



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Joint Chamber
of Commerce
JCC



Switzerland
Eastern Europe
Central Asia
South Caucasus

 **SWITZERLAND
GLOBAL
ENTERPRISE**

enabling new business

SWISS DAYS IN YEREVAN



May 14-16, 2024



CONCEPT

The SWISS DAYS concept designed by S-GE to promote:

- Swiss innovation
- Swiss products and solutions
- Switzerland as a business location
- The Swiss education system
- Switzerland as destination for tourism and health

Focus on *Swissness*.



What's new in 2024?

- Intensified business program
- B2G (Business to Government) and B2B (Business to Business) format
- Speakers from Switzerland
- Swiss delegation at European Bank for Reconstruction and Development (EBRD) Annual Meeting and Business Forum 2024
- Presentation of Swiss innovative solutions in the field of infrastructure
- Experience sharing from Swiss healthcare organizations
- Switzerland as a business location



PROGRAM

Event	Date	Format	Location	Target audience
Switzerland: a global hub for IT and innovation	14.05.2024 10:00 hrs.	Workshop	Congress Hotel Yerevan (conference hall Picasso)	B2B
Swiss Healthcare Day	15.05.2024 10:00 hrs.	Business breakfast	Congress Hotel Yerevan (Restaurant Accent)	B2B, B2C
Swiss Infrastructure Day	16.05.2024 10:00 hrs.	Conference	TBD	B2G, B2B
Evening reception	16.05.2024 19:00 hrs.	Cocktail reception	Residence of the Ambassador of Switzerland to Armenia (tbc)	B2G, B2B
EBRD Annual Meeting and Business Forum 2024	14-16.05.2024	Business Forum	Dvin Complex	B2G, B2B



Participation packages for Swiss companies and organizations

Package 1: CHF 2'000 (Swiss Days only)

Package 2: CHF 2'500 (Swiss Days + entry ticket to EBRD's Annual Meeting and Business Forum)

In all packages, the following is not included:

- *Flights to/from Yerevan*
- *Accommodation*
- *Possible costs for visa*



PARTICIPATION PACKAGE 1 (2'000 CHF)

Communication

- Company included into general PR campaign of the Swiss Days
- Logo of the company displayed on the press wall at the evening reception
- Logo and company description presented on the website of the event
- Special rate for accommodation at Dvin Complex hotel (limited availability)
- Facebook and Instagram posts dedicated to your company published on the Facebook/Instagram page of Swiss Days

Integration to the Swiss evening reception

- Participation in the evening reception - 2 persons
- Additional invitations and possibility to brand a space (on request)



PARTICIPATION PACKAGE 2 (2'500 CHF)

In collaboration with:



European Bank
for Reconstruction and Development

All services listed in **Package 1** and entry ticket to EBRD's Annual Meeting and Business Forum 2024, including:

EBRD's Annual Meeting and Business Forum 2024: S-GE facilitates Swiss company participation, EBRD manages the program and the accreditation process for their event.

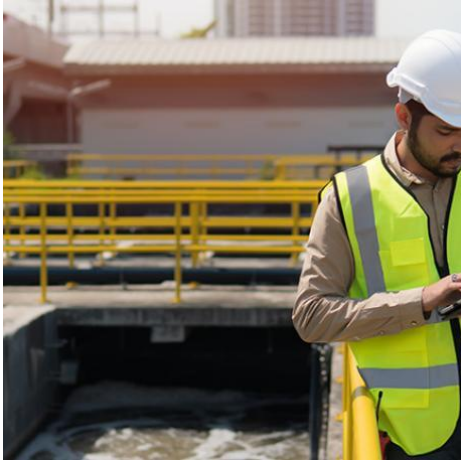
- Entry ticket for 1 person to the EBRD Annual Meeting and Business Forum. Registration must be completed after approval in EBRD's website individually. Under payment, please select the "Bank transfer" option. Switzerland Global Enterprise will then complete your payment.
- Cultural event hosted by the government of Armenia
- Transfer shuttle from and to the airport organized by EBRD
- Networking lunches during EBRD's forum

Participation at the "Swiss Infrastructure Day" (May 16th 2024)

- Opportunity to present your company to the relevant Armenian ministries and authorities (10 min. company presentation)
- Presentation of the pipeline of upcoming infrastructure projects in Armenia
- B2G and B2B networking
- Official opening by the Ambassador of Switzerland to Armenia
- Networking reception after the business session



SWISS INFRASTRUCTURE DAY





SWISS INFRASTRUCTURE DAY

Best Western Hotel

Preliminary program:

- | | |
|-------|---|
| 09.30 | Guest Registration |
| 10.00 | Welcome speech by the Ambassador of Switzerland in Armenia |
| 10.10 | Welcome speech by high-ranking Armenian authority |
| 10.20 | Presentation of the Swiss infrastructure mandate |
| 10:30 | Presentation of upcoming infrastructure projects in Armenia |
| 10.50 | Presentation of International Finance Institutions in Armenia |
| 11:00 | Presentations of Swiss companies (10 min. slot per company) |
| 11.30 | Coffee break |
| 11.50 | Presentation of Swiss companies |
| 12:30 | Experience sharing – realised projects |
| 13:00 | Networking buffet |
| 14.30 | End of the event |



CONTACTS

Organizer:

Switzerland Global Enterprise (S-GE)
Embassy of Switzerland in Armenia

Questions:

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Registration:

[Swiss Days / Swiss delegation at EBRD Business Forum 2024](#)