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NEXT MED

PLANBEE

From Hives to Horizons:
Building a Sustainable Bee Economy in Jordan

28 January 2026, 10:00 - 14:00

Amman (Jordan) & Online

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AGENDA

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REGISTRATION COFFEE & NETWORKING	**10:00 – 10:20**
NATIONAL ANTHEM AND OPENING	**10:20 – 10:25**
WELCOME REMARK FROM THE JORDANIAN PLANBEE PARTNER HAND-IN-HAND by Nawal Hasan founder & Chairwoman HIH	**10:25 – 10:30**
CROSS-MEDITERRANEAN COOPERATION: BUILDING RESILIENT RURAL ECONOMIES THROUGH PLANBEE by Dr Esmat ALKARADSHEH Coordinator of the Eastern MED Office Interreg NEXT MED Programme	**10:30 – 10:35**
PLANBEE: PROMOTING LOCAL APIARY NETWORKS AND BEE ENTREPRENEURIAL EXCELLENCE ACROSS THE MEDITERRANEAN by Demetra Palaonda – PLANBEE Project Coordinator, Cyprus Chamber of Commerce and Industry (CCCI)	**10:35 – 10:45**
FROM HIVE TO MARKET: THE STATE OF BEEKEEPING AND HONEY PRODUCTION IN JORDAN by Dr. Mohammad Alrababah, President, Jordanian Beekeepers Association	**10:45 – 10:55**
CHALLENGES FACING BEEKEEPERS IN JORDAN Eng. Moath Kutham - President of Jordanian Beekeepers Union	**10:55 – 11:05**
THE IMPORTANCE OF SMALL BUSINESSES TO THE NATIONAL ECONOMY by H.E. Dr. Lina Shbeeb – Former Minister of Transport	**11:05 – 11:10**

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COFFEE BREAK & MEDIA INTERVIEWS, PHOTOS **11:10 – 11:40**

PANEL DISCUSSION: FROM HIVES TO HORIZONS – BUILDING A SUSTAINABLE BEE ECONOMY IN JORDAN **11:40 – 13:00**

PANEL ITEM 1

“FLORA, CLIMATE, AND BIODIVERSITY: HOW NATURAL WEALTH CAN SHAPE HONEY QUALITY AND BRANDING.” **11:40– 12:15**

1. Moderator: Lama Badran, Chairperson of Women's Committee of Jordanian Beekeepers Union
2. Asma Bzour, Environmental Biogeochemist and Flora Researcher (RSCN)
3. Eng. Jumana Maswadeh, Head of Beekeeping Section, Ministry of Agriculture, Jordan
4. Banan Al-Shagour, Director of the Bee Research Directorate/ National Agricultural Research Center (NARC)
5. Theodoros Polykarpou, Member of the Board of Directors of the Pancyprian Beekeepers Association, Cyprus

Q&A FROM AUDIENCE

PANEL ITEM 2

“APITOURISM & MED QUEEN BEES: UNLOCKING NEW RURAL PATHWAYS THROUGH THE BEE ECONOMY” **12:15 – 12:50**

1. Moderator: Savvas Maliotis, Director, FILAGRO Ltd
2. Dr Laith ALRahahleh, PhD (D.Sc.) Programme Manager, Dryland, Livelihoods and Gender IUCN
3. Abeer Daraghmeh, a beekeeper from a rural area in Jordan
4. Mr. Rami Al Qasem - Amman Chamber of Commerce, Director of the Policies and Studies Department.

Q&A FROM AUDIENCE

CLOSING REMARKS **12:50 – 13:00**

LUNCH AND NETWORKING **13:00 – 14:00**