

German-Armenian Business Dialogue

Organizers: German Eastern Business Association, Enterprise Armenia, German Business Association.

Date/Time: March 20, 2025, 11:30 – 13:00 (CET), 2:30 – 4:00 pm (Armenian Time),

Format: Online

Language: English

Objective: The main objective of this event is to intensify Armenian-German economic relations by exploring current opportunities for investment and cooperation. The event will facilitate discussions between companies, policy makers and investors from both countries to identify synergies and growth potential in specific sectors. Companies from the identified sectors are expected to participate from both sides.

Sectors in Focus:

The event will highlight key sectors with strong collaboration potential, including:

- IT & High-Tech (Semiconductor, Design, R&D)
- Green Transformation & Renewable Energies
- Construction
- Health Industry
- Agriculture
- Tourism
- Services

Expected Results:

1. Strengthened business and investment relations between Armenia and Germany.
2. Increased awareness among German businesses about Armenia's investment climate.
3. Identification of potential projects and partnerships in targeted sectors

AGENDA

11:30 Welcome	<i>Michael Harms,</i> Managing Director, German Eastern Business Association
11:35– 11:45 Opening Remarks	<i>H.E. Mr. Viktor Yengibaryan,</i> Ambassador Extraordinary and Plenipotentiary of the Republic of Armenia to the Federal Republic of Germany
11:45 – 12:00 Market Analysis: Armenia’s Economic Landscape	<i>Dr. Ricardo Giucci,</i> Managing Director, BE Berlin Economics GmbH
12:00 – 12:20 Presentation: "Invest in Armenia"	<i>Anna Hovhannisyan,</i> Investment Promotion and Foreign Relations Manager, Enterprise Armenia
12:20 – 12:50 Q&A Session	Moderated by <i>Meri Navasardyan,</i> Managing Director, German Business Association <i>Alena Akulich,</i> Regional Director Eastern Europe, German Eastern Business Association
12:50 – 13:00 Next Steps	Organisers