

## WELCOME NEW MEMBER OF EBA ARMENIA!

November 2021

# BAAM.eco

BAAM Venture Capital is operating in Armenia since 2019 and it is already conducted investments in different sectors. At BAAM VC, we are not simply investors. The fundamental notion of our holistic approach is taking our partners on a journey to success. Our team implements ideas of our partners, cultivate the growth of their business, and foster their achievements. We encourage environmentally conscious business practices for sustainable growth and a healthy planet ecosystem.

One of our projects is WOLHOK. WOLHOK is not just a company that produces medical masks, WOLHOK offers innovations in the field of medical equipment production. We are the only company in our region that was awarded with the FFP2 quality certificate of the highest international standards.

Our goal is to improve people's lives, to help them defend themselves and their health more effectively.

**Boris Makaryan**

**Director of Business Development**



## EBA NEW PROJECTS

### **European Business Association in Armenia became a partner of the Spanish Chamber of Commerce in Italy for the EU4Business: Connecting Companies Project.**

Project aims to support sustainable economic development and job creation in the Eastern Partnership (EaP) countries by helping SMEs to grow - especially by promoting trade, encouraging inward investment and fostering business links with companies in the EU.

The action implemented within EU4BCC is organised on a **sectoral basis**. This will allow for a more strategic approach and for the creation of alliances between EU and EaP businesses on a more specific basis. EBA will implement the part related to Bio Food sector.



Funded by the  
European Union



EUROCHAMBRES

The main objectives of the project:

**1) *Transfer of know-how between Italy and Armenian BSOs and SMEs, transfer of technology and synergies with existing networks. The action aspires to improve and facilitate knowledge in both countries through exchanges between the parties.***

**2) *Institutional building, between CCIs and BSOs, best practices, benchmarking, cooperation between companies;***

Institutional meetings for companies will be organised during the trips to Italy and Armenia. The purpose of these meetings is to promote synergies between the two countries for the benefit of SMEs.

BSOs will strive to involve enterprises on both sides which are likely to match each other. They will identify needs on one side and capacities to respond to those needs on the other.

The linking of companies on both sides will lead to mutual cooperation between companies.

**3) *Business opportunities opened up with the Eastern Partnership Agreements signed between the EU and EaP countries;***

The activity will bring real business opportunities for the SMEs involved. The BSOs partnership will provide valid contacts from their countries that together may generate synergies to boost sales abroad.

**4) *Businesses in rural areas run by women and men.***

Most of Armenian SMEs participating are based in rural areas. This project will make innovation solutions available for local SMEs still depending on the old post-soviet techniques and machinery in their production lines.

## Visit to Nairian <https://www.nairian.am>

October 2021

EBA members visited “Nairian” production facilities in October 2021.

During the visit founder of Nairian Ms. Anahit Markosian and Executive director Ms. Mary Mamikonyan presented the whole production process from the plant growing till the finished goods selling. After the sightseeing and tasting delicious homemade lunch in the Nairian garden café, members made some shopping in the Nairian shop.

Nairian natural cosmetics for men and women produced from Nairian garden organic plants, herbs and flowers located in Armenian green village Aragyugh.

Nairian is a premium and all-natural cosmetics company based in Armenia. Products are based on organic plants usage. By harnessing the power of nature and applying scientific methods, Nairian offers a means to look beautiful, while maintaining clients’ health and well-being. Nairian is represented in the USA, Canada, Russia, UK and Europe <https://www.facebook.com/nairiancosmetic>

For more information related to *visit tours* to Nairian please go to <https://www.facebook.com/pages/Nairian-Laboratories-in-Aragyugh/324832171413034>

Visit <https://www.facebook.com/EBAArmenia/photos/pcb.1762659620595457/1762656683929084/> for more photos



## EBA Members attended the event organized by Softline Armenia "Digital Transformation in Business 2021"

21 October 2021



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In October 21, Yerevan hosted a high-tech business conference InTech 2021. The main topic was the digital transformation of business - one of the key areas of activity of Softline. During the event the prospects for digital transformation, trends and technologies that are of strategic importance for business development in modern conditions were discussed. This year, the event brought together over 100 participants and became a platform for discussing key issues of the IT market, which brought together representatives of Armenian business and IT companies offering solutions for business development. Within the framework of the conference, more than 10 speakers from Russia, Belarus, Ukraine and Georgia made presentations and shared their experience in digital transformation with the participants. The InTech 2021 conference was opened with a panel discussion, during which experts spoke about digital changes, security issues and trends in business process automation using the example of their companies. After the panel discussion, parallel thematic sessions were held on the issues of business digitalization and IT security. "Today the world is moving towards digitalization. In business, more and more digital technologies are being used in almost all spheres. This conference is a platform that allows business and technology representatives to meet and understand how to find solutions for challenges and business development. The role of information technology becomes even more important as it helps to speed up and facilitate any process. Consequently, the connection between business and technology helps to reduce the cost of processes and increase income.

## EBA member Coca Cola Hellenic Bottling Company Armenia presented independent Socio-Economic Impact Survey October 2021

Coca-Cola Hellenic Armenia presented results of independent Socio-Economic Impact Survey summarizing and evaluating the company's activities in 2020.

The company continues to increase investments in the socio-economic development of Armenia: Investment of 18.3 billion drams in Armenia's GDP, payments of 5.3 billion drams to the state budget, investment of 75.5 million drams to community development, about 2000 jobs in 2020 alone.



## Ambassador of the Republic of Slovenia H.E. Mr. Tomaz Mencin and Economic Counsellor Mr. Taras Prytula visited Armenia. October 2021



Ambassador of the Republic of Slovenia H.E. Mr. Tomaz Mencin and Economic Counsellor Mr. Taras Prytula met executive director of EBA. Ambassador and Economic consular are permanently located in Ukraine and responsible for Caucasus region.

During the meeting both parties discussed potential cooperation between two countries in the scope of EU-Armenia economic cooperation.

Parties agreed to organize bilateral B2B meeting for private sector representatives of Slovenia and EBA members.

*EBA Armenia is a contact point for EU Member State Embassies located not only in Armenia but also outside the country (Slovenia, Finland, Portugal, Spain and others).*

# EBA Armenia participated in a meeting with USAID on Public Private Dialogue

EBA was represented at a meeting held by USAID on Wednesday 8 September 2021. The purpose of the meeting was a discussion between public and private parties about the Armenia Business Enabling Environment (ABEE) funded by USAID. The location for the meeting was the Congress Hotel in the centre of Yerevan.

- The meeting was opened by the Minister of Economy, Vahan Kerobyan, and the USAID Mission Director, John Allelo. Presentations were made by the Project Director of ABEE, Gayane Dallakyan, and the International Consultant to ABEE, James Brew. Around 50 representatives of public and private entities participated in the meeting.
- The minister underlined that as a business man, he understood the importance of both Public Private Partnerships (PPP) and Public Private Dialogue (PPD). The mission director underlined that Armenia was improving the legal basis for business and PPD to counter the impact of COVID, and the ABEE project was meant to support this effort.
- A platform for PPD has been established with EU Support, based on the World Bank model, and implemented by USAID. Current problems for the platform include a lack of resources for public participation, and a lack of feedback from the public sector to proposals coming from the private sector.

Following the presentations, discussion was opened with participation especially by the private sector, while the public sector had a more limited representation at the meeting. The main focus of the discussion was the manner in which further work should be organised, including the establishment of working groups, in order to implement and support the dialogue.



## Meeting with EBRD on Digitization of Customs Clearance Processes

EBA was invited to a meeting by the European Bank for Reconstruction and Development with the purpose of discussing the Digitization of Customs Clearance Processes. The meeting was organised by the Business Support Office (BSO) in Yerevan, which is funded by EBRD and the Good Governance Fund (GGF).

The meeting formed part of a longer series of individual sessions, so as to allow for open and informal discussion. Present at the meeting were representatives of EBRD, Ernst & Young and EBA. Tim Vickery explained that the feasibility study has been reduced from originally four months to two months in order to allow the State Revenue Committee to submit a proposal to the Parliament.

During the meeting it was underlined that continued reliance on paper based reports, in addition to digitized submission, presented problems in relation to both archive storage facilities and also data access in later control procedures.



## EBA Armenia participated 20th anniversary of Competition Protection Commission of the Republic of Armenia



EBA Armenia attended the launch ceremony of BUYonline

### Launch event of the BUYonline platform

EBA attended the official launch of the BUYonline sales platform. Buy Armenian has become a sales platform with more than 750 manufacturers, offering more than 5,500 products.



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