

# EU-Jordan Global Gateway Business Forum 2024

## Key features

### Stakeholders:

- Private sector: **EU** + local/regional
- Public sector : **EU** + local/regional
- Other: financial institutions, etc.

### Objectives: *(examples)*



Dialogue involving  
public and private actors



Mobilise  
private investment



Facilitate business  
relations

### Activities: *(examples)*

- Dialogue/engagement
- B2B / B2G / Networking
- Business deals / New project launch
- Showcase (projects, field visits, etc.)
- Etc.

# Starting point: Mapping the EU investments in Jordan

The mapping will identify the EU business' presence, impact & barriers in Jordan



Fill in the investor's form:

[EU Investment mapping in Jordan](#)

5 min  
20 questions  
EU data protection



**To support EU investors we have to know what EU investors do & need.**

This helps the EU and its embassies to :

- Prepare the agenda of business fora or public-private dialogues.
- Support their private sector development programmes as it identifies the priorities or the actions with the highest impact.
- Identify key topics to raise to the local government.
- Create or reinforce European business organisations / chambers.
- Advice to EU firms on investment opportunities and potential partners.
- Negotiate of trade & investment agreements.

<https://ec.europa.eu/eusurvey/runner/EUinvestmentinJordan>

# What do we get at the end ?

The **EU investment mappings** produce business intelligence & communication products

1



**28 factsheets** (EU + 27 MS)  
on the data collected by the mapping,  
+ figures on current/potential trade & investment.

2



**Infographics**  
to display selected data to advocate for the  
importance of the EU investment in the country.





## Tentative Format for the EU-JO Global Gateway Business Forum 2024



- **1 full day** in-person event (possible online participation and live streaming to be confirmed)
- High-level opening ceremony by the **Prime Minister of Jordan** and high-level EU representative
- Indicative focus sectors: **multisector** (to be determined from the mapping exercise)
- **Plenary discussions** as well as parallel breakout sessions by themes/sectors
- Presentations on investment-relevant topics, including recent reforms, etc.
- **B2B** and **B2G** matchmaking
- **Exhibition space**: booths for companies and other agencies, to be confirmed.

## Audience and Partners



- **Lead:** EU Delegation, Jordan Europe Business Association (JEBA) and Ministry of Industry, Trade and Supply
- **Other partners and audience:**
  - Ministry of Investment, Ministry of Digital Economy and Entrepreneurship
  - Jordan Exports
  - Ministry of Foreign Affairs and Expatriates, Ministry of Planning and International Cooperation
  - European Development Finance Institutions (such as European Investment Bank, Agence Française de Développement, Kreditanstalt für Wiederaufbau-KfW)
  - EU and Jordanian businesses
  - Business associations, chambers of industry and commerce.
  - EU Member States

# EU-Jordan Global Gateway Business Forum

In a nutshell



**April/May 2024**



**Amman (in-person)**



**~300 people  
(in-person)**

Indicative topics to be covered:

- **Business and Investment climate:** Policy and Regulatory Frameworks recent reforms
- Concrete **investment opportunities**
- **Partnerships** (B2B and B2G meetings)
- Access to finance
- Opportunities under **EU-Jordan Trade Agreement**
- Investment pitch by selection of companies