



Event Report: "Ask Me Anything"

By- 'AECCI-Virtual B2B Forum'

Event Title: Ask Me Anything

Title: "Armenia: An Emerging High-Tech Gateway for Trade, Innovation, and Investment between Europe and Asia"

Guest: Mr. Tigran Jrbashyan,

Partner & Director of Management Advisory Services

Ameria - Armenia

AECCI Representation: Mrs. Swarn Dhiman (Executive Director)

Format: Zoom (online), Date: 30.10.2025

Objective of the Session:

The AMA session was designed to highlight Armenia's growing role as a strategic hub for trade, technology and investment, bridging Europe and Asia. The discussion aimed to provide insights to Indian businesses on opportunities for bilateral collaboration, market entry strategies and emerging trends in the Armenian market.

Session Overview: The session featured a pre-recorded AMA format, offering a detailed exploration of Armenia's evolving economic landscape, with a particular focus on its high-tech sector.

Key discussion areas included:

1. Armenia's business and investment climate – highlighting the high-tech sector as a driver of economic transformation, innovation policies, digital infrastructure and the skilled talent base.
2. Institutional and regulatory environment – covering ease of doing business, government support programs, public-private cooperation and investor facilitation mechanisms.
3. Strategic market linkages – insights on how Indian firms can leverage Armenia as a gateway to Europe, Eurasia and the Middle East.
4. International agreements and trade frameworks – the impact of Armenia's membership in the Eurasian Economic Union (EAEU) on market access, trade procedures and standards alignment.
5. Market-entry strategies – exploring approaches such as direct exports/imports, local distributors, joint ventures, representative offices, or wholly-owned subsidiaries.
6. Emerging industries and investment trends – highlighting sectors with high potential for Indian investors.

Key Takeaways:

- Armenia presents a favorable investment climate with supportive government policies, a skilled workforce, and growing digital infrastructure.
- The country's high-tech sector is a significant driver of economic transformation and offers opportunities for collaboration in IT, innovation, and R&D.
- Armenia's strategic location enables Indian firms to use it as a hub to access European, Eurasian, and Middle Eastern markets.
- Practical insights on market-entry strategies and sectors of interest provide actionable guidance for Indian investors.
- Bilateral collaboration can be strengthened through public-private partnerships and leveraging Armenia's trade agreements.



Conclusion-The session successfully highlighted Armenia as an emerging hub for trade, innovation, and investment and provided valuable insights for Indian businesses considering market entry or partnerships. AECCI thanks Mr. Tigran Jrbashyan for his expertise and Mrs. Swarn Dhiman for expertly moderating the discussion.

The AMA session reinforces AECCI's commitment to facilitating international trade and investment knowledge-sharing between India and key global markets.
