



Kingdom of the Netherlands

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وزارة الصناعة والمجازة والمهنة
المركز القومي للأبحاث والتطوير



بيت التصدير
JORDAN EXPORTS

GREEN Trade Conference



Green Trade Conference

Jordan, 22-23 November 2022

Master presentation

Summary of main conference messages



GREEN Trade Conference





Opening Statement

Mr. Sherif Younis - Team Leader, Trade for Employment (TAE), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

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Mr. Sherif Younis

H.E. Dr. Wesam AL Rabadi

H.E. Daniyal Zoubi

H.E Eng. Fathi AlJaghbir

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Introduction Green Trade Conference

Objectives:

- To raise awareness on Green Trade practices and need to integrate them into trade processes and business strategies of Jordanian enterprises and,
- To build knowledge about approaches to Jordan's exporting sectors to become more competitive and compliant to the evolving global Environmental, Social & Governance (ESG) requirements.

Organised by [Jordan Exports](#) (JE) supported by the Trade for Employment (T4E) project (GIZ)

Participants: 120 representatives of public sector entities, private sector entities, and civil society organisations, as well as non-governmental organisations, and donors.

22-23 November 2022, Kempinski Ishtar Hotel, Dead Sea, Jordan



What is Green Trade?



Green Trade increases the demand for sustainable products and services and contributes to **Green Economic Growth**.



Green Growth facilitates social and economic inclusion which leads to the creation of **Green Jobs** for vulnerable and often marginalised groups.



By mainstreaming green and sustainable products and services from production over trade all the way to the consumers, Green Trade drives the global **Circular Economy Transition**.



To effectively move towards Green Trade, it is crucial to innovate on trade infrastructures and decarbonise global trade mobility, contributing to the **Low-Carbon Economy Transition**.



The world is moving towards a green economy and increasing efforts for strengthening high impact sectors in global supply chains with the potential to increase **Green Exports** and **Trade Integration**.



What is Green Trade?

“

*Green Trade is the **sustainable interaction** between green economies through the exchange of **green products and services**.*



Green Trade & the European Green Deal



The Green Deal comprises a set of policies that aim to **transform the EU** into a climate-neutral and resource efficient economy by 2050.



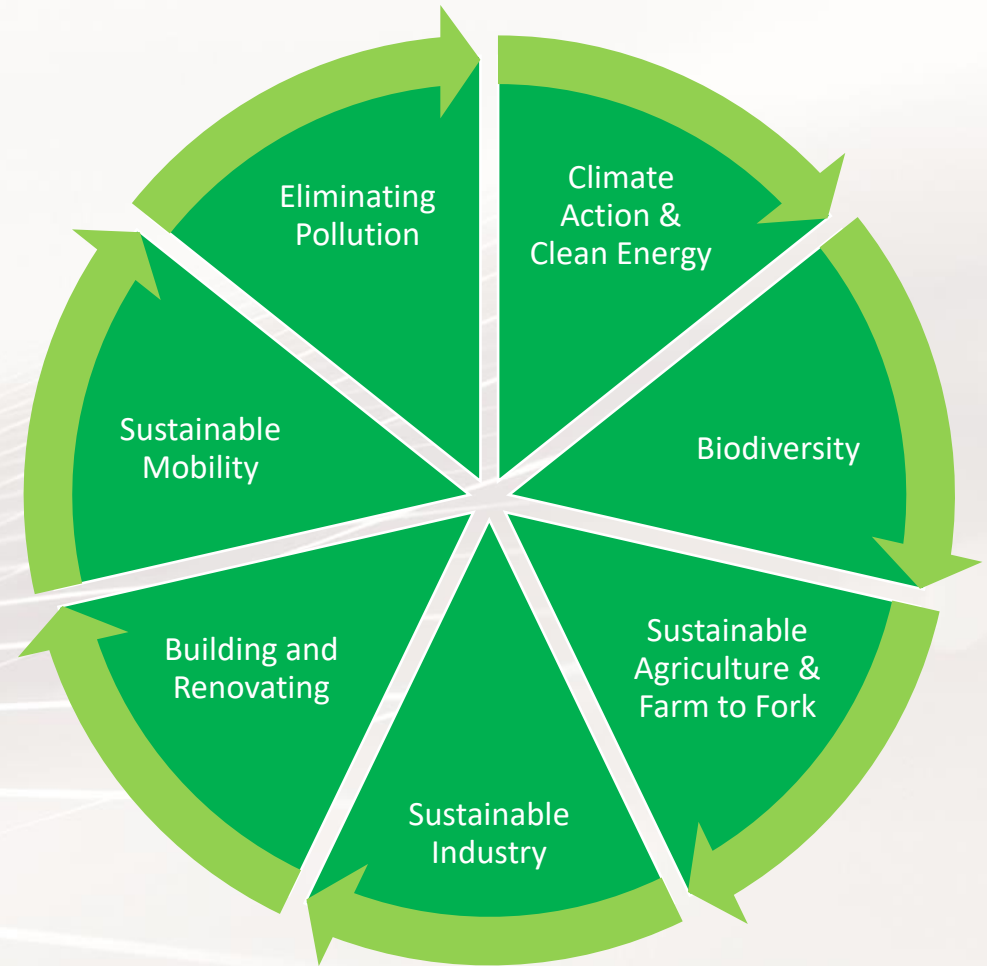
It covers **all sectors of the economy** and includes key policies and measures such as the Farm to Fork Strategy and the New Circular Economy Action Plan.



The Green Deal will increase import standards to the EU and **change EU Trade**.



Third-country partners – like Jordan – will be required to **adapt to the new standards** to trade with the EU.



Green Deal Policy Areas



Importance of Green Trade for Jordan

- Boosts exports as economic driver for employment.
- Is supported by the competitive advantage of Jordan's geographical location + membership in FTAs + availability of skilled workforce + ever-growing clean energy.
- Is supported by investments, environmental policies and international Green Trade partnerships.
- Is relevant for high-value industries as key drivers: textile, agriculture and food sectors, and transport and logistics industries.



Source: [Generation Unlimited](#)



Enabling factors for Green Trade



Standards & Procedures: Green Trade partners must meet green legal requirements and product standards of global markets.



Green Trade Services: Trade and export promotion and marketing support services are key to realise Green Trade.



Simplification of Trade Procedures and Enhancing Trade Facilitation Processes: Simplification of trade processes and the possibility to digitalise them could contribute to Green Trade, and boost global competitiveness, while reducing emissions.



Market Development and Access to Finance: Export-oriented sectors with potential to reduce GHG emissions are crucial.



Governance and Stakeholder Cooperation: Intergovernmental coordination is key to create an enabling environment for Green Trade facilitation.



Supply Chain Requirements: Clear strategies on green product development along the supply chain are essential to realise Green Trade.



Importance of a Green Trade enabling environment

- Steers Jordanian industries towards green production to stay competitive and answer changing demands.
- Provides effective coordination of initiatives between key actors (including ministries, industries, etc.), enabling the transition towards a green economy.
- Is being supported by green financing, which although in the infancy stage, is gaining momentum and is expected to play a pivotal role in increasing the competitiveness of Jordanian industries.
- Is made necessary by the European Green Deal, which marks a rethinking of global trade, requiring new standards, certifications, and investments in green industries in Jordan.



Recommendations from 6 Working groups



Standards & Procedures:

- Improve Green Information Services
- Establish a Green Label
- Showcase what's there



Green Trade Services:

- Integrate Green Trade Holistically
- Green Marketing Services
- Make Services Accessible



Simplification of Trade Procedures and Enhancing Trade Facilitation Procedures :

- Improve Trade Procedures
- Expand Digital Infrastructures
- Green Goods Classification



Market Development and Access to Finance:

- Identify High-Potential Sectors
- Innovate on Financing Instruments
- Greening the Export Strategy



Governance and Stakeholder Cooperation:

- Involve Private Sector
- Bridge the Knowledge Gap
- Action-Oriented Cooperation Body



Supply Chain Requirements:

- Enable Creativity
- Empower Green Value Chains
- Ensure Action-Oriented Support



Relevant conference presentations for further reference

- Q-assurance: Standards and Procedures (WG1 Cees)
- ITC: Digitalisation & Facilitation of Green Trade (WG2 Raghad Digitalisation)
- UNCTAD: Climate-Smart Trade Facilitation (UNCTAD)
- ITC: Governance and Stakeholder Cooperation (WG3 Rajesh Stakeholders)
- ProFound: Green Trade Services (23 Nov Expert Panel)
- UNCTAD: Market and Access to Finance(WG2 TFC Inputs to working group Iris final)
- PUM: Green Trade (WG3 PUM)





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