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ARMENIA
INVESTMENT COUNCIL



UKaid
from the British people



ITIF²⁰²⁶

INTERNATIONAL TRADE AND INVESTMENT FORUM

October 7 – 9, 2026
Yerevan, Armenia

Organized by the
Investment Council of Armenia



Welcome to ITIF 2026

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 2026 provides international distributors and investors with 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 on **October 7th** with an **Opening Ceremony and Welcome Reception**, which will include opening remarks, a panel discussion, and structured networking with participants and stakeholders.

On **October 8th**, the Forum will continue with **B2B matchmaking meetings** to support business partnerships and trade opportunities. The B2B sessions will be followed by factory visits, allowing participants 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 9th**, participants are invited to plan their day according to their preferences. For those wishing to extend their stay, optional activities will be available, and the organizing team will provide additional information regarding the available tours. Please note that participation in these tours is at the participants' own expense.

Join us at ITIF 2026 to explore new business opportunities and engage with Armenia's expanding trade environment.

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 Ministeries 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.





About Previous Year event





About Previous Event - ITIF 2025

ITIF 2025 brought together more than 250 participants from 20+ countries, including distributors, investors, international trade networks, Armenian producers, business representatives, international organizations, diplomatic missions, and business associations. The Forum served as an effective platform for promoting Armenian exports, presenting the country's investment climate, and supporting new business partnerships.

From October 16–18, participants from the UK, UAE, Romania, Greece, Uzbekistan, Kuwait, Saudi Arabia, Georgia, Germany, France, the USA, Iran, India, Egypt, Kazakhstan, Serbia, Japan, Moldova, Oman, and other countries met with Armenian companies, explored investment opportunities, and engaged in sector-specific discussions. The event reinforced Armenia's position as a growing trade and investment hub and created new opportunities for cooperation and market expansion.

The Forum also included **B2B meetings**, where Armenian producers held roundtable discussions and individual sessions with international distributors and investors. These meetings gave participants the opportunity to explore partnerships, negotiate potential deals, and discuss sector trends directly. Participants visited 12 factories, gaining firsthand insight into Armenia's production capabilities, operational standards, and export potential.

The program featured cultural activities, including traditional Armenian dinners and visits to Garni, Geghard, and the TUMO Center for Creative Technologies, providing cultural context and fostering stronger connections among participants.



About Previous Event – ITIF 2025 Highlights



Mr. Alkis Drakinos

Director, Regional Head of the Caucasus for the European Bank for Reconstruction and Development (EBRD)

"Armenia's transformation over the past three decades is a remarkable story of resilience and innovation. The EBRD is proud to have been a steadfast partner in this journey—from strengthening the financial sector to supporting inclusive reforms and sustainable infrastructure. With the backing from the UK Government, the EBRD is proud to support the Investment Council of Armenia—a cornerstone of the country's reform architecture that fosters public-private dialogue and drives impactful, investor-friendly reforms."



H.E. Ms. Alexandra Cole

UK Ambassador

"Armenia is undergoing a remarkable transformation. With its strategic location at the crossroads of Europe and Asia and reform-driven agenda, it is fast becoming a dynamic and attractive destination for international business. Through the UK's support for good governance, institutional reform and private sector development, delivered in close collaboration with partners such as the Investment Council of Armenia and the Ministry of Economy, the United Kingdom is supporting the creation of a more competitive and vibrant business environment in the country. When the UK invests in Armenia's economic transformation, we are investing in resilience, innovation and our shared prosperity."



Ms. Gohar Abajyan

CEO of the Enterprise Armenia

"Geography becomes an advantage when links are resilient. In Armenia, peace and stability are not abstract goals— they're economic assets. Through the Crossroads of Peace initiative and TRIPP route, Armenia is building stronger multimodal connections across the Black Sea, Caspian, and Persian Gulf unlocking deeper regional integration.

For investors this means faster logistics, diversified routes and access to multiple markets from one base. The message is simple: invest once in Armenia, reach several markets efficiently".



Mr. Hovsep Patvakanyan

Head of the Investment Council of Armenia

"It's a great honor to welcome all our participants from different countries to Yerevan, Armenia. Today, we have gathered distinguished guests, partners, and participants from around the world to take part in ITIF 2025 – a platform designed to foster new opportunities, strengthen partnerships, and showcase Armenia's growing role in international trade and investment."



About Previous Event – ITIF 2025 Highlights



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 distributors and retail chain representatives

from different parts of the world

Development partners and business associations

Industry experts in food and beverage production, and more

50 Armenian companies



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, Synopsis, 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

- **Food & Beverage Production**

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 can 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: Megerian Carpets

Address: 9 Madoyan Street, Yerevan, Armenia

The October 8 dinner will take place at Megerian Carpets, a historic venue known for its traditional Armenian carpet-weaving heritage and beautifully restored interior spaces. The setting combines cultural ambiance with elegant design, providing a distinctive backdrop for the evening program. Guests will enjoy Armenian cuisine in an environment that showcases centuries-old craftsmanship, offering an opportunity to experience local culture while connecting with fellow participants.



Practical Information

Tickets, Accommodation Meals and Internal Transportation Covered

Participation is free of charge. **For selected participants representing international retail chains, buyers, and distributors the organizers will cover round-trip airfare to and from Yerevan, accommodation in a 5-star hotel for the duration of the event from October 7–9, 2026, as well as meals and internal transportation included in the official program.**

Additional logistical details and hotel information will be provided upon confirmation of participation.

***PARTICIPANTS ARE RESPONSIBLE FOR ARRANGING THEIR OWN AIRPORT TRANSFERS**

Getting Here

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



City (Origin)	Airline(s)	Cities (Origin)	Airlines
Abu Dhabi (AUH)	AirArabia	Warsaw (WAW)	POLISH AIRLINES LOT
Dubai (DXB)	flydubai Emirates	Milan (MXP)	FLYONE WIZZ
Doha (DOH)	QATAR AIRWAYS القطرية	Rome (FCO)	FLYONE
Kuwait City (KWI)	Jazeera الجزيرة	Athens (ATH)	AEGEAN SKY express
Beirut (BEY)	MEA Middle East Airlines - Air Liban	Thessaloniki (SKG)	AEGEAN FLYONE
Tel Aviv (TLV)	FLYONE	Budapest (BUD)	WIZZ
Istanbul (IST/SAW)	TURKISH AIRLINES FLYONE ARMENIAN AIRLINES PEGASUS	Sofia (SOF)	WIZZ
Moscow, Kazan, Mineralnye Vody, etc. (RU)	AEROFLOT FLYONE ARMENIAN AIRLINES URAL AIRLINES UTair	Chisinau (RMO)	FLYONE
	azimuth RED WINGS others	Tivat (TIV)	FLYONE
Tehran (IKA)	Sepehran Airlines ARMENIAN AIRLINES IRAN AIR TOUR	Barcelona (BCN)	FLYONE
Vienna (VIE)	Austrian WIZZ	Larnaca/Paphos (CY)	WIZZ FLYONE
Brussels (BRU)	brussels AIRLINES FLYONE	Monastir (MIR)	nouvelair
		Paris (PAR)	AIRFRANCE WIZZ
		London (LTN)	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 2026 organizing team at:
info@icarmenia.am



Language

The official forum language is **English**

ENG

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

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 07

Arrival of guests Registration of the participants	17:15 - 18:00	Best Western Plus Congress Hotel 1 Italy St, Yerevan 0010
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Opening Remarks

- Mr. Tigran Khachatryan, Deputy Prime Minister of the Republic of Armenia
- H.E. Vassilis Maragos, Ambassador, Head of the EU Delegation to Armenia
- H.E. Ms. Alexandra Cole, Ambassador of the United Kingdom to Armenia
- Mr. George Akhalkatsi, Head of EBRD Yerevan Office
- Mr. Hovsep Patvakanyan, Head of the Investment Council of Armenia

Keynote Speech

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

Panel Discussion 1: “Expanding Horizons: Trade and Export Opportunities in Armenia”	18:00 - 18:45	Best Western Plus Congress Hotel 1 Italy St, Yerevan 0010
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Moderator: Mr. Hovsep Patvakanyan, Head of the Investment Council of Armenia

Speakers

- Mr. Patrick Lasfargues, CEO of **Carrefour International Partnership** (France)
- Ms. Ljiljana Rsumovic, Trade Policy Adviser, **National Board of Trade Sweden** (Sweden)
- Mr. Ankit Shah, Group Managing Director, **Piya International FZE** (United Arab Emirates)

Panel Discussion 2: “Expanding Horizons: Armenia as an Investment Destination”	18:45 - 19:25	Best Western Plus Congress Hotel 1 Italy St, Yerevan 0010
	19:25 - 20:05	

Moderator: Mr. Hayk Malkhasyan, Senior Legal Adviser of the Investment Council of Armenia

Speakers

- Mr. Josip Jurić, Programme Manager, **European Commission**
- Mr. Alexander Yesayan, Co-Founder, **Firebird.ai** (USA)
- Mr. Akis Dagazian, Partner, **Maron Energy Group** (Greece)

Networking

20:05 - 22:00

Best Western Plus Congress Hotel
1 Italy St, Yerevan 0010

October 08

Registration of the participants

09:30 – 10:00

Red Bridge Hotel
Voskerichneri 8 str,
Yerevan 0015

B2B Meetings

10:00 - 12:00

Red Bridge Hotel
Voskerichneri 8 str,
Yerevan 0015

Lunch Break

12:00 - 13:00

Red Bridge Hotel
Voskerichneri 8 str,
Yerevan 0015

Visit to Factories

13:00 - 19:00

Factories based on the requests from the international delegates

Dinner

19:30

Venue To Be Announced

October 09

Departure Day (Optional Activities Available)

Optional activities:

- Factory visits
- Regional tour
- Yerevan walking tour

10:00 - 17:00

Participants are invited to plan their day according to their preferences. For those wishing to extend their stay, optional activities will be available. The organizing team will provide additional information regarding the available tours. Please note that participation in the tours is at the participants' own expense.

Please be informed that this is a draft agenda, updated regularly. For the latest version, [click here](#).

