Wednesday, July 12, 2023 11:00-13:00 **(GMT+4)**

Export promotion tools:

Swiss GSP for Armenian exporters

**Awareness raising event for Armenian Exporters of Food/Agricultural Products**

The event is organized by the Ministry of Economy of the Republic of Armenia and the Embassy of the Swiss Confederation in Armenia with the support of the European Business Association (EBA).

**VENUE:** Ministry of Economy of Armenia, Mher Mkrtchyan 5, Yerevan, Armenia.

**ABOUT THE EVENT:** The event will present opportunities and incentives for Armenian exporters and how to make use of them. Various experts from Switzerland and Armenia will discuss the highlights and challenges covering key aspects related to export of food and agricultural products.

Simultaneous translation is available.

**AGENDA**

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|  | **Topics**  **Speakers** |
| 10:30 | **Registration of participants** |
| 11:00 | **Welcome address**   * Rafayel Gevorgyan   Deputy Minister of Economy of the Republic of Armenia   * Lukas Rosenkranz   Ambassador Extraordinary and Plenipotentiary of Switzerland to Armenia |
| 11:10 | **Trade potential between Switzerland and Armenia**  **Introduction of Swiss GSP**   * Anzhela Khachatryan, Chief of Finance, Personnel and Administration   Embassy of Switzerland in Armenia |
| 11:15 | **Swiss GSP in practice**   * Isabelle Niederberger, Programme Manager, Trade Promotion   State Secretariat for Economic Affairs SECO (Zoom)   * Claudia Brand, (Zoom)   Federal Office of Customs and Border Security of Switzerland  Q&A |
| 11:45 | **Best practices of EU GSP+ system**   * Karen Azaryan, Trade representative   EU Delegation Armenia  **REX system in practice**   * Marianna Poghosyan, Head of EU Affairs Division   Ministry of Economy of the RA  Q&A |
|  | **Panel sessions** |

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| 11:55 | **What you should know before entering the Swiss market?** |
| * Dorit Sallis, Managing Director (via Zoom)   Joint Chamber of Commerce Switzerland -Eastern Europe, Central Asia, South Caucasus (JCC)   * Goar Sanfilippo, Director (via Zoom)   Switzerland Armenia Chamber of Commerce   * Daniel Zurfluh, Founder   KnowHow Bridge GmbH  Q&A |
| 12:05 | **Trade support platforms** |
| * Raffi Semerdjian, President   International Chamber of Commerce, Armenia   * Diana Sarumova, Director   European Business Association   * Emil Stepanyan, Co-founder   Export Armenia  Q&A |
| 12:20 | **Trade finance tools** |
| * Suren Kocharyan, Head of Trade Finance Center   Ameriabank   * Anzhela Barseghyan, Director of Trade Finance and Correspondent Relationship Department   Armswissbank  Q&A |
| 12:35 | **Certification and legal requirements related to export of food and agricultural products from Armenia to Switzerland** |
| * Arpa Davtyan, Business development manager (Zoom)   SGS-Armenia   * Sergey Brutyan, Partner   Schulz, Brutyan and Partners   * Michael Arzumanyan, Tax manager   Ernst and Young  Q&A |
| 12:55 | **Closing remarks**     * Arthur Maysuryan, Head of EU Economic Cooperation Department   Ministry of Economy of the RA |
| 13:00 | **Coffee reception / Networking** |

