



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



BUSINESSMED
Union of Mediterranean Confederations of Enterprises



INFORMATION PACKAGE

Business & Investment Regional Forum
Amman, Jordan | 22-23 May 2023



PROMOTED BY





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BUSINESS AND INVESTMENT REGIONAL FORUM – INFORMATION PACKAGE

1. Concept Note

MAIN OBJECTIVE OF THE FORUM

The main objective of the Business and Investment Forum is to bring leading private sector companies from the Middle East and North Africa (MENA) region – **Egypt, Iraq, Lebanon, Palestine, Syria and Italy** to Jordan with the purpose to promote investments and trade opportunities while showcasing best strategies/practices to strengthen export-oriented value chains not limited to Garment and Fashion, Food Supplements and Natural Cosmetics. The forum will provide an opportunity for Business to Business (B2B) meetings to leverage additional investment opportunities from the region.

Specific objectives

The forum is aimed to:

- Present Investment opportunities to support local SMEs in export-oriented agro-value chains in Jordan;
- Support local SMEs in Jordan to expand their networking opportunities through Business-to-Business (B2B);
- Best practices to improve productivity and competitiveness and export.

Participation

The Business and Investment Forum is expected to draw on the participation of Jordan authorities, private sector companies, members of regional business networks and industry associations among others from the MENA region and Europe, mainly Italy. A total of 100 participants including Jordanians are expected in Amman to attend the Forum.

Stakeholders from the countries listed below will be invited:

- Iraq
- Palestine
- Other, MENA countries (Egypt, Lebanon and Syria) - BusinessMed to mobilize
- Italy

Programme

Dates: 22-23, May 2023; **Venue:** InterContinental Hotel, Amman-Jordan
(<https://bcdesk.eu/en/evenement/business-and-investment-regional-forum>)

BACKGROUND AND RATIONALE

As part of UNIDO's efforts to promote business development in the MENA region, a Business and Investment Forum is planned to take place on 22-23 May 2023, in Amman, Jordan. The Forum is organized jointly by the United Nations Industrial Development Organization (UNIDO) in partnership with the Union of Mediterranean Confederations of Enterprises (BUSINESSMED)¹ and the Ministry of Industry, Trade, and Supply (MITS) of the Hashemite Kingdom of Jordan.

¹ BUSINESSMED is the main representative of the private sector that reflects the interest of 24 Confederations of Enterprises from States members of the Union for the Mediterranean – UfM. <https://www.businessmed-umce.org/en/home/>

The main rationale of the Business and Investment Forum is to promote trade and investment opportunities in export-oriented agro-value chains **by fostering Business Networks to encourage new investment opportunities from the MENA region including Italy**. In addition, the Forum will take advantage of having regional stakeholders present to promote other cross-cutting benefits for improved productivity and competitiveness along value chains specifically leading to increased energy and resource efficiency. The Business and Investment Forum is expected to draw on the participation of Jordan authorities, private sector companies, members of regional business networks and industry associations among others from the MENA region (Egypt, Iraq, Lebanon, Syria and Italy), Europe in particular, Italy.

The theme of the forum is “**Promoting Inclusive, Competitive and Sustainable Agro-value Chains**”. The growing trend to strengthen export-oriented value chains through capacity needs, financing, increasing energy and resource efficiency and support infrastructure requirements have gained substantial recognition amongst donors, governments, and private sector businesses. It brings a plethora of new opportunities for business development and can help in the transition to a circular economy with more sustainable production and consumption patterns.

The event will be supported by the UNIDO Investment and Technology Promotion Office (ITPO) Italy, with its unique role as a broker to investment and technology agreements between developed, developing countries and countries with economies in transition. ITPO will bring their expertise in opening up opportunities for investors and technology suppliers to find potential partners and facilitate the engagement of the community of investors in their host countries.

The Forum will provide an opportunity for Business-to-Business (B2B) meeting sessions facilitated via the [Business Country Desk Platform \(BCD\)](#), an online B2B matchmaking platform powered by BUSINESSMED that combines a vibrant marketplace with a dedicated space for networking and brokerage between business operators (companies, SMEs/ start-ups, etc.) and institutional structures. The business networking sessions will be extended over the days of the event, in parallel with the plenary panels and presentation sessions.

The Forum is planned to take place in Jordan, relying on its strategic geographic location that makes the Hashemite Kingdom a gateway to the Middle East. By virtue of bilateral and regional free trade agreements, Jordan has a broader outreach to significant consumers in the MENA region, and globally. In addition, the political and economic stability of Jordan attracts foreign capital investments, in particular, to support SMEs in export-oriented agro-value chains.

FORUM ORGANIZATION

Forum methodology

A learning, dynamic, and interactive environment will allow sharing of experiences and best practices in order to attain the desired results. The presenters and facilitators are expected to take an active role in the presentations and facilitation of the sessions. The Forum will include two panel sessions featuring major stakeholders to promote investment and trade opportunities. The Forum will leverage the [BCD](#) online B2B matchmaking platform for the planned B2B sessions which will be available to SMEs throughout the event.

Language requirements

The working language of the Forum will be English, and interpretation in Arabic will be provided. All documentation and background materials will be available in English and Arabic.

2. Agenda

Business and Investment Regional Forum 22-23 May 2023, InterContinental Hotel, Amman-Jordan

Day 1, Monday, 22 May		
Duration	Location	Programme
09:00-09:30		Arrival and welcoming of participants <i>(Participants should be seated by 9:45 at the latest) - Remote participation available to all registered participants</i>
10:00-10:45	Al-Mukhtar II	Opening remarks, inauguration of exhibition and Business-to-Business (B2B) sessions Master of Ceremonies: (TBC) Welcoming remarks: <ul style="list-style-type: none"> – H.E. Yousef Al-Shamali, Minister of Industry, Trade and Supply – H.E. The Ambassador of Italy, Mr. Luciano Pezzotti, Embassy of Italy in Jordan (TBC) – Ms. Barbara BELTRAME, President, BUSINESSMED & Vice-President, CONFINDUSTRIA (TBC) – Designated Representative, Regione Autonoma Friuli Venezia Giulia (TBC) – Mr. Fabio Russo, Project Manager & Chief of the SME Development and Job Creation Unit, UNIDO HQ Vienna, Austria
	Al-Mukhtar I	Exhibition - Garment and Fashion, Food Supplements and Natural Cosmetics value chains <ul style="list-style-type: none"> – Businesses, SMEs, Consortia etc. affiliated with UNIDO projects showcase concrete results Opening of B2B sessions (online matchmaking platform) <ul style="list-style-type: none"> – Dedicated space provided for B2B sessions throughout the entire 2-day event
10:45-11:00		Coffee break and refreshment
11:00-11:45	Al-Mukhtar II	Panel discussion: Topic 1 – “Trade and Investment opportunities to boost export-oriented value chains in the MENA region” Moderator: Mr. Dino Fortunato, Chief Technical Advisor, ITPO Italy Speakers: <ul style="list-style-type: none"> – Mrs. Diana Battaglia, Head of UNIDO Investment and Technology Promotion Office (ITPO), Italy – Mrs. Letizia Pizzi, Director General at Confindustria Assafrica & Mediterraneo – Mrs. Luisa Corbelleto, Coordinator SPRINT FVG – Mrs. Jihen Boutiba, Director General, BusinessMed
11:45-12:00		<i>Discussion/debate</i>
12:00-13:30		Lunch break
13:30-14:15	Al-Mukhtar II	Panel discussion: Topic 2 - “Contribution of Energy efficiency to increase competitiveness along the value chains in the MENA region” Moderator: Adel Ben Youssef, Green & Digital Expert, Professor of Economics, University of Nice Sophia-Antipolis Speakers: <ul style="list-style-type: none"> – Dr. Houda Ben Jannet Allal, General Director, Observatoire Méditerranéen de l’Energie (TBC) – Eng. Tarek Tawfik, Vice President of BUSINESSMED, Vice Chairman of the Federation of Egyptian Industries, FEI (TBC) – Mr. Mohamed Wageih, Project Officer, Agro-food Value Chain, PRIMA Foundation – Ms. Carolina Vigo, Advisor on Sustainable Finance and Environment, BusinessEurope
14:15-14:30		<i>Discussion/debate</i>
14:30-14:45		Promoting a more conducive environment for women as investors in the MENA region <ul style="list-style-type: none"> – Dr. Neila Amara, UNIDO International Project Management Expert
14:45-15:00		Panel discussion summary and recommendations <ul style="list-style-type: none"> – Dr. Eng. Samia Dhahri, Nano-Biotechnology Expert, BUSINESSMED

15:00-15:45		Side event – Trade and Investment in an era of digital and green transition – Mr. Ahmad HAMMAD, Expert in Trade and Investment, BUSINESSMED – Ms. Lilia NAAS, Chief Office for Arab States of the International Trade Center (ITC)
15:45-16:00		<i>Discussion/ Debate</i>
Business Networking Cocktail reception: by invitation only		
17:00-18:30	Outdoor venue	<i>Opportunity for participating businesses, SMEs and companies to network</i>
18:30		End of Day 1

Day 2, Tuesday, 23 May				
Duration	Location	Programme		
09:00-09:30		Arrival and welcoming participants <i>(Participants should be seated by 9:45 at the latest)</i>		
10:00-10:15	Al-Mukhtar II	Business and Investment opportunities in Jordan – Jordan Ministry of Investment		
10:15-10:30		Business Environment and Investment Opportunities in Italy – (TBC) – (TBC) – (TBC)		
10:30-10:45		Presentation of the Business Country Desk Platform – Ms. Takwa Mrabet, Business Country Desk Coordinator · BUSINESSMED		
10:45-11:00		Coffee break and refreshment		
11:00 -11:45	Al-Mukhtar II Al Badiya I Al Badiya II	Al-Mukhtar II Group 1 B2B round table session – Innovation and Technology <i>Discussion/debate</i>	Al Badiya I Group 2 B2B Roundtable session – Garment and fashion <i>Discussion/debate</i>	Al Badiya II Group 3 B2B Roundtable session – Agri-industry <i>Discussion/debate</i>
11:45-12:00		<i>Discussion/debate</i>		
12:00-13:30		Lunch break		
13:30-13:45	Al Badiya	Summary and recommendations of the B2B group sessions Presentations – Designated representative of Group 1 – Designated representative of Group 2 – Designated representative of Group 3		
13:30-14:45	Al-Mukhtar II	Side event - Launch of MoTI flagship deliverables – Industrial Intelligence Observatory (IIO) – Jordan Industrial Competitiveness Report (JICR) – Three (3) Value chain Upgrading Strategies and implementation plans – Eng. Sulafa Mdanat, Country Representative, UNIDO Jordan – Designated representative, Ministry of Industry Trade and Supply (TBC)		
14:45-15:15		Closing remarks Master of Ceremonies: (TBC) Welcoming remarks: – Designated representative, Ministry of Investment (TBC) – Designated representative, Ministry of Industry, Trade and Supply (TBC) – Mr. Emilio Cabasino, Director, Italian Agency for Development Cooperation in Jordan (AICS) (TBC) – Ms. Barbara BELTRAME, President, BUSINESSMED & Vice-President, CONFINDUSTRIA (TBC) – Mrs. Diana Battaglia, Head of UNIDO ITPO Italy		
15:15		End of Forum		

3. Map of the venue

Venue floor plan



4. Visa requirements

For all foreigners traveling by air to Jordan, in order to receive the boarding pass, registration on the <https://www.gateway2jordan.gov.io/form/> platform is only required (after which a code will be received via email to show at check-in). For foreigners entering Jordan via land border points, registration on the <https://www.gateway2jordan.gov.io/landplatform/> portal is required instead.



Passport and visa:

A passport with a residual validity of at least six months is required for entry into the country. For any changes related to the required residual validity of the passport, it is advisable to inquire beforehand at the Embassy or Consulate of the country in Italy.

An entry visa is required. It is possible to obtain a tourist entry visa:

- Online, through the official website of the Jordanian Ministry of Interior (<https://eservices.moi.gov.jo>) or through the Jordanian Ministry of Interior application (MOI); it will be possible to pay the due amount online and obtain confirmation of the visa issuance, to be printed and brought along;

- Directly at the arrival airport in Jordan, upon payment in local currency (Jordanian Dinars);
- At land borders, except for the arrival of the ferry from Egypt.

The visa fees are as follows:

- Cost of single-entry visa: 40 Jordanian Dinars (JOD, 52 EUR). Holders of the “Jordan Pass” who stay in Jordan for at least three nights are exempt from paying the visa fee. The “Jordan Pass”, which is not an entry visa, with a cost ranging from 70 (90 EUR) to 80 JOD (103 EUR) depending on the packages, includes free access to over 40 tourist sites in the country. Further information can be found on the website <http://www.jordanpass.jo/Default.aspx>.

Passengers transiting through Queen Alia International Airport in Amman for less than 24 hours can also obtain, through authorized tour operators, a free entry visa called “Tourist Tour to Visit the Tourist and Archaeological Sites in the Hashemite Kingdom of Jordan”, in order to make short excursions to some of the country’s tourist sites located close to the airport. It should be noted that a tourist visa does not allow for any work or commercial activities, even voluntary, in the country. For any purpose of travel other than tourism, it is recommended to consult in advance with the competent authorities in order to avoid incurring sanctions. For further information, please visit: [https://moi.gov.jo/EN/Pages/Restricted and Non Restricted Countries Nationalities](https://moi.gov.jo/EN/Pages/Restricted_and_Non_Restricted_Countries_Nationalities).

5. Useful information



Capital: Amman

Population: 10,938,500 (including 7,500,000 Jordanians, 1,400,000 Syrians, 500,000 Iraqis, and 1,500,000 Palestinians without Jordanian passports)

Area: 88, 778 sq km

Time zone: +1 hour in summer/+2 hours in winter compared to Italy

Languages: Arabic

Religion: Muslim with Christian minorities.



Currency:

Jordanian Dinar (JOD)



Mobile phone network:

There are three main mobile phone operators: Zain, Orange Telecom, and Umniah. Prepaid SIM cards are readily available throughout the country and purchasing one is recommended for regular traceability.



Climate:

Arid dry climate. The average temperature in Amman in January is 5 degrees, while in July it is 30 degrees. In the Jordan Valley, the Dead Sea, and the South, temperatures are on average more than 10 degrees higher.



Embassy and Consulates:

Italian Embassy Amman

Hafiz Ibrahim Street, 5/7 Jabal Al Weibdeh

P.O. Box 9800, 11191 Amman, Jordan

Tel.: +962 6 4638185 – 4636413 - 4624342

Fax: +962 6 4659730

Emergency mobile number: (+962) 775415000

E-mail: info.amman@esteri.it

Consular email: consolare.amman@esteri.it

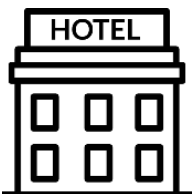
Website: https://ambamman.esteri.it/Ambasciata_Amman/it/



Rent a car & getting around:

Jordan is a very safe country and driving in the country is relatively simple and easy. Only rental cars (recognizable by a license plate with a green section) can be driven with an Italian driver's license. It is recommended to pay attention to ensure that the license plate is not completely white, in which case it cannot be driven by a driver without a Jordanian license.

Car insurance: Jordan is not part of the Green Card system, so it is necessary to have an insurance policy on site. It is possible to purchase a short-term insurance policy at the border upon entry into the country. The best way to get around Amman is by taxi or Uber and Careem APP. Taxis are widely available and reasonably priced. When taking a taxi, make sure to agree on a price before starting your journey. Uber and Careem is also available and is usually cheaper than taxis. For those preferring public transportation, there are minibusses that operate on set routes but they can be crowded and not very reliable.



Hotels:

Amman boasts a wide range of accommodation options, from budget-friendly to luxury hotels.

- InterContinental Amman: A luxury hotel located in the heart of Amman, with easy access to shopping and business districts. As it is the venue for the Business and Investment Regional, prices for deluxe rooms range from JOD 85.00 (single rate) to JOD 95.00 (double rate), exclusive of taxes.
- Amman Rotana: Another luxury hotel with a prime location, offering stunning views of the city and exceptional service.
- Grand Hyatt Amman: A five-star hotel known for its elegance and style, with world-class amenities and services.



Places to eat:

Amman has a vibrant food scene, with a mix of traditional Jordanian cuisine and international food options. Here are some recommended restaurants:

- Hashem's: This humble eatery, located in downtown Amman, serves traditional Jordanian breakfast and snack food, such as freshly baked bread, hummus, and falafel. The restaurant is frequented by locals and tourists seeking a delicious and affordable meal.
- Sufra: Sufra, located in the picturesque Jabal Al-Weibdeh neighborhood, offers a modern twist on traditional Jordanian cuisine. The restaurant prides itself on using locally sourced ingredients to create dishes such as lamb shank, moutabal beetroot, and freekeh pilaf.
- Fakhr El-Din: Fakhr El-Din, situated in the upscale neighborhood of Abdoun, provides a fine dining experience featuring Lebanese and Jordanian cuisine. The restaurant's menu includes dishes such as grilled seabass, fattoush salad, and grilled lamb chops.
- Beit Sitti: Beit Sitti, translated as "grandmother's house," is a unique dining experience that allows visitors to learn how to cook traditional Jordanian food with the guidance of local chefs. The restaurant is located in the historic neighborhood of Jabal Al-Weibdeh.
- Al Quds: Al Quds, situated in the heart of the city, offers a variety of Palestinian dishes such as musakhan and maqluba. The restaurant's rustic atmosphere and traditional dishes create an authentic dining experience. These local restaurants in Amman are a true representation of Jordanian and Middle Eastern cuisine, offering visitors a culinary journey that is rich in culture and taste.



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