



**Embassy of India
Amman**

Press Release

Embassy of India organized a business seminar ‘Kerala – An Indian Destination for Business & Tourism’ on February 15, 2023 at Jordanian Business Centre, Amman.

The business meet was well attended by prominent members of Jordanian Businessman Association representing different sectors of the industry, Business and Professional Women Association, reputed Jordanian entrepreneurs, members of Indian business community, academicians and media representatives.

Speaking on the occasion, Mr. Hamdi Al-Tabaa, President of the Jordanian Businessman Association stated that India and Jordan share a relationship of more than 70 years, in which the bilateral trade and investment co-operation has been one of the key pillars. He further remarked that Jordanian Businessman Association endeavors to connect Jordanian entrepreneurs with Indian business houses and facilitate trade between the two countries.

His Excellency Mr. Anwar Haleem, Ambassador of India to Jordan remarked about the historical linkage between the Arab countries and Southern India as about 4,000 years ago, Harappans had travelled along the sea-coast by ships for trade with the Arab countries. Ambassador highlighted that Kerala has a highly skilled workforce and is a state rich in bio-diversity thriving a Research & Development culture. It is among the states having best Startup Eco-system offering sector specific industrial parks for growth and development of specified industrial sectors such as Aerospace & Defence, Electronics Manufacturing, Food Processing, Petrochemicals, Life Sciences etc. The Gross State Domestic Product (GSDP) for Kerala at current prices for the year 2021-22 was US\$ 120.96 billion, which is expected to grow by more than 10% for the current financial year 2022-23. Kerala’s GSDP recorded a CAGR of 7.68% between 2015-16 and 2021-22 and the economic growth rate rose to 12.1% in 2022, highest since 2013.

Ambassador urged Jordanian & Indian businessmen to explore partnerships in Kerala in new sectors and focus on strengthening, enhancing and expanding Jordan-India investment and trade ties. Ambassador highlighted the growing bilateral trade between the two countries which has remarkably gone up by 60% in last three years despite the Covid-19 related disruptions and is expected to cross USD 3.0 bn this year. Ambassador also invited Mr. K.S. Sanal Kumar, an Indian Businessman and Chairman & Managing Director of M/s Classic Fashion Apparel, a leading garment manufacturer and exporter to address the gathering and share his business experience in Jordan. Ambassador reflected that Mr. Sanal Kumar, a Keralite, is a living example & testimony of growing India-Jordan business ties.

The seminar was followed by an open interactive session on investment opportunities in the State of Kerala.

15 February 2023