**Investment Opportunities in the Jordanian Industrial Sector**

In the frame of work Jordan Chamber of Industry to attract a new investment that have a potential in European markets. In which Investment pillar is a central pillar in the relaxed rules of origin agreement with the European Union

So it was necessary to study investment opportunities in Jordan and identify priorities of national investment projects including crate and sustainable job opportunities, and has export opportunities in European markets.

Based on JCI analysis and studies, top 6 investment projects were Jordan possesses high attractiveness as an investment destination due to natural and comparative advantages specifically in view of future export potential to the European Union, high added value and has the capacity to generate sustainable job opportunities, are:

**Tableware, kitchenware and other household products, or products for personal hygiene or toilet, of other ceramic materials, other than porcelain or Chinese:**

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| Sector: Construction Industry |
| Product: Tableware, kitchenware and other household products, or products for personal hygiene or toilet, of other ceramic materials, other than porcelain or Chinese | HS Code: 691110 |
| EU tariff  | MFN: 12% |
| Preferential: 0% |
| Description of the manufacturing processes & input of production: ceramic materials |
| Germany, Italy, United Kingdom, France, Netherlands |
| Top 5 Sources of EU imports of item  (i.e. countries exporting item to the EU): China, Turkey, Thailand, Bangladesh, UAE |
| Country  | Tariff ( i.e. is there an FTA with the EU | China 12% (none) |
| Turkey 0% (CU, EU-Turkey) |
| Thailand 12% (none) |
| Bangladesh 0% (EU for LDC Countries) |
| UAE 12% (none) |
| Jordan’s Value Proposition: Investment can target artisan/handmade and/or high-end items with design and intellectual property value, which together with good marketing and right communication messages to end consumers can bring positive returns. In addition to a factory-based production. Manufacturing would be ideal in Jordan that will benefit from savings in tariff as well as investment incentives. The sector has potential to employ a variety of workers with different skills from production line to artisans. Jordan has an abundance of skilled and qualified workers.  Such manufacturing is also energy intensive and can benefit from a stable and reasonably priced electricity tariff.  |