JORDAN-EU
INVESTMENT
CONFERENCE

**INVEST IN JORDAN.
CONNECT TO THE REGION.**

HIGH-VALUE INDUSTRIES

Supporting inclusive economic growth in Jordan.

EU–Jordan long-term commitment

Since 2016

€200 million

including budget support and direct support to companies.

EU's financial tools unlocking further

€1 billion

in MSME-related lending commitments linked to EU guarantees or investment-grant support

Key objectives of EU support:



Strengthening private-sector competitiveness



Promoting entrepreneurship and innovation



Improving the business and investment climate



Facilitating trade



Creating sustainable employment opportunities

These objectives are achieved through policy dialogue, grants, technical assistance and partnerships.

Key investments

EU-funded and Team Europe initiatives supporting:

- Entrepreneurship ecosystems and business incubators
- Capacity-building and tailored business development services for MSMEs
- Improved access to finance and investment
- A more enabling regulatory and institutional environment for businesses
- Integration of women and young people into the economy.

A major milestone

JORDAN–EU INVESTMENT CONFERENCE

Bringing together European investors and Jordanian businesses to unlock investment opportunities in high-potential sectors.

€63 million

To strengthen Jordan's economic resilience, promote trade and attract investment.



A broader impact

- Stronger private-sector competitiveness
- More entrepreneurship and innovation
- Improved business and investment climate
- Support for sustainable employment opportunities

JORDAN-EU
INVESTMENT
CONFERENCE

INVEST IN JORDAN.
CONNECT TO THE REGION.

19 November 2026

Dead Sea, Jordan

Learn more

jeic.invest.jo