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Italian and Jordanian culture are similar to each other. In 2004, Jordan has signed the Agadir's Agreements with the aim of an interchange of European Union with Egypt, Morocco, Tunisia and Jordan, promoting integration between peoples involved. A subsequent agreement of the debt exchange with Italy encourages the inclusion of Italian companies in Jordan, a country with approximately 10 million inhabitants that, despite the huge efforts to face the refugees emergency (3 million inhabitants are refugees), is a stable country and represents the entry point for the markets of the Middle East.

Jordan invites Italy and Italian companies to invest more in Jordanian territory, noting that many countries, geographically more distant from Middle East, are implementing more investment in that area.

Italy and its Made in Italy are known and very popular in Middle East and have all the right characteristics to grow in those areas.

The Jordanian Constitution is taken by the Egyptian Constitution in turn taken by the Belgian and French. This underlines a closeness between the Jordanian Constitution and the European ones, underlining how Jordan is a country open to non-Islamic finance. Future projects include the establishment of a fair of Italian companies in Jordan and the creation of a fixed structure for Italian products in the field of energy, transport, mechanics, etc., in order to allow an opportunity to work in Jordan and start an exchange between the two countries.

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