



Brussels,

Invitation to a Stakeholders Conference on the EU-Jordan Agreement on Simplification of Rules of Origin organised by the European Commission and the Government of Jordan

European Commission, Berlaymont Building, Brussels, 25 January 2017

Dear Sir / Madam,

In July 2016, the EU and Jordan agreed on an important simplification of the rules of origin that certain products manufactured in Jordan have to satisfy in order to be exported to the European Union on a duty and quota free basis under the EU-Jordan Association Agreement. 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 investment, promote exports and create jobs for Jordanian nationals and Syrian refugees. With the support of the EU, Jordan is seeking to turn the challenge posed by the influx of 1.3 million Syrians into an opportunity to boost investment and manufacturing.

A Business and Investment Conference will take place in Brussels on 25 January 2017 to publicise the trade, investment and business opportunities in Jordan generated by this initiative. The Conference will bring together representatives of the EU and the Government of Jordan along with key private sector actors. It will include information on the conditions which producers in Jordan need to meet in order to use these simplified rules of origin for export to the EU, as well as specific information on the incentives and opportunities available for investors in Jordan. A B2B session will facilitate direct contacts with a selected panel of Jordanian industrialists.

While the EU and Jordan acted quickly to put this initiative in place, its success will depend on the commercial decisions of private sector actors, including potential producers, investors, distributors and buyers. We would very much welcome your presence at the Conference as a step towards achieving this shared goal.

Yours sincerely,

Johannes Hahn

Commissioner for Neighbourhood and Enlargement Negotiations

Yarub Qudah

Minister of Industry, Trade and Supply, of Jordan