

	job creation		<input type="checkbox"/>	<input type="checkbox"/>
	digital skills/literacy		<input checked="" type="checkbox"/>	<input type="checkbox"/>
	digital services		<input type="checkbox"/>	<input type="checkbox"/>
	Connectivity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Tags: transport people2people energy digital connectivity		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Migration (methodology for tagging under development)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Reduction of Inequalities (methodology for marker and tagging under development)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Covid-19	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BUDGET INFORMATION				
12. Amounts concerned	Budget line (article, item): BGUE-B2021-14.020130-C1-INTPA Total estimated cost: EUR 7,000,000.00 Total amount of EU budget contribution: EUR 7,000,000			
MANAGEMENT AND IMPLEMENTATION				
13. Type of financing⁸	Indirect management with World Trade Organisation – International Trade Centre (45001 WTO-ITC)			

1.2. Summary of the Action

EU's trade with and investments in Iran are significantly below their potential considering the size of the two markets. Until 2019, the EU was one of Iran's largest trading partners after the U.A.E. and before China. However, in the context of the re-imposition of US sanctions related to JCPOA, the subsequent limitations of payment and banking channels and the risk averse market choices by some European economic operators, the volume of trade declined by more than 70% in 2019 and the situation did not change significantly in 2020.

Currently, there are ongoing diplomatic efforts to go back to the full implementation of the JCPOA, including the US re-joining the nuclear deal. If diplomatic efforts will be successful, a fully implemented JCPOA will lead to a subsequent lifting of US related sanctions and will likely re-open significant opportunities for the EU and Iran to strengthen economic relations.

The interest of the EU is to reverse the current trends in trade and investment relations including through targeted support to help aligning Iranian regulatory and business environment with EU/international best practices.

The Action described in this Action Document is a next phase of the ongoing 8 million EUR 'EU-Iran Trade Development' project (MIDEAST/2018/403-302). It has three Specific Objectives:

1. Improve capacity of Iranian animal product exporters to comply with EU's import requirements
2. Enhance capacity of Iranian SMEs and enterprises to trade and invest
3. Enhance capacity of Iran's private sector/trade support institutions to serve their members.

Differently put, the Action aims at setting up an EU accredited laboratory for animal products with the Ministry of Agriculture-Jihad; establishing a digital platform for networking, trade and investments for European and Iranian SMEs and enterprises and building new tools, including digital ones, for Iran Trade Promotion Organisation, Iran Chamber of Commerce, Industries, Mines and Agriculture and Iran Chamber of Cooperatives so that they could better serve their members.

Special consideration is given to supporting female-led SMEs and cooperatives as well as to green and circular

⁸ Art. 27 NDICI-Global Europe Regulation