**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:

**PVC flooring, whether self-adhesive, in form of rolls, molding or slabs:**

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| Sector: plastics | | |
| Product: PVC flooring, whether or not self-adhesive, in form of rolls, molding or slabs | | HS Code: 391910 |
| EU tariff | | MFN: 6.3% |
| Preferential: 0.0% |
| Description of the manufacturing processes & input of production: Poly vinyl chloride | | |
| Top 5 EU country that import item: Germany, France, United Kingdom, Netherlands, Spain | | |
| Top 5 Sources of EU imports of item  (i.e. countries exporting item to the EU): China, USA, Taipei Chinese, Japan, Korea Republic | | |
| Country | Tariff ( i.e. is there an FTA with the EU | China 6.3% (None) |
| USA 6.3% (None) |
| Taipei Chinese 6.3% (None) |
| Japan 6.3% (None) |
| Korea Republic 0% (FTA, EU-Korea) |
| Jordan’s Value Proposition:  Investment can benefit from tariff savings making the product price competitive in the EU market comparted to those from 4 of the top 5 source countries. Where there can also be savings in shipping costs (please see table 10 above)  Investments in this sector will benefit from investment incentive offered under the law and will have access to quality and price competitive inputs of production namely from KSA, as well as availability of skilled labour. | | |