



ITIF²⁰²⁵

INTERNATIONAL TRADE AND INVESTMENT FORUM

October 16 – 18, 2025
Yerevan, Armenia

Organized by the
Investment Council of Armenia



British Embassy
Yerevan



European Bank
for Reconstruction and Development



ARMENIA
INVESTMENT COUNCIL



UKaid
from the British people



Welcome to ITIF 2025

Armenia is rapidly transforming its business landscape to support local producers and open doors to international markets. Thanks to recent reforms, Armenian companies are now better equipped than ever to supply high-quality products and expand exports worldwide. With a strategic location that bridges Europe and Asia, Armenia's economic upswing has registered considerable attention in recent years. Armenia's average GDP growth from 2021 to 2024 was 8.5% placing it in the Top 20 fastest-growing economies worldwide.

ITIF 2025 offers international distributors and investors a unique chance to connect directly with Armenian producers eager to grow and partner abroad. This event is your gateway to discovering new suppliers, exploring fresh product lines, and building strong trade relationships – all in one place, with the support of policymakers and industry experts.

The three-day forum will commence with a welcoming reception on October 16th, providing an excellent opportunity to meet fellow participants and key stakeholders in a relaxed atmosphere. On October 17th, the main Forum session will take place, featuring keynote presentation, a panel discussion, and B2B matchmaking opportunities designed to foster trade partnerships.

Following the Forum, each participant will embark on a site visit to a factory of their choice to experience Armenia's production capabilities firsthand.

In the evening, attendees will enjoy a unique dinner hosted at a traditional Armenian-themed venue, offering an authentic cultural experience.

On October 18th, an optional networking tour to the historic sites of Garni and Geghard will be organized for all participants, combining cultural enrichment with informal networking in one of Armenia's most scenic locations. Alternatively, participants may choose to visit local factories on their own initiative.

Join us at ITIF 2025 to unlock new opportunities and be part of Armenia's exciting journey into global trade.

About the Organizer



The Investment Council of Armenia operates under the European Bank for Reconstruction and Development (EBRD) with the support of the UK Government's Good Governance Fund.

The Investment Council of Armenia (IC Armenia) team is formed and contracted by the **European Bank for Reconstruction and Development (EBRD)** to provide legislative and economic expertise to the Deputy Prime Minister-led SME public-private dialogue platform established by the Decree of the Prime Minister. The IC Armenia experts' team collect and analyze legislative issues presented by the associations - members of the SME public-private dialogue platform, further draft the legislative changes package to address these issues and work closely both with private sector representatives and the respective Ministries to have the developed legislative reforms adopted.

IC Armenia team of experts has a record of established relations both with public sector representatives, including the Deputy Prime Minister's Office, Central Bank of Armenia, Ministry of Economy, Ministry of Finance, Ministry of Labor & Social Affairs, State Revenue Committee, National Assembly of Armenia etc., and with the private sector representative associations covering over 20,000 SMEs in Armenia. Over 50 reforms developed by the IC Armenia experts team within the past years have been fully adopted by the Government of Armenia impacting over 100,000 SMEs in the country.



Forum Objectives

Spark meaningful partnerships that foster long-term trade and investment

Explore regional trade and investment opportunities

Present key business-related reforms adopted in Armenia

Showcase successful models and practical use cases

Facilitate direct business matchmaking and cross-border networking

Participants

50 International businesses
from different parts of the world

50 Armenian companies

Development partners and business associations

Industry experts in agriculture, food, textiles, natural cosmetics, and more



Why You Should Join

1

Explore targeted trade and partnership opportunities across Armenia's high-potential export sectors

2

Connect directly with key decision-makers and business leaders shaping Armenia's trade policies and market reforms

3

Engage in curated B2B matchmaking to identify reliable suppliers and trade partners

4

Visit production facilities to gain firsthand insights into product quality, standards, and capacity

5

Build lasting, growth-oriented partnerships with dynamic regional SMEs and exporters

6

Expand your network and access new markets through meaningful business collaboration

Why Armenia?

With a strategic location that bridges Europe and Asia, Armenia's economic upswing has registered considerable attention in recent years. Armenia's average GDP growth from 2021 to 2024 was 8.5% placing it in the Top 20 fastest-growing economies worldwide. Meanwhile, Armenia's GDP per capita adjusted for purchasing power parity (PPP), saw a 335% increase between 2000 and 2024. This growth placed Armenia as the 6th best performer globally in terms of PPP GDP per capita growth. Armenia, on the one hand, is a member of the Eurasian Economic Union; on the other hand, it has a Comprehensive and Enhanced Partnership Agreement with the European Union. The country also enjoys free trade agreements with Vietnam, Singapore, and Serbia, as well as GSP+ regimes with the USA, Norway, and Switzerland. All the above allow the manufacturers in Armenia to access the market of over 1.5 bln. Consumers at 0% customs. The country offers 47 assistance programs for manufacturers, including subsidized loans for the modernization of equipment, an on-the-job training assistance program, certification costs reimbursements, and many more.

Armenia's tech sector landscape has been growing steadily at an average of 22% annually since 2014, with names, as Nvidia, Microsoft, Siemens, Synopsys, VMWare, ServiceTitan, Picsart having their offices in Armenia. The country is in the Top 40 globally in software & data, and among the regional leaders in AI innovation generating annual revenue of over \$2.3 billion. Armenia also heavily invests in tech education with Armath Engineering laboratories installed in all schools of the country, COAF smart centers in the rural areas, as well as TUMO creative technology hubs. The TUMO know-how on tech education has also been franchised to cities including Berlin, Paris, Beirut, Tirana, Tokyo, Hamburg, Buenos Aires, Zurich, Montevideo, etc. as an international best practice on tech education.

Key Sectors for Trade & Investment

- Agriculture
- Food & Beverage Production
- Textile & Apparel
- Pharmaceuticals and Natural Cosmetics
- Processed food
- Industrial & Engineering Production
- Jewelry & Handicrafts
- ICT
- Renewable Energy

About the host city – Yerevan

Yerevan, Armenia's capital, is one of the oldest continuously inhabited cities in the world – and one of the most dynamic. With its blend of history, innovation, culture, and hospitality, Yerevan offers a perfect backdrop for forging new business ties.

Things to Do in Yerevan



Republic Square
iconic architecture & musical fountains, the nearby National Gallery of Armenia is also open to visitors



Cascade Complex
open-air art museum and stunning views



Matenadaran
ancient manuscript museum



Vernissage Market
handmade crafts, local artistry



Ararat Brandy Factory
tour & tasting of legendary Armenian brandy



Cafés, wine bars, and rooftop restaurants with locally sourced cuisine

Event Venues

Participants will stay at the Red Bridge Hotel Yerevan

Address: 8 Voskerichneri str., 0015 Yerevan, Armenia

The Red Bridge Yerevan complex is nestled on the banks of the Hrazdan River in one of the most tranquil and secluded parts of central Yerevan, near the historic Red Bridge—a notable cultural monument. Ideal for both business and leisure travelers, the complex offers comfortable hotel rooms and spacious apartments. The hotel delivers the perfect blend of comfort, culture, and convenience throughout your stay.



Forum Venue: Best Western Congress Plus Hotel

Address: 1 Italy St, 0010, Yerevan, Armenia

The forum will take place in the Ballroom conference hall of the Best Western Congress Plus Hotel, one of Yerevan's premier conference venues. Renowned for its state-of-the-art facilities and professional service, the hotel offers spacious meeting rooms equipped with the latest technology, making it an ideal setting for business events, forums, and networking sessions.



Dinner Venue: Ararat Tavern

Address: 31 Sayat-Nova Ave, 0001, Yerevan, Armenia

The evening dinner will be held at Ararat Tavern, a renowned restaurant that offers a taste of authentic Armenian cuisine in a cozy, traditional setting. Known for its delicious dishes and warm hospitality, Ararat Tavern is the perfect place to enjoy a memorable dining experience, celebrating the rich culinary heritage of Armenia with fellow participants.



Tour Venues

TUMO Center for Creative Technologies

Address: 16 Halabyan St, Yerevan, Armenia

TUMO Center for Creative Technologies is a pioneering, free-of-charge educational program empowering teenagers to lead their own learning through self-directed activities, workshops, and project labs. With hubs across Armenia—including Yerevan, Gyumri, and Dilijan—and international centers in cities such as Paris, Berlin, and Buenos Aires, TUMO exemplifies Armenia's commitment to nurturing the next generation of innovators worldwide.



Garni Temple

Location: Garni Village, Kotayk Province, Armenia

Built in the first century AD, Garni is the only standing Greco-Roman colonnaded temple in the country and a striking example of classical architecture. Its dramatic setting on a cliff overlooking the Azat River gorge makes it a truly breathtaking sight and a testament to Armenia's ancient history.



Geghard Monastery

Location: Geghard Village, Kotayk Province, Armenia

Geghard is a UNESCO World Heritage Site known for its stunning monastic complex. The monastery of Geghard contains a number of churches and tombs, most of them cut into the rock, which illustrate the very peak of Armenian medieval architecture. The complex of medieval buildings is set into a landscape of great natural beauty, surrounded by towering cliffs at the entrance to the Azat Valley.



Practical Information

Accommodation, Meals and Internal Transportation Covered

The host of ITIF 2025 – the Investment Council of Armenia – will fully cover accommodation for all international participants for the duration of the event (2 nights, October 16–18). Hotel bookings will be arranged by the organizing team, with full details provided upon confirmation of participation. Meals and internal transportation related to the official program will also be covered.

Flights Not Included

Please note that travel to and from Armenia (flights) and airport transfers are not covered by the organizers. Participants are responsible for arranging their own international travel.

Getting Here

Yerevan's **Zvartnots International Airport** has direct flights from major hubs across Europe and the Middle East.



Cities (Origin)

Airlines

Abu Dhabi (AUH)

AirArabia

Dubai (DXB)

flydubai

Doha (DOH)

QATAR
AIRWAYS القطرية

Kuwait City (KWI)

الجزيرة
Jazeera.

Beirut (BEY)

MEA
Middle East Airlines - Air Liban

Tel Aviv (TLV)

FLYONE
ARMENIA

Istanbul (IST/SAW)

TURKISH AIRLINES **FLYONE**
ARMENIA

Moscow, Kazan,
Mineralnye Vody,
etc. (RU)

AEROFLOT **FLYONE**
Russian Airlines ARMENIA

URAL AIRLINES **UTair**

azimuth **RED WINGS**

Tehran (IKA)

هوایی سپهران **Armenia**
Sepehran Airlines airways

Vienna (VIE)

Austrian **WIZZ**

Brussels (BRU)

brussels
AIRLINES

Warsaw (WAW)

LOT **FLYONE**
POLISH AIRLINES ARMENIA

Milan (MXP)

FLYONE **WIZZ**
ARMENIA

Cities (Origin)

Airlines

Rome (FCO)

FLYONE **WIZZ**
ARMENIA

Athens (ATH)

AEGEAN **SKY**
express

Thessaloniki (SKG)

AEGEAN **FLYONE**
ARMENIA

Budapest (BUD)

WIZZ

Sofia (SOF)

WIZZ

Chisinau (RMO)

FLYONE
ARMENIA

Tivat (TIV)

FLYONE
ARMENIA

Barcelona (BCN)

FLYONE
ARMENIA

Paris (CDG)

AIRFRANCE **FLYONE**
ARMENIA

Larnaca/Paphos (CY)

WIZZ **FLYONE**
ARMENIA

Berlin (BER)

Eurowings

Cologne/Bonn (CGN)

Eurowings

Düsseldorf (DUS)

Eurowings

Frankfurt (FRA)

Lufthansa condor

Prague (PRG)

WIZZ

Additional direct flights to Yerevan are also available – please refer to airline websites for the most up-to-date routes and schedules.

Official Resources for Visa Information and Application

For up-to-date visa requirements by nationality,
please check this website:

[Armenian Ministry of Foreign
Affairs – Visa Information](#)

[Armenian E-Visa Portal
\(for online visa applications\)](#)

If you require an official invitation letter to apply for a visa, please
contact the ITIF 2025 organizing team at: info@icarmenia.am



Language

The official forum language is **English**, with English – Russian
interpretation available during the forum.

ENG

RU

In case of Emergency



General Emergency Services: **911** or **112**

Event Organizers: **+374 55 512544**



Currency and Payments

The official currency in Armenia is the Armenian Dram (AMD). Currency exchange is available at banks, exchange offices, and some major supermarkets. International credit and debit cards, including Visa, Mastercard, and American Express, are widely accepted in hotels, restaurants, and shops.



Taxi & Ride Services in Yerevan

Getting around Yerevan is quick and affordable. You can use the following taxi apps or call services directly.

Recommended Taxi Apps



GG Taxi

- App available on iOS & Android
- Multilingual interface (including English)
- Cash or card payments accepted



Yandex Go

- Popular in Armenia, supports card and cash
- Download via App Store / Google Play

Tip: Prices are usually fixed by distance.

Contact Us

For registration, agenda details, or travel inquiries:

info@icarmenia.am

www.icarmenia.am

Investment Council of Armenia,
Yerevan

DRAFT AGENDA

October 16

Arrival of guests

Welcome Reception

19:00

Red Bridge Hotel
Voskerichneri 8 str,
Yerevan 0015

October 17

International Trade and Investment Forum (ITIF 2025)

Registration of the participants

09:30 – 10:00

Best Western Plus
Congress Hotel
1 Italy St, Yerevan 0010

Opening Remarks

10:00 – 10:30

Best Western Plus
Congress Hotel
1 Italy St, Yerevan 0010

Mr. Alkis Vryenios Drakinos, Director, Regional Head of the Caucasus for the European Bank for Reconstruction and Development (EBRD)

H.E. Ms Alexandra Cole, the Ambassador of the United Kingdom to Armenia

Mr. Gevorg Papoyan, Minister of Economy of the Republic of Armenia

Mrs. Gohar Abajyan, Head of Enterprise Armenia

Mr. Hovsep Patvakanyan, Head of the Investment Council of Armenia

Keynote Speech

Armenia as a Regional Gateway: Trade Access, Innovation, and Collaboration

Mr. Hovsep Patvakanyan, Head of the Investment Council of Armenia

Panel Discussion 1:

10:30 – 11:15

Best Western Plus
Congress Hotel
1 Italy St, Yerevan 0010

Armenia as an investment destination: at the crossroads of Europe and Asia

Moderator: Mathew Zein, Head of Digital Nomad Armenia (Germany)

George Akhalkatsi, Head of the EBRD Yerevan Resident Office (Armenia)

Hiroki Tachiiri, Head of Tokyo HORECA Chain in Armenia (Japan)

Alexander Yesayan, Co-Founder of Firebird.AI and Team Telecom (USA, Armenia)

Michael Kerschbaumer, CEO at Moselle Armenia (the Netherlands)

Luca Gallone, Talent Distinction LLC (UK)

Coffee Break

11:15 – 11:30

Best Western Plus
Congress Hotel
1 Italy St, Yerevan 0010

Panel Discussion 2: Beyond the Border: Connecting Armenian Producers to Global Buyers

11:30 – 12:15

Best Western Plus
Congress Hotel
1 Italy St, Yerevan 0010

Moderator: Patrick Elliott, CEO of PA Consulting, Canada

Mr. Muhammed Musallam, Founder of RARE Waters in Armenia (Saudi Arabia)

Mr. Sunil Kumar Jain, VDA Diamonds (UAE)

Kristina Vardanyan, Commercial Director of Armenia Wines (Armenia)

Armen Gharibyan, CEO of Aregi LLC (Armenia)

Anjela Stepanyan, Deputy CEO of GN Group in Armenia (Sweden)

B2B Meetings

12:15 – 13:15

Best Western Plus
Congress Hotel
1 Italy St, Yerevan 0010

Lunch Break

13:15 – 14:00

Best Western Plus
Congress Hotel
1 Italy St, Yerevan 0010

Visit to factories

14:00 – 18:00

25 factories based on the requests from the international delegates

Free time

18:00 – 19:30

Dinner

19:30

Ararat Tavern,
Ararat Tavern, 15
Sayat-Nova Ave, Yerevan

October 18

Networking Tour

Networking Tour and Lunch

10:00 – 16:00

Visit to TUMO – Center for Creative Technologies, 16 Halabyan Street
Visit to 1st century Garni Pagan Temple
Lunch
9th Century Geghard Monastery



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