



# PUBLIC PRIVATE DIALOGUE NEWSLETTER

## EVENT CALENDAR

Seminar and Round Tables  
on Membership for BSOs  
Active in Advocacy

Yerevan Armenia

24-27.05.2016

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Seminar on Membership for  
BSOs Active in Advocacy

Chisinau, Moldova

3105-0306.2016

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Seminar on Analytics for  
BSOs Active in Advocacy

Tbilisi, Georgia

06-0906.2016

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## EU4Business Week in Azerbaijan

From 25 to 29 April EU4Business Week was held in Baku, Azerbaijan.

The aim of the event was to discuss SME environment in Azerbaijan, improve communication skills of local business support (BSO) and business membership organizations (BMO) and encourage them to utilize social media and email communication tools more efficiently, familiarize and take to the next level their advocacy and lobbying activities, and prepare for the launch of OECD SME Policy Index on May 2, 2016.



The week consisted of BSO Forum, seminars on communication and advocacy/lobbying, and a preparatory roundtable for the launch of OECD SME Policy Index. The events were attended by a number of civil society organizations, BSO and BMO representatives, international organizations (GIZ, SCO, USAID, UNDP), EU Delegation, as well as by the government agencies: ASAN Service Center for Innovations,

Ministry of Taxes, Ministry of Finance, Ministry of Economy and State Customs Committee. The government representatives emphasized the government support for development of SME in Azerbaijan and encouraged business representatives to take active part in the discussion, adaption and enactment of new laws and benefit from a variety of government-initiated resource centers for SME. Business representatives had a chance to bring up the challenges they face and discuss solution ways with the government representatives.

EU4Business Week was held by Public Private Dialogue Network in cooperation with Strategic Researches and Analytical Investigations Public Union within East Invest 2 project financed by the European Commission.

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## People of the Week

### Emzar Jgerenaia

Mr. Emzar Jgerenaia was born on the 19th of September, 1963 in Gali, Georgia.

Currently he holds two positions. He is the Chairman of the Georgian Business Chamber and also the Editor in Chief of the 'Sakartvelos Ekonomika' magazine. His career, however started in 1990. Since then he held such positions as the Director of the bank "Vneshekonombank", he was the Vice-President of "EximBank" of Georgia, the First Deputy Director of "Gaertianebuli Qartuli Banki", from 1997 to 2000 he was the Deputy Chair of Customs Department of the Ministry of Finance, after became the Adviser of the Ministry of Economy, the Head of Antimonopoly Agency of Georgia till 2009 – was the Head QA at Faculty of Economics, at Ivane Javakhishvili Tbilisi State University.

In 1985 he obtained his Bachelor Degree from the Ivane Javakhishvili Tbilisi State University in the field of Journalism. In 1986 – he obtained his Bachelor Degree from the Faculty of Economics from the same University. The specialization this time was Finances and Credit. He also had his post-graduate studentship at the Tbilisi State University at Faculty of Economics, post-graduate studentship.

Mr. Jgerenaia passed trainings and internships in Istanbul, Turkey; Germany; University of Vienna; EBRD, Trading Finance and UCP; EBRD, Trading and Structural Finance.

He participated in different conferences on standardization, certification and food safety problems in Georgia, export supporting problems and European market; economic problems of Georgia etc.

He published several monographs, handbooks, dictionaries and international publications. Emzar is also the author of up to 22 selected articles published in the "Sakartvelos Ekonomika" magazine.

URL: [www.emzari.ge](http://www.emzari.ge); [www.tsu.ge](http://www.tsu.ge)

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### Karen Azaryan

Mr. Karen is the Trade Officer at the EU Delegation to the Republic of Armenia. He is specialized in macroeconomic development, business environment, market access, TBT (Technical Barriers to Trade), procurement, trade; export promotion/investment attraction, intellectual property rights, small and medium sized enterprises (SMEs), customs, statistics, financial sector, capital movement, rural and regional development, agriculture, including SPS, competition, industrial norms and standards, consumers policy, etc.

Preciously, he worked as an Auditor at Bureau Veritas Certification, as Consultant and ISO 9001 & 27001 Specialist, and as a National Expert on TBT issues for EU Advisory Group to the Republic of Armenia.

Mr. Azaryan has Master's degree in Economics and Management from Galik University, that he obtained in 1995; and Master's in European Integration and Public Policy from Queen's University Belfast, where he studied from 2008 to 2009.

Karen speaks Georgian, he is fluent in English, Russian and Armenian.

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### The Association of European Chambers of Commerce and Industry

Established in 1958 as a direct response to the creation of the European Economic Community, EUROCHAMBRES acts as the eyes, ears and voice of the business community at EU level. EUROCHAMBRES represents over 20 million businesses in Europe through 45 members (43 national associations of chambers of commerce and industry and two transnational chamber organisations) and a European network of 1700 regional and local chambers. More than 93% of these businesses are small and medium sized enterprises (SMEs). Chambers' member businesses employ over 120 million.



# EUROCHAMBRES

EUROCHAMBRES strives to improve the general conditions in which businesses operate, to facilitate access to markets within and beyond the EU and to ensure the availability of human, financial and natural resources. Based on regular consultation with its members, EUROCHAMBRES represents European business interests to the European institutions.

EUROCHAMBRES manages and coordinates various projects, to the benefit of both Chambers and the wider business community. Most of these EU-funded projects focus on encouraging business relations between the EU and third countries and on promoting entrepreneurship.

The voice of the European business community is also promoted through regular communication actions, events, trainings and networking activities. EUROCHAMBRES' flagship initiatives in this respect are the Academies and the European Parliament of Enterprises.

EUROCHAMBRES has up to 20 different projects, in scope of which you can find East Invest 2, Erasmus for Young Entrepreneurs, EU SME Center, etc. Some of them will be introduced further on in the PPD Activity Newsletters.

To learn more about EUROCHAMBRES, please, visit URL: <http://www.eurochambres.eu/>

### Business Travel Association of Ukraine

Business Travel Association of Ukraine is a voluntary public non-profit association that joins its participants on the grounds of shared interests for the sake of implementation of Mission and Objectives of the Association.

The mission of the association is to join efforts of professionals of business travel and MICE field to create conditions for effective development of business travel sector in Ukraine.

The objective of the association are to promote development of business travel and MICE field in Ukraine to it turn into a sector that provides for dynamic developments of economy of the whole country, contributes significantly to GDP, increases employment of population and shapes budget revenues; to influence formation of legislative environment to promote effective development of business travel and MICE field; to promote quality improvement of services provided in the market for business travel and MICE due to improvement of expertise of companies' employees and introduction of modern methodology and technologies; to promote elaboration and implementation of methodology for collection, processing and supply of information required for effective functioning and development of business travel and MICE field; to turn the Association into a platform that joins not only business travel and MICE market players but also other suppliers and customers of business travel and MICE field by means of shared interests and objectives; to promote formation of a civilized competitive environment in the market for business travel and MICE.

To achieve its objectives, the Association has always actively initiated holding of various topical professional conferences, round tables, orchestrated collective participation of business travel and MICE field representatives in international buyers programs and international field-specific exhibitions, actively participated in shaping of legislative environment for effective development of the field.

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# **BTA** *Ukraine*

## Business Travel Association of Ukraine

### Promoting Exporting to The EU

On 10 November 2015 – the EU Delegation to Armenia organised informative event for the representatives of the business sector, who are exporting to the EU or plan to do so in the future.

The aim of the event was to improve the use of “GSP+” in Armenia, to increase and, in particular, to expand the range of products that are being exported to the EU, to provide detailed information on the EU export opportunities to the “GSP+” potential beneficiaries.

The main speaker of the event is Alina Boiciuc, Policy Coordinator for Trade and Sustainable Development, Generalised System of Preferences (GSP) at Directorate-General for Trade, European Commission.

The representatives of the EU Delegation to Armenia, Armenian Ministry of Economy, diplomatic representations of the EU member states, international organisations, as well as representatives of the European and Armenian business associations attended the event. The speakers spoke about the procedures and goals of the “GSP+”, trade benefits of the “GSP+”, introduced the EU export helpdesk, rules of origin and customs formalities related to “GSP+”, as well as practical application of “GSP+” was presented. The link to the materials of the event: [https://www.youtube.com/watch?v=3YR0Pej7fec&list=PLTfsniXnc6HO76tB2diZmsKrhz\\_XCU2np&index=2&nohtml5=False](https://www.youtube.com/watch?v=3YR0Pej7fec&list=PLTfsniXnc6HO76tB2diZmsKrhz_XCU2np&index=2&nohtml5=False)

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### Progressing BTA

Business Travel Association of Ukraine (BTA) together with ITE Group Plc (United Kingdom) and State Enterprise Premier Expo (Ukraine) is the orchestrator of annual field-specific International Conference “MICE Ukraine: Business Travel – Ukraine”. International Conference “MICE Ukraine: Business Travel – Ukraine” is held within the framework of UITT: The Ukraine International Travel and Tourism Show international exhibition.

The conference gives an opportunity to analyze gathered experience in the field of orchestration of business events, comprehend specific character of the sector, get acquainted with modern trends and prospects of the field as well as find target audience, meet professional organizers and orchestrators of business meetings, conferences and seminars and establish important mutually beneficial partnership relations.

Business Travel Association of Ukraine has continually and actively promoted development of congress-ability of different regions of Ukraine. It has initiated introduction of effective marketing instruments for advancement of tourism abilities of regions on international level.

One of graphic examples to that can be the creation of Kyiv Convention and Visitor's Bureau in December, 2014 at the initiative and active participation of Business Travel Association of Ukraine.

In 2015 and 2016 at the initiative of Business Travel Association of Ukraine and Tourism Development Center and with support from Odessa City Administration First and Second Business Travel Forum “Discover Ukraine” took place. Participants of the Forums unanimously supported creation of Convention Bureau in Odessa.

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