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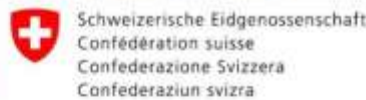
OCTOBER 2ND 2023
VANADZOR
TECHNOLOGICAL
CENTER

Business Promotion Innovation Day

October 2nd, 2023 VANADZOR / LORI
Vanadzor Technological Center, 12 Shinararneri str.



Switzerland Armenia Chamber of Commerce
National Center for Innovation & Entrepreneurship Armenia
Embassy of Switzerland in Armenia
Embassy of the Republic of Armenia to Swiss Confederation



Embassy of the Republic of
Armenia to Swiss Confederation

Embassy of Switzerland in Armenia

EVENT REPORT

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Business Promotion and Innovation Day 2023

Vanadzor Technological Center

The Third Edition of Business Promotion and Innovation Day took place in Vanadzor on October 2nd in the Vanadzor Technological Center with their in kind support.

The presence of H.E. Ambassador of Switzerland in Armenia Mr. Lukas Rosenkranz, performing the opening speech, was a confirmation of the important role for the SME's development in Armenia.



This year's edition was productive and symbolic, highlighting a high potential economic development even in an unstable geopolitical situation.

Chamber of Commerce Switzerland Armenia and National Centre of Innovation and Entrepreneurship were represented by the physical attendance of

- the executive team members Mike Baronian, Goar Sanfilippo
- the members with their professional contributors Kalust Zorik (Marketing), Christian Cattin (Technologies) and André Gruter (IT-Specialist) ;

Greatly supported by the National Center of Innovation and Entrepreneurship (ncie.am) with Mr. Hayk Margarian and Gagik Hovhanissyan, underlining the continuity of the economical dynamic of Armenia.

19 companies performed the presentation of their activities followed by video recordings in the following domains:

Domains - AGRO, TECHNOLOGY, ENVIRONMENTAL, EDUCATIONAL.

Manufacture - COSMETIC, TEXTILES, SHOE BAGS, EYEWEAR.



Agro Producing Companies:

1. Tavigh Dissillery - tavig.am
2. Agrolog – ecoagrolog.am
3. Ibari – ibari.am
4. Aregi – aregi.com
5. Green Village – koghbawines.com
6. Krya – kryawines.com
7. Darman Herbal – darmantea.com
8. Martin Star – martinstar.am

Cosmetic products:

9. Aim TO Care – aim-to-care.com
10. 22/11 Cosmetics – 2211cosmetics.com

Home Design:

11. Misma – misma.am

Jewellery:

12. AMY Jewellery – amyjewelleryofficial.com

Technological:

13. MG-Engineering.am

Environmental/Ecological:

14. ECOPARSEC – yrvn.am

Shoes and Hand Bags production:

15. Marashlyan Maison – marashlyanmaison.com
16. ARLI – aril_official on Instagram

Eye Wear:

17. TWINZ – twinz-eyewear.com

Educational Programs:

18. MOONK School of Technology

Textile Production:

19. Lentex – lentex.am

Well established companies responded to the invitation as well as emerging ones confirming their growing interest in the learning informative process.

Impressively and naturally the gender equity was balanced.

This year the Swiss specialists were present with the Contributed sessions on the following thematic:

“Marketing Approach and the Strategic key points for the industrial product/services”

by Mr. Kalust N. ZORIK, INTER TECH FOUNDER



“Communication and presentation of activities for the industries, potential customers and public”.

by Dr. Stéphane SANFILIPPO, Applied Physicist



“Fundamental aspects of international business relations. Emphasis is on the socio-cultural characteristics that influence business behaviour and performance.”

By Mrs. Goar SEKHIAN SANFILIPPO International Trade.



The 3 trophy's winners were attributed to the following three participants:

CRAFT Innovation

TWINZ with their wooden eyewear of 21gr.

TWINZ – twinz-eyewear.com

Marketing approach - goes to
ARLI for the hand crafted shoes

ARLI – aril_official on Instagram

Education Goal – goes to
MOONK School of Technology



After the event, the organisers and some guests expressed their willingness to attend in the SAYAT NOVA Park at the planting of 5 trees as a sign of live, growing and productivity! The spiritual head of Vanadzor joined us for this symbolic moment.



The companies are welcome to become members of the Chamber of Commerce and to create for themselves the synergies between Switzerland and Armenia.

