

New opportunities in Jordan open to Indian businessmen

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NEW DELHI – King Abdullah II of Jordan has welcomed Indian businessmen to invest in his country, making use of the huge scope for collaborative ventures, and promised a liberal regime for visiting Indians and businesspersons.

Addressing industry leaders at a business meeting here recently, King Abdullah said that new opportunities had opened for Indian investors, especially in ICT and agribusiness following Jordan's FTAs with the US, Canada, EU and the Arab countries.

"Let's get things done; do not be bashful in talking to my ministers about the problems you face," he told representatives of Indian industries and businesses.

Indian Minister for Commerce and Industry Suresh Prabhu spoke of the age-old ties with Jordan and said, "we consider Jordan as a friendly, welcoming and forward-looking country capable of building

bridges with other countries."

He said the onus was now on the businesses of both countries to leverage creative ideas especially in tourism and entertainment sectors. It would then be the job of the two governments to take the relationship forward, the minister added.

V. S. Sahney, co-chair, India-Jordan Joint Business Council & Senior FICCI Executive Committee Member and Chairman, Sun Group, said there is a need to diversify joint trade in a bid to raise the trade target from the current \$1.3 billion to \$5 billion by 2025.

He said FICCI which has been at the forefront of industry efforts to nurture the India-Jordan relations has participated in activities to deepen people-to-people connect, a vital aspect of the relationship between the two pluralistic societies.

Sandeep Jajodia, president, ASSOCHAM and Chairman, Monnet Group, noted that Indian businesses can take advantage of Jordan's strategic location and free trade agreements by making Jordan a hub of textile exports from India.

Dr. Siddeek Ahmed, chairman and managing director of Eram group, expressed his happiness over having talks with King Abdullah to expand his group's operations in Jordan.

"The Eram chairman discussed his business interest with the King of Jordan and explored prospects of cooperation in power electronics, travel & tourism, and electronic public sanitation and King Abdullah welcomed Eram Group's interest to invest in Jordan," said a senior official of the group while speaking to Saudi Gazette. — SG