



gtz Program Private Sector Development in South Caucasus

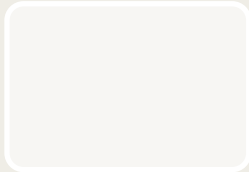
Key Objective:

**Promote economic development and trade
in the South Caucasus region and trade with
the EU market**



Program Agenda

Macroeconomic and Financial Policy



- Program Budgeting
- SDP Armenia's **Sustainable Development Program**
- Competition Policy

Trade Policy



- **Export Promotion**
- Food Safety
- Tourism Development

Investment Promotion (in planning)



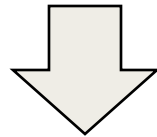
Vocational Training (in planning)





Trade Policy

- **Export Promotion**



- Export Promotion Strategy
- **International Trade Fairs**
- Market Information System
- PPP Public Private Partnership
- Analysis of Impediments to Trade
- Food Safety



• International Trade Fairs – BMZ Guidelines

- BMZ Special Fund on Trade Fairs Participation of South Caucasus Companies , up to 100,000 EUR (50 Mln AMD) per country/year
- Initial 3 year funding period 2009 – 2011 secured
- Participation of all 3 South Caucasus Countries Armenia, Georgia and Azerbaijan is highly desirable
- Joint ‘South Caucasus’ Stand with equal split (1/3) of space
- Individual Country Design and Promotion
- Gradual Removal of Support by BMZ and higher costs shares for companies from year to year



• International Trade Fairs – Selection of Fairs



Int'l Greek Week Berlin
2009 - 2011



Biofach Nuremberg
2010, 2011



Anuga – Cologne
2009, 2011

Selection Criteria

- All SCC countries have competitive products in agriculture, food, beverage
- Food and beverage still significant in terms of export share, employment and GDP
- Production & Export capacities largely underutilised
- These Fairs are key fairs, wide range of products and are relevant for EU market



Partner



Poland

International
Green Week Berlin
21 – 30 January 2011



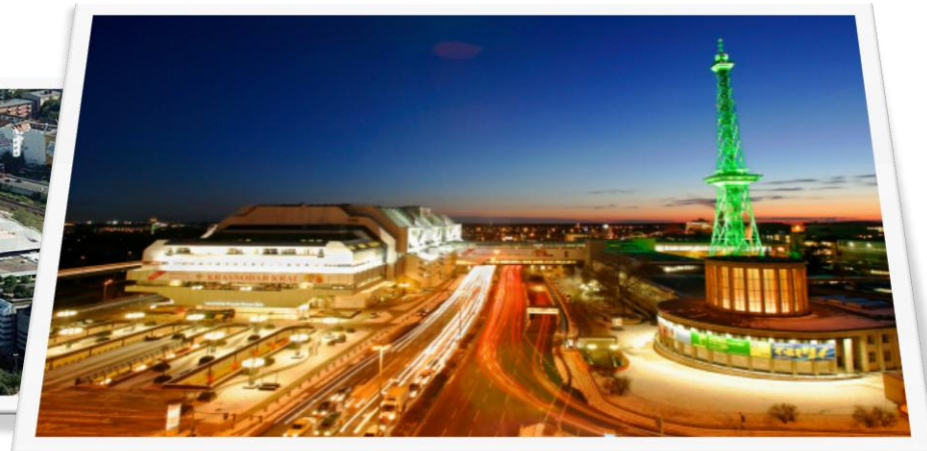
Experience the Variety.



International Green Week Berlin 21 – 30 January 2011

**The world's biggest fair for food, agriculture
and horticulture**

The International Green Week 2010 was a huge success with 1,600 exhibitors from 56 countries contributing to the global atmosphere. The high attendance figures of the previous year were repeated in 2010 (just over 400,000 visitors in total).





International Green Week Berlin 21 – 30 January 2011

100,000 trade visitors use Green Week to hold talks with exhibitors and set up business deals.

In 2010 fifty ministers of agriculture from all over the world came to Green Week to inform themselves about the latest products.

- **Global Forum for Food and Agriculture**
- [International Agriculture Ministers' Panel Discussion](#)
- [Berlin Summit of Agriculture Ministers](#)
- [International economic Panel Discussion](#)
- [Technical Panel Discussions](#)



ANUGA
COLOGNE, 08 – 12. 10. 2011



Fair profile

Trade Fair for the International Food Industry
Leading fair for industry, trade and catering
trade in the food and beverage sector

Figures for the previous event (2009)

Exhibitors 6,522

Visitors 6.522 from 98 countries, 149.349 Trade
visitors from 180 countries (63 % trade visitors from
abroad)

10 specialized trade
shows under one roof



ANUGA
FINE FOOD



Drinks



Fresh convenience products, fresh delicatessen products, fish, fruit and vegetables



Meat, sausage, game, poultry



Frozen food and ice cream products



Dairy products



Bread, baked goods, spreads and hot beverages



Organic products



Technology, concepts and services for the food service/catering market



ANUGA
RETAILTEC



ANUGA
COLOGNE, 08 – 12. 10. 2011



Target groups (exhibitors)

- Manufacturers, importers and wholesalers
- of food and drinks, catering technology
- of retail technology/shop fittings
- Suppliers of services for the catering sector and the food retail trade
- Suppliers of specialties and convenience products



Target groups (visitors)

Anuga is open to trade visitors only.



BioFach 2011

Where organic people meet - World Organic Trade Fair

Patron of BioFach



Supporting organization



Organizer



Organic food

Discover BioFach worldwide

Natural products

Household supplies

Other natural products

Organic agriculture and marketing

Facts & Figures

BioFach 2010
with 2,557 exhibitors (2/3 of
them international) and 43,669
trade visitors from 121 countries



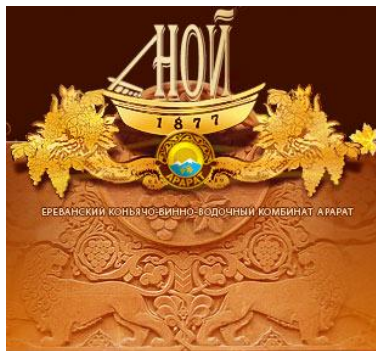


MAP OF TRADE FAIRS IN GERMANY





Armenian Participation at the Trade Fairs (here Anuga 2009)



„Beer of Yerevan“
Company



Yerevan Ararat Brandy
Wine-Vodka Factory



MAP



Our **gtz** services and support in Germany

- Manage BMZ Special Fund (at **gtz** HQ)
- Contract local specialist for marketing , design and organisation
- Make arrangements with Trade Fair Organisers- rent for stand, registration of exhibitors, registration for special events
- Contract construction company for stand build up
- Organise side events (BioFach 2010)
- Invite potential customers to the 'South Caucasus' Stand including the Armenian Diaspora (b2b match making)
- Apply for special entry permits for products (often of animal origin) that are prohibited to enter EU market
- Logistic support: hotel, transport, customs declaration



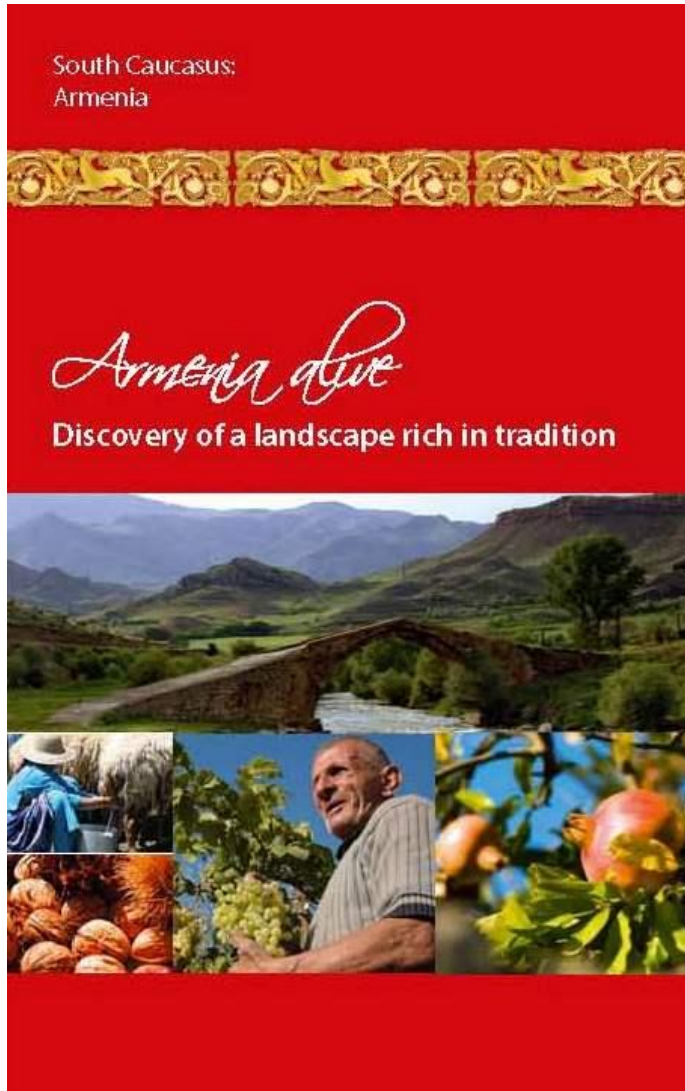
What we organise in Armenia together with our partners

- MoA and ADA prepare preliminary list of Companies
- Presentation of stand design and general information about product placement and Trade fair
- Final selection of participating companies, GTZ, MoA, and German marketing specialist
- Organise group meeting with all companies and agree on preparation procedures
- Make individual arrangements for services to individual companies
- Initiate application for trade fairs and support Visa application



Some Visual Impressions





- Armenian marketing slogan
- Concept: large scale posters and country specific image of nature and agriculture





Another example of large scale poster showing Armenia's natural beauty





Countries 2:

- ✓ Armenia
- ✓ Georgia

No. of companies:

- ✓ Armenia- 9
- ✓ Georgia- 8





Innovation contest „taste 09 „ Anuga

- 53 out of 6200 products.
- Armenian walnut sirup has been awarded.





Countries

- ✓ Armenia
- ✓ Georgia
- ✓ Aserbaijan

Participating companies

- ✓ Armenia 9
- ✓ Georgia 7
- ✓ Aserbaiijan 12



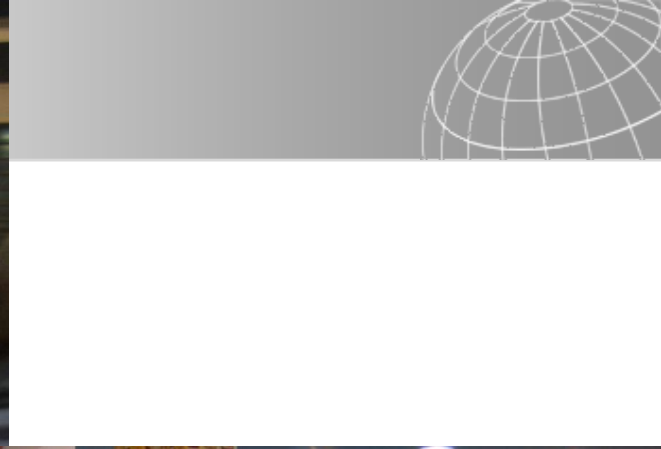


Visit from BMZ und GTZ HQ





Visit of the German Secretary of State from BMZ





Participating companies

- ✓ Armenia 4
- ✓ Georgia 2
- ✓ Aserbaijan 1

Countries

- ✓ Armenia
- ✓ Georgia
- ✓ Aserbaijan





BioFach 2010, 17-20 February, Nuremberg

Another view





BioFach 2010, 17-20 February, Nuremberg

Round Table meeting

- ❖ Ministerial Representatives from all 3 countries
- ❖ From export promotion agencies
- ❖ from GTZ
- ❖ from private sector
- ❖ Founder and CEO „Rapunzel“ company,
Mr. Joseph Wilhelm (organic food worldwide)





Anuga 2009 Armenian part of „South Caucasus“ stand





Feedback & Monitoring

- We ask companies to report on business deals and contract during the fair (as part of our monitoring system and important information for BMZ)
- Armenian companies made new business deals between 10,000 – 30,000 EUR (e.g. Anuga and Green Week)
- Keep informal contact with companies during the year and are informed of additional business deals that stem from the Fairs
- Contact with European companies during fairs will be used to initiate PPP measures
- Biofach 2010 has led to a PPP project with a German organic tea producer and Armenian farmers in Gegarcunik, Syunik and Tavush



Recommendations for future actions in export promotion

- Foster cooperation between public institutions such as MoE, MoA, ADA, SMEDNC
- Set priorities of trade fairs who are relevant for the Armenian businesses and receive Government support
- Develop funding plan and secure funding for Int' Trade Fairs over mid term period.
- Train public institutions on individual trade fairs and
- specific requirements of a host country
- Link tourism promotion with product trade fairs to
- create synergies and better country branding



GTZ Private Sector Development Program for South Caucasus

Շնորհակալություն ուշադրության
համար

Thank You For Your Attention

Vielen Dank