

# Visitor Guide



*"More Opportunities in One Place"*

Head Office: Al-Baddad Building 111 First Floor – Al-Madana Al-Munawwara St.

P.O Box 211941 Amman 11121 Jordan

Tel +962 6 5527411

Fax: +962 6 5562411

e-mail: [info@apex-expo.com](mailto:info@apex-expo.com)

[www.apex-expo.com](http://www.apex-expo.com)

# APEC

## Introduction

Rarely has economic growth been as dynamic or breathtaking as has been witnessed in the Asia. Surpassing expectations, as such the term 'Asian Tigers' has been coined all over East/South-East Asia to describe the pace of growth which continues at breathtaking pace.

Asia alone isn't only a model for growth it represents dynamism and countless opportunities, from products (ranging from finished goods to services and raw materials). APEC facilitates trade between the Middle East and Asia in a dynamic new approach on a grand scale.

The new approach minimises costs, and maximises revenues while creating more informal and face to face approach in a competitive business friendly environment. It also enables rapid information and presents new and emerging opportunities, to exporters and importers alike.

## What is APEC?

We are Asia Permanent Exhibition Company specializing in manage and organize the permanent exhibition for Asian products which is the only permanent exhibition in the Middle East and in North Africa (West Asia). The exhibition is located in the largest Free Trade Zone in the Hashemite Kingdom of Jordan in an area of 15013 m<sup>2</sup> . The permanent exhibition is going to be open before the end of 2008.

The advantage of the Asia Permanent Exhibition exempt of tax and customs duties, that gives greater flexibility to exhibiting companies. The permanent Exhibition also opens large commercial opportunities and facilitates the movement of trade and transit of goods to neighbouring countries such as Iraq.

The project includes a variety of platforms by which to exhibit products as well as services, and other support services. Project design enables it to met current and future requirements.

## Advantages of APEC

APEC saves time, prevents duplication, as well as saving time and cost for all participants (exhibitors and visitors alike) while facilitating trade And opportunities by create businessmen, producers, exporters and agents to importers and customers.

Numerous support services include freight and shipping within the free zone without tax and fees.

APEC also serves as a transit (re-export) point between Jordan and neighbouring countries, including Iraq, Syria, Lebanon and Turkish markets. The Iraq market in particular has been one of Jordan's major advantages due to flexible bilateral agreements and is already marketed by high volume of trade between the two countries in a manner unknown with other regional countries.

Through marketing and networking, APEC enables efficient allocation information and opportunities through advanced business matching techniques. These include everything from internet marketing to face-to-face meetings and open air trade-shows, conferences, forums, seminars and presentation.

APEC offers more opportunities in one place.

## Exhibition Overview

- Currently working on the implementation of the Exhibition overview according to what was planned to it. As we are determine about the opening of the permanent exhibition for Asian products will be before the end of 2008.
- A Jordanian company (APEC) was set up to oversee marketing and administration, as well as simplifying procedures and arranging business meetings for the exhibiting companies. Facilitating the process of visa and seizure, preparing magazine which is specialized in marketing and promoting.
- Kingdom of Jordan has an advantage in being a meeting ground for regional, Arab, Europe and Asian markets .
- Simplify procedures of interested parties in establishing the businesses or factories in Jordan and the area.

## Exhibition Location

The Asia Permanent Exhibition will occupy 15013 m<sup>2</sup> in one of the largest free zones in Jordan (some 30 minutes from the capital Amman). The location offers numerous advantages including tax and customs duties exemptions for all imported and exported products.

This facilitates exhibitors' ability to re-export (transit) to neighboring countries, including Iraq.



## Exhibition Characteristics

1. Various display – areas to exhibit products.
2. Exemption from taxes and customs.
3. Specialized locations inside the free zone to benefit from transit and export advantages.
4. Saving effort, time and cost for businessmen, and simplifying travel.
5. Saving business related to freight, cargo, clearance, insurance and banking.
6. Working to transfer knowledge and technical expertise of businesses and manufacturers.
7. Attractive investment environment and government support.

## Why in Jordan

The Hashemite Kingdom of Jordan was chosen due to its distinguished geographic and strategic location. Situated between Asia, Europe and Africa which that mean the Asia Permanent Exhibition will begin at the heart of the economic world and become the major source of exchange and transit goods.

Jordan's advantage also stems from its flexible legal and investment environment, as now it passes several attracting economical developments and diverse investment projects in all fields in addition to its being the main source for the Iraq needs of the different types of goods.

