



Switzerland - Armenia Business Webinar

22 September 2026 | 15:00-16:30 CEST

Online : the access link will be sent upon registration

<https://sacoc-switzerland.ch/events/switzerland---armenia-business-webinar>

The Armenia Business Webinar, jointly organized by the Switzerland-Armenia Chamber of Commerce and the Joint Chamber of Commerce (JCC) Switzerland, will provide Swiss and Armenian companies and business leaders with practical guidance on developing cross-border trade and commercial activities between the two countries.

Economic, trade, logistics and legal experts will address key topics, including market access, export and import procedures for goods and services, customs requirements, contractual and regulatory considerations, transport routes, logistics challenges and solutions, and the Swiss Generalized System of Preferences (GSP). The webinar will also explore opportunities to strengthen bilateral trade and support companies engaged in commercial and distribution activities in Armenia.

The presentations will be followed by an open Q&A session, giving participants the opportunity to discuss specific issues directly with the speakers and obtain practical information relevant to their business activities.

Programme

Switzerland - Armenia Business Webinar

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Organizers:

- Switzerland-Armenia Chamber of Commerce
- Joint Chamber of Commerce (JCC) Switzerland - Eastern Europe, Central Asia & South Caucasus

Programme:

15:00-15:10 | Welcome and Opening Remarks

Switzerland-Armenia Chamber of Commerce

Mr. Mike Baronian

President Switzerland Armenia Chamber of Commerce and CEO AZAD Pharma AG

Joint Chamber of Commerce (JCC) Switzerland - Eastern Europe, Central Asia & South Caucasus

Mr. Sven Henniger

Co-CEO

15:10-15:20 | Armenia Today - Economic Outlook

Trade relations: exports and imports

Speaker : Dr. Benyamin Poghosyan - APRI Armenia

15:20-15:30 | Armenia - Transport & Logistics Outlook

Logistics and Freight Forwarding

Speaker : Ms. Lusine Sardaryan

Founder LUSARTRANS, co-founder Armenian Logistics Association

15:30-15:40 | Swiss Generalized System of Preferences (Swiss GSP) for Armenian exporters.

Speaker: Mr. Sevan Antreasyan, Partner at Lenz & Staehelin

Switzerland Armenia Chamber of Commerce

15:40-15:50 | Armenia Today - Business Opportunities

IT outsourcing and IT product innovation.

Creating bridges through R&D capacities and the efforts in the area of AI data factories.

Speaker: Daniel Zurfluh

JCC Chapter Head Armenia

Owner, KnowHow Bridge GmbH

15:50-16:00 | Doing Business in Armenia - Legal Framework and Practical Guidance

Legal framework for foreign investors

Company establishment and market entry

Practical recommendations for Swiss businesses

Speakers:**Alexandre Porechny**

Partner, Heres Avocats

Tsaghik Arsenyan

Lawyer, Wise Law

16:00-16:25 | Questions & Answers

Open discussion with all speakers

16:25-16:30 | Closing Remarks**Goar Sekhian Sanfilippo**

Switzerland-Armenia Chamber of Commerce, CEO Perfume Art Creation Galleries

Sven Henniger

Joint Chamber of Commerce (JCC)