

**United Nations Industrial Development Organization starts implementation of the project
"Improving competitiveness of export-oriented industries in Armenia through modernization
and market access"**

23 September, 2014

On September 23 the presentation devoted to the starting of the "Improving competitiveness of export-oriented industries in Armenia through modernization and market access" project of United Nations Industrial Development Organization (UNIDO) was held at Armenia Marriott hotel.

The project is financed by the investments of UNIDO in Russian Federation to Industrial Development Fund.

The event was attended on behalf of the RA Government the Minister of Economy Mr. Karen Chshmaritian, First Deputy Minister of Economy Mr. Garegin Melkonyan, other officials of the Ministry, from donor organizations charge d'affaires of the Ambassador Extraordinary and Plenipotentiary of the Russian Federation to the RA Mr. Andrei Ivanov, Mr. Mohamed Lamine Dhaoui, Director of the Business, Investment and Technology Services Branch of the Program Development and Technical Cooperation Division at the UNIDO headquarters in Vienna, Mr. Farrukh Alimjanov, responsible of industrial development projects, Ms. Anahit Simonyan Head of UNIDO Operations in Armenia.

Mr. Karen Chshmaritian, Minister of Economy of the RA and Mr. Mohamed Lamine Dhaoui, Director of the Business, Investment and Technology Services Branch of the Program Development and Technical Cooperation Division at the UNIDO headquarters in Vienna made welcoming remarks during the ceremony.

Then Mr. Dhaoui briefly introduced the main provisions of the project, after which took place the official ceremony of the signing. The document was signed by Mr. Karen Chshmaritian, Minister of Economy and Mr. Mohamed Lamine Dhaoui, Director of the Business, Investment and Technology Services Branch of the Program Development and Technical Cooperation Division at the UNIDO headquarters in Vienna.

The objective of the project is to maintain and improve the market share of local textile and clothing enterprises in the domestic market and contribute to Armenia's effective integration into regional and international markets. More specifically, the project aims to build local technical capacity to support SME development and modernization to position Armenian products as high-end design goods. This will be achieved by upgrading technical capacities in innovative fashion design and modelling, promoting business networking and partnerships between textile producers and promoting export. It is worth mentioning that this is the first project of development of textile industry sector and in this aspect this is extremely important, as it will enable to make new investments for the future.

On behalf of the RA Government the main coordinator of the project is the Ministry of Economy, the main partner is the Armenian Development Agency and stakeholders are the Industrial Development Foundation, UNIDO Center of International Industrial Cooperation in Armenia and Innovational and Industrial Development Foundation.

<http://www.mineconomy.am/eng/455/1/news.more.html>