



1st Jordan Europe Business Conference

Second Quarter of 2024

Amman

Concept Note

Introduction

Strategically located at the crossroads of Asia, Africa, and Europe, Jordan offers a unique combination of sociopolitical stability, a business-friendly environment, pro-investment policies, and a highly skilled workforce. Jordan has focused on developing its human capital and embracing innovation, resulting in an economy that is increasingly diverse and open to foreign investment.

"Investing in Jordan is in reality a much larger investment in stability, resilience and hope for those in my country but also for the region", His Majesty King Abdullah II.

Why to Invest in Jordan

The government incentives include tax abatements, tax revenue sharing, grants, infrastructure assistance, no or low-interest financing, free land, tax credits, and other financial resources.	Jordan is home to a wellspring of young, digitally savvy talent , with 52.4% of the population under the age of 24, and fluent in English and Arabic.
Jordan ranked first in the Arab world in terms of renewable energy contribution , reflecting Jordan's leadership in the renewable energy field. ICT infrastructure is also one of the best in the region.	Jordan is home to a well-established startup culture ; 27 of the region's top 100 startups are from Jordan.

Background

The European Union (EU) and Jordan enjoy a strong and longstanding partnership, underpinned by shared values and interests.

The 2021-2027 Partnership Priorities (PPs) confirm EU-Jordan ties, and define the scope for deepening mutual engagement. The Partnership Priorities recall the full enforcement of the Association Agreement and continuation of joint work to strengthen the existing trade and investment relationship would enhance Jordan's integration into the EU market and create new opportunities for trade, investment and development.

The **1st Jordan Europe Business Conference** is promoted by the **Jordan Europe Business Association - JEBA** is a one-day event that aims to bring together Jordanian authorities, private sector companies, members of regional organizations and the European Union (EU) to explore investment and business opportunities in Jordan. The conference will consist of plenary sessions, expert talks, panel discussions and case studies. The conference will focus on three main themes: investment and business opportunities, digital economy, green economy and tourism.



Objectives

- Promote trade and investment between Jordan and the EU;
- Highlight the potential of Jordan as a business destination;
- Examine potential expanding investment avenues for EU businesses currently active in the Jordanian market;
- To provide a platform for networking between Jordanian and EU companies and facilitate business-to-business (B2B) networking opportunities;
- Showcase success stories of European and Jordanian companies in country;
- Discuss the challenges and opportunities facing businesses in Jordan;
- Discuss sustainable initiatives and opportunities in green industries, digital economy and tourism

Expected Audience

- ✓ Representatives of government institutions (such as Ministry of Industry, Trade and Supply; Ministry of Investment, Ministry of Digital Economy and Entrepreneurship; Jordan Exports, Jordan Enterprise Development Corporation);
- ✓ Business associations and chambers of industry or commerce;
- ✓ EU Delegation and EU representative from HQs and EU Member States;
- ✓ CEOs and senior executives of European and Jordanian companies;
- ✓ Investors;
- ✓ European Financial Institutions (such as European Investment Bank, Agence Française de Development, Kreditanstalt für Wiederaufbau-KfW).

Format

The conference will be a one-day event, featuring a mix of plenary sessions, panel discussions and B2B networking opportunities. The plenary sessions will feature keynote addresses by high-level speakers from the EU and Jordan. Industry experts and policy makers will lead the panel discussions that will focus on specific sectors and topics of interest to businesses (a mapping exercise will help defining the priorities). The B2B networking opportunities will provide delegates with the chance to meet and connect with potential partners.

Indicative Agenda:

The business conference is tentatively scheduled for **April 2024**. The conference starts with a morning session involving registration, networking, and speeches by a top Jordanian government representative and the EU Ambassador. It comprises three plenary sessions on investment, the digital economy, the green economy, and the tourism featuring presentations, panel discussions, and Q&A. After a networking lunch, the afternoon session covers Free Trade Agreement opportunities and scaling industrial operations in a panel discussion.