



INVITATION

[Invitation letter](#)

Conference on trade and business opportunities in Jordan

Implementing the EU-Jordan Decision on the simplification of the EU rules of origin

25th January 2017

European Commission, Berlaymont Building

On 25 January 2017 and in the context of the EUROMED Invest project, the European Commission and the Ministry of Industry, Trade and Supply of Jordan will organise in Brussels a **business to business event presenting enhanced trade and investment opportunities** resulting from the recent decision to simplify the rules of origin between the EU and Jordan.

This initiative forms part of the EU's support for Jordan in the context of the **Syrian refugee crisis** and links in with Jordan's own actions to **encourage new investments, promote exports and create jobs for Jordanian nationals and Syrian refugees**.

The **EU-Jordan Decision of 19 July 2016 on the simplification of the EU rules of origin** covers a **wide range of industrial products** that could benefit from better access to the EU market such as:

- Textile & garments sector
- Engineering & electrical industries (electrical and home appliances)
- Chemical products
- Plastic products
- Furniture & wooden products

The conference will bring together **European and Jordanian trade, industrial and policy stakeholders** and will be an opportunity to obtain information about the trade and investment opportunities in Jordan.

The conference will include **business to business meetings** between Jordanian companies and European and other buyers and investors.

[The programme](#) of the Brussels event includes:



Conference on "EU-Jordan decision on relaxation of the EU rules of origin"



Presentation of business environment and industrial sectors in Jordan & success stories



B2B meetings between EU, Jordanian and other company representatives

LANGUAGE: English, Arabic (simultaneous translation)