



# **FICCI's** **BUSINESS DELEGATION TO** **REPUBLIC OF** **ARMENIA**

**NOVEMBER 27TH – 1ST DECEMBER, 2015**  
**YEREVAN, ARMENIA**





**REPORT ON**  
**FICCI'S BUSINESS DELEGATION TO REPUBLIC OF ARMENIA FROM CHENNAI**  
**November 27th-1<sup>st</sup> December 2015**  
**YEREVAN, ARMENIA**

FICCI – Tamil Nadu State Council in association with Armenia Consulate, Chennai organized a successful 12 member delegation visit to Yerevan, Republic of Armenia on **November 27<sup>th</sup> – 1<sup>st</sup> December 2015, 2015 from Chennai.**

The delegation comprised of business delegates from Jewellery, Spices, Furniture, Infrastructure Handicraft, Solar Power, Water Treatment & Tourism sectors. A 12 member delegation was led by His Excellency (Hon) Consul Mr. Shivakumar Eswaran, Armenia Consulate, Chennai.

FICCI organized the B2B meetings and factory visits apart from fixing business appointments with the business sectors for the delegates. The delegation was well received by the Armenia Business community who participated in the B2B in large numbers making it very fruitful for the Indian delegates to interact and transact business.



**INAGURATION:**

The delegation was inaugurated by Mr. Sergey Avetisyan, Deputy Minister of the Republic of Armenia – Trade along with His Excellency Dr. T. Suresh Babu, Ambassador of India to the Republic of Armenia and His Excellency (Hon) Consul of The Republic of Armenia Mr. Shivkumar Eashwaran

Earlier greetings from Prime Minister by read by Mr. Stepan Kardashyan, Head of External Relation Department of the Government of Administration who in his greetings wished all the best to the Indian Delegation for a successful business visit to Armenia.

His Excellency Dr. T. Suresh Babu, Ambassador of India to the Republic of Armenia addressed the gathering thanking FICCI-TNSC and the Armenia Consulate, Chennai for initiating the delegation visit to Armenia. He





assured of his fullest support the delegates for a successful visit. He also requested the Sr. Government officials present to mount a delegation visit from Armenia to India next year which he assured to facilitate through his office. He said though the figures of trade between the countries may not substantiate for the large potential he was sure that these type of visit to promote the industry/trade in the future.



Mr. Sergey Avetisyan, Deputy Minister – Trade, Govt of the Republic of Armenia thanked His Excellency Dr. T. Suresh Babu, Ambassador of India for inviting the Armenian Businessmen to visit India which he said he will pursue with his Government.

His Excellency (Hon) Consul of The Republic of Armenia Mr. Shivkumar Eashwaran made a brief presentation about Armenia and how it is being promoted in India as a potential business destination. He thanked FICCI especially Mr. Ruban Hobday, Head – TNSC for the pro activeness in mounting this delegation exclusively from Tamil Nadu. He thanked all the delegates for visiting Armenia and he assured his help and support.

Mr. Ruban Hobday, Head – FICCI – TNSC also made a presentation about FICCI while screening the promotional film of FICCI. He also introduced all the delegates. He informed about the separate Delegate Booklet being made for the buyers to go through and meet the potential business partners.

Mementos were distributed to all the dignitaries by His Excellency (Hon) Consul of The Republic of Armenia Mr. Shivkumar Eashwaran.



Vote of thanks was proposed by Ms. Natalya Artsruni, PhD ,Head of Investment Promotion Department Development Foundation of Armenia who had played a major role in fixing the B2B meeting for the delegation.



### **BUSINESS TO BUSINESS MEETING:**

After the inauguration each delegate was provided with a table for his meetings with potential companies to transact business. Each delegate had fruitful discussion/transaction with at least 4-5 (more) companies during the B2B session.

FICCI had organized for an English Translator to help both the sides with smooth communication.



### **DINNER MEET**

A dinner was hosted by His Excellency (Hon) Consul of The Republic of Armenia Mr. Shivkumar Eashwaran



for the delegates at Hotel Old Beijing, Republic Square, Yerevan. Mr. Sergey Manassarian, Deputy Minister, Foreign Affairs, Govt of Armenia was present from the Government of Armenia who interacted with all the delegates and supported them through connecting with potential companies for appointments. His Excellency Dr. Suresh Kumar, the Ambassador of India was also present during the dinner meet along with other senior officials

from Government of Armenia.

Sightseeing was organized on Sunday as per the schedule. On day 3 (Monday) each delegate visited different factories and other locations on their own.



## **DINNER MEET HOSTED BY THE AMBASSADOR OF INDIA**

A dinner was hosted by His Excellency Mr. Suresh T Babu, the Ambassador of India for all the delegates and other business community from Armenia. Mr. Sergey Manassarian, Deputy Minister, Foreign Affairs, Govt of Armenia and other senior officials were present during the dinner.



The Ambassador thanked FICCI for mounting the delegation from Tamil Nadu and appreciated the efforts of His Excellency (Hon) Consul Mr. Shivakumar Ewaswaran for taking all the efforts in making the visit a fruitful and successful visit. He further advised the delegates to be patient in their approach and that this was just the first step and they need to follow up the contacts which they have initiated making into orders/business later on.

The delegates thanked the Ambassador, FICCI and His Excellency for their effort and informed that some of them have already got orders which they will execute in 2016. Some of them have net worked and will be confirming business in the future. Mr. Giridhara Raj, Creative Infra Pvt Ltd spoke on behalf of all the delegates thanking the Govt of Armenia for their hospitality and their friendly nature making business easy for them.

His Excellency (Hon) Consul Mr. Shivakumar Ewaswaran proposed to mount an exclusive delegation in the month of May-June only for “film shooting” and tourism from Chennai.

However because of the heavy flooding at Chennai Airport all the flights were cancelled from Dubai to Chennai. Hence all the delegates had to go through lot of struggle to return to Chennai. Somehow the arrangements were made to travel to Hyderabad-Bangalore and by road to Chennai reaching only on 4<sup>th</sup> Dec 2012 night instead of 2<sup>nd</sup> earlier morning, with all delegate safely.

## **DELEGATES FEEDBACK**

The delegates were more than satisfied with the arrangements of the B2B and few of them have already received confirmed orders particularly in the Jewellery industry, Species and Water Treatment sector. Others have already have major link to be tapped. They have thanked His Excellency Dr. Suresh Babu, the Ambassador for his excellent support in directly involving in linking the local industry with the delegates.



**FICCI BUSINESS DELEGATION TO REPUBLIC OF ARMENIA**  
**November 27th-1<sup>st</sup> December 2015- YEREVAN, ARMENIA**

**Program Agenda**

**Briefing Meeting at 8.00pm at the Hotel Marriott.**

<b>November 28,2015 Saturday</b>		
<b>Time</b>	<b>Activity</b>	<b>Contact Person</b>
8:30 – 10:00	Breakfast	
10:00 – 12:00	Inauguration	
12:00 – 12:45	Business Lunch	
13:00 – 17:00	Business-to-Business Meetings	
19:30 – 21:30	Dinner	
<b>November 29 ,2015 Sunday</b>		
<b>Time</b>	<b>Activity</b>	<b>Contact Person</b>
8:30 – 10:00	Breakfast	
10:00	Sight Seeing	
	Free Time	
<b>November 30 ,2015 Monday</b>		
<b>Time</b>	<b>Activity</b>	<b>Contact Person</b>
8:30 – 10:00	Breakfast	
10:00 – 12:00	Factory Visits	
12:45 – 13:00	Lunch	
13:00 – 17:00	Follow up of B2B Meeting	

**DELEGATION OFFICIAL HOTEL**  
**Armenia Marriott Hotel Yerevan**





**Mr Diljit Chandrakant Shah**  
**Managing Director**  
**N. Gopaldas Gems & Jewellery Exports Pvt Ltd**

**Company Profile:-**

Incorporated in 1929, N Gopaldaas Jewellers stands testimony to eight decades of exemplary tradition and trust in diamond jewellery retail market

N. Gopaldaas Jewellers is outfitted with an exclusive in-house jewellery manufacturing facility, qualified expert master crafts men, a niche bandwagon of 'disciple-lineage' craftsmen of rate traditional jewellery and designers apart from the most advanced evaluation system and crafting machinery.

The six directors belonging to the younger generation including Dijit C. Shah, Mihir D. Shah and Darshan D. Shah have adhered to the strict tradition of reveiving the best possible higher education, apart from training as highly qualified gemmologists and also acquiring knowledge of the trade through their dynastic lineage. The qualified and highly knowledgeable management of N. Gopaldas is held in high esteem by their peers in the business.

N Gopaldaas jewellers are government approved valuers and their expertise is recognized by the Income Tax Department and the Customs Department. They are pioneering exporters of jewellery to the Middle East and the Far East.

**Highlights:-**

- Have a fully functional in house workshop for diamond jewellery Manufacturing spread over 2000Sqft.
- Have five retail outlets across India and One in the UAE
- We have the best sourcing for loose Diamonds and Gemstones

**Specific Business Interests / Purpose of the Visit**

- To source or supply Diamonds and Gemstones
- To source or supply jewellery
- To see new methods of manufacturing and if needed collaborate
- To see if any other business which is mutually needed is viable



**Mr Shah Mihir Diljit**  
**Director**  
**N. Gopaldas Gems & Jewellery Exports Pvt Ltd**

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**Mr. C Sathish Kumar**  
**President**  
**Shivsu Canadian Clear Waters Ltd.**

### **Company Profile:-**

SHIVSU CANADIAN CLEAR WATERS LTD., with almost four decades of commitment to quality in developing and delivering indigenous cost effective solutions in Water and waste water treatment, we have been pronounced globally as pioneers in the industry. Since 1969 SHIVSU has been involved in delivering custom made solutions addressing the demand of industries, drinking water supply, urban sanitation, general water treatment, waste water treatment, process Water treatment and Desalination. SHIVSU is also involved in driving the market towards innovative bottled water projects. Owing a 97% market share in Indian bottled water brands, SHIVSU is an authority in bottled water projects and have spearheaded such projects globally, successfully installing over 3000 plants world wide.

With a 350 strong work force our corporate headquarters functions from a four storied, 15,000 sq. ft. “Shivsu Towers” in Chennai where all data transfer and communication systems are in place. The SHIVSU factory is located 12 Km near Chennai city manufacturing a wide range of equipments. The company employs the best of engineering skills with excellent infrastructure to manufacture quality products. Our quest for innovation has been consistent with the need for technological advancement to challenge any limits. The prime commitment of Shivsu Canadian Clear is not only to provide total turnkey solution to its customers but also to have the highest quality control in manufacturing and finish. Shivsu believes that a clean and healthy environment is the basis of long term quality and consistency of a manufacturing system.

### **Our Achievements:**

- Shivsu Canadian Clear has received a Star Performance award for Engineering Export Excellence from Engineering Export Promotion Council Govt. of India Minister of Commerce for 3 consecutive years.
- Shivsu Canadian Clear has received a Pioneer Certificate from the Chairman & Managing Director of PepsiCo India Holdings Pvt Ltd., for world debut of Aquafina bulk water.
- The first ABWA Approved Plant in India “SABOLS” was supplied, installed and commissioned by us.
- Shivsu Canadian Clear is an ISO 9001-2000 TUV Certified Company for design, manufacturing and marketing divisions

We are the approved supplier to leading Pharmaceutical Companies for USP 26-27 Standard Plants.

**PRODUCT DESCRIPTION:-** Design, Engineering, Manufacture and Supply of complete range of : Water Treatment Plants, Sewage Treatment Plants, Effluent Treatment Plants, (using all advanced technologies like MBR, MBBR, SBR, Advanced Oxidation, DAF, SAFF, etc) Zero Discharge Plants,

**Desalination Plants:-** (Both in containerized and non containerized forms). Pumps, Membranes, Cartridges and All Water Treatment Components and Equipments. We are also the leading MANUFACTURERS OF ALL MACHINERIES REQUIRED FOR PACKAGED DRINKING WATER PLANT



**Mr. S. R. Jagadeishwer**  
**Asst. Vice President**  
**Prodeb Brewery Technology Belgium Pvt Ltd**

#### **Company Profile:-**

PRODEB BREWERY is an Indian registered company headquartered in Chennai. It is a subsidiary company of Canada Pure Fillers Ltd which is part of the Shivsu Canadian Clear group of companies. Under this structure, we have offices in Chennai, Mumbai, Bangalore and Delhi covering our Indian operations and our offices in the USA, Africa and the UAE take care of our global operations.

PRODEB Brewery is a company based out of Brussels-Belgium, who is in the business of manufacturing and consulting technologies for microbrewery equipments. The company has the expertise to deliver the latest Belgium technology along with renowned brew masters to produce great tasting beers. Under its banner, PRODEB has several brands of microbreweries from Belgium that are sold worldwide. The company has a team of reputed brew masters from Belgium who will share the recipes and train the Indian companies to produce great tasting beer.

PRODEB Belgium has an exclusive Joint Venture agreement with Canada Pure Filters for global markets and under this arrangement, Prodeb Brewery is offering equipments manufactured in India with technology from Belgium.

It is well established that the finest beers in the world are made in Belgium and we offer our customers the taste of freshly brewed beer, with the recipes from the leading brands and brew masters from Belgium



**Mr. Rajesh Kumar Deputy General Manager Canada Pure Fillers Pvt Ltd**

### **Company Profile:-**

We introduce ourselves as one of the leading manufacturers of bottled water and PET and packaging since 1972, with 4 decades of experience in the field of bottle water. We are also one of the largest manufacturers of Bottling Machines and PET Stretch Blow Moulding Machines in the world. We have successfully supplied more than 5000 Projects of various sizes in India, Sri Lanka, Bangladesh, Middle East, Africa, South East Africa, Australia, Eastern Europe and USA. The above projects have covered various industries like Bottle Water, Beverages, Sugar Mills, Refineries, Automobiles, Pharmaceuticals, Hotels and Resorts etc., globally.

Our successful history for the past 40 years speaks about our Technical Strength. Our specialization and expertise includes Bottle Water Projects with more than 2000 installation worldwide. We are one-stop manufacturers of complete Processing, Packing Machineries and PET Blowing Machine for Bottle Water.

The company also won a 3 Million USD order for Bottle Water Project from Federal Electrical and Water Department U.A.E. We are approved suppliers to all major International Brands like Pepsi Beverages, Pepsi Bottled Water (Brand Aquafina), Shaw Wallace and Co. Ltd., Royal Challenge, Director's Special, John Exshaw, Haywards, United Breweries Limited, King Fisher and Mc Dowell's No.1.

We are also one of the very few companies in the world, approved to supply machines to Pepsico Holdings Private Limited. Our group has received a Pioneer Certificate from the Chairman & Managing Director of Pepsi Co Holdings Pvt. Ltd., for world debut of Aquafina bulk water.

The first ABWA Approved Plant in India "SABOLS" was supplied, installed and commissioned by us. Canada Pure Fillers has been associated with International Bottled Water Association (IBWA) for a decade. Canada Pure Fillers is one of the approved suppliers of IBWA and our chairman and Managing Director was the Indian Representative of IBWA.

Our group is an ISO 9001 TUV Certified Company for design, manufacturing and marketing divisions. We are the approved supplier to leading Pharmaceutical Companies for USP 26 – 27 Standard Plants (e.g. Johnson & Johnson Limited).

Canada Pure Fillers has global operations with Channel Partners and own establishments over 42 Countries Worldwide. Canada Pure Fillers is a reputed name among the Industrial Water users for the past four decades. A pioneer in this field, our company is one of the very few in the world with a complete range of bottled water products and services. Our position of strength has been attained by our focus on technological advancement through continuous Research and Development.

The company has a full-fledged R&D center where our engineer's work on new product design, development, as well as upgradation of existing ones and indigenization of foreign technologies obtained through collaborations. Our international business division contributes a major share of the companies sales turn over. The company has established offices in Dubai, UAE as well as in the USA and China to take care of regional support. Canada Pure Fillers is the only company, which provides a complete solution for Bottled Water, Soft Drinks and Sparkling Water Projects on Turnkey Basis.



**Mr. T. E. Giridhara Raj**  
Managing Director  
Creations Infra India Private Limited

**Company Profile:-**

CreationS is the Interior Contracting Division of Ethiraj Group, established 60 years ago, with 300 staff. CreationS have pioneered the technology of woodworking using highly sophisticated machines, coupled with super skilled and talented craftsmen, manufacturing premium quality custom built furniture fit out's, storage cabinets, door frame and shutters, for the commercial, institutional and residential markets Our in-house design and project team, provides a 'design concept to completion service' with just one point of contact throughout the project. You can be rest assured of a trouble free and professional service.

- Specialist fit out and refurbishment contractor
- 60 years' experience
- Dedicated project & site management skills
- Established network of regional offices
- Expertise in all building services
- Invaluable knowledge of the local market
- In – house structural engineering expertise



**Ms. Sarala Giridhara Raj**

Executive Director

M/S Ethiraj Timbers Private Limited

*Company Profile:-*

Established in 1928 by late Shri Venkataswamy Nayudu, this company has been a leader, innovator and trend setter in timber and wood industry. From introducing the copper chromium boric, lumber preservation technology that was later adopted worldwide, this company has been leading the timber industry in Chennai for over three generations. Specialised in solid & wood & panels product. Most Preferred Partners in Infra Structure Industries.

Ethiraj Timbers speciality is the “EEZEE” ready-to fix “Pre hung” door frames and doors. These are factory made, kiln seasoned, CCB preservation treated, fine sanded, primer coated, sealed or painted so it can be just bought and fixed, saving you enormous time and money



**Mr. Buvaneshwar Ambalam**

Chief Executive Officer  
Mercury Manufacturing Co Ltd

*Company Profile:-*

M/s Mercury Manufacturing Co Ltd, Chennai is an Export Oriented Unit operating from MEPZ Tambaram. Mercury is a subsidiary of M/S Godrej & Boyce Mfg Co Ltd, Mumbai.

Mercury is designing and manufacturing high quality office steel storages like Filing Cabinets, Lateral Filings, Cup Boards, Tambour Units, Pedestals etc.,

We export to Australia, NZ, Carribbean, Mena and other territories overseas.

We are keen to develop our business in markets and are interested in understanding business opportunities for our product category.



**Mr. Hari Babu Macherla**  
Proprietor & Chartered Engineer  
Harshini Agency

*Company Profile:-*

The motto of M/s. Harshini Agency is “Ensuring Quality & Reliable Power”. This enterprise is small medium enterprise having experts in Erection, operation and maintenance of Utility Boilers, Higher Capacity Boilers, Turbines and its auxiliaries, Ash Handling, Coal Handling Systems (Mechanical Works) in small, medium and large Thermal Power Stations.

It is situated at Chennai, Tamil Nadu, India and caters the needs of South Indian Industries.

The Proprietor of the enterprises is Mr. M. Haribabu who is retired Chief Engineer / Mechanical, Tamil Nadu Electricity Board, Tamil Nadu, India and having more than 35 years experience in Thermal Power Stations.

He is a Chartered Engineer and Post Graduate in Mechanical Engineering (Engg. Design). He has also passed Boiler Operation Engineer Examination conducted by Director of Boiler, Tamil Nadu, and Government of India.

He also passed Radiography (Level II) and Ultrasonic Testing (Level II) and having experience in No-Destructive Testing (NDT Techniques) of pressure parts, fabrication components & welded pipes etc in Thermal Power Stations.

He undergone one year Training and Operation and maintenance of Large Thermal Power Stations & also published articles and Tamil Nadu Electricity Board Journals.

The organization is having about twenty technocrats, who can handle independently. The trouble shooting works, erection, operation and maintenance of boilers, turbines & its auxiliaries etc in Thermal Power Stations with great integrity and dedication. The enterprise also arrange to supply and erection of Roof Top Solar Power Plants which is clean and green energy.



**MS. Sivagami Suresh, CEO, JAI SURYA AIR TRAVELS**

*Company Profile:-*

No matter what your purpose is, you need to travel in comfort. No hassle of booking, waiting in suspense, calling to follow up, disappointment and foul up of schedules. Come to us and we will show you how to convert a pain into veritable pleasure. The people behind Jaisurya have been frequent travelers and have personally faced the trauma that you have on several occasions. Therefore we well understand what a traveller needs, and that's what we have on offer to you. At Jaisurya, your particular requirement is entrusted to our qualified and trained staff who appreciate your most specific need and cater to you in a jiffy. Our years of experience in the trade makes us among the most sought-after service providers in the industry.

**Our Modus Operandi**

We have established and developed wide contact with all organizations connected with the industry and therefore have instantaneous access to all the services that you may require at any given point of time. Next, we have created systems as per international norms within the organization and trained personnel to ensure that these systems react in harmony with your expectations. The moment you contact us, we open a docket for you so we don't have to trouble you for details every time. Your data base will contain all your details, preferences and information. Thereafter you just need to tell us what you want and it will get done. We keep ourselves fully update on all matters concerning the industry especially those with regard to customer welfare. Therefore we are in a position to guide you correctly on aspects in connection with your travel.

**Our services**

**Air Ticketing, Hotel Accommodation, Travel Insurance, Passport Services, Visa Services, Forex Services, Tour Packages, Corporate Contracts**

**Personalised services – that's our forte.**

With us you feel like more than a customer. You are in safe hands, you could entrust your travel needs here and walk away in the comforting thought that your travel is going to be happy, giving you the best value for your money.

Come to us and you'll be glad you did



**Mr. M. Ajaykumar**  
Managing Director  
UTC Ultra Trade Connect Exports & Imports

#### *Company Profile:-*

UTC Exports & Imports is a registered export company dealing in the business of exporting agricultural commodities. With years of experience in the field of agriculture and international trading, the organization has extensive knowledge about quality standards from the European to Asian countries. Experience, tradition and passion handed over from generation to generation are the driving factors of our business. We are the leading Indian Spices Exporters in India. The existing list of prime markets includes USA, UK, Australia, Canada, Italy, France, Germany, UAE, Indonesia, Malaysia, New Zealand, Philippines, Singapore, Sri Lanka etc. We work solely for the benefit of our esteemed customers and strive to fulfill all their specified requirements. Some of the reasons that have made us the preferred choice of the clients are as follows:

- High quality products \* Industry leading prices \* Excellent network \* Innovative products \* Timely delivery of products \* Ethical business practices \* Transparent deals

Established in the year 2015, We are acknowledged for timely delivery our products. Moreover, these products are available in varied designs, patterns, sizes and stipulations as per the needs and demands of our customers. We comprehend the prominence of our patrons, latest trends in market and certainly the industrial norms. Hence we keep on enhancing our assortment and thus offering a combination of both traditional and modern forms of art to our patrons.

UTC Exports & Imports is a registered company dealing in the business of exporting agricultural commodities and Handicrafts materials. UTC Exports and Imports is managed by a good mix of experienced & young professionals. The organization has extensive knowledge about quality standards from the European to Asian countries. Experience, tradition and passion handed over from generation to generation are the driving factors of our business. The existing list of prime markets includes USA, UK, Australia, Canada, Italy, France, Germany, UAE, Indonesia, Malaysia, New Zealand, Philippines, Singapore, Sri Lanka, Taiwan, and more.

The organization uses Lean Six Sigma methodology (based on Japanese Quality Methodology - Kaizen) in order to be efficient and effective in its quality principles. The organization prides its values around its people, competitiveness, quality of delivery and global relationship.

**Our key strengths include** - Premium quality products - Rich vendor base - Ethical business practices - Market leading prices - Timely delivery

#### **Quality Assurance**

The quality of our products has always been our leading priority. We are dedicated to provide supreme quality products to our respected patrons. These products are carefully examined on varied set parameters for their quality assurance before they are provided to our patrons.

We use supreme quality aspects for the fabrication quality products and hassle free performance. Our products are highly commended and cherished for their unmatched quality by our clients. The raw material used for manufacturing our products is sourced from most trusted vendors in the market.



### Embassy / Consulate Details

CHENNAI	ARMENIA
<p>Consulate of Republic of Armenia Shivsu One Towers #149, Poonamallee High Road, Kilpauk, Chennai - 600 010 Phone: +91 44 28362460/72 Fax: +91 44 42661073 Email: <a href="mailto:consulate-chennai@armenian.com">consulate-chennai@armenian.com</a> Web: <a href="http://www.armenian.co.in">www.armenian.co.in</a></p> <p>Embassy of the Republic of Armenia in the Republic of India Armenia Street, D-133 Anand Niketan, New Delhi - 110021 Tel.: (91-11) 24112851/52 Fax: (91-11) 24112853 E-mail: <a href="mailto:armindiaembassy@mfa.am">armindiaembassy@mfa.am</a> URL: <a href="http://india.mfa.am">http://india.mfa.am</a></p>	<p><b>Embassy of India,</b> 50/2 Dzorapi Street, 0019 Yerevan, Armenia. Tel: 00-374-10-539173 / 539174 / 539175 <a href="mailto:administration@embassyofindia.am">administration@embassyofindia.am</a></p> <p><b>Development Foundation of Armenia</b> 5 Mher Mkrtchian Street 0010 Yerevan Armenia Website: <a href="http://www.dfa.am">www.dfa.am</a></p>

### Hotel Details

Armenia Marriott Hotel Yerevan  
1. Amiryan Street  
Yerevan, 0010 Armenia  
Tel: +374 10 599 000

### GENERAL DETAILS

	India	Armenia
TIMING	2.30 hrs behind of India	2.30 hrs ahead of India
CURRENCY	1 INR = 7.19 Dram	1 Dram = 0.14



## ***Total Trade between Armenia and India for last 4 Years***

### **Total Trade with India - in USD for 2012**

Total Trade	–	26.5mn
India's export to Armenia is	-	25.1 mn
Armenia's export to India is	-	1.4 mn

### **Total Trade with India - in USD for 2013**

Total Trade	–	23.7mn
India's export to Armenia is	-	23.6 mn
Armenia's export to India is	-	0.1 mn

### **Total Trade with India - in USD for 2014**

Total Trade	–	30.9mn
India's export to Armenia is	-	30.8 mn
Armenia's export to India is	-	0.1 mn

### **Total Trade with India - in USD for 2015**

Total Trade	–	30.9mn
India's export to Armenia is	-	30.8 mn
Armenia's export to India is	-	0.1 mn

*Source National statistical service of Armenia (armstat.am)*



### Total Trade with India by Commodity Group for 2012

Commodity name	Armenia's Export to India		India's Export to Armenia	
	Vol-Ton	Thous US \$	Vol-Ton	Thous US \$
Meat and meat products	-	-	8032.7	19258.8
Tobacco	-	-	1128.7	5731.3
Pharmaceutical products	-	-	58.8	2670.4
Precious and semi-precious diamonds and stones. Precious metals	0.0	936.8	0.5	10600.9
Plastic and plastic products	-	-	3827.2	6566.7
Black Metals	4045.3	30.5	3290.6	4731.6

### Total Trade with India by Commodity Group for 2013

Commodity name	Armenia's Export to India		India's Export to Armenia	
	Vol-Ton	Thous US \$	Vol-Ton	Thous US \$
Meat and meat products	-	-	5208.4	13047.7
Tobacco	-	-	1923.6	9046.6
Pharmaceutical products	-	-	80.4	3682.4
Precious and semi-precious diamonds and stones. Precious metals	0.0	43.1	0.9	13720.9
Plastic and plastic products	-	-	3434.2	5913.5
Black Metals	-	-	2779.6	2983.9

Source National statistical service of Armenia (armstat.am)



## Total Trade with India by Commodity Group for 2014

Commodity name	Armenia's Export to India		India's Export to Armenia	
	Vol-Ton	Thous US \$	Vol-Ton	Thous US \$
Meat and meat products	-	-	4696.2	11.995.8
Tobacco	-	-	1386.0	6051.5
Pharmaceutical products	-	-	69.1	3113.0
Precious and semi-precious diamonds and stones. Precious metals	0.0	122.5	1.8	9965.8
Plastic and plastic products	-	-	4022.6	6445.8
Black Metals	-	-	3470.8	3860.2

Source National statistical service of Armenia ([armstat.am](http://armstat.am))

## Investment Policies in Republic of Armenia

Changes in the investment policies and focus sectors Armenia, a country that largely depends on foreign trade, is making significant efforts to attract foreign direct investment. Investment Policy of RA is part of the general economic policy of the Government of RA and is considered as one of the important means of economic development.

The investment policy is directed to the formation of the favorable investment and business environment, growth of transparency of the regulating environment, detection of competitive advantages of the country, growth of volumes of investments, on development of market infrastructures and the solution of problems of economic development on the basis of all the afore-mentioned. In relation to investments, Republic of Armenia has declared and carries out the policy of "open doors" and this liberal approach is specified in the legislation in particular in the Law "On foreign investments" of RA adopted in 1994, in the Concept of the Investment policy adopted in 2005, and in other legislative acts regulating economic environment concerning investments. Investment policy of RA was made and carried out on liberal bases and directed to the integration of Armenia into the world economy.

The main principles of investment policy of RA are: Application of liberal principles of economic activities in investment sphere; Maintenance of attraction and stability of the legislation regulating the investments; Maintenance equal, not discriminatory economic conditions for foreign and internal investors; granting of the national treatment and most favored nation treatment to foreign investors and investments; Maintenance of protection of legitimate interests of investors and investments. <http://eu.mfa.am/en/business/> Potential sectors for Investment are (a) Information & Technology (b) Jewellery & Diamonds (c) Mining & Metallurgy (d) Agro food Processing (e) Tourism (f) Chemical Industries



## INVESTMENT IN ARMENIA

### Customs Guide

Armenia became a WTO member (World Trade Organization) on 5 February 2003. Within the framework of the accession process, the government has performed a significant amount of work in terms of reducing customs duties and rehabilitating the existing system. Implementation of the Armenian customs policy is entrusted to the State Revenue Committee affiliated to the Government of the Republic of Armenia. The customs regimes and procedures are defined by the Customs Code of the Republic of Armenia and legal acts adopted by the Committee. Customs duties Import duties and tariffs

The efforts in reducing the existing tariffs resulted in a general fall of the average customs tariffs. Armenia simplified its tariff structure by maintaining two ways of charging: 0% and 10%. According to the State Revenue Committee affiliated to the Government of the Republic of Armenia, no tariff increase will be exercised and many products are exempted from import duties (for example, equipment, raw materials, pharmaceutical products, manure and cosmetics).

The complete list of all products subjected to 10% can be found on the website of the Customs Service. Exported goods are subject to customs duties at the rate of 0%. The “Market Access” data base developed by the European Commission provides the customs nomenclature, rates of customs duties applicable to the goods imported to the Republic of Armenia and originating in the European Union. This base enables obtaining open and free information regarding any EU country (<http://madb.europa.eu>). There are special customs duties for some goods, such as alcoholic beverages. In addition to the customs duties, VAT (20% rate only) and customs fees should be paid. The latter is made for carrying out customs formalities (3,500 AMD) and for inspection and recording of goods according to their weight (1,000 AMD for cargo less than 1 ton of weight and plus 300 AMD for each additional (or less) ton for cargo over 1 ton of weight). Free economic zones In 2011 the RA National Assembly adopted the Law “On Free Economic Zones”. Later, in 2012 the RA Government adopted respective decision on setting up free economic zone on the territories of “RAO Mars” CJSC and “Yerevan Computer

Research and Development Institute” CJSC and on appointing “Sytronics Armenia” CJSC as operator of these free economic zones. Free trade agreements Armenia is adherent to free trade and is actively involved in the process of regional trade integration. This stance constitutes an asset for those producers who want to export a part of their production to the neighbouring countries. Meanwhile, many regional trade agreements between the CIS countries remain unapplied; Armenia is in free trade with the majority of these countries (except for Azerbaijan). Customs nomenclature The preparation of import or export operation supposes some knowledge on the customs nomenclature of goods. The nomenclature is a coding and designation system allowing identifying goods and defining the rates for customs duties and taxes, as well as the applicable regulations for each product at the time of customs clearance. Armenia is a member of the World Customs Organization (WCO) and for this reason applies the harmonized system (HS) of coding of goods. This system of coding and designation of goods includes six digit nomenclature used in the majority of the WCO Member States. Licenses and quotas Except for certain products (for example military industries, pharmaceuticals), Armenia maintains neither licenses nor quotas. However, many sectors are subjects of factual monopolies of importation (sugar, gasoline,



etc). Customs procedures and systems Customs clearance points There are 9 customs houses, including 5 regional and 3 specialized customs houses, and 6 customs points. Customs clearance supposes the obligatory passage of goods through customs clearance body. The importation formalities are carried out by the customs clearance body, where the importing corporation is registered. Customs clearance is not obligatory at the border. At the time of crossing the border, a transportation document is issued and the merchandise can be cleared inside the territory. Customs regimes The Customs Code provides for 15 customs regimes (e.g. temporary importation, importation for free circulation, temporary exportation, etc.). The system TIR (Transport International Routier) is in force in the territory of the Republic of Armenia. Customs clearance procedures Issuance of customs declaration is carried out either by the customs officers or by a customs broker upon submission by the importer of all the documents required. The customs clearance procedures in Armenia tend to come closer to the international standards. Application of customs clearance was particularly improved owing to the reduction of the customs clearance delays and informatization of the procedure.

All the customs application forms are available on the website of the Customs Service. Meanwhile, the imported products are damaged due to complexity and sometimes lack of transparency of the procedures. Although the Armenian regulation is compatible with the WTO agreement on the customs evaluation (recognition of the transactional value as a key method for determination of the value of the merchandise), customs officers sometimes recalculate the billed value.

Please see the following link for customs duties in Armenia <http://www.amcham.am/business/doing-business2/customs-guide.html>

### **Key Highlights of Armenia**

Armenia lies on the edge of Europe and is bordered by Turkey, Georgia, Azerbaijan and Iran. Armenia is a virgin Country which has plenty of Natural resources with availability of Water and Power in abundance.

Education, Healthcare, Employment, Economic and Scientific Relationship, Investment, Infrastructure Development and Tourism, Engineering, Leather Goods, Textiles, Confectioneries, Fruits, Flowers Bulk Pharma, Food Processing, Coffee Export, Hotel Industry, Hot Liquors, IT, Cosmetics etc, would be the beneficial areas allowing exchanges for the development of both the countries.

### **Why Armenia:**

The investment and trade policies of Armenia are considered to be the most open in the CIS by international organizations. Foreign companies are encouraged to invest and are entitled by law to the same treatment as local companies, moreover they have certain advantages. Armenia's investment climate is continuously improving with a strong government commitment to attracting FDI, including refining the legislative framework.

The Law on Foreign Investment, adopted in July 1994, regulates foreign investment in Armenia. It provides guarantees to foreign investors and protects investors from changes in the business related laws for 5 years. According to the Law a "Foreign Investor" is any foreign company or citizen, a person without citizenship, an Armenian citizen permanently residing outside of Armenia, or an international



organization that invests in Armenia. "Foreign investment" is any form of property, including financial assets and intellectual property, which is invested by a foreign investor directly in the territory of Armenia, in any economic or other venture

- ✓ Political and Economic Stability
- ✓ Favourable Investment Legislation
- ✓ Investment Guarantees
- ✓ Strong Government Commitment to FDI Attraction
- ✓ Well Educated, Skilled and Easily Trainable Workforce
- ✓ Cost-Efficient Labor Force and Science Based Skills
- ✓ No Limitation on Foreign Ownership
- ✓ Competitive Energy Cost
- ✓ Access to CIS and Middle East Markets
- ✓ No Export Duty
- ✓ Foreign Exchange Free Conversion
- ✓ Free Repatriation of Profit
- ✓ No Restrictions on Staff Recruitment
- ✓ No Restrictions on Remittances

Foreign Investors can make investments in Armenia through the establishment of fully foreign-owned companies (including representations, affiliates, and branches), the purchase of existing companies and securities, or the establishment of joint ventures. The company registration process takes about a week.

There are also incentives for exporters - no export duty and a VAT refund on goods and services exported. There are no limitations on the volume and type of foreign ownership, the number of foreign employees and access to financial sources. Although foreigners can only lease land, a company registered by a foreigner as an Armenian business entity does have the right to buy land. Foreigners may obtain permission to use land under long-term leases, and concessions for the use of Armenian natural resources with the participation of an Armenian company.

- "Zvartnots" International Airport is considered the best Airport in South Caucasus. Currently 34 International Airlines fly direct connections between Yerevan and more that 60 large cities.
- Armenian's Exports are concentrated in base metals (Copper, Molybdenum, Gold), Cut Diamonds, and food and beverages.
- Armenia is a full member of the International Labour organization.

## **TOP REASONS TO INVEST IN ARMENIA**

- Highly intelligent and innovative human resourcing, entrepreneurial and highly skilled staff. Multi linguistic speaking 2, 3 many even 4 languages
- Very low salaries compared to Northern European, North America and Middle East countries. Companies could expect to have cost savings on wages of up to 75 -80% Outsourcing of company functionality opportunity. Specifically Call centre, Telephone Services, Administrative, Translation and Consultancy based



rent. Due to staff resourcefulness, low salary and low operational costs. Therefore huge company overhead saving.

- IT and R and D functionality. A world renowned country for technical Innovative leaders. The government offers financial support to this arena and has pledged that the Country will be in the top 20 Global economies for technical innovation and marketplace by 2018
- The country recently joined the Euro Asia Market. All foreign company formation here will benefit from trade agreements into these CIS countries, but specifically the likes of Russia and Kazakhstan where no export duty will apply in addition to no Corporate tax being levied for the first initial years of inception
- The Financial Services industry will see potential benefits due to legal reform to its Pensions legislation. Added to the opening and access to international investment markets. Interest rates can be slowly seen to be reducing. Large overseas Financial Services companies are watching and eyeing the Armenia market for potential new business and introduction of more competitive products. More competition in the Remortgage market will free up earnings which should see growth in sales of consumables, hi tech electronic retailing and home furnishings
- The Agricultural Industry holds one of the largest percentage shares of the economy here. The current programme of sanctions and food restrictions of products into Russia from the west has created a huge void. Armenia is positioned closely both in terms of geographical location and relations to benefit from the ongoing malaise. There is additional potential for foreign companies to invest in ongoing R and D development an example being Hydroponic LED green house farming making the country become a 365 day facilitation and increasing its food exports and making the relationship with Russia even stronger
- Tourism. [www.wow-armenia.com](http://www.wow-armenia.com) A deeply understated country due primarily to its ex soviet period of history. Armenia simply is a hidden gem for adventure. Its richly diverse and mountainous terrain are a potential paradise for trailblazers, mountaineers and skiers (during the winter months). Its Monasteries and architecture provide religious sanctuary added to a deep heritage many would wish for from a tourist visit to a deeply historical Christian culture. Its alpine geography, temperate climate, mild summers and cold winters add sanctuary rest and recuperation in an environment of wellness being many northern European populations seek to discover
- Armenia's low cost of living base. Cheap utilities, food, petrol and accommodation costs are all benefits for maintaining and growing wealth. Added to the key quality of life indicators, over 300 sunshine days, a healthy climate, low pollution, low levels of crime, children are left to play in the street without a concern. Ladies walk freely in the streets without fear of attack. If you drive your car to an appointment within the country you have little worry of being delayed due to traffic congestion. You can buy an apartment in the country's capital Yerevan for 75000 USD!!!

## Armenia Business Etiquette

When traveling to Armenia on business, you will find the official language spoken is Armenian, known as Hayeren. It may be helpful to be aware that Armenians largely identify as Armenian Christians. Certain formalities in business transactions are typically followed.

### Dress

Business dress, similar to that in the U.S., is conservative. For men, acceptable dress is a dark suit and tie. For women, choose a high-quality business suit with knee-length skirt in darker colors. Armenia women place high value on being well dressed. Casual attire is not normally acceptable for business meetings.



It is customary that an Armenian host introduce you first, rather than you introducing yourself. In Armenian, a name is given formally in three parts: title, surname, and given name, in that order. The word for Mr. is Baron, for Mrs. is Deegeen and for Miss, Oryort. So if the surname given is Khanjian, and he is male, then say Baron Khanjian.

### **Meetings**

At the center of the meeting is the establishment of personal relationships. In meeting with Armenians, schedule appointments and be punctual, even though your host may be late. Interruptions are acceptable so take no offense. Be engaging and use small talk while avoiding personal matters and religion--cuisine, sports, weather and history are good topics. Generally speaking, Armenians are friendly and communicative and the protocol is that you let an Armenian start and end conversations. Bargaining is acceptable but not always desirable in negotiations. Armenians are sensitive to a “no” so temper your directness. Negotiation decisions are not usually immediate. If you have strong emotions during the meeting, restrain from showing them.

### **Gift Giving**

When giving a gift, and it is expected, a wrapped one is preferable and office-type gifts such as pen gift sets or paper weights are your best choices. If you are given a gift, do not open it in public.

### **General Etiquette**

When dining with Armenians, you can expect a number of toasts. Accept an invitation for a day trip to someone’s house, as refusing to do so may cause personal offense. Armenians may give you a lingering handshake and may stand closer than you find comfortable as an American.

## **Armenia – FACTS**

### **Where is Armenia?**

The Republic of Armenia is a landlocked country, located at the crossroads of Eastern Europe and Western Asia. It shares its borders with Turkey to the west, Georgia to the north, Nagorno-Karabakh Republic and Azerbaijan to the east, and Iran and the Azerbaijani exclave of Nakhchivan to the south.

### **How did Armenia get its name?**

Armenia gets its name from the Old Persian Behistun inscription as Armina. It is also known as Hayk in native Armenian language.

### **How big is Armenia?**

The Republic of Armenia covers an area of 11,484 square miles. Its geographic coordinates are



40 00N, 45 00E. Armenia has an estimated population of 3,262,200.

### **What is the currency of Armenia?**

Armenian dram is the official currency of Armenia. It is further divided into 100 luna. Its ISO 4217 code is AMD, and it is issued by the Central Bank of Armenia.

### **What is the capital of Armenia?**

Yerevan is the capital of Armenia. It is one of the world's oldest continuously-inhabited cities, and is an important administrative, cultural, and industrial center of the country. Since 1918, it has been the capital of the country. The UNESCO has titled it as the 2012 World Book Capital.

### **Which is the largest city of Armenia?**

The capital of Armenia, Yerevan, is the largest city of the country. Its geographic coordinates are 40 11N, 44 31E. The city covers an area of 115.8 square miles and has an estimated population of 1,119,000.

### **What is the official language of Armenia?**

The official language of Armenia is Armenian. Russian is also used in the country, including educational institutions. It is often considered as de facto second language.

### **What is the religion of Armenia?**

In AD 301, Armenia became the first nation to adopt Christianity as a state religion. Majority of the population of Armenia is affiliated to the Armenian Apostolic Church. There is also a small Jewish community in the country.

### **What is the literacy rate of Armenia?**

In 2008, the total adult literacy rate was 99.50%.

### **Who is the political leader of Armenia?**

Serzh Sargsyan is the current and the third President of Armenia.

### **When is the National Day of Armenia celebrated?**

Armenia's National Day is celebrated on September 21. It declared its independence from Soviet Union on August 23, 1990, and on September 21, 1991, it was recognized as an independent country.



**NAME:** Armenia

**LOCATION:** Asia (Western)

**GOVERNMENT:** Republic

**OFFICIAL LANGUAGE:** Armenian 97.7%, Yezidi 1%, Russian 0.9%, other 0.4%

**MAJOR RELIGION(S):** Armenian Apostolic 94.7%, other Christian 4%, Yezidi (monotheist with elements of nature worship) 1.3%

**MAJOR ETHNIC GROUPS:** Armenian 97.9%, Yezidi (Kurd) 1.3%, Russian 0.5%, other 0.3%

#### VISA REQUIREMENTS

<b>BUSINESS</b>	<ul style="list-style-type: none"> <li>• <b>Valid passport</b> with at least 6 month validity from the date of travel.</li> <li>• <b>2 Forms.</b> (To be filled)</li> <li>• <b>2 Photos</b> (Passport size, Camera clicked, latest with white background).</li> <li>• <b>Covering Letter on Company Letterhead</b> (Addressed to Embassy of the Republic of Armenia)</li> <li>• <b>Invitation</b> from Armenia counterpart.</li> <li>• <b>Ticket Itinerary.</b></li> <li>• Latest <b>Bank Statement</b> for last 3 months</li> <li>• <b>Hotel booking</b></li> <li>• <b>Authority letter</b> authorizing <b>Mr. Pramod</b> to submit and collect the documents on applicant's behalf.</li> <li>• <b>Online Payment receipt</b> . Fee to be paid online by logging on to the website <a href="http://www.mfa.am/en/fees/">http://www.mfa.am/en/fees/</a> . After successful payment, print-out of the receipt needs to be taken and submitted along with the visa application</li> </ul>
<b>FEES</b>	<p><b>NOTE: Fee to be paid online</b> by logging on to the website <a href="http://www.mfa.am/en/fees/">http://www.mfa.am/en/fees/</a> . After successful payment, <b>print-out of the receipt needs to be taken and submitted</b> along with the visa application.</p> <p><b>7 USD – for stay up to 21 days (Single Entry)</b></p> <p><b>37 USD – for stay up to 120 days (Single Entry)</b></p> <p><b>49 USD – for stay up to 60 days (Multiple Entry)</b></p> <p><b>98 USD – for stay up to 120 days (Multiple Entry)</b></p>
<b>TIME TAKEN</b>	<b>Visa is subject to approval</b>
<b>SUBMISSION</b>	<b>Monday, Tuesday, Thursday and Friday</b>
<b>COLLECTION</b>	<b>Monday, Tuesday, Thursday and Friday</b>
<b>VISA SECTION WORKING DAYS</b>	<b>Monday, Tuesday, Thursday and Friday</b>



## **About FICCI**

Established in 1927, FICCI is one of the largest and oldest apex business organizations in India. FICCI's history is closely interwoven with India's struggle for independence, industrialization and emergence as one of the most rapidly growing global economies. FICCI has contributed to this historical process by encouraging debate, articulating the private sector's views and influencing policy.

A not-for-profit organization, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including MNCs; FICCI enjoys direct and indirect membership of over 2,50,000 companies from various regional chambers of commerce and through its 70 industry association.

FICCI provides a platform for sector specific consensus building and networking and is the first port of call for Indian industry and the international business community.

## **Our Vision**

To be the thought leader for industry, its voice for policy change and its guardian for effective implementation.

## **Our Mission**

To carry forward our initiatives in support of rapid, inclusive and sustainable growth that encompasses health, education, livelihood, governance and skill development.

To enhance the efficiency and global competitiveness of the Indian industry and to expand business opportunities both in domestic and foreign markets through a range of specialized services and global linkages.

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