

"Europe In Armenia" Expo

EU Multi-sectoral trade and investment fair in Armenia

The Delegation of the European Union to Armenia together with the EU chambers of commerce present in Armenia are organizing the EU Multi-sectoral trade and investment fair (Fair) under "Europe in Armenia" Expo slogan. This will be the first fair in Armenia fully dedicated to the EU companies. The companies in a specific industry sectors: Tourism, IT, Agricultural, Textile and Machinery, as well other sectors, which have the potential for the business to business matching opportunity, will exhibit their products and services. The business visitors from the **EU, Armenia, Iran and other countries** will be invited to take part at the Fair, aiming at establishment of joint ventures and agreements.

The EU Member States and the Armenian Government welcome the organization of the Fair in Armenia. This will ensure the presence of business community and other stakeholders at the Fair. The companies from almost all EU countries are expected to display their products and services at the Fair. The "Europe in Armenia" Expo presents a unique opportunity for any company or agency wishing to do business in Armenia. Despite its small market, Armenian products have preferential access to major markets.

Fair objectives

The Fair aims at achieving the following objectives:

1. To explore investment opportunities
2. To provide Import and Export opportunities for European and Armenian manufacturers and service providers
3. To serve as a meeting place for European, Armenian and Iranian businesses

Fair Description

When: 15-17 September 2017. The selection of the time for the Fair was conditioned by several reasons. First, the 2017 is the year when 20 out of 28 EU Member States are celebrating 25th anniversary of establishment of Diplomatic relations with the Republic of Armenia. The Fair can serve brilliant opportunity to mark that data.

Venue: "Yerevan Expo" centre. Address: 3, H. Hakob Hakobyan St, Yerevan 0033, Armenia

For Participants: Welcome to the first ever European Union trade fair in Armenia. The Fair allows main participants: the European Union companies and their branches established in other countries to display their products and services., explore new markets/discover market niches, collect new market information, assess the competitiveness and export chances, exchange experiences, forge partnerships, enlarge business contacts in the region, meet new customers, expand the distribution network and increase brand awareness.

For business visitors: Welcome to the first ever European Union trade fair in Armenia. In order to maximise the benefits of the Fair, besides the main participants displaying their products and services, the business visitors from the EU, Armenia, Iran and other countries will take part at the Fair. The Fair may create business and investment opportunities, with possibility to establish joint ventures.

The attractiveness of the Fair for a business visitor is the possibility to explore investment and partnership opportunities, compare prices and conditions, obtain ideas for company products and services, meet new business partners, gain an overview of Armenian market, assess the economic situation and business prospects, as well as attend conferences, special shows, and assess the options for participating as an exhibitor. There will be 3 information booths dedicated for this reason.

Side events: Besides the main activities, which include display of products and services, the fair will give opportunity for economic and technical cooperation and exchange, investment exploration, insurance, transportation, advertising, visits to local manufacturing plants and trade consultation. There are three planned forums related to the EU regulation in food and non-food sectors, as well as "Doing business in Armenia". The sightseeing tours and cultural events will be organized for the participants and foreign visitors of the Fair.

Why Armenia? Despite the fact that Armenia is landlocked small country it provides large opportunities. Armenia is benefiting from the EU GSP+ regime, which means NO customs duty for around 6300 products originated in Armenia and exported to the EU. Because of Armenia's membership to the Eurasian Economic Union (EEU), zero Customs tariffs applied for the Armenian products exported to the EEU. Last but not least, Armenia shares border with Iran. The EEU plans to conclude Free Trade Interim Agreement with Iran covering reduction of customs duties for limited number of agricultural and industrial (pharmaceuticals, textile, steel products, machinery, electrical equipment, vehicles, etc) products. It is planned to have full FTA in long-term perspective. In addition to that, after the EEU new Customs code will enter into force, Armenia will have a right to establish a Free Economic Zone at the Armenian - Iranian border. The FEZ is planned to put in operation by the end of 2017. Besides mentioned advantages, Armenia also has free trade agreements with neighboring Georgia and other CIS countries. More information on Armenia could be found at the website of Development Foundation of Armenia.

Expenses and Services

Participation costs at the Fair should be covered by participants or sponsors. Costs include space rental, design and construction of trade show displays, telecommunications and networking, travel, accommodations, and promotional materials and items to for visitors. In particular:

1. **Renting of a booth and meeting rooms**
2. **Construction and design of booth for exhibition**
 1. Planning of the fair ground
 2. Building of the exhibition stands
 3. Providing an additional exhibition and presentation equipment
 4. Maintenance of the exhibition during the event
3. **Development and production of information welcome-kits for the event participants**
 1. Production and preparation of folders per number of participants, with the event logo and symbol
 2. Collection of information about all the event participants for the information catalogue
 3. Production and duplication of CD-versions of the information catalogue
 4. Layout and publishing of the information catalogue
 5. Distribution of welcome-kits among the participants, including folders, note-pads, pens, participant pass badges, the program and the information catalogue, the CD catalogue
4. **Security**
5. **Cleaning**
6. **Translation**

Partner organizer

The partner company responsible for the construction of booths, design, information dissemination, cleaning, and security is LOGOS EXPO.

LOGOS EXPO Center
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Sponsorship

There are number of sponsorship opportunities available for you, which include but not limited to:

- Venue, Travel, Accommodation, Booths, Sightseeing tour, Interpreters, Catering, Meal, Transport, Fair website, and Visibility.

The **Coordination centre** is happy to negotiate a package that will be of maximum benefit to a sponsor. We are also ready to discuss any new proposals a potential sponsor may wish to put forward. Your participation as a sponsor and/or exhibitor will ensure your access to the people with the buying power, affiliated organisations and, of course, their clients. Acknowledgment of the sponsors and exhibitors will be included in information/promotion materials, on the website of the Fair and partner organizations, as well as displayed at the Fair. If you wish to discuss a package more suitable to your organization/company please contact the **Coordination centre**.

The www.euroexpo.am is the official website of the Fair. The European Union companies and their branches established in other countries wishing to exhibit their products and services, as well as business visitors are welcomed to register at the website.

Coordination centre

For the implementation and management of the Fair, the Heads of the European chambers of commerce represented in Armenia, under the umbrella of European Business Association together with the EU Delegation in Armenia established a **Coordination centre**. The contact details of which are:

Name	Mrs. Diana SARUMOVA	Mr. Karen AZARYAN
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For more information please contact to Mr. Varos Simonyan, Trade Representative of the Republic of Armenia to the EU. The contact details of which are:

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