

NEWSLETTER

New Market Development Opportunities for RED-NEO Beneficiaries

The 12th PanArmenian Expo 2021 International Exhibition-Forum took place at the Yerevan Expo Center on October 8-10, 2021. The Expo aims to increase the recognition and demand of domestic goods and services in the Armenian market, creating a business bridgehead for strengthening and developing trade and economic ties between Armenia and the Diaspora.



The beneficiaries of the “Rural Economic Development-New Economic Opportunities” program, financed by the USAID, were allowed to showcase their products at the Expo getting new opportunities for the export of the products to the international markets. The event was attended by the U.S. Ambassador to Armenia Lynne M. Tracy. She expressed a desire to get familiarized with the companies the USAID has assisted within the frames of the RED-NEO program to become aware of their success stories.



“The benefit of expositions like this is that businesses that are trying to break into the market or grow their market share, have a great opportunity here to get a wider expression. Armenia has successful entrepreneurs, and we enjoyed the time being here, meeting people and tasting their products,” Madame Tracy noted.

ArmprodExpo Specialized Exhibition

Recently, the ArmprodExpo specialized exhibition took place at the Yerevan Expo Center. With the support of the “Rural Economic Development- New Economic Opportunities” program, financed by the USAID, not only the present, but potential program beneficiaries had a chance to participate in the event. The Program assisted them in their brand awareness and recognition raising and product promotion in the Armenian market.



The ArmProdExpo specialized exhibition aims at presenting the possibilities of the agricultural commodities and raw materials processing industry, promoting business contacts, and boosting exports.



Quite impressed by the previous exhibition and conversations with the producers, U.S. ambassador to Armenian Lynne Tracy expressed a desire to attend the Armprodexpo as well.

“I think my very first impression is that Armenia has extremely talented entrepreneurs, people who are risk-takers, who are working in agribusiness and making a success of it. Across a number of different areas, we are seeing that in fruit, in vegetables, and spices, and I shouldn’t forget the wine, because we have seen really great new wine producers here”, Madame Tracy noted.
