



**AMCHAM
IN ARMENIA**
For a Better Business Environment



MAPPING ARMENIA AS A WORLD-CLASS TOURISM DESTINATION:

Opportunities, Challenges, and Path Forward

For several years, the tourism sector has been one of the key priorities for Armenia with the aim to propel the economic growth; to bring prosperity to remote areas; and to ultimately reduce poverty in the country. Armenia has had several success stories; however, there is still much to be done to make Armenia a “World-class Tourism Destination.”

On 24 May 2017, the American Chamber of Commerce in Armenia and the European Business Association Armenia cordially invite you to participate at the “Mapping Armenia as a World-class Tourism Destination: Opportunities, Challenges, and Path Forward” Forum.

During the event, the participants will hear from high-level officials of the US Embassy in Armenia, European Union, and the Government of Armenia regarding the current state of and the development strategy for the tourism sector in Armenia. Ms. Zeytuntsyan, the Head of State Tourism Committee of the RA Ministry of Economic Development and Investments, will present 2017 Tourism Development Strategy and will talk about potential public-private partnership opportunities. At the end, a question and answer session will be held followed by a “Wine & Cheese” reception.

When: 5pm – 7:30pm, 24 May 2017

Where: Armenia Marriott Hotel, Ararat Hall

Agenda

5:00pm – 5:15pm	Registration
5:15pm – 5:35pm	Welcome: Mr. Ara Hovsepyan, AmCham President Mr. Levon Israelyan, EBA President Opening Remarks: US Embassy Opening Remarks: European Union Delegation, Gregory Tsouris
5:35pm – 5:45pm	Keynote Address – Mr. Suren Karayan, the RA Minister of Economic Development and Investments
5:45pm - 6:15pm	2017 Tourism Development Strategy and Beyond - Ms. Zarmine Zeytuntsyan, State Tourism Committee of the RA Ministry of Economic Development and Investments:
6:15pm – 6:30pm	Question and Answer session
6:30pm – 7:30pm	Wine & Cheese Reception