

BUSINESS EXPO

INVEST ARMENIA ANNUAL PROJECT
AIMED TO PROMOTE INVESTMENTS AND
IMPROVE THE BUSINESS ENVIRONMENT
IN ARMENIA

The organizer: BPA Company (BUSINESS PARTNERS OF ARMENIA)

YEREVAN 2015

RA, Yerevan, 0010, Armenia Marriott Hotel, Tel: +374 10 564176; +374 99 580902



Business Expo - September 25-27, 2015

INVEST ARMENIA 2015

BUSINESS EXPO

Supported by:

Yerevan Municipality of the RA

Ministry of Economy of the RA

Ministry of Diaspora of the RA

Ministry of Agriculture of the RA

The Union of Industrialists and Entrepreneurs of the RA

Chamber of Commerce of the RA

The following sectors will be involved in the event:

- Food industry
- Real Estate
- Mining and Energy
- Jewel crafting, diamond processing
- High Technologies
- Tourism

DESCRIPTION AND OBJECTIVES OF THE PROJECT

- To unite Armenians and businessmen who came to Armenia from abroad under the same roof to introduce them with all the successful initiatives of Armenian businessmen.
- To set a platform where besides the currently operating business representatives, companies that stopped operating because of various reasons or the ones that are very close to suspension ready to sell their business completely or partly (service industry, construction, food processing) the representatives of operating business ready to sell the part of their business and to find a new partner in hopes of extra investments will also be introduced.
- To organize the visit to Armenia of the representatives of such international major commercial networks the owners of which have Armenian origin and to provide them with a separate pavilion in order they can get acquainted with Armenian products on the spot and to access their network if necessary, such as, The representative of the largest commercial network of Russia “МАГНИТ” possessing nearly 9000 shops, the owner Sergey Galitsky, the representative of FOZZY Group owning 5 major commercial networks of Ukraine and a number of institutions, the member of Board of Directors Suren Iskandaryan, the representative of “MIRAQ GROUP” in UAE and the owner of the largest distributive network of fruits and vegetables in the Persian Gulf countries George Ghadiny (from Iran), the representative of “Jons” supermarket networks (13 pieces), USA(L.A) Armenian owner the representative of the Georgian Goodwill network, co-owner Henzel Mkoyan, the largest pharmacy network of Russia “36.6” etc.
- As an indicator of foreign investments 6 foreign Commerce and Industry Chambers operating in Armenia will be presented: **AMERICAN CHAMBER OF COMMERCE, ARMENIAN BRITISH BUSINESS CHAMBER, ARMENIAN FRENCH BUSINESS CLUB, GERMAN BUSINESS ASSOCIATION, (BACC) BELGIAN ARMENIAN CHAMBER OF COMMERECE, ARMENIAN IRANIAN CHAMBER OF COMMERCE**, each of them will present the list of the companies of their country that made investments. Besides they (AMCHAM, ABBC, DWV, CAFA) expressed their willingness to inform the businessmen of their countries about the event, to present it through e-mails and to invite them to take part in it as well.

- Work is underway on organizing a large conference of agriculture sphere within the framework of the event in Armenia in 2015 by Armenian-French Business Club where the leaders of 70 large companies will take part. Besides that more than 30.000 large French companies will be informed.
- The German Commerce and Industry Chamber as well expressed his willingness to invite to this event more than 4000 German companies that make active investments in abroad.
- The Commerce and Industry Chamber of Armenia for its part will send invitations to the representatives of Commerce and Industry Chamber of the RA in 27 countries as well as to the leaders of Commerce and Industry Chambers in 144 countries.
- Armenbrok Investment Company will present the project to more than 3000 international funds with which it has been cooperating for years.
- In that period the leaders of Commerce and Industry Chambers of 22 countries established bilateral with Armenia will be in Armenia as well on the invitation of the Ministry of Diaspora.
- We also expect the support of Armenian Embassies in abroad as well as the visit organizations of their countries' Business Groups to Armenia.
- We also attach importance to the participation of businessmen of Armenian Diaspora to this event and for that reason they will be provided with pavilions with special discounted rates to present their product or service.
- It is highly advisable to allocate a special place to all the offices and institutions that can provide a complete picture of the business world in Armenia with their professional advice and information. That is why we find it important to allocate pavilions to the Customs Service's leading experts who will give professional answers concerning their field, the representatives of 4 large auditorial companies operating in Armenia (BIG4-KPMJ, PWC, GRANT THORNTON, ERNST & YOUNG) in order each guest of the event can receive professionally analyzed answers concerning the price of the company he is interested in besides the price mentioned by the seller, investment Department of Yerevan Municipality which will present the investment offers of Yerevan City, the special approaches to the investors by the Municipality, the Law Company which will give free legal consultancy within the framework of the event.

- Business Plans shall be presented by other state institutions and by private companies.
- To fill the entire spectrum of investments in Armenia bonds of different companies will be put up for sale by NASDAQ OMX stock exchange in order each person arrived in Armenia can have the opportunity to invest even 100 dollars to get profit in case he/she does not have much money to invest. (Here we would like to mention that one of the aims and mottos of this event is to create an opportunity for investments from 100 dollars to 100 million dollars.
- STURTUP companies will have an exceptional opportunity to meet at the Round Table with the representatives of Supermarket Networks in Armenia (SAS, MOSKVICHKA, EREVAN CITY, EVRIKA, ZOVQ) in a separate place without any intermediary, to present their product or business offer and get complete answers to all their questions of concern.(B2B)
- STURTUP companies will be provided with special favorable places at the event.
- MASTER CLASSES will be given by leading specialists both from Armenia and from abroad.
- A special pavilion will be placed for business presentations at the event. An individual or a company can register beforehand and present his/her business ideas during the period provided for him.
- The event will also have a Dialogue Platform where the guests will be the owners or directors of large companies where each person can approach and get professional complete answers to his questions of concern. The discussion topics and hours will be written beforehand.
- Success stories of companies will be presented by a projector in a separated area. (Success story).
- We would like to present the international organizations that fulfill different Business Support Projects in Armenia (G2iA, FREDa, HUNGARIKUM, EBRD, IFC, Card...) as well as "Financial System Mediator" company which deals with protection of consumers' rights and interests in the sphere of finance as well as with increase of public trust in the financial sector.

- Study Tours by buses will be organized to the factories and companies in order to get acquainted with the companies' operation and production processes on the spot which will be free for everyone. For example, ARARAT, BECON, ARTFOOD etc.
- Two thematic and not large conferences are planned to be organized as well for the first two days of the event. The first day will be under the patronage of the Ministry of Economy and the second day under the patronage of the Ministry of Agriculture. We are sure that the reports by the above mentioned Offices on their institutions will increase the trust in them and it will be possible to achieve more practical outcome through direct contact and via questions and answers (B2G).

INFORMATION SUPPORTERS IN ARMENIA

The best TV and Radio media and newspapers shall be involved in presenting the event.

1	Forbes	Magazine	1	Armenia
2	De Facto	Magazine	2	Armenia
3	Elite Life	Magazine	1	Armenia
4	EL STYLE	Magazine	1	Armenia
5	ARARAT	Magazine	2	Armenia
6	Design Deluxe	Magazine	2	Armenia
7	Business Concept	Magazine	2	Armenia
8	STRATEGY AND DEVELOPMENT	Magazine	2	Russia Armenia
9	ARMENIA	Magazine	2	Russia Armenia
10	Tour info	Magazine	3	Armenia
11	EMPORIUM	Monthly newspaper	3	Armenia
12	NOYAN TAPAN	Weekly newspaper	4	Armenia France
13	Noah's Ark	Weekly newspaper	4	Russia Armenia
14	INVEST ARMENIA - BUSINESS FORUM	Catalog	1	Armenia Doaspora
15	INVEST ARMENIA - BUSINESS EXPO	Catalog	1	Armenia Diaspora

ARMENIAN NEWS SITES

Sr. N.	Name	Duration (days)
1.	www.panorama.am	90
2.	www.henaran.am	90
3.	www.araratnews.am	100
4.	www.banker.am	100
5.	www.slaq.am	100
6.	www.pastinfo.am	90
7.	www.lurer.am	90
8.	www.hayernaysor.am	90
9.	www.nt.am	90
10.	www.hayinfo.ru	90
11.	www.facebook.com - ad	180
12.	www.facebook.com - page	180

Sending e-mails to 3500 Companies' directors individually and to 7000 companies.

BILLBOARDS IN THE STREET

(SIZES 3m×6m)

Address	Duration (month)	Pieces
Komitas Ave.	7	1
Arshakunyats Ave.	6	1
Myasnkiyan Ave.	6	1
Isakovi Ave.	6	1

The advertisement for 60 days will be shown on 31 LED screens which are placed in different parts of the city, daily 280 times on each screen, total 520800 times, where also the partner will be mentioned.

Besides the above mentioned, 10 000 flyers will be printed, which will be distributed in business centers, cafes, hotels and supermarkets, where also the logo of the partner will be mentioned.

RADIO ADVERTISEMENT

RADIO	Business Forum duration of the ad (days)	Business Expo duration of the ad (days)	Quantity if the ad in the day	Total Quantity (times)
RADIO VAN	20	20	10	400
RADIO AVRORA	20	20	10	400

Prior to the event BPA Company director will introduce the project during broadcasting programs in different channels.

After the event, that will be enlighten by Armenian and Diaspora media.

INFORMATION SUPPORTERS FROM DIASPORA

Efforts are carried out to make sure that the event is covered by the following
Diaspora media.

Printing Media	
1	“Nouvelles d'Arménie” magazine (France)
2	“Nor Yaraj” newsletter (France)
3	“Sobesednik” newspaper (Russia)
4	“Armenia” magazine (Russia)
5	“Noyev Kovcheg” newspaper (Russia)
6	“AGBU news” magazine (USA)
7	“Californian Currier” newspaper (USA)
8	“Alik” newspaper (Persia)
9	“ADK” magazine (Germany)
10	“Azdak” magazine (Lebanon)
11	“Ararat” daily newspaper (Lebanon)
12	“Masis” weekly newspaper (Lebanon)
13	“Kamar” magazine (Lebanon)
14	“Horizon” weekly newspaper (Կանադա)
15	“Baregortsakani dzayn” newsletter (Bulgaria)
16	“Sardarapat” magazine (Argentina)

NEWS SITE OF DIASPORA

S. N.	Name	Country
1.	www.asparez.com	USA
2.	www.mirrorspectator.com	USA
3.	www.miasin.by	Turkey
4.	www.agos.com.tr	Belarus
5.	www.alikonline.ir	Iran
6.	www.aztagdaily.com	Lebanon
7.	www.artsakank.com	Cyprus
8.	www.azator.gr	Greece
9.	www.armenika.gr	Greece
10.	www.orer.eu	Czech Republic
11.	www.araratonline.com	Romania
12.	www.hayinfo.ru	Russia

TARGET GROUPS

- Businessmen of Armenia
- Businessmen of Armenian Diaspora
- Businessmen from abroad
- International Investment Funds

Invitation letters will be sent to the directors of all the state institutions, to the deputies of the National Assembly, to the representatives of the banking system and business world, to the international institutions, ambassadors as well as to the MEDIA representatives.

The PR of the event will start 7 months before it and will wear a very active character.

The best TV and Radio as well as Printing Media will be involved in order to present and enlighten the event maximally.

VivaCell MTS operator shall send 50 000 sms to VIP Subscribers.