



SWISS-ARMENIAN BUSINESS DAY 2017

Conference

Wednesday, 29 November 2017

Armenia Marriott Hotel, Tigran Mets Ballroom

The conference languages are Armenian and English, with simultaneous translation

CONFERENCE PROGRAM

10:30 – 11:00	Registration and welcome coffee
11:00 – 11:15	Opening
	Introduction – Switzerland and Armenia: two economies at work
	Lukas Gasser - Ambassador of Switzerland in Armenia
11:15 – 11:45	Overview of economic relations between Armenia and Switzerland
	Garegin Melkonyan - First Deputy Minister of Economic Development and Investment of the Republic of Armenia
	The Reforms Path of the Government of Armenia
	Alexandr Khachatryan - Head of Center for Strategic Initiatives of Armenia
11:45 – 12:10	Chamber of Commerce Switzerland Armenia (SACOC)
	Mike Baronian - SACOC mission, membership benefits and terms
	Armenian Swiss Business Development Association (ASBDA)
	Gevorg Machanyan - ASBDA mission and benefits
12:10 – 12:30	Revealing the existing problems that the companies are facing in Armenian market and finding solutions
	Diana Sarumova - Executive Director of European Business Association (EBA)
	<ul style="list-style-type: none">○ issues relevant to business community,○ current activities and platforms for elimination of problems,○ PPD (Public Private Dialog Platform) development in Armenia, the way businesses can better use those platforms,○ success stories on Legal changes as well as for attracting investment to Armenia
12:30 – 14:00	Networking and Lunch break

14:00 – 15:00

Introduction of the new project of DFA for raising the awareness of GSP/GSP+ of different countries where Swiss GSP among them, practical information, GSP documentation

Hayk Mirzoyan (TBC) - Development Foundation of Armenia
Head of Aftercare Department

Services provided by the Export insurance agency of Armenia and the main directions of cooperation with Swiss companies facilities available for Armenian exporters

Armen Shahnazaryan - Export Insurance Agency of Armenia /
Executive director

15:00 – 15:45

Testimonial session¹: Successful initiatives and business cases connecting Switzerland and Armenia – Panel discussion

Arman Aleksanian - Blockchain R&D Hub (IT, R&D)

Mike Baronian - AZAD Pharma (pharma, R&D)

Ara Khurshudian - Switzerland-Tour (tourism)

Gevorg Machanyan - Swiss diaspora investment projects in Armenia

Avet Manukian - Sylex SARL (IT)

Naira Margaryan - Oriflame Cosmetics Armenia (multinational)

Jakob Schuler - Schuler St. JakobsKellerei 1694 (winemaking)

Christoph Speck - Coca-Cola HBC Armenia (multinational)

15:45 – 16:00

Closing remarks

Lukas Gasser - Ambassador of Switzerland to Armenia

¹ In “*Davos Format*” – each speaker makes a 5 minutes presentation which will be followed by a discussion with the audience at the end of the panel in order to foster an open debate and lively interaction.