You may find more information about the speaker's expert background and reference links to major past and current initiatives and projects, as well as potential areas for exploring future cooperation:

Hana Abdul Rahman Nimer Uraidi

Country: Jordan
Practice Areas: Education & Skills | SME Development | Enterprise Competitiveness | Inclusive Economic Growth | Regional Cooperation

About the Speaker

Hana is a Senior Advisor at Majlis ElHassan, Royal Hashemite Court. Her work focuses on translating public policy into institutional performance, enterprise development and inclusive economic opportunities, connecting regional cooperation with human dignity and sustainable development.

Her professional experience spans enterprise development, social protection and international cooperation, with a particular focus on supporting vulnerable communities, strengthening businesses and promoting inclusive economic participation.

Projects at a Glance

Across Jordan and the wider region, Hana's professional experience demonstrates how strong institutions, SME support, social protection and skills development contribute to more competitive economies and resilient communities.

Key Initiatives and Professional Experience

01. Hashemite Waqf (Endowment) for Jerusalem
Role: Member of the Board of Directors
Location: Amman – Jerusalem

The Hashemite Waqf for Jerusalem establishes a sustainable institutional endowment to protect Jerusalem's Islamic and Christian holy sites and heritage, while empowering Jerusalemites through education, healthcare, housing, economic opportunities and the protection of human dignity.

The initiative offers a model of sustainable, institutionally driven development that connects human capital development with economic empowerment, entrepreneurship and community resilience. Its approach to mobilising partnerships, expertise and sustainable resources provides valuable insights into strengthening local ecosystems and creating inclusive economic opportunities.

Explore: [Website under construction.]

02. SME Development, Enterprise Competitiveness and Export Promotion in Jordan
Role: Former CEO, Jordan Enterprise Development Corporation (JEDCO); previously held senior management roles in enterprise development and coordination of EU–MENA cooperation under the Charter for Enterprise.
Location: Jordan

Hana led initiatives to strengthen the competitiveness, growth and sustainability of Jordanian SMEs through enterprise support, access to finance, business development, investment promotion and market access.

Her work also involved Euro-Mediterranean cooperation through policy dialogue, coordination and exchange among regional stakeholders under the Regional Charter for Enterprise.

This experience demonstrates how national economic priorities can be translated into practical support mechanisms for businesses. It highlights the importance of regional policy alignment, cross-border cooperation and the exchange of good practices in strengthening entrepreneurship ecosystems, building institutional capacity and connecting skills development with evolving business and labour-market needs.

Explore: Jordan Enterprise Development Corporation (JEDCO)

03. UNRWA Jordan – Relief, Social Protection and Economic Inclusion
Role: Former Chief of the Relief and Social Services Programme (November 2020 – November 2025); previously Deputy Chief (2017–2020).
Location: Jordan

Hana's work at UNRWA focused on managing and strengthening social protection, poverty alleviation, disability inclusion and community-based services for Palestine refugees, including vulnerable households and people facing barriers to economic participation.

This experience highlights an important dimension of skills development and economic competitiveness: access to training and employment opportunities must go hand in hand with effective social protection, inclusion and essential services. It demonstrates how human development, institutional delivery and resilience are interconnected and essential to enabling vulnerable communities to participate productively in the economy.

Explore: United Nations Relief and Works Agency for Palestine Refugees (UNRWA)

Selected Publications and Resources

01. Practical Approaches to Increase Inclusion of Migrants and Refugees in TVET in the Arab States
A discussion paper exploring approaches to improving the inclusion of migrants and refugees in technical and vocational education and training (TVET) across the Arab States.

The publication highlights the importance of linking vocational education with labour-market demand, employability, career guidance and access to decent work. It offers valuable perspectives on skills development for vulnerable populations and the role of institutions in supporting inclusive economic participation.

Read: UNESCO-UNEVOC Publication

02. Rural Economic Growth and Employment Project (REGEP) – Supervision Report
The report illustrates the relationship between enterprise development, access to finance, agricultural value chains and technical capacity-building in creating productive employment, particularly for women and young people in rural communities.

It provides relevant insights into how targeted investment and institutional support can strengthen rural businesses, improve livelihoods and generate sustainable economic opportunities.

Read: IFAD – Rural Economic Growth and Employment Project (REGEP) Supervision Report

03. Digital Revitalization of the Agri-food Sector in Mashreq
This publication explores how digital solutions can support rural producers, strengthen agricultural value chains and improve access to financial services.

Of particular relevance is the JEDCO/REGEP e-wallet experience, which demonstrates how digital innovation can improve financial access for small businesses and rural producers. It offers a practical example of how technology adoption can contribute to SME development and more inclusive economic growth.

Read: FAO – Digital Revitalization of the Agri-food Sector in Mashreq

Areas for Future Cooperation

SME Competitiveness and Skills Ecosystems
Exchanging experience on how to align vocational education, enterprise development and workforce skills with the changing needs of SMEs, particularly in emerging economies and areas affected by protracted conflict.

Innovation and the Twin Transition
Exploring practical approaches to digitalisation, green entrepreneurship, technology adoption and innovation among smaller businesses, including improved access to finance and international markets.

Euro-Mediterranean Cooperation and Inclusive Growth
Developing partnerships, peer-learning initiatives and pilot programmes connecting European and Southern Mediterranean institutions, with particular attention to youth employment, women's economic participation and vulnerable communities.

Connect with Hana

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