


# Business Promotion Innovation Day

November 18-19, 2024  
Tsakhkadzor ARMENIA



Switzerland Armenia Chamber of Commerce  
Embassy of the Republic of Armenia to Swiss Confederation  
ICC NC Armenia

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Embassy of Switzerland in Armenia



## PROGRAM

**DAY 1 TSACHKADZOR – 18.11.2024** Tandzaghbyur Street 34/1, Zaghkadsor 2310  
**EIGHTY EIGHT DELUXE HOTEL & SPA**

**9:00** OPENING SPEECH BY SWITZERLAND ARMENIA CHAMBER OF COMMERCE - **MIKE BARONIAN**  
AMBASSADOR OF SWITZERLAND IN ARMENIA – **H.E. MR. LUKAS ROSENKRANZ**  
ICC ARMENIA– **GAREL HOFSTRA / HAYG MARGARIAN**

**9:15** EXPLORING NEW HORIZONS – INNOVATION AND OPPORTUNITIES IN TOURISM  
GENEVE TOURISME - **PHILIPPE SCHWARM**

**9:30** SWITZERLAND THE COUNTRY OF SPECIALTIES  
SWITZERLAND ARMENIA CHAMBER OF COMMERCE - **KALUST ZORIK**

**9:45** PRESENTATION OF 10 COMPANIES

**11:30** ZOOM PRESENTATION - MEDIPLANT DIRECTOR - **JULIEN HÉRITIER**  
TO TALK ABOUT THE FOCUS ON AROMATIC & MEDICINAL PLANTS AND THEIR APPLICATIONS  
THROUGH THE “NEW WATERS”

**11:50** “ARMENIA COMMERCE CONNECT” PRESENTATION OF THE PLATFORM  
SWITZERLAND ARMENIA CHAMBER OF COMMERCE – **GOAR SANFILIPPO**  
ICC ARMENIA - **ARMEN GHUKASYAN**

**12:30 - 13:30** LUNCH (1 HOUR)

**13:45** “PREVENTIVE DRAFTING: THE EXAMPLE OF THE INTERNATIONAL SALES CONTRACT”  
INTRODUCTION OF MASTERCLASS - **VICKEN BAYRAMIAN**

**14:10** “CERTIFICATION AND ACCREDITATION IN COMPLIANCE WITH EUROPEAN AND  
INTERNATIONAL MARKET REQUIREMENTS - MASTERCLASS BY **RAFFI SEMERJIAN – ICC ARMENIA**

**14:40** PRESENTATION OF 14 COMPANIES

**17:30** AWARDS ATTRIBUTION - END OF EVENT

**DAY 2 EREVAN – 19.11.2024 – BY REGISTRATION**  
**ENGINEERING CITY, 21/1 BAGREVAND, YEREVAN**

1 TO 1 STRATEGIC DIALOG – MASTERCLASS BY **KALUST ZORIK**  
“B2B / S2B STRATEGIES & MARKETING”

“PREVENTIVE DRAFTING: THE EXAMPLE OF THE INTERNATIONAL SALES CONTRACT”  
MASTER CLASS - **VICKEN BAYRAMIAN**