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COMMISSIONER FOR THE MEDITERRANEAN

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Brussels, 9th October 2026

Dear Minister Keldo,

*I have the honour to invite you to the **EU–Jordan Investment Conference**, which will take place on **18 and 19 November 2026 at the King Hussein Bin Talal Convention Centre at the Dead Sea, Jordan.***

*The Conference will be opened by **President of the Commission Ursula von der Leyen and His Majesty King Abdullah II**, and will provide a high-level platform to translate our **Strategic and Comprehensive Partnership** into concrete investment and business opportunities, bringing together policymakers, private sector, financial institutions, investors and business leaders.*

*This conference is an important opportunity to further strengthen **Member States' engagement in the EU–Jordan Partnership**, as well as to identify concrete avenues for increased trade, connectivity, investment and business cooperation between Jordan and your country for the mutual benefit of our people.*

I would therefore invite you to reach out to the business community in your country and invite them to attend conference and take advantage of the presence of numerous potential business partners.

Your participation would demonstrate the collective European commitment to the EU–Jordan Partnership, while providing you an opportunity to connect your priorities with the opportunities presented by Jordan. It would also help give political visibility to concrete Team Europe initiatives.

*I would be particularly pleased to welcome you to the Conference and to liaise with the Jordanian authorities regarding **your participation as a panellist in one of the high-level or thematic sessions.***

We very much hope that you will be able to join us in Jordan and look forward to welcoming you to one of the key milestones in the EU–Jordan Partnership.

Should you accept to join, please contact my team in DG MENA at MENA-INVESTMENT-CONFERENCE@ec.europa.eu by 15 October.

Yours sincerely,

Dubravka Šuica

Mr Erkki Keldo
Minister of Economic Affairs and Industry
Estonia