



EBO WWN - TEAM EUROPE ABROAD

# EBO WWN GLOBAL MEETING YEREVAN

26-27 NOVEMBER 2018



HOSTED BY:



IN PARTNERSHIP WITH:





26 NOVEMBER

# EBO WWN GLOBAL MEETING YEREVAN

## OPENING CEREMONY



ACTING DEPUTY PRIME MINISTER OF ARMENIA  
MR. TIGRAN AVINYAN

Up to 40 European Business Organizations (EBO's) each representing the markets outside the EU, gathered in Yerevan to participate in the two-day European Business Organizations Worldwide Network (EBO WWN) Global Annual Meeting, hosted by the member of EBO WWN European Business Association Armenia (EBA Armenia) in partnership with Business Armenia.

Acting Deputy Prime Minister Mr. Tigran Avinyan, acting Minister of Economic Development and Investments Mr. Tigran Khachatryan, Ambassador, Head of the European Union Delegation to Armenia, H. E. Mr. Piotr Świtalski, DG GROW (EU Commission,

Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs) International Relations Officer Mr. Maxime Bablon, Chairman of the EBO WWN Mr. Renato Pacheco Neto have welcomed over 200 participants of the event and stressed the importance of the event.

Ambassador, Head of the European Union Delegation to Armenia, H.E. Mr. Piotr Świtalski mentioned that ***the two-day EBO WWN Global Annual Meeting, hosted by the European Business Association Armenia, is a very important platform for experience sharing and synchronising EU approach on the improvement of the business environment and investment climate worldwide.***



AMBASSADOR, HEAD OF THE EU DELEGATION IN ARMENIA H.E. MR. PIOTR ŚWITALSKI

26 NOVEMBER

# EBO WWN GLOBAL MEETING YEREVAN

## OPENING CEREMONY



ACTING MINISTER OF ECONOMIC DEVELOPMENT  
AND INVESTMENTS MR. TIGRAN KHACHATRYAN



CHAIRMAN OF THE EBO WORLDWIDE NETWORK  
MR. RENATO PACHECO NETO

***"European Business Organizations Worldwide Network's Global Annual Meeting is a great opportunity for the businesses from Network's Member Countries to learn more about new economic policy of the Republic of Armenia and the developments in business environment in the country", said EBO WWN Chairman Mr. Renato Pacheco Neto.***



EXECUTIVE DIRECTOR OF EBA ARMENIA  
MS. DIANA SARUMOVA



DG GROW INTERNATIONAL RELATIONS OFFICER  
MR. MAXIME BABLON

***"During the three years since the establishment of EBA Armenia and being a member of the EBO WWN, the Government has always cooperated with us aiming at the business environment improvement. Likewise today, the Government and state agencies are supportive to the business community in order to ensure better conditions for the public-private dialogue and enabling investments climate", stated the Executive Director of European Business Association in Armenia, Ms. Diana Sarumova.***



# 26 NOVEMBER

## EBO WVN GLOBAL MEETING YEREVAN

### OPENING CEREMONY

More than 200 participants of the event were presented Armenia's investment climate and favorable trade conditions during the "Select Armenia" presentation by the acting executive director of "Business Armenia" Foundation Mr. Armen Avak Avakian.

The General Manager of Coca-Cola Hellenic Bottling Company Armenia Mr. Christoph Speck, the Head of Law Practice in EY Armenia Mr. Levon Gevorgyan, the Executive Director of German Business Association Mr. Dietmar Stiel, representative of Renco Armestate Mr. Gegham Baklachev made presentations on opportunities for EU-Armenia market expansion. The CEO of Golden Grape Armas Ms. Victoria Aslanian presented the history of the "ArmAs" brand and its unique niche as an Armenian wine producing and exporting company.



ACTING EXECUTIVE DIRECTOR OF BUSINESS ARMENIA FOUNDATION, MR. ARMEN AVAK AVAKIAN



GENERAL MANAGER OF COCA-COLA HBC ARMENIA, MR. CHRISTOPH SPECK



HEAD OF LAW PRACTICE IN EY ARMENIA, MR. LEVON GEVORGYAN



EXECUTIVE DIRECTOR OF GERMAN BUSINESS ASSOCIATION, MR. DIETMAR CARL STIEL



CEO OF "GOLDEN GRAPE ARMAS", MS. VICTORIA ASLANIAN



REPRESENTATIVE OF RENCO ARMESTATE, MR. GEGHAM BAKLACHEV

# 26 NOVEMBER

## EBO WVN GLOBAL MEETING YEREVAN BREAKOUT SESSIONS, PRESENTATIONS

The opening ceremony of the meeting was followed by Q&A session and business networking.



The second half of the meeting's first day have started with the internal breakout sessions on EBO topics. Issues of economic diplomacy, business advocacy, professional exchange of international best practices are included in the agenda of EBO WVN Global Meeting in Yerevan.



The 1st part of the internal breakout sessions kicked off on November 26 with the presentations made by the Vice Chairman of the EBO WVN, Executive Director of European Chamber of Commerce in Vietnam, Ms. Almut Roessner regarding the phase III of SEA IPR SME Helpdesk, EU-Free Trade Agreement guidelines for EBOs, key partners and stakeholders, on how to best cooperate from negotiation to ratification.

EBO WVN VICE CHAIRMAN, EXECUTIVE DIRECTOR  
OF EBO VIETNAM , MS. ALMUT ROESSNER



# 27 NOVEMBER

## EBO WWN GLOBAL MEETING YEREVAN BREAKOUT SESSIONS, PRESENTATIONS

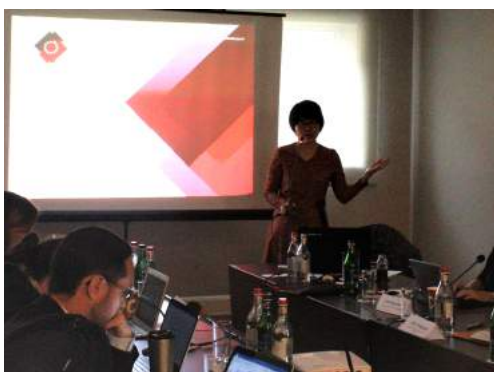
On November 27  
DG GROW International  
Relations Officer Mr. Vladimir  
Zuberec arrived in Yerevan and  
joined the breakout sessions,  
during which Ms. Arevik  
Abrahamyan, the Marketing  
Coordinator of the EBA  
Armenia member Hyatt Place  
Yerevan prepared a brief  
presentation on their activities  
in Armenia.

Also, she answered the  
questions of EBOs regarding  
the challenges, perspectives  
and expectations from the  
further development of  
tourism and hospitality  
industries in Armenia.



HYATT PLACE YEREVAN, MARKETING COORDINATOR,  
MS. AREVIK ABRAHAMYAN

During the breakout sessions on November 27, EBOs were presented the series of presentations by their counterparts from EU Chamber of Commerce in China. Namely, Senior HR Manager of European Union Chamber of Commerce in China, Ms. Nina Jiang (Beijing) presented HR best practices, Government Affairs Director (Shanghai) Ms. Helei Fu and General Manager (South China) Mr. Francine Hadjisotiriou correspondingly made presentations on Advocacy and Chapter best practices.



EBO CHINA, SENIOR HR MANAGER,  
MS. NINA JIANG



EBO CHINA, GOVERNMENT AFFAIRS  
DIRECTOR, MS. HELEI FU



EBO CHINA, GENERAL MANAGER,  
MS. FRANCINE HADJISOTIRIOU

27 NOVEMBER

# EBO WWN GLOBAL MEETING YEREVAN

## WRAP-UP AND APPOINTING NEW BOARD MEMBER OF THE EBO WWN



During the two-day meeting, the EBOs have discussed various topics regarding the further development of the Network, as well as the experience of operation in certain phases of the development of an EBO have been shared.

Several working groups of EBOs have been formed, based on the regions of the countries they represent. Thus, the EBOs have developed some approaches for the further cooperation in their regions, shared experience, as well as then presented the results of their discussions and revealed issues.



The working groups' discussions and presentations were followed by the wrap-up session, which finalized the meeting.

*During the final speeches of the meeting, EBOs expressed their gratitude to Ms. Almut Roessner, Executive Director of the European Chamber of Commerce in Vietnam, the outgoing Board Member and Vice Chairman of the EBO Worldwide Network, mentioning the importance of her work in this key position during all these years.*



*This was followed by the address of the Chairman of the EBO WWN, Mr. Renato Pacheco Neto, who presented the joint proposal of the EBO WWN Board, according to which Ms. Diana Sarumova, the Executive Director of European Business Association in Armenia, was appointed as the new Board Member (Vice Chairman) of the EBO Worldwide Network. The corresponding procedures will be implemented in accordance with the internal regulations of the EBO WWN.*



26-27 NOVEMBER

# EBO WWN GLOBAL MEETING YEREVAN

## MEDIA COVERAGE

[Publication on EBA Armenia website \(in Armenian\)](#)

[Publication on EBA Armenia website \(in English\)](#)

[Armenian Public TV "Lurer" Video reportage](#)

[Armenia TV "Zham" Video reportage](#)

[1in.am Video reportage](#)

[Armenpress Photo Story](#)

[Armenpress \(Publication in Armenian\)](#)

[Armenpress \(Publication in English\)](#)

[Hetq \(Publication in Armenian\)](#)

[Hetq \(Publication in English\)](#)

[B24 \(Publication in Armenian\)](#)

[Banks.am \(Publication in English\)](#)

[Banks.am \(Publication in Armenian\)](#)

[ArmTimes.am \(Publication in Armenian\)](#)

[Haynews.am \(Publication in Armenian\)](#)

[Publication on the website of the Government of Armenia \(in Armenian\)](#)

[Business Armenia \(Publication in Armenian\)](#)

[Business Armenia \(Publication in English\)](#)

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