

# The IMEConnect Business Forum

*Independent · Apolitical · Non-governmental*



## Who We Are

The IMEConnect was founded by a coalition of stakeholders united by a common belief:

***Economic collaboration is a key driver of regional stability in the Middle East.***

By building trust between business partners, we lay the groundwork for durable diplomatic relations.

## How We Deliver Impact

Today, no single entity coordinates the diverse efforts surrounding the IMEC initiative. Many stakeholders are actively seeking such a unifying platform. The IMEC Institute was created precisely to fill this gap.

We serve as an independent, apolitical, and non-governmental organization, connected to a wide network of actors involved in IMEC from across sectors and across borders: business leaders, diplomats, journalists, researchers, think tanks, and politicians from across the political spectrum.

Our mission is to consolidate and align efforts toward one clear goal:

***Promoting the IMEC initiative as a vehicle for regional stability through economic cooperation.***

**We bring a fresh and actionable perspective, based on three core and pragmatic principles:**

### A. Look Narrow, Start Small, Then Scale

*"If you try to focus on everything, you focus on nothing"*

Focus first on specific, high-impact segments of the corridor before expanding regionally, i.e., rather than wait for grand infrastructure projects to materialize across the entire corridor, focus on short-term wins:

- Prioritize the Israel –Jordan–Europe segment: the existing peace agreement between Jordan and Israel, combined with Jordan's strong economic interest, makes this corridor a practical and strategic starting point. To activate this route, only around 100 kilometers of rail need to be built or upgraded - compared to over 2,600 kilometers required for the full IMEC corridor. By investing in this segment first, valuable insights will begin to emerge from the ground, e.g., regarding actual demand for the route, the types of infrastructure and guarantees needed, and the additional steps required to scale the corridor effectively.
- Upgrade and privatize the border crossings between Israel and Jordan through American companies operating under a BOT (Build-Operate-Transfer) model. This approach gives the U.S. both a financial

stake in the corridor's success and a strategic foothold in the Middle East - not through military presence, but via commercial engagement. It also supports the broader realization of the U.S. vision for expanding the Abraham Accords through practical, economy-driven cooperation.

- Facilitate logistics hubs and manufacturing zones in Jordan to process European goods for Gulf markets - and vice versa - enabling Jordan to serve as a key production and distribution center linking Europe and the Gulf.

## **B. Look West – Tap European Potential**

While India–UAE trade is already flowing, the western leg of IMEC remains underdeveloped. Our approach:

- Emphasize EU–Jordan connectivity, aligning with Europe's need for new and cost-effective production sources, while leveraging Jordan's strategic position as a gateway to the broader Gulf region.
- Instead of waiting for full Gulf normalization, treat Saudi participation as optional - not a precondition. Let market forces do the work.
- In addition to the core European countries that have already expressed interest in IMEC, take into account the Balkan nations, as they stand to benefit indirectly but significantly

## **C. Let Businesses Lead – Show the Business Sector It's Worthwhile**

Push for an independent feasibility study to assess the corridor's commercial viability, which will:

- Involve business leaders from the start, gathering insights from the field.
- Promote customs reform, financial guarantees, and simplified trade processes.
- Frame IMEC as a business-first, win-win initiative - not just a geopolitical statement.

## **Join Us in Making It Happen**

We invite businesses and international partners to join us in **making IMEC real**—step by step, project by project.

[imeccorridor@gmail.com](mailto:imeccorridor@gmail.com)

<https://TheIMEC.org/> (Under construction)

<https://www.linkedin.com/groups/10076140/>

