



EU4Business

“Boosting competitiveness of regional SMEs”

13.12.2016 – 13.12.2018





Project Consortium

Coordinator

Fund “Small and Medium Entrepreneurship Development National Center of Armenia”



Partners

- “Strategic Development Agency” NGO
- “Armavir Development Center” NGO
- “Spitak-Farmer” NGO
- “Syun” NGO

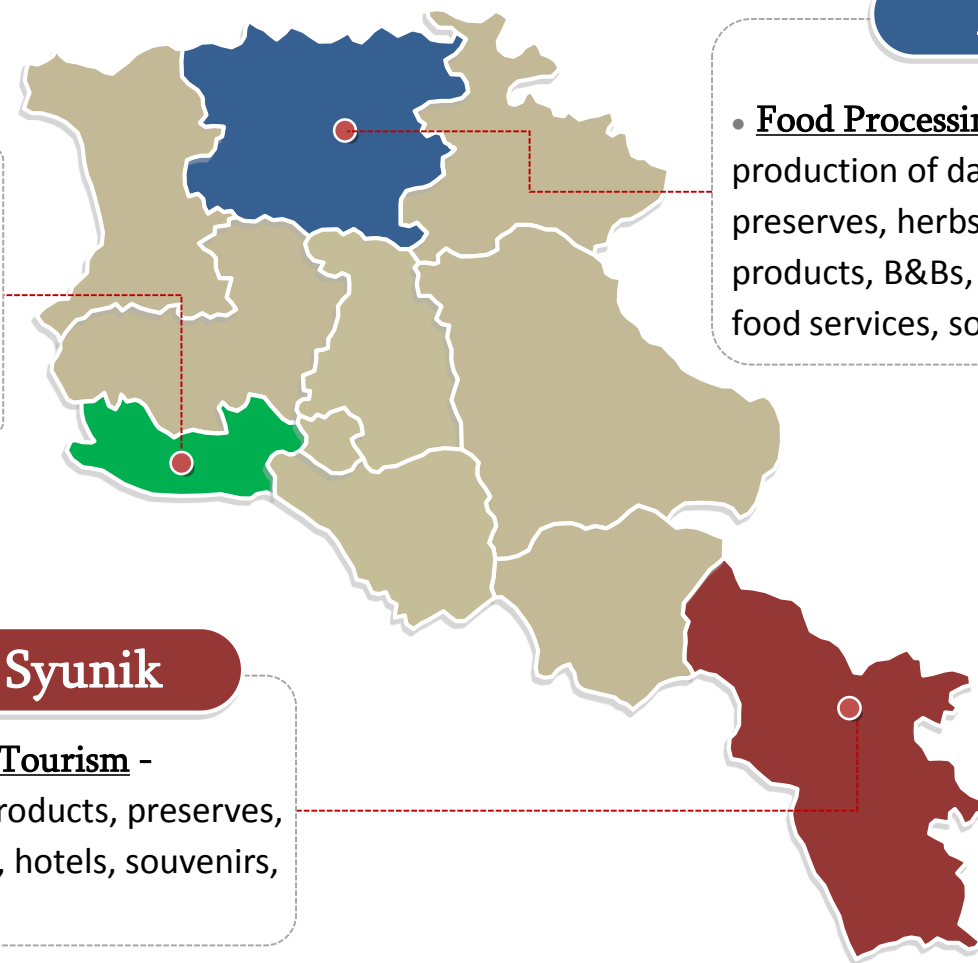




Target regions and Sectors

Armavir

- **Food Processing** – production of dried fruits, preserves, dairy products, etc.



Lori

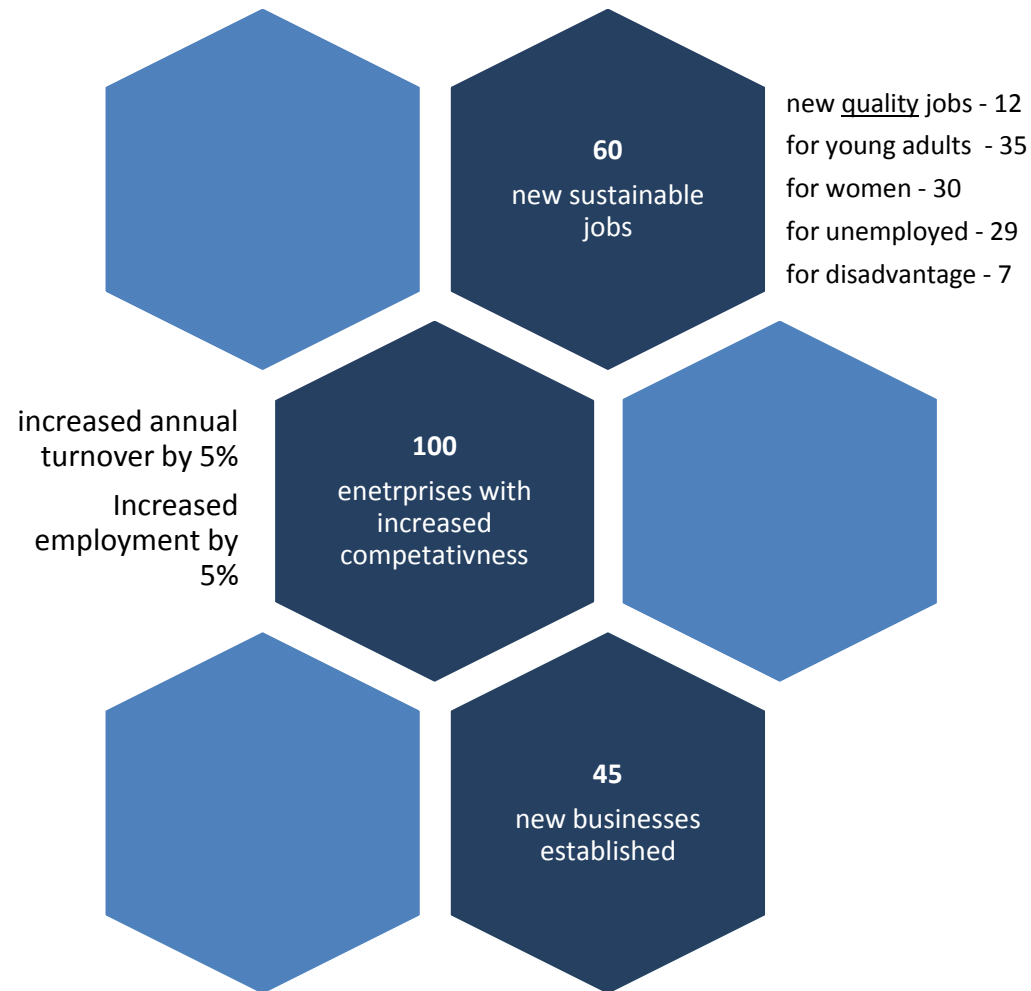
- **Food Processing & Tourism** - production of dairy products, preserves, herbs and teas, honey products, B&Bs, adventure tourism, food services, souvenirs, etc.

Syunik

- **Food Processing & Tourism** - production of dairy products, preserves, herbs and teas, B&Bs, hotels, souvenirs, etc.

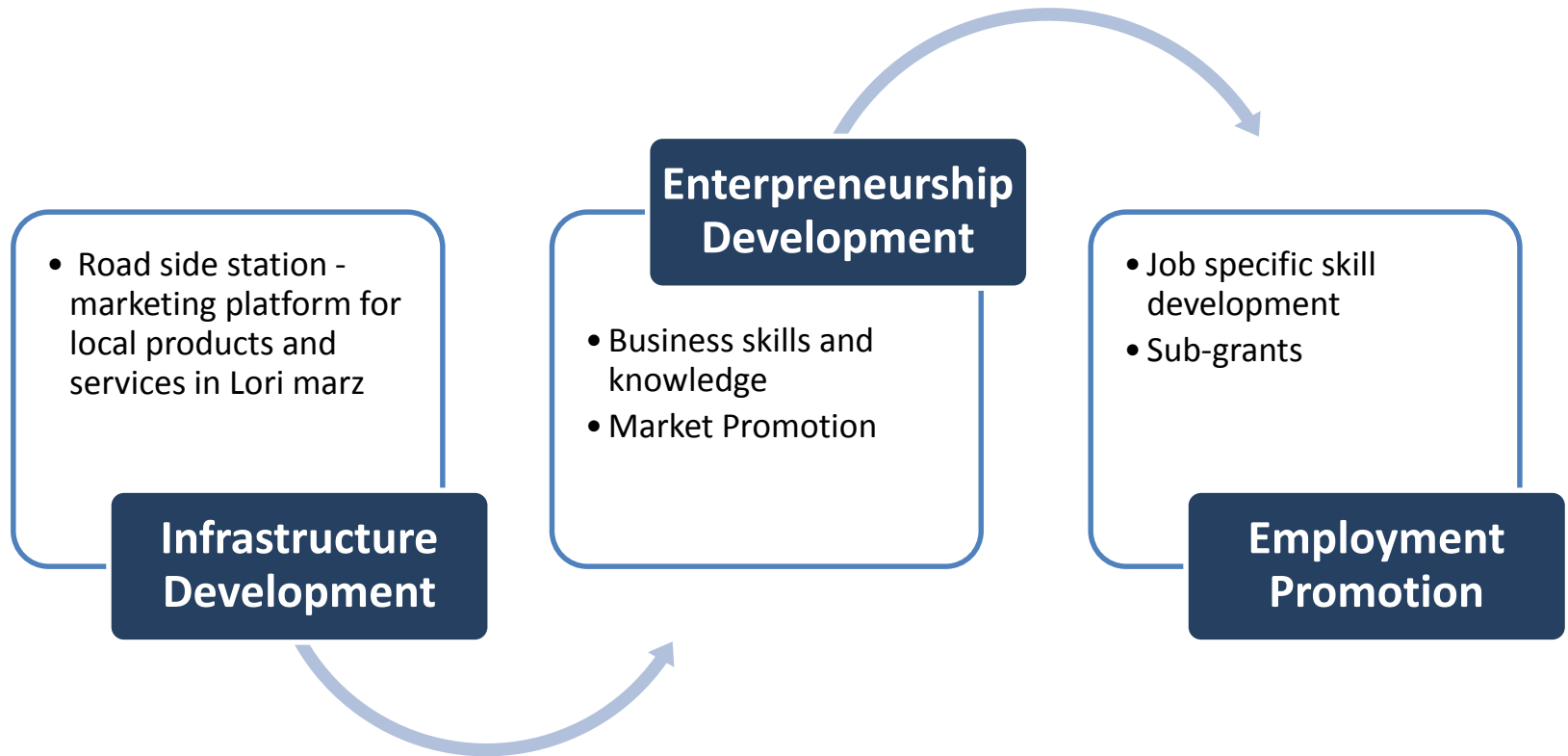


Project Objectives





Project Components





Component 1 : “Business Related Infrastructure Development”



Establishment of business-enabling Infrastructure - road side station - marketing platform for local products and services in Lori marz.

A **Roadside Station (RSS)** is a multi-functional facility aimed at facilitating local economic development in localities, serving as a:

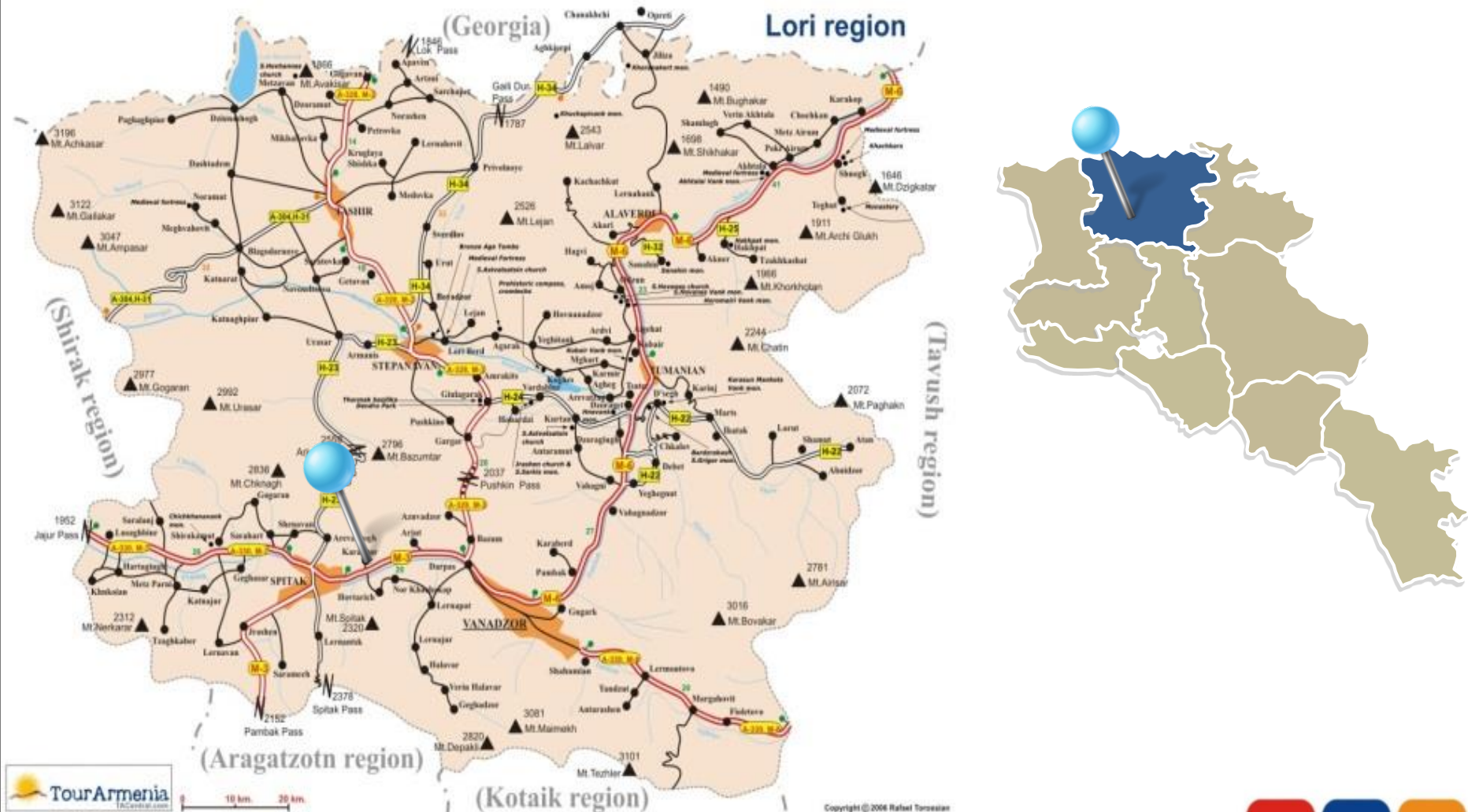
- **Direct sales point for local brands/services:** promotion of the unique local products/services focusing on start-ups who are not able to penetrate big markets.
- **Information center for travelers and tourists:** provision of information on main tourism destinations and services.
- **Rest point for travelers:** travelers and passengers will have an opportunity to rest and use public services of the RSS.
- **Marketing/monitoring platform and consulting center for local SMEs:** collection of information and feedback from the customers on local products and services to be provided to SMEs for further improvement of their products/services.

In addition, RSS can organize **festivals, trade fairs, master classes** and other local events to attract visitors and promote local products and services.





RSS Location



RSS Location



RSS Location in Lori



**“Michnoeki”
JAPAN**



RSS Lori



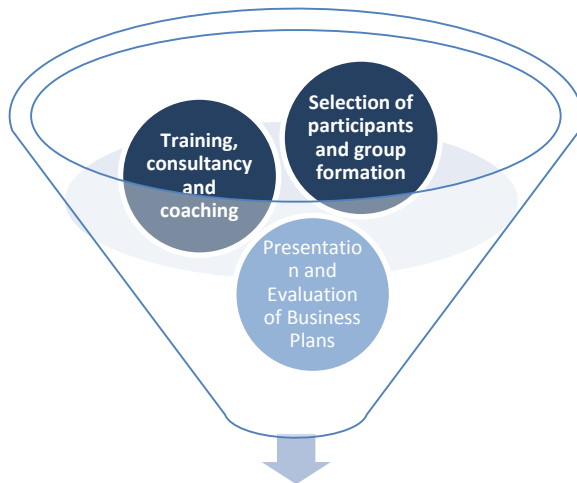


Entrepreneurship development



Provision of technical and financial support to start-ups and operating SMEs to increase their entrepreneurial skills, competitiveness and job creation capacity.

Successful Start Campaigns

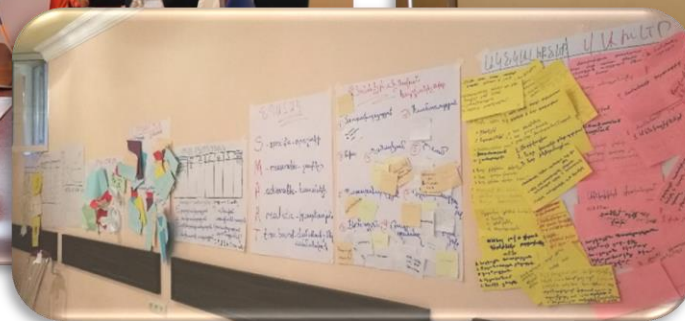


Feasible and Viable Business Ideas





“Successful start” campaigns



New brands, new products , new services





Thank you

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