

## Հայտարարություն

Նոյեմբերի 1-ին Երևանի «Մարիոթ» հյուրանոցում ՀՀ-ում ԱՄՆ դեսպանությունը և Մոսկվայում ԱՄՆ առևտրային ներկայացուցչությունը կազմակերպում են Հայաստանում գյուղատնտեսության արդյունավետության բարձրացմանը նվիրված սեմինար, որին կմասնակցեն «Monsanto» և «Valmont» ամերիկյան ընկերությունները: Հայաստանյան ընկերությունների համար մասնակցությունն անվճար է:



# Increasing Efficiency in Agriculture: ARMENIA

**November 1, 2017**  
**Ararat Hall, Marriott Hotel**  
**Yerevan, Armenia**

## **Program:**

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|---------------|--|
| 09:00 - 09:30 | Registration/Welcome Coffee  |
| 09:30 - 09:45 | <b>Welcome Remarks</b><br><i>Mr. Richard Mills, U.S. Ambassador to Armenia</i><br><i>Mr. Ignati Arakelyan, Minister of Agriculture</i><br><i>Mr. Michael Lally, Minister Counselor for Commercial Affairs - Eurasia,</i> |
| 09:45 - 10:45 | <b>Panel discussion: "Agriculture in Armenia - Context and Prospects"</b><br>Ministry of Agriculture, CARD, IFC, HSBC  |
| 10:45 - 11:00 | Coffee break   |
| 11:00 - 11:30 | <b>Monsanto</b>  |
| 11:30 - 12:00 | <b>Valmont</b>   |
| 12:00 - 13:30 | Cocktail Reception/Bufferet Lunch at Marriott Hotel  |
| 14:00 - 16:00 | B2B meetings with key Armenian government officials and private companies at U.S. companies' request   |



# INCREASING EFFICIENCY IN AGRICULTURE: ARMENIA

## U.S. Expertise and Technology for Productive Agriculture

November 1, 2017, Yerevan, Armenia

### Efficient Agriculture - Increasing Opportunities:

Agriculture is one of the most important sectors of the Armenian economy. The sector accounted for about 20% of the country's gross domestic income in 2016. When the agro-processing industry is included, the sector's share of the economy increases to up to 26%. Agriculture is expected to remain one of the key drivers of economic growth in 2017.

### Showcase Your Technology in Armenia

The U.S. Embassy in Yerevan, in cooperation with the U.S. Commercial Service in Moscow, invites U.S. companies to the Increasing Efficiency in Agriculture Forum in Armenia, an exclusive **one-day conference on November 1, 2017 at the Marriott Hotel in Yerevan**. This is a unique opportunity to present U.S. expertise, technology, and inputs to Armenian agricultural companies and high level government officials to improve productivity for economic competitiveness. No other event can provide this level of access to a qualified audience and in an interactive format.

Armenia is a niche market for American agricultural manufacturing exporters in specific fields. Some local producers are experimenting with organic crops and there are opportunities for modern packaging, manufacturing technology for organic products, processed and unprocessed fruits and vegetables, all which comply with international food safety standards. Even small scale agriculture can benefit from appropriate technologies such as drip irrigation and the application of GPS to agricultural planning. U.S. manufacturers of agricultural technologies are invited to present at this event along with Armenian partners.

In addition, participants will learn about the priorities and intentions of Armenian Government agencies, the perspective of industry by international financial institutions, and options for commercial financing locally.

### What to Expect

- Moderated series of individual company presentations, including simultaneous interpretation
- Presentations by the Government of Armenia, international financial institutions, leading business and commercial finance options.
- Networking opportunities with major agricultural companies, business leaders, and relevant officials of the Government of Armenia.

### Location and Dates

- Location: Yerevan, Armenia at the Armenia Marriott Hotel
- When: Wednesday, November 1, 2017
- Registration fee: \$1,400. The fee includes one promotional presentation; coffee-breaks and reception for 1-2 company representatives, side meetings upon request. The fee does not cover accommodation and travel.

### How to Participate

U.S. companies and advisors are welcome to participate from offices in the United States, Europe, Russia, and other regions. The total number of participants in the program will be limited in order to maintain a scale that is both interactive and exclusive. Participants will be asked to provide a short description of their firms and their objectives in participating so that we may insure that the program is relevant and valuable.

Please indicate your interest ASAP to Mr. Tigran Tananyan, US Embassy Yerevan at [TananyanT@state.gov](mailto:TananyanT@state.gov) or Ms. Yekaterina Lushpina, U.S. Commercial Service Moscow at [Yekaterina.lushpina@trade.gov](mailto:Yekaterina.lushpina@trade.gov). To secure place at the event the participation fee has to be paid no later than October 6, 2017.