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TÜM ODA VE BORSALARA  
(Genel Sekreterlik)

Tarih :  
Sayı : 84403118-720-  
Konu : Ürdün Sanal Yatırım Konferansı

İlgi : Ürdün Ankara Büyükelçiliği'nin 30.06.2021 tarihli ve 2141 sayılı yazısı.

İlgide kayıtlı yazıda, Ürdün Yatırım Komisyonu'nun, Ürdün Başbakanı Dr. Bisher Al Khasawneh'in himayesinde, 12-13 Temmuz 2021 tarihlerinde Ürdün Sanal Yatırım Konferansı'nı gerçekleştireceği bildirilmektedir.

Yazıda devamla, ilgili konferans kapsamında, Ürdün'de ve küresel çapta yatırım ortamı ve gelecekteki eğilimlerin tartışılacağı belirtilmekte olup, etkinliğe yönelik detaylı bilgi için aşağıdaki iletişim bilgileri paylaşılmaktadır:

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Bahse konu etkinliğin programı ekte sunulmaktadır.

Bilgilerinizi ve ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

*e-imza*

Ali Emre YURDAKUL  
Genel Sekreter Yardımcısı

EK:Etkinlik Programı (6 sayfa)

**Evrakı Doğrulamak İçin** : <http://belgedogrula.tobb.org.tr/dogrula.aspx?eD=BSC3UEJ0K3>

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## Jordan Investment Virtual Conference

Jordan 12-13 July 2021

Under the Patronage of H.E. Dr. Bisher Al Khasawneh, The Prime Minister of Jordan, the Jordan Investment Commission is organizing its First Virtual Investment Conference and Exhibition which will take place on 12-13 July 2021 under the theme:

*« Reigniting Investments into the Second Centennial »*

The conference shall focus on two main pillars: The **first** focuses on Jordan's plans to enter the second centennial with a robust multi-level investment road map that contributes to enhancing Jordan's investment environment. The **second** focuses on how to overcome the pandemic and the associated social and economic impacts , in addition to showcasing investment opportunities in various economic sectors aligned with our Sustainable Development Goals (SDGs) and enabling partnerships between the public and private sector through various opportunities.

### **Objectives:**

The conference aims to discuss the future trends and outlook for the investment environment globally and in the Kingdom. The sessions will focus on promoting opportunities and investment enabling measures undertaken by the Jordan Investment Commission and other governmental actions. It will also address entrepreneurship and the transition from a traditional economy to a knowledge economy, while keeping pace with modern global trends. Furthermore, tools for Access to Finance availability, Development and Industrial Zones features, making Jordan a launching hub for world markets, while focusing on Jordanian expatriates. All topics will be further discussed by local, regional and international experts.



## The Agenda:

### Day 1: Monday July 12, 2021

Time	Topic
10:00 -10:05 AM	Going Live – Welcoming
10:05 – 10:15 AM	Prime Minister Opening Speech
10:20 – 11:20 AM	Future Investment Outlooks and Post Covid-19 Resilience
11:25 – 12:30 PM	Promoting Investment Opportunities and Public Private Partnership
12:35 – 13:35 PM	Youth, Innovation and Entrepreneurship
13:40 – 14:40 PM	Capital for Growth and Access to Finance

### Day 2: Tuesday July 13, 2021

Time	Topic
10:00 – 10:10 AM	Going Live – Welcoming
10:10 – 11:10 AM	Unlocking the potentials in Economic Developmental Zones (Session 1)
11:15 – 12:15 PM	Unlocking the potentials in Economic Developmental Zones (Part 2)
12:20- 13:20 PM	Jordan as a launching Hub for Regional and International Markets
13:25 – 14:30 PM	The Role of Jordanian Expatriates in Promoting and Attracting Investments



## Detailed Agenda

*Monday July 12, 2021*

*10:20 – 11:20 AM*

### **First Session: Future Investment Outlooks and Post Covid-19 Resilience**

Investments are considered one of the main pillars in building a strong economy through its direct impact on increasing capital investment, job creation, exports, improving economic diversification, and increasing productivity, which in return contribute to the transition to a comprehensive and sustainable economic model.

This session shall review the features of the investment environment in the Kingdom and the developments it witnessed during the pandemic period, in addition to the investment plans and the path Jordan is taking as we step into the second centennial, focusing on increasing FDI inflows. Experts will share their views and outlooks on investment trends regionally and globally, focusing on the competitive advantage and the location of the country to attract foreign investments

*Monday July 12, 2021*

*11:25 – 12:30 PM*

### **Second Session: Promoting Investment Opportunities and Public Private Partnership**

Jordan is the destination for businesses to set up and expand, with an excellent investment environment, logistic facilities, infrastructure, interconnectivity, access to talent, a package of value-added investment opportunities and rewarding investment returns.

This session shall launch and market a number of investment opportunities varying in terms of area, location, size of investment and sectors ensuring Jordan's competitiveness and achieving our desired sustainable development goals.



Investment projects proposed by the Public-Private Partnership Unit will also be discussed, in addition to highlighting the government's commitment and initiatives to encourage the private sector in taking a greater part in general economic activities.

*Monday July 12, 2021*

*12:35 – 13:35 PM*

**Third Session: Youth, Innovation and Entrepreneurship**

The vision and high-level regulatory support have been evident in Jordan in recent years with innovative initiatives related to youth empowerment, entrepreneurship, technology and digital transformation.

This session will highlight the initiatives and measures undertaken by the government and the private sector towards the digital transformation of the economy, instilling the culture of leadership and innovation among youth and support their creative projects.

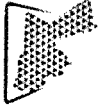
*Monday July 12, 2021*

*13:40 – 14:40 PM*

**Fourth Session: Capital for Growth and Access to Finance**

The ability for companies to grow highly depends on their ability to access capital and finance their activities for the development of their products and expanding to new markets and consumers.

The session will discuss the up-to-date strategies to improve access to finance in Jordan, and the financial tools available in the market for all types of investments from startups to large companies.



Furthermore, the session will reflect on specific policies and regulatory responses taken by the government to support SME's and discuss the role of regional organizations in supporting investors to access needed finance.

*Tuesday July 13, 2021*

*10:10 – 11:10 AM*

**First Session: Unlocking the Potentials in Economic Developmental Zones (Session 1)**

Development zones and industrial cities are among the main tools for creating a stimulating environment for investment, by providing appropriate and advanced infrastructure and additional incentives and facilities for the various investment sectors that contribute to accelerating recovery and economic diversification and promoting sustainable growth.

Jordan is characterized by the spread of seventeen development zones and industrial cities in the various governorates of the Kingdom, supervised by development companies responsible for the establishment and development of its infrastructure, in addition to providing all the facilities needed for the investor.

This session will focus on the objectives of establishing development zones in distributing economic development gains, creating job opportunities in various governorates, and creating a competitive advantage for each investment sector, in addition to providing an integrated system of services to investors that supports the growth and development of investments.

This session will also discuss the advantages enjoyed by these areas and the various investment opportunities they provide in the sectors that attract them.

*Tuesday July 13, 2021*

*11:15 – 12:15 PM*

**Second Session: Unlocking the potentials in Economic Developmental Zones (Session 2)**

This session will focus on the objectives of establishing development zones in distributing economic development gains, creating job opportunities in various governorates, and creating a competitive advantage for each investment sector, in addition to providing an

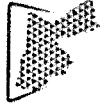


JORDAN  
INVESTMENT COMMISSION



الأردن  
مستند الاستثمار

JORDAN INVESTMENT  
VIRTUAL CONFERENCE  
Reigniting Investments into  
the Second Centennial



integrated system of services to investors that supports the growth and development of investments.

This session will also discuss the advantages enjoyed by these areas and the various investment opportunities they provide in the sectors that attract them.

*Tuesday July 13, 2021*

*12:20- 13:20 PM*

### **Session Three: Jordan as a Launching Hub for Regional and International Markets**

Jordan's strategic location is distinguished by its presence in the heart of the global map, in addition to an extensive network of Free Trade Agreements and Investment Protection Agreements, providing access to a 1.5 billion consumer market. Simultaneously, the investment commission's strategic partners from chambers and associations play a vital role in introducing foreign investors to investment opportunities and encourage them to use Jordan as their launching hub for regional and international markets.

*Tuesday July 13, 2021*

*13:25- 14:30 PM*

### **Fourth Session: The Role of Jordanian Expatriates in Promoting and Attracting investments**

Jordanian expatriates play an important role in the advancement of the national economy, with their practical and technical experiences, through which they have proven their presence and distinction in their host countries. In this session, the role of expatriates in establishing investment projects in the Kingdom along with investment linkages they can provide at host countries will be discussed.

Additionally, the Government's efforts and plans to reach out to Jordanian expatriates will be highlighted and types of collaboration needed to achieve the investment objectives.

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