

PRESS RELEASE

OECD releases preliminary recommendations on SME internationalisation and FDI attraction in Armenia

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An integrated export promotion approach for Armenian agribusiness SMEs and a three-pronged initiative to link transnational companies with small Armenian construction materials firms, are among preliminary recommendations of an OECD project presented today in Yerevan.

An OECD Eurasia Competitiveness Programme team met this week with Armenian government and private sector representatives and international experts as part of the SME competitiveness enhancement project. The project is co-financed by the European Union and implemented under the SME Panel of the Eastern Partnership. GIZ is supporting this OECD project.

The preliminary recommendations on agribusiness SME internationalisation and attracting transnational construction material companies were presented during a June 18 Project Steering Group meeting chaired by the Minister of Economy, H.E. Mr. Karen Chshmaritian. OECD peer reviewers from Czech Republic, the EU, Germany and Italy were involved in the discussion and shared good international practices.

The recommended integrated export promotion approach for Armenian agribusiness SMEs includes refocusing local export promotion agency efforts on improving SME knowledge of foreign export markets, streamlining certification and customs procedures, and providing export finance assistance.

The three-pronged initiative to link transnational companies and Armenian construction materials SMEs focuses on unlocking demand for innovative construction materials, adopting a sector-based investment attraction strategy that also targets the Diaspora community, and fostering business linkages.

The Steering Group will meet again in October to finalise the recommendations and translate them into actionable reform plans. Project results will be presented by a high-level Armenian delegation at the OECD Eurasia Competitiveness Roundtable, to be held during OECD Eurasia Week (24 November 2014, Paris), which is a forum for high-level business representatives, international experts, and public officials from the Eurasian countries and OECD members.

For more information on the OECD Eurasia Competitiveness Programme, please visit:
www.oecd.org/globalrelations/eurasia.htm

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