



Zurich, 05.09.2024

Dear Colleagues,

The Switzerland-Armenia Chamber of Commerce, in collaboration with the International Chamber of Commerce (ICC), is delighted to invite you to the 4th edition of the Business Promotion and Innovation Day, scheduled to take place in Tsakhkadzor, Armenia, on November 18-19, 2024.

For the past four years, the Switzerland-Armenia Chamber of Commerce has been organizing this event in Armenia, with the primary aim of providing visibility to Armenian enterprises across all regions and sectors. The event seeks to foster the growth of Armenia's technological and machinery industries for both domestic use and export purposes.

This year's event will spotlight the activities of existing SMEs, focusing on their strategic and economic development projects as well as the challenges they face.

Additionally, we are excited to announce the launch of the "Armenia Commerce Connect" project, a joint initiative between the Switzerland-Armenia Chamber of Commerce and the ICC. This ambitious and forward-thinking project aims to create a dynamic online platform that will serve as a global showcase for Armenian products and producers. The platform is designed to reach a worldwide audience, with a particular emphasis on attracting potential investors and business partners from around the globe. By showcasing the rich and diverse offerings of Armenian industries, the project aims to bridge the gap between local producers and international markets, unlocking new opportunities for trade and investment.

The objectives of this year's event include:

1. Promoting dynamism in the current economic context by bringing the profiles of Armenian enterprises to the attention of investors and fostering connections between Chambers of Commerce worldwide. This includes exploring a potential common roadmap focused on prioritized development.
2. Facilitating relationships among economic stakeholders to enable synergies and collaboration. Enterprises from every region of Armenia are encouraged to participate.

The inaugural Innovation Day took place in Yerevan in July 2021, with the generous support of the Embassy of Switzerland in Armenia, the Embassy of Armenia in Switzerland, and the excellent work of Enterprises Armenia.

The second edition, held in Gyumri in October 2022, was organized with significant support from the National Center of Innovation and Enterprises, GTC, and the Swiss and Armenian embassies.

The third edition in 2023 took place at the Vanadzor Technological Center, with continued support from the same key partners.

This year, the direct interaction between speakers and participants through contributed sessions will provide enterprises with valuable insights tailored to their specific profiles.

We look forward to hearing from you regarding your potential cooperation and participation.

Yours faithfully,

On Behalf of the Executive Board

Goar Sekhian Sanfilippo
Board Secretary, Director, Member of the Board Committee

Switzerland-Armenia Chamber of Commerce
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