

NEWSLETTER

New Development Prospects Provided

Within the frames of the “Rural Economic Development-New Economic Opportunities” project, funded by the US Agency for International Development, eight project beneficiaries were provided with the opportunity to participate at the 20th International Specialized Exhibition Food & Drinks EXPO 2021, organized by the LOGOS EXPO Center and the Union of Manufacturers & Businessmen (Employers) of Armenia.



Among the beneficiaries were *Cascara LLC*, *ATISOK LLC*, *Noyan Vaz LLC*, *Maran winery*, *Iraghatspanyan wines*, *Green Brothers LLC*, *Kanach group*. The Expo featured meat products, dairy produce, non-alcoholic drinks, mineral water, strong drinks, beer, tobacco goods, confectionery, and much more.



The three-day event linked the representatives of leading companies in the food and beverage industry, businesses, wholesalers and retailers, manufacturers, and suppliers. The participants noted the unique opportunity to promote their products, expand their presence and market share, establish new contacts and acquire new partners. They mentioned the participation at the Expo as an essential platform where participants can get together, forge alliances, and new business relationships.



As mentioned by one of the participants, this is also a unique opportunity to establish a bridge between the producers and customers, understand the consumer needs and requirements, and adjust the production assortment accordingly. The beneficiaries expressed their gratitude to the RED-NEO project for the further development prospects provided.

