



April 8th to 12th, 2024, Yerevan

Business Mission to Armenia

- Tailored CECC business program
- International Education EXPO-2024
- Direct B2B and B2G contacts

In partnership with:



Global Affairs
Canada
Affaires mondiales
Canada

Join now: tatiana@canadaeurasia.com;
taranjit.singh@alumni.ubc.ca

On behalf of the CECC team, we are pleased to announce a business mission to Armenia to attend the major international trade show "Education and Career EXPO-2024" and CECC business program organized in consultation with the Canadian Trade Commissioner Service and the Embassy of Armenia to Canada. *The In-Person* and *Indirect* participation options are both available.

WHEN: April 8th – 12th, 2024, Yerevan, Armenia
(the main program will be taking place on April 8th to 10th)

Expression of interest and participation materials will be collected till March 8th, 2024
The list of delegates will be closed on March 20th, 2024

Program details and costs

1. In-Person participation

Admission fees (not including applicable taxes):

Member rate: \$980.00 USD per participant

Standard rate: \$1,250.00 USD per participant

Discount Policy:

25% discount is granted to a 2nd and every next participant from the same company

The admission fee includes:

- Pre-mission webinar for registered delegates on doing business in Armenia
- Guided tour around "Education and Career EXPO-2024" trade show and participation in the official program of events
- Presentations of Canadian delegates and of their interests to the Armenian business community, professional associations and NGO
- Tailored matchmaking activities for each delegate company to establish direct business dialog with potential buyers and partners
- Site visits and meetings with top managers of leading Armenian companies and educational institutions
- Workshop with business experts in Yerevan on the country economic outlook, market trends and regulations of international trade and investment

- Business networking reception hosted by the Embassy of Canada to Armenia
- Opportunity to display company materials at the joint exhibition booth at Education and Career EXPO-2024 (TBC)
- Site visits and individual meetings with government and business stakeholders
- Follow up support by the CECC and TCS teams to assist in further facilitation of business deals
- Visa and logistical advisory and assistance on the ground

What is not included:

- International travel and hotel accommodation
- Individual translation services and transportation outside of the official program
- Tickets and fees to events or sites outside of the trade show
- Travel costs to off-site visits
- Medical insurance

2. Indirect participation *(for those who can not travel, but keen to test the market through the CECC)*

Admission fees (not including applicable taxes):

Member rate: \$350.- USD;

Standard rate: \$500.-USD

The admission fee includes:

- Distribution of the promo materials at the Education and Career EXPO-2024
- Conducting meetings with potential partners and clients on behalf of the company, if requested
- Collecting market feedback and contacts from interested organizations in Armenia
- Presentation of company's information at the B2B/B2G meetings and networking events
- Establishing direct connections with potential partners
- Delivering collected market feedback information in paper and electronic form
- Post-mission follow up assistance

What is not included:

- Mailing charges for delivery of the marketing materials to Armenia
- Printing costs for production of the marketing materials in Armenia

What is required:

To mail all marketing materials to the assigned CECC partner recipient by **March 15th, 2024**

PLEASE, CONNECT TO REQUEST THE MAILING ADDRESS from: CECC Project Manager,
Taranjit Singh Dhillon taranjit.singh@alumni.ubc.ca

OR provide us with the **printable version** of the marketing materials for producing them on the ground in Armenia. Extra charge will be involved at this case depending on quality and quantity

We ask the admission fees to be processed by March 20th, 2024

All interested delegates are asked to provide the Mission participants' profile by March 15th, 2024
(to download Mission participants' profile form please [CLICK HERE](#) or connect with the CECC team)

For questions, registration and other related information, please contact:

Tatiana Domilovskaya
(Regional Director, Vancouver)
tatiana@canadaeurasia.com +1 604 720 2905

Taranjit Singh Dhillon
(Project Manager, Vancouver)
taranjit.singh@alumni.ubc.ca +1 604 618 2729

Mission web page: <https://canadaeurasia.com/event-5602433>