



Launch event on Trade and Business Opportunities in Jordan
Implementing the EU-Jordan Agreement on the relaxation of the EU Rules of Origin
Brussels, 03/05/2017 - European Commission, Berlaymont

<p><u>Registration</u></p> <p>Chair</p> <p>Maciej Popowski, Deputy Director-General for Neighbourhood Policy and Enlargement Negotiations - European Commission</p> <p>Moderator</p> <p>Emmanuel Noutary, General Delegate of ANIMA Investment Network</p> <p>Presenting Trade and Business opportunities in Jordan</p> <ul style="list-style-type: none"> - Cecilia Malmström, EU Commissioner for Trade - Johannes Hahn, EU Commissioner for Neighborhood Policy and Enlargement Negotiations - H.E. Eng. Yarub Qudah, Minister of Industry, Trade and Supply, Hashemite Kingdom of Jordan 	<p>13h15-14h30</p>
<p><u>Panel I - Opportunities and challenges in Jordan¹</u></p> <p>EU-Jordan Partnership</p> <ul style="list-style-type: none"> - Colin Scicluna, Deputy Managing Director MENA (EEAS) <p>Main features of the Simplified Rules of Origin Agreement</p> <ul style="list-style-type: none"> - Peter Kovacs, DG Taxation and Customs Union, European Commission <p>Investment Climate and Incentives in Jordan</p> <ul style="list-style-type: none"> - H.E. Dr. Mukhallad Al Omari, Secretary General, Jordan Investment Commission <p>Industrial Sector in Jordan and Export Potential to the EU Market</p> <ul style="list-style-type: none"> - Dr. Maher Mahrouq, Director General of Jordan Chamber of Industry <p>Panel Summary - Maciej Popowski and H.E. Dr. Mukhallad Al Omari</p>	<p>14h30-15h00</p>
<p><u>Panel II - From talk to walk: how business can take advantage of the Rules of Origin relaxation initiative</u></p> <p>Moderator</p> <p>Mr. Michael Köhler, European Commission-DG NEAR</p> <p>Panel with Jordanian and EU business associations</p> <ul style="list-style-type: none"> - Mr. Adnan Abu El Ragheb, Chairman of Jordan Chamber of Industry - H.E. Nael El Kabariti, Chairman of the Jordan Chamber of Commerce - Arnaldo Abruzzini, CEO EUROCHAMBRES - EU Sector Association 	<p>15h00-16h00</p>
<p><u>Network Reception</u></p>	<p>16h00-17h30</p>
<p>PRESS CONFERENCE (Berlaymont)</p>	<p>17h30 – 18.30</p>
	<p>16h00</p>

¹ Opportunities, challenges and support measures available. Business associations, EU and Jordan chambers, development banks, private sector representatives and all other participants are encouraged to comment and to ask questions from the floor

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