



PUBLIC PRIVATE DIALOGUE NEWSLETTER

EVENT CALENDAR

EU4BUSINESS Week

Yerevan, Armenia
22-26.02.2016

Training on Communication In Public Private Dialogue, Lobbying and Advocacy

Yerevan, Armenia
22, 24 and 26.02.2016

OECD - SME Policy Index Launch of The Report

Yerevan, Armenia
23.02.2016

SME Policy Index BSO Roundtables to Prepare and Wrap-Up

Yerevan, Armenia
23 and 25.02.2016

To register or get further
information, please contact:
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PPD – The Public Private Dialogue, What's That?

Private institutions are very much interested in getting public institutions to know about their needs and possibilities. Public institutions, on the other hand, are interested to know about these needs. They need to implement new rules and this is much easier if private institutions have been involved in the creation of legislation. This is an understanding of law that involves those to follow it from the very beginning of the designing process. Companies, associations and any non-governmental organisations get the chance and even are invited to give their input to this procedure. The benefit is obvious for all: Better legislation, better implementation, better understanding why a general or a specific regulation provides gain to avast majority. Democratic structures are strengthened by a good understanding of the Public Private Dialogue. The Public Private Dialogue Activity contributes to this process. It is one of the activities of East Invest 2 and it is implemented in all of the six Eastern Partnership Countries as Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. The East Invest 2 project is funded by the European Commission and implemented by a consortium of EUROCHAMBRES, the European umbrella association of Chambers of Commerce & Industry and UEAPME, the European umbrella organisation for small and medium sized enterprises. They are happy to be able to contribute to this process.

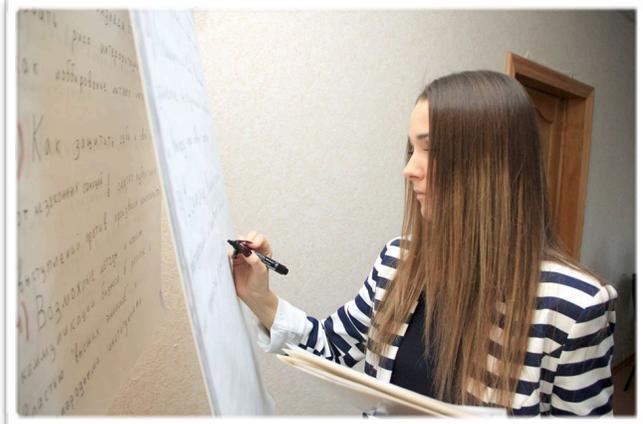
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East Invest 2 Business Trainings Launched: Focus on Ukraine.

In scope of implementation of East Invest 2 Program, its team launched a series of events for the Business Coalition, which took place in the beautiful



city of Chernihiv, Ukraine. Only recently, our project started its activity of training business associations in the territory of six countries: Ukraine,



Armenia, Azerbaijan, Georgia, Moldova and Belarus. The main issue which, as a common thread of perceived motivation for training runs through the series of trainings and roundtables in Ukraine, is the problem of the power network accessibility to local businesses. In this context, the regional Coalition has held a number of events; whereas it is still waiting for results. Therefore, the business community addressed to East Invest 2 team with a request to launch a training program namely with the communication unit: how to enhance the impact of advocacy campaigns through competent Public Relations; what toolkits should be used; what should be taken into account while preparing public speeches, etc. ... With Dennis Bazilevych, Anastasia Baklan and the group of trainers from other countries, they focused on this topic, as well as others, using the format of interactive lectures and role-plays for professional audience - leaders of Business Support Organisations, small and medium, as well as large business associations, heads of entrepreneurship support organisations and trade unions. Among the participants, there was the staff of Chernihiv Regional Chamber of Commerce and Industry, that not only participated and gained some skills to use in their further activities, but kindly helped in organising the logistics and informational support in the Region.

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Person of The Week: Igor Severine.

Program Officer, Economic and Regional Development, UNDP Belarus

Igor Severine holds two Master degrees: in Political Science from Central European University, and in International Business from Melbourne University. He works at UNDP Belarus since 2015 coordinating the delivery of a number of projects within the Economic and Regional Development portfolio focused on the national capacity building in public-private partnership, SME infrastructure development, international trade facilitation, regional strategies and growth. Igor acted as a project manager for the development of the recent National Human Development Reports for Belarus. Main areas of interest: sustainable economic growth, small and medium business development, inclusivity promotion, SDGs, innovative best practices in economic and regional development.

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SME Cooperation Association NGO.

SME Cooperation Association NGO is a public organisation established in February 2014, in Armenia by the founding Assembly of the Association, and officially registered in April 10, 2014. The Association is ruled by a Board, which consists of seven members, founders of different companies and heads of different organizations, elected to represent different aspects of the business environment. "SME Cooperation Association" NGO is created to support already operating or newly created small and medium enterprises in Armenia, to improve their business environment and protect their interests. It pursues the goal of achieving its common objectives by means of cooperation with public authorities and other local and international organizations in the field, as well as increasing the trust of businesses to the business unions in the sphere, combining the problems of small businesses at one place to be comprehensively and competently presented to the Government. The main objectives of the Association are: to improve the sphere of business interest protection in the Republic of Armenia; to enhance the role of business unions, representing business interests; to increase the trust of the business sector towards our organization; to ensure Public-Private dialogue; to submit business proposals for legislative reforms; to protect business interests violated by the public authorities, whether an individual case or holistically; to conduct seminars for business awareness raising; to support local manufacturers in their entry into European markets and exporting their goods; to establish clear business advocacy, such as business ombudsman; to promote foreign investments in the Republic; to take over the responsibility of protecting any newly created company's interests from the moment of its establishment.

More on the Association website: www.sme.am

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Business Innovation Forum:

The Platform, Where The International Experience and Armenian Innovation Policy Figures Meet.

Dilijan, Armenia hosted the 3rd Business Innovation Forum, which was titled "**Armenia 20.18-2018: Armenia among 20 Most Innovative Countries**". Armenian Vice-Prime Minister Vache Gabrielyan said that the state's goal is to propose projects and strategies boosting IT but entrepreneurs should also be active and invest in the development of the field. "Armenia is the 61st on Global Innovation Index. The ranking is made up of 79 various indicators which are grouped in 7 areas. We are better off in terms of knowledge and technology production and are worse in human capital and scientific and research fields", UITE Deputy Director Hayk Chobanyan said. The keynote speaker of the forum was Executive Director of Entrepreneurship Portal of StarTau University, Israel.

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The Importance of NGOs and BSOs for the Economic Development of a Country.

On the 11th of December 2015, the EU Project "East Invest 2", in cooperation with the USAID project G4G (Governing for Growth), organized an open lecture at Tbilisi New University and Gori State Technical University. About 42 students were availed of the opportunity of advancing their knowledge about the role of Non-Governmental Organizations and Business Support Organizations for the country development.



International consultants from “East Invest 2” discussed the importance of NGO’s and BSO’s in Public-Private Dialogue, advocacy and business support processes. In addition, students acquired information regarding job profiles, lobbyist job on both national and European level, and learned about the EU best practices. The representative of “Governing for Growth” (G4G) Project introduced the internship program and encouraged the students to be actively involved in the project and to cooperate with it. G4G presented also the upcoming youth strengthening events. The students were motivated and inspired to learn more about business support organizations, to meet their representatives and to continue their carrier in the NGO sector. preparation of agreements, defining project ideas targeting the set objectives.

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