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 RAQ&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 GmbHQ&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 ArmeniaQ&A |
| 12:20 | **Trade finance tools** |
| * Suren Kocharyan, Head of Trade Finance Center

Ameriabank * Anzhela Barseghyan, Director of Trade Finance and Correspondent Relationship Department

ArmswissbankQ&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** |

