



## Conference on Trade and Business Opportunities in Jordan

### Implementing the EU-Jordan Agreement on the simplification of the EU rules of origin

Brussels, 25/01/2017

European Commission, Berlaymont

#### Conference (Morning session)

##### Registration

###### Moderator

Emmanuel Noutary, President of ANIMA Investment Network.

08h30-09h00

##### Welcome Speeches

- M. Johannes Hahn, EU Commissioner for Neighbourhood Policy and Enlargement Negotiations.
- H.E. Eng. Yarub Qudah, Minister of Industry, Trade and Supply, Hashemite Kingdom of Jordan

09h00-09h15

##### The situation and challenges in Jordan

- H.E. Yousef Betaineh, Ambassador Extraordinary and Plenipotentiary Head of Mission to the EU
- H.E. Andrea Fontana, EU Ambassador, Jordan
- Mr. Stefano Severe, UNHCR country representative, Jordan

9h15-9h30

##### Main features of the Simplified Rules of Origin Agreement

- Mr. Ignacio Garcia Berceo, Director, European Commission-DG TRADE
- ..., European Commission-DG TAXUD TBD

10h00-10h15

##### Implementation in Jordan of the Simplified Rules of Origin Agreement

- ..., Ministry of Industry, Trade and Supply – Jordan TBD

10h15-10h30

##### Investment Climate and Incentives in Jordan.

- ..., Jordan Investment Commission TBD

10h30-10h50

##### Industrial Sector in Jordan and Export Potential to the EU Market.

- ..., Jordan Chamber of Industry TBD

10h50-11h10

##### Coffee Break

##### Panel discussion I: Donors and IFIs support to foster resilience in Jordan; followed by Q&A

###### Moderator

Mr. Michael KÖHLER, Director, European Commission-DG NEAR

- Mr. John Speakman Practice Manager for Africa, Trade & Competitiveness, the World Bank Group

11h10-11h50

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<ul style="list-style-type: none"> <li>- European Investment Bank <b>TBD</b></li> <li>- European Bank for Reconstruction and Development <b>TBD</b></li> <li>- Jordan Private sector representative <b>TBD</b></li> <li>- ..., Multilateral Investment Guarantee Agency <b>TBD</b></li> </ul>	<b>11h50-12h30</b>
<p><b>Panel discussion II: Success factors for enhancing EU-Jordan trade and investment; followed by Q&amp;A</b></p> <p style="text-align: center;"><b>Moderator</b> Mr. Ignacio Garcia Bercero, EU Commission-DG TRADE</p> <ul style="list-style-type: none"> <li>- Jordan Investment Commission <b>TBD</b></li> <li>- M. Arnaldo Abruzzini, CEO, EUROCHAMBERS</li> <li>- Dr. Ruba Jaradat, Regional Director for Arab States, ILO</li> <li>- OXFAM <b>TBD</b></li> </ul>	
<p><b>Closing Remarks</b></p> <ul style="list-style-type: none"> <li>- ..., EU Commission OR European External Action Service <b>TBD</b></li> <li>- H.E. Yousef Betaineh, Ambassador Extraordinary and Plenipotentiary Head of Mission to the EU</li> </ul>	<b>12h30-12h50</b>

<p><b>PRESS CONFERENCE</b> Berlaymont</p>	<b>13h00-13h30</b>
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<p><b>LUNCH BREAK</b> Berlaymont, (Room TBD)</p>	<b>13h00-14h30</b>
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## Business-to-Business Meetings (Afternoon session)

<p><b>Welcome Note</b></p> <ul style="list-style-type: none"> <li>- Representative from the European Union <b>TBD</b></li> <li>- M. Dirk Vantuyghem, Director Of Operations, EUROCHAMBERS</li> <li>- Jordanian Chamber of Commerce <b>TBD</b></li> </ul>	<b>14h30-15h00</b>
<p><b>Business-to-Business Meetings</b> Rotating meetings according to the agenda of each confirmed participating company with support of the EUROMED Invest Help Desk</p>	<b>15h00-18h00</b>

## Registration

Online registration at the [following link](#).

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