Arabia's import requirements for monitors and projectors can be found in the following references:

The Saudi Standards, Metrology, and Quality Organization (SASO)

Link. <https://www.saso.gov.sa/en/pages/default.aspx>

SASO SABER system

Link. <https://saber.sa/>

SASO—Technical Regulations for Restriction of Hazardous Substances in Electrical and Electronic Appliances and Equipment Guideline (RoHS)

Link.

<https://saso.gov.sa/en/Laws-And-Regulations/guidelines/Documents/Guide-TR-limiting-hazardous-substances.pdf>

Zakat, Tax and Customs Authority

Link. <https://zatca.gov.sa/en/Pages/default.aspx>

International Trade Administration – Saudi Arabia country commercial guide

Link. <https://www.trade.gov/country-commercial-guides/saudi-arabia-standards-trade>

ITC market access map

Link. <https://www.macmap.org/>



Methodology

The study employs desktop research and concentrates on the underlying product, its capacity, supply, demand globally and in particular priority markets. In addition, the study covers export and import statistics, trade barriers and import requirements. The objective is to give insight on merchandise trade dynamics in the Jordanian context.

Priority Markets Selection Criteria

The selection of priority markets is based on a comprehensive set of criteria:

- **Annual Imported Quantities:** Evaluating the volume of imports to gauge market size.
- **Growth Rate in Quantities:** Assessing the rate of growth to identify expanding markets.
- **Market Concentration:** Analyzing the distribution of market share among competitors.
- **Export Potential:** Determining the potential for export between Jordan and the target market.
- **Tariff and Non-Tariff Barriers:** Considering the impact of trade barriers on market entry.

Additionally, all financial figures are conducted in US dollars.

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