



for a better business environment

MONTHLY NEWSLETTER

November - December 2020



AmCham is an independent business association operating in Armenia since 2000. AmCham represents the interests of 140+ member companies from almost all sectors of the economy. AmCham's goal is to enhance the U.S.-Armenia business relations and improve the business and investment climate in the country. The Chamber is pleased to have both local companies and companies from all over the world among its members. AmCham Armenia is a member of U.S. Chamber of Commerce and AmChams in Europe.

📍 1 Amiryan Street,
Armenia Marriott Hotel Yerevan
Room 315, 317, Yerevan, 0010, Armenia

✉ info@amcham.am

☎ +374 (10) 599 902

www.amcham.am



AMBASSADOR TRACY MEETS WITH THE MINISTER OF EMERGENCY SITUATIONS (MES)

On 15 December 2020 U.S. Ambassador to Armenia Ms. Lynne M. Tracy met with newly appointed Minister of Emergency Situations Mr. Andranik Piloyan. The Ambassador congratulated Minister Piloyan on his appointment and discussed ongoing cooperation programs between the United States and the MES. The Embassy looks forward to continued cooperation based on shared values and interests.



NA STANDING COMMITTEE MEETS WITH SME WORKING GROUP FOR COOPERATION

On 2 December 2020, AmCham Executive Director Ms. Karine Sarkissian participated in the meeting chaired and moderated by Mr. Babken Tunyan, Head of the RA NA Standing Committee on Economic Affairs moderated by Babken Tunyan met with the representatives of the Small and Medium Enterprises Working Group (SMEWG) for Cooperation functioning adjunct to the Committee. During the Meeting it was agreed and decided that an Immediate Response Working Group on Economic Issues will be formed, which will be operationally handling the issues that the businesses face.

[Please click here for more information.](#)



THE GREEN LANE NGO COOPERATION WITH CENN GEORGIA SUPPORTED BY EU

On December 4, 2020 within the project titled “#EU4Youth: #Social #Entrepreneurship Ecosystem Development for Green Growth in Borderline” took place Multi-Stakeholder #National #Platform Meeting at Hyatt Place Yerevan Hotel, in Armenia. The welcome remark made by Her Excellency Ms. Andrea Wiktorin, Head of EU Delegation in Armenia, Ms. Sophia Hovsepyan, RA National Assembly Delegate, Dr. Vardan Urutyan, ANAU rector, Ms. Gohar Mamikonyan, advisor to RA Minister of #Education, Knowledge, Culture and Sport, Ms. Nana Janashia, Executive Director, CENN and Dr. Nune Sarukhanyan, Green Lane NGO president. The challenges and opportunities of social Entrepreneurship in Armenia were discussed. The project is implementing Green Lane NGO in cooperation with CENN Georgia supported by EU.



PHILIP MORRIS ARMENIA'S GM DISCUSSES COMPANY'S TRANSFORMATION AND ITS DESIRE TO INVEST IN A SUSTAINABLE FUTURE

To show the real Philip Morris with its corporate values, scientific potential, and capacity to share values with business and society, Philip Morris Armenia General Manager Ms. Natalia Mayorova was interviewed prime time, on Shant TV. She talked about PMI's transformation, science and technology, PMI R&D "outpost" in Yerevan as one of the examples of how companies can invest in small countries and build a sustainable future together. Ms. Mayorova emphasized, "Companies do not change the world: in all cases and everywhere, people are doing so. And we as a technological company need people of science, people capable of creating the future today. And we have such people in Armenia. So why don't we create a value that can be useful both for the business and the society? We are trying to be an example of how an international company can share the values – not give something as a charity, but invest in science and education, in people and human capital here in Armenia, creating a mindset on how companies should transform."

[Please click here for the YouTube video.](#)

[Please click here for the Armenian article based on this interview.](#)



CHARITY FAIR ORGANIZED BY SOS CHILDREN'S VILLAGES ARMENIA AND PIER 28 RESTAURANT

From the very first day of the war in our homeland, SOS Children's Villages Armenia contributed to relief efforts by hosting 30 children from boarding schools of Artsakh and providing support to more than 250 families who have lost their homes. On 19 December 2020 SOS Children's Villages Armenia together with Pier 28 Restaurant organized a charity fair to support the displaced families.

Honey, tea, wine, pomegranate juice, handmade dolls and decors, soap, hats and scarves along with pakhlava and "jingyalov hats" were presented by Artsakh women.

On a cold but sunny day, yet another successful charity project was accomplished by the AmCham member NGO.

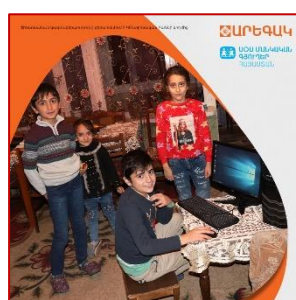
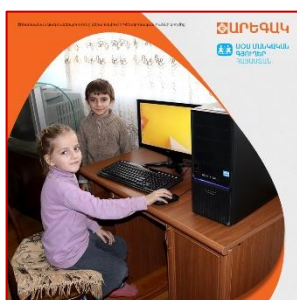


ՍՕՍ ՄԱՆԱԿԱՆ ԳՅՈՒՂՆԵՐ ՀԱՅԱՍՏԱՆ	
Name	SOS Children's Villages Armenia
Legal Address	H. Kochar str 8, atp. 18-19
Bus. Address	Yerznkanyan str., bld. 79
Tel.	(060) 53 33 55
ITS	03517269
Bank	Ameriabank
AMD	15700 01173801500
EUR	15700 01173800346
USD	15700 01173800101

SOS CHILDREN'S VILLAGES ARMENIA AND AREGAK UCO COOPERATION

Aregak UCO, being faithful to its principles, stands by the homeland and the Armenian people.

This time Aregak UCO, in cooperation with the SOS Children's Villages Charitable Foundation, provided food packages to 100 beneficiary families in Tavush region, as well as provided computers to 17 families with several school-age children from Kotayk and Tavush regions for distance education.



WORLD VISION ARMENIA AND OPTYM ARMENIA COOPERATION

It is already the fourth year that AmCham Member **World Vision Armenia** has been organizing a “**Secret Santa**” charity campaign to raise funds from individuals and companies for Christmas presents for the most vulnerable children of Armenia. With due consideration of the current situation in Armenia related to the Nagorno-Karabakh conflict and COVID-19 pandemic, this year World Vision Armenia aims to reach not only children from needy families residing in Armenia but also support children and families who arrived from Nagorno-Karabakh into Armenia.

Thanks to AmCham Member **Optym Armenia** as well as the **American-Indian branches of Optym** another 600 families (1,236 children) will not worry about food in the near future, as they joined the initiative to support families who moved from Artsakh to Armenia and were affected by the war. In addition, the children of these families will receive the long-awaited gift from Santa Claus on New Year's Eve and will believe in miracles again.

Through **World Vision “Secret Santa 2021” campaign**, you could...

- Become a “**Secret Santa**” for a kid and donate for a Christmas present; 1 present for 1 child costs 5,000 AMD and/or
- Become a “**Secret Santa**” for a family and donate for the families’ vital necessities; 1 donation for 1 family costs 10,000 AMD (food package)

For donations visit: www.donate.am or donate at: 220413350228000 bank account.

Become a Secret Santa! Donate a Christmas miracle!



DID YOU KNOW?

Human Rights Day

Human Rights Day is observed on December 10th annually. It marks the day when the Universal Declaration of Human Rights was adopted by the United Nations General Assembly in 1948. Since the Assembly passed resolution 423(V) urging all States and interested organizations to adopt December 10th of each year as Human Rights Day, the official beginning of Human Rights Day dates from 1950. The Universal Declaration of Human Rights lays out a broad spectrum of fundamental rights and freedoms to which we all have a right. It guarantees any person's rights anywhere, regardless of nationality, place of residence, gender, sexuality, national or ethnic origin, religion, language, or any other status.

On October 10, to mark Human Rights Day, Armenian Human Rights Defender Mr. Arman Tatoyan issued a statement where he observed that 2020 was a year of total violation of various fundamental human rights and cruelty in Armenia.

Mr. Tatoyan induced to make every move inside and outside the country to defend our citizens' rights thoroughly. Moreover, to mark Human Rights Day, he underlined the importance of human rights defenders, journalists, and lawyers, who do their best daily to guarantee human rights. Lastly, Mr. Arman Tatoyan reminded the Armenian community of the importance of protecting human rights and creating an atmosphere of mutual understanding and integrity.



AmCham Member **Berlitz Yerevan** has been helping people to learn and smoothly communicate in new languages for over 140 years. Berlitz is the world leader in language teaching with over then 600 centers across 70 countries.

Why Berlitz is the right choice for language learning?

- More than 140 years of experience
- Unique Berlitz Method® focusing on active speaking
- Rapid learning progress
- Flexible training formats
- Qualified native-speaker instructors.

Berlitz takes the experience gained over the last 140+ years to give you the language skills, cultural understanding and confidence to open up a world full of new opportunities and enriching experiences - and help you, your business and the world to make the connections that open the world to possibilities.

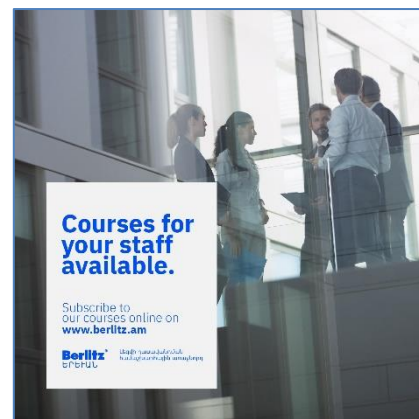
Berlitz offered after-school group language courses are a fun way for kids of all ages to learn a new language while having fun and improving their social skills. The language classes can be a rewarding extracurricular activity and could even give your child an academic advantage.

Berlitz also offers corporate services: the company works with you to develop a training plan that aligns with your scheduling and budget requirements as well as your employees' learning goals.

Berlitz Yerevan supports your HR department throughout the entire process: planning, organization, implementation, and evaluation.

For more information, please contact at +374 44 503080, +374 60 503080 or info@berlitz-yerevan.am.

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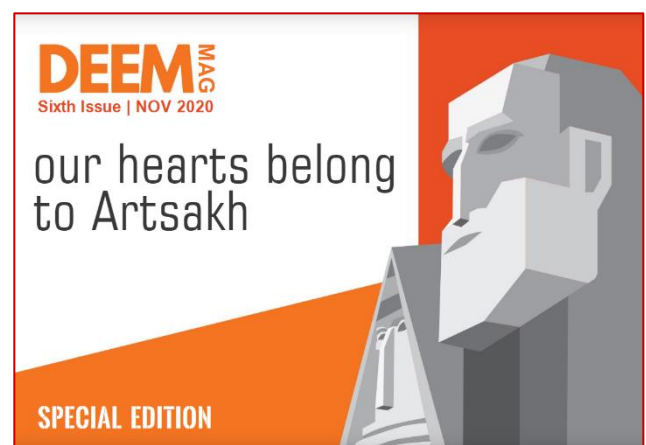


DEEM COMMUNICATIONS | DEEMMAG

AmCham Member Company **Deem Communications** offers a special edition of its online magazine DEEMMag entitled "Our Hearts Belong to Artsakh" as a bouncing board for idea generation and initiating discourse around solutions, resolutions, and hope around the current situation.

It has been a while since the ceasefire, there are much uncertainty and confusion but we believe that communications can and will resolve most of the situation. Understanding one another through clear analysis, explanations, and guidance will allow for a cohesive understanding of steps and solutions that will lead the people to overcome their fears and anger. Needless to say, that time and strategic planning will become the winning combination of Armenia's future. We believe it is Time to Rebuild!

[Click here and enjoy the reading!](#)





Armenian Business Community

Take the lead and make your voice heard in the upcoming changes!

With this letter, we encourage the Armenian business community to join the efforts in establishing transparent, efficient, and sustainable post-consumer waste management system to meet Armenia's obligations to introduce **Extended Producer Responsibility (EPR) system by 2023**. This commitment is part of the EU-Armenia Comprehensive and Enhanced Partnership Agreement (CEPA) signed between EU and RA of Armenia in 2017:

While Nature Protection Payments (Բնապահպանական վճարներ) aim to mitigate the damages caused to the environment, the **Extended Producer Responsibility** system ensures the proper handling of specific post-consumer waste products (tires, batteries, packaging, etc.) that producers or importers have put in the market.

The models of Extended Producer Responsibility vary from country to country, and **Armenia is yet to develop and adopt the best working model that would meet its environmental and economic needs. The global practice shows that the earlier the businesses engage in the initial stages of the strategy development, the better model the country adopts.** While the RA Government is obliged to create the necessary legislative framework, the role of the private sector is to support this process through the following:

- Engage in a dialogue with the government and follow up on policy development,
- Co-finance the research/study of various scenarios for the introduction of an Extended Producer Responsibility (EPR) in Armenia and the development of an appropriate model according to international experience.

It is important that the private sector will take an active role in helping to create the best recycling system in the country.

Municipal **Post consumption waste** (PCW) management is in a development stage in Armenia and we as a business community need to produce data and evidence on deciding the best case scenario to increase packaging waste recycling in the most effective and efficient way to create a win-win scenario that will meet compliance targets and at the same time mitigate potential tax implications on business.

Together, we need to conduct research/study through a professional agency for the following purposes:

- Analyze the current PCW situation, specifically volumes, types, collectors, recyclers, and opportunities; run SWOT to decide on the best waste collection and recycling practices, from the available alternatives, which will be the most suitable for Armenia and financially justified.
- Develop the best case implementation plan/guidance scenario for taking actions with the best expert agency.
- To engage with the government and negotiate the best case scenario of collaboration to drive the agenda and support the business interests.

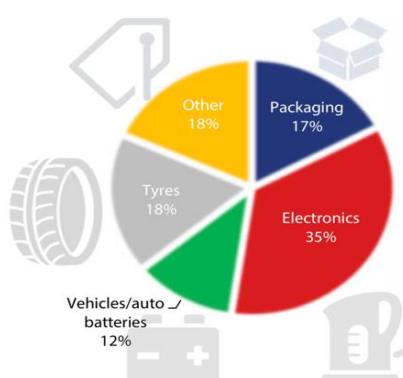
Join the initiative!

American University of Armenia (AUA)

**American Chamber of Commerce of Armenia (AmCham) Fast Moving Consumer Goods (FMCG) Committee
Waste Management Working Group**

European Business Association Armenia (EBA)

Union of Manufactures and Business of Armenia (UMBA)



Q&A

Question. What are the start and end dates of the research?

Answer. The dates will be determined when the number of organizations interested in the initiatives is confirmed. The study process is planned to start in September 2020. Before starting the study, a tender will be announced with detailed Terms of Reference. The best agency selection criteria will be based on the the best technical implementation experience and price.

Question. Which organization will conduct the research and how will it be selected?

Answer. Even though there are experienced organizations, the selection will follow the tender procedure – preparation of Terms of Reference, announcement for tender, receiving applications and selection.

Question. What is the purpose of the research and what will be the result.

Answer. As a result of the research, the best waste management model for both the public and private sectors will be selected. The model will be justified by financial and economic analysis based on the current situation in Armenia.

Question. Which level specialist form an organization shall be involved?

Answer. The organization should provide the contact details of a technical manager who is involved in waste management and environmental issues. However, the process must be under the general director's supervision.

DID YOU KNOW?

The International Day for Tolerance

On November 16, the International Day for Tolerance is held annually worldwide. The Member States of UNESCO adopted a Declaration of Principles on Tolerance for its fiftieth anniversary on 16 November 1995. The Declaration affirms, among other things, that tolerance is reverence for and recognition of the wide variety of the cultures of our world and our forms of expression. The universal human rights and fundamental liberties of others are acknowledged through tolerance. Humans are naturally diverse. In any area of the world, only empathy will guarantee the survival of mixed cultures. UNESCO created an award for promoting peace and non-violence in 1995, to mark the United Nations Year for Tolerance and the 125th anniversary of Mahatma Gandhi's birth. The UNESCO-Madanjeet Singh Prize for the Advancement of Tolerance and Non-Violence honors valuable scientific, literary, cultural, or communication initiatives aimed at fostering a spirit of tolerance and non-violence. In Armenia, the International Day for Tolerance is celebrated through open lectures and raising awareness campaigns.





for a better business environment

Merry Christmas and Happy New Year

On behalf of **AmCham Armenia**, we wish you peace, joy and prosperity throughout the coming year 2021!

Thank you for your cooperation! We look forward to working with you in the years to come!

As we look back upon the past year, 2020 had its ups and mostly downs. Together we worked on the best solutions to the challenges Armenia faced. We hope to continue collectively making Armenia a better place for business and people!

The **AmCham Board and the Executive Team** will work hard to guarantee that AmCham is a center of excellence as an advocacy and learning platform!

We appreciate you for being a part of the AmCham Community! We value your partnership and we look forward to moving into the New Year together!

Happy Holidays!