

## WELCOME NEW DIRECT MEMBERS OF EBA ARMENIA!



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With a profound respect for the noblest traditions of craftsmanship, the Company understands that both jewellery and timepieces are the result of centuries of experience and expertise, and countless hours of breathtaking, specialised skills, perfected by devoted artisans. Today, company draws on that heritage, and on a team of world-leading craftsmen, specialised in, for example, sculptural goldsmithing, gem-

setting, micro-pave setting, hand-engraving, hand-pierced openworking – to reach new levels of perfection, to highlight and perpetuate the refinement and finesse of Haute Joaillerie. In this way, Brands represented in Boutique become not only a statement of individual style, but also a personal, tactile, intimate treasure. It dazzles with iconic jewellery collections that reflect unparalleled and daring creativity with a touch of provocation. Its perennial red carpet favourites – made of statement and subtly moving rings, voluminous earrings and interlacing bracelets – always stand out. Diamonds, emeralds, rubies, sapphires, a firework display of precious stones and colours asserting design that is not one for conservative style.

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### Kärcher LLC

**Andronik Baghdasaryan**  
MANAGING DIRECTOR

**KÄRCHER**

Kärcher LLC is the official subsidiary of the world-famous German company Alfred Kärcher SE & Co. kg. In Armenia. In Yerevan Kärcher opened in August 2019 and became the 801st subsidiary of the company, that specializes in the creation of cleaning equipment and cleaning technologies. Kärcher is a world leader in innovation in cleaning and cleaning products, technologies and systems. The spirit of invention and innovative thinking have distinguished Kärcher from the very beginning. The company, founded in 1935 by the inventor Alfred Kärcher, allowed

him to put into practice progressive ideas in the field of heating technology and bring products to the market. Currently, more than 1000 employees are constantly engaged in research and development. So Kärcher's innovations are no coincidence and the numbers speak for themselves: the company's portfolio includes 632 active patents, and its range in 2018 alone was replenished with 110 new products. At the same time, more than 90% of the products sold today were developed no more than 5 years ago. In Yerevan, Kärcher equipment is represented in Kärcher Center (with Kärcher Service), 76 Tigran Mets ave., and Kärcher Shop, 22 Abovyan str. [www.kaercher.com/am/](http://www.kaercher.com/am/)



## GLOBAL SPC ARMENIA

**SAMVEL ZAKARYAN**  
GENERAL DIRECTOR



“Global SPC” CJSC is a leading Armenian international development, research and consultancy company with 2 decades of experience, providing its customers with full legal and business consultancy of premium quality. Global SPC also providing consultancy in the fields of development economics, sectoral

development, including pharmaceuticals, social policies and public sector management, business and investment environment, marketing, as well as establishing business connections in Armenia and abroad.

We have implemented about 30 development aid projects financed by international organizations such as the European Commission, the World Bank, the Asian Development Bank, UNCTAD, UNDP, USAID etc. Global SPC was part of international team implementing the USAID funded EDMC program in Armenia. Global SPC has conducted the research and development of value chain and export potential of pharma sector and in implementation of the program.



## INDIVIDUAL MEMBER

**Prof. Stephen J Newton,**

*International Governance and Change Management Specialist*

Professor Stephen John Isakhanyan Newton has lived and worked globally for most of his life. His specialities are Change management and International Governance. Undertaking projects for the Scottish government he established a Small and Medium Enterprise development company in Glasgow’s East End and his team helped set up and grow over 3,000 companies in 3 years and generate inward investment capital of 94million Sterling. He has worked in very tough markets/war zones throughout Europe, Africa, USA, Asia and Middle East, creating better

governance and improving economies. A well experienced High-level negotiator with authorities at Central, Regional and Municipal/Villages and well respected for the straightforward yet innovative approach used to drive through change strategies and to adopt new projects.

His wide experience spans across many industries from Steel to Food production and he offers consultancy in Organisational, Production and Marketing. He is an expert in devising and implementing innovative, value-for-money and best practice approaches with multiple International Donors Projects, whilst managing programmes of capacity building of stakeholders/recipient partners

## EBA EVENTS

## EBA Women's Club



On the 7th of July, EBA Women's Club was launched.

The main objective of EBA Women's Club is:

- to exchange experience, knowledge, and ideas related to women empowerment in Armenia
- to raise main constraints and consolidate female driving force to facilitate the resolution of main gender issues in Armenia.

During the Launch event, the following participants delivered a speech emphasizing the importance of this initiative:

- EU Ambassador to Armenia, Honorary President of EBA H.E. Ms. Andrea Wiktorin
- US Ambassador to Armenia H.E. Ms. Lynne M. Tracy
- Ambassador of France to Armenia H.E. Ms. Anne Louyot
- Ambassador of Lithuania to Armenia H.E. Ms. Inga Stanytė-Toločkienė
- Ambassador of Finland to Armenia H.E. Kirsti Narinen
- Adviser to Deputy Prime Minister of Armenia Ms. Mane Adamyant

The event was moderated by the executive director of European Business Association Ms. Diana Sarumova

- Participants of event:
- UNIDO Country Representative, Ms. Anahit Simonyan
  - DWV German Business Association Armenia director, Ms. [Meri Navasardyan](#)
  - [AmCham Armenia](#), executive director, Ms. Lilit Gevorgyan
  - [Armenian British Business Chamber - ABBC](#) director, Ms. Diana Gaziyan
  - [Nairian Armenia](#) founder, Ms. Anahit Markosian
  - [Coca-Cola Երջանկություն գործարան](#) Public Affairs and Communications director, Ms. Elina Markaryan
  - Ile-de-France Region representative in Armenia, Ms. Meline Avdalyan
  - GITC-Information Technologies Center director, Ms. [Amalya Yeghoyan](#)
  - [IE University](#) & IE Business School, Associate Director for Eastern Europe & Central Asia, Ms. Sati Boyajyan
  - [SCHNEIDER GROUP Armenia](#) director, Ms. [Yeva Voskanyan](#)
  - SGS Armenia Sales and Marketing director, Ms. [Arpa Davtyan](#)
  - [Yerevan Plaza](#) director, Ms. Karine Markosyan
  - [Embassy of Armenia in The Netherlands/ Նիդերլանդներում ՀՀ դեսպանություն](#) economic attaché, Larisa Harutyunyan and Ms. Krijger Dolbakyan
  - US Embassy deputy Political Economic Chief, Ms. Kim Zapfell
  - Madika Law Firm founder, Ms. [Diana Movsesyan](#)
  - Landmark Capital founder and director, Ms. Mary Mamikonian
  - AWE in Armenia project manager, Ms. [Margarita Hakobjanyan](#)
  - [Armenia Travel](#) founder and director, Ms. [Marina Kpryan](#)
  - Suardi Italian construction company deputy director, Ms. [Zepyur Babayan](#)
  - Internations Ambassador, co-founder and CEO of "Resilient Sustainability" NGO, Ms. [Lusine Manucharyan](#)
  - [Las Culturas Los Pueblos Yerevan](#) Restaurant founder, Ms. Arpine Zurfluh

- European Union in Armenia
- U.S. Embassy Yerevan
- French Embassy in Yerevan
- Embassy of the Republic of Lithuania in Armenia
- Embassy of Finland in Moscow
- Armenian British Business Chamber - ABBC
- DWV German Business Association
- Armenian Italian Chamber Of Commerce And Industry



EBA EVENTS

BUSINESS BREAKFAST WITH GALAXY GROUP



European Business Association and [Galaxy Group of Companies](#) conducted a Business Breakfast “Prospects for the economic stability”.

International and regional processes created new challenges for businesses, constraining them to implement strategies that would ensure companies' vision, while guaranteeing sustainable operations.

These issues were raised at the business breakfast event, co-hosted by Galaxy Group of Companies and European Business Association in Armenia.

“This meeting format is a great opportunity to identify the factors and conditions affecting the business environment in Armenia and to suggest a roadmap for economic development. Our goal is to consolidate efforts to explore the economic potential and to attract new investments,” said [Aram Khachatryan](#), Co-founder and CEO of Galaxy Group of Companies.

[Vahan Dilanyan](#), CCO of Galaxy Group delivered opening remarks at the event, noting the strategy of the Galaxy Group in establishing partnerships and contributing to the economic development.

“This event is extremely important for establishing a

constructive dialogue between the public and private sectors. Nowadays, overcoming of main constraints for business is possible only with joint efforts,” said [Diana Sarumova](#), Executive Director of European Business Association in Armenia.

In her speech, she expressed her gratitude to representatives of public sector, diplomatic missions and international organizations accredited in Armenia, while highlighting the role of companies like Galaxy Group in the economic development of Armenia.

Deputy Minister of Economy, [Armen Arzumanyan](#), welcomed participants of the meeting, emphasized the importance of this event and presented current activities and plans of the ministry for the business environment and investment climate improvement in Armenia. During the Q /A session he answered the questions of participants.

Analysis on the economic impact of the war in Ukraine on Eastern Partnership countries was presented by [Francesco Alfonso](#), a Policy Analyst at the Organization for Economic Co-operation and Development (OECD).

[Edgar Karapetyan](#), Deputy CEO, Strategy and Innovation at Galaxy Group, presented effects of external shocks on the economy of Armenia.

During his speech [Varoujan Avedikian](#), Managing Partner of TK & Partners, referred to the challenges of relocation, indicating the possibilities for overcoming them.

The competitive advantages of the investment environment in Armenia and the incentives in different industries were presented by [Hovsep Patvakanyan](#), Founder at Investin.AM platform and the Head of EBRD Business Support Office in Armenia.

[Elina Gabrielyan](#), Deputy CEO, Business Operations at Galaxy Group, spoke about the Group's investment projects and social-economic impact of last years.

The business breakfast was attended by representatives of public sector and business community, heads of diplomatic missions accredited in Armenia and international organizations. [Link to presentations](#)

<https://banks.am/am/news/newsfeed/24071...> <https://www.youtube.com/watch?v=oVh3EZRqztU>

READ MORE



**WORKING FOR THE FUTURE! JOIN US.**

## EBA EVENTS CONSOLIDATION OF THE JUSTICE SYSTEM IN ARMENIA



The conference entitled "Judicial Reforms and Access to Justice" organised within the EU-funded project "Consolidation of the Justice System in Armenia" in partnership with the European Business Association (EBA) took place in Yerevan on July 21.

◆ Head of the EU Delegation to Armenia, Ambassador Andrea Wiktorin and Deputy Justice Minister of Armenia Yeranuhi Tumanyants, made opening remarks at the conference.

◆ "We need to continue our joint efforts and make sure that justice system in Armenia serves its citizens and businesses. It is equally important that we continue to create the best climate possible for growth and jobs in the Armenian economy," mentioned the Head of EU Delegation to Armenia, Ambassador Andrea Wiktorin.

◆ In the opening speech of the forum, Deputy Minister of Justice Yeranuhi Tumanyants thanked the project team leader Peter Gjortler for the effective cooperation within the project and highlighted the support provided by the experts within the project in the direction of the reforms implemented in the field of mediation and the assessment of the needs of establishing an arbitration center in Armenia.

◆ During the conference, the results of the public opinion survey on Judiciary and Prosecution in Armenia have been presented. According to the survey, 65% of the population of Armenia consider that courts are characterized by professionalism and 66% attribute professionalism to the Prosecutor's office.

◆ 70% of respondents think that judges in Armenia are professional, and 74% consider judges polite.

◆ The public opinion survey has been conducted within the framework of the “Consolidation of the Justice System in Armenia” Project by the R Insights research company among 3,000 citizens during the months of April and May 2022.

◆ According to the same research, 52% of the population trusts the judicial system of Armenia for various reasons, 40% still do not trust the judicial system, and 8% of the respondents found it difficult to assess their level of trust in the judicial system. The average trust in the judicial system is 2.55 on a scale of 1-4.

◆ Despite growing trust in the judicial system, people's perceptions of finding justice in the courts remain a concern. According to 61% of Armenian citizens, people do not go to court because they have no hope of finding justice there, and according to 60%, the side that is financially more secure wins in court.

◆ According to the results of the same survey, 56% of the Armenian population trusts the prosecutor's office for various reasons, 32% of the respondents do not trust it, and 12% of the respondents found it difficult to assess their level of trust in the prosecutor's office.

◆ According to Expertise France representative Aurelia Schaf, one of the partners of the consortium implementing the project, the creation of stable evaluation tools for the courts will contribute to the increase of trust in the courts. "Evaluating the work of the courts will contribute to increasing public confidence in the justice system," Ms. Schaff noted.

◆ Diana Sarumova, President of the European Business Association, referring to the reforms of the legal system and the correlation between economic investments, noted that an efficient legal system is one of the main priorities of foreign investors and the steps to be taken in the foreseeable future towards its further improvement are very important.

◆ Teresa Thalhammer, director of the “Consolidation of the Justice System in Armenia” project, also highly appreciated the joint efforts of the Armenian judicial system partners, noting that "The achievements of this project are the results of joint efforts of the project team and the justice institutions in Armenia. We experienced a very high commitment to reform the justice sector and we are convinced this will be guiding also in the future".

◆ The “Consolidation of the Justice System in Armenia” Project is implemented by the German Foundation for International Legal Cooperation ([#IRZ](#)) in partnership with Expertise France and the Court Administration of Latvia. The Project is funded by the European Union.



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## EBA EVENTS

## Business Access to Justice and Competition Law Procedure



The conference entitled "Business Access to Justice and Competition Law Procedure", organized on June 23 by the EU-funded project "Consolidation of the Justice System in Armenia" in close partnership with the European Business Association (EBA) and the Legelata Law Firm, was aimed at promoting dialogue between representatives of business and the justice system, as well as discussing issues of free competition in the market, violations of the dominant role, unfair competition and a number of other issues.

The forum was attended by the representatives of the justice system, business sector, international organizations, members of the Commission for the Protection of Competition as well as by ambassadors, and diplomats.

◆ "We need to continue reforms to make sure that the justice system in Armenia serves its citizens and businesses.

◆ And to make sure that we continue to create the best climate possible for growth and jobs in the Armenian

economy" said Silja Kasman, the Deputy Head of the Cooperation Department of the European Union Delegation to Armenia.:

◆ In her opening speech, Deputy Minister of Justice Yeranui Tumanyants stressed the importance of holding such events in terms of conducting a dialogue with the business community to identify problems of the business community and find ways to solve them:

Ms. Tumanyants presented the steps aimed at creating an arbitration center by the Ministry of Justice, which are being implemented with the active support of international partners, as well as reforms in the judicial and anti-corruption spheres that will have a positive impact on the business sector:

◆ Speaking about the importance of the Competition Law and access to justice Peter Gjortler the Team Leader of the EU-funded project "Consolidation of the Justice System in Armenia" mentioned that "Competition law constitutes an important foundation for the market economy, and it is, therefore, essential that both complaint and supervision procedures are available and effective. In this manner, competition law procedure forms an important part of the access to justice that is to be secured and enhanced by judicial reform."

◆ The Commission for the Protection of Competition is making significant efforts to improve the competitive environment to achieve this goal, among other events, organizes events to raise the awareness of the general public and business representatives about the activities of the commission and legislative changes, said Tigran Markosyan, a member of the Commission.

◆ Diana Sarumova, Executive Director of the European Business Association (EBA), speaking about the importance of fair competition, noted that this is the essential market driver and that organisational success will be driven by efficiency, innovation, and customer service.

"The Competition law should be designed to uphold fair play in business to stop companies with a strong position in a market, such as those with a monopoly, from abusing their position or making anti-competitive agreements, like cartels" mentioned Ms. Sarumova.

The forum participants noted that anti-competitive regulations in Armenia are quite strong. However, there are some regulatory grey areas, such as the implementation of the law as well as the proper monitoring and supervision of real shareholders and affiliated companies.

◆ Speaking about the importance of such meetings, Gor Margaryan, Executive Manager of the Legalata Legal Firm, noted that "We believe that business-to-authority discussions as such, as well as the grounded feedback of the business, are essential to ensure the creation of the trust, a secure business climate, and understanding between both parties interested."

📌 The "Consolidation of the Justice System in Armenia" Project is implemented by the German Foundation for International Legal Cooperation ([#IRZ](#)) in partnership with Expertise France and the Court Administration of Latvia. The Project is funded by the European Union.

[European Union in Armenia](#), [Expertise France](#), [Tiesu administrācija](#), [European Business Association Armenia](#), [Legalata Law Firm](#), [Ministry of Justice](#) ՀՀ արդարադատության նախարարություն Մրցակցության պաշտպանության հանձնաժողով



**ANNUAL GENERAL MEETING  
EBO WORLDWIDE NETWORK JUNE 2022, BRUSSELS**



During the Annual General Meeting 2022 it was mentioned by European Commission that EBOs are trusted partners for European Companies. EBOs are cooperating with other National and Foreign Chambers on the ground as well as with the local government. EBOs are key partners of European Commission in the implementation of EU Economic Diplomacy. EBOs are playing important role in sharing knowledge and international experience. EBOs are main initiators of the Public Private Dialog Platforms in making business resilience and global sustainable transition.

Trade and open markets are more important now than ever, hence the role of EBOs as a network is constantly growing.

**The network hold the meetings with the following institutions**

**Engagement Discussion – EU Institutions**

- DG GROW
- DG TRADE
- DG INTPA
- DG CLIMA
- EEAS/FPI
- European Parliament

- *Cecile Billaux, Head of Unit, Micro-Economic Analysis, Investment Climate, Private Sector, Trade & Employment, DG INTPA*

- *Barbara Bonvissuto, Head of Unit, International Value Chains, DG GROW*

- *Outi Slotboom, Director, Strategy & Economic Analysis, DG GROW*

- *Peter Sandler Director Enforcement, Market Access, SMEs, Legal Affairs, Technology and Security, DG Trade*

- *Geraldine Emberger, Special Adviser on FTA Implementation, DG Trade*

- *Philip Owen, Head of Unit, Climate Finance, DG CLIMA*

- *Gabriele Visentin EU Special Envoy for the Indo Pacific, EEAS*

Representatives of EU Institutions presented main updates, project opportunities and reports. EBOs presented reports about current activities, results, and the impact of the current global situation into the each region.

EBO Ukraine and EBO Russia conducted separate presentations on the situation for the European Businesses in each country.

Representatives of EEAS mentioned the importance of the Network and promised to be more active and engaged in the network in Each Region.



## **EBO Engagement Discussion – Business & NGOs**

- Business Europe
  - EuroChambres
  - ETPOA
- Luisa Santos, Deputy Director-General, Business Europe
- Ben Butters, CEO, Eurochambres, and Dominic Boucsein, Head of International Trade, Eurochambres
- Tonia Van de Vyver, President, European Trade Promotion Organisations' Association (ETPOA)

Some EBOs has mentioned about joint projects. EBO Armenia presented two current projects financed by EU via Eurochambre in biofood and IT. In March projects have been suspended due to the war in Ukraine, however, they will be resumed in September 2022. EBA Armenia is implementing those projects together with Partner Associations from Ukraine, Poland, Czech Republic and Italy.

## **EBO Board Reports 2019-2022**

EBO Board presented financial report for 2020-2022 and assigned additional Board Members and Regional Coordinators.

EBA Armenia's Executive Director Diana Sarumova will continue to coordinate the Eastern Partnership Region (Ukraine, Belarus, Georgia, Moldova, Armenia) Northern Macedonia, Russia and Kazakhstan.

During the Board Meeting she also presented the current status of the establishment of EBO US and agreed with EC representatives to start communication with US Authorities.

## **EBO Regional Discussions**

- Africa
- Americas
- ASEAN
- East Asia & Pacific
- Europe & Eastern Partnership
- South Asia & Middle EastEBO

[#TeamEurope](#) Abroad

[EBO Worldwide - European Business Organizations Network asbl](#)

[#EBAArmenia](#) [#Business](#) [#EU4Business](#)

[#investments](#) [#EAP](#)



## MEETINGS WITH KEY STAKEHOLDERS OF EBA



### **Netherlands Embassy in Armenia**

Meeting with H.E. Mr. Nico Schermers  
and the Dutch business delegation

[Embassy of Armenia in The Netherlands/](#)  
[Նիդերլանդներում ՀՀ դեսպանություն](#)

Executive director of EBA Ms. Diana Sarumova and EBA Grand Member Galaxy Group of Companies Deputy CEO, Strategy and Innovation Mr. Edgar Karapetyan met representatives of Dutch Business Delegation and Ambassador of the Netherlands in Armenia H.E. Mr. Nico Schermers.



### **Meeting with the Deputy Minister of Economy Mr. Armen Arzumanyan**

EBA Chairman Mr. Levon Israyelyan, Board Member Mr. Georgi Harutyunyan and Executive Director Diana Sarumova met Deputy Minister of Economy Mr. [Armen Arzumanyan](#) and Head of Legal Division Mr. Artur Maysuryan. During the meeting main points of cooperation with the Ministry were discussed.

EBA representatives expressed their gratitude for the constant support received from the Ministry.



### **Meeting without ties with the minister of Labor and Social Affairs Mr. Narek Mkrтчyan**

EBA representatives participated meeting without ties and discussed main issues related to work permit for EU Citizens.

The process of obtaining work permit to foreigners in Armenia has been simplified and digitalized.

For an employment permit go to <https://lnkd.in/etQAMrTN> and follow the instructions.

<https://workpermit.am/en/home>



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