

**UNTAPPED OPPORTUNITIES
IN ARMENIA**
for Education, Mining, Advanced
Technologies and more..

**CECC Business Mission to Yerevan
April 8th to 12th, 2024**



Organized in collaboration with Embassies of Canada and Armenia



CECC – International Business Missions

History of success: Industry Sectors, Destinations and Outcomes

- Over 20 years of outgoing and incoming business missions in partnerships with major national stakeholders in Eurasia region
- Mining and Minerals processing, Education, Advanced Technologies, Construction, Energy, Agriculture, Machine Engineering/Aviation
- Business Missions 2021-2023 to Kazakhstan, Mongolia, Uzbekistan attended by over 30 companies
- Exceptional outcomes: facilitation of new B2B and B2G contacts, MOUs, trade deals and launching Canadian businesses in the new markets
- Raising awareness of international business opportunities and supporting strong image of Canadian expertise in multiple sectors

CECC – International Business Missions

Examples of Companies attended CECC missions in 2021-2023

- HATCH
- C-COM Satellites
- B2Gold Corp.
- Rockbreaker
- SAT
- DeHaviland Aircraft Canada
- AGT Systems
- JORI Logistics
- Schneider Group
- ME Elecmetal
- NDT Technologies
- Alexander Academy
- Saskatchewan Polytechnic Institute
- Canam Pipe and Supply
- GHGSAT
- KS Group Canada
- Black Powder Solutions

CECC – Armenia: capturing untapped opportunities

Fostering partnership and business development

- Armenia is CECC mandate country
- Canadian companies are looking for opportunities to diversify their business in Eurasia
- Canadian Embassy is opened in Yerevan in October 2023
- Armenia:

Well-developed industrial sector, rich mineral resources and potential to grow

Active interest to modernization and international integration

2030 Education Development Strategy adopted by the Armenian Government

CECC – Armenia: capturing untapped opportunities

Business Mission – 2024: General Outlook

- Organized on the margins of large international event: Education and Career EXPO
- Dates of the Mission: April 8th to 12th
- Who are invited: Canadian suppliers of products and technologies for Education, Mining and Minerals processing, Green and Advanced Technologies
- In partnership with: Canadian and Armenian Embassies, ICMA, other government and business stakeholders
- Two-Level Business Program
 - H-level group events AND Tailored B2B/B2G meetings for each delegate company
- On the ground assistance and logistical advisory

CECC – Armenia: capturing untapped opportunities

Business Mission – 2024: Program highlights

- Pre-mission on-line prep. seminars
- Display of Canadian delegates at the CECC/Canada exhibition booth at the EXPO-Yerevan-2024 Education and Career and at the official trade show catalog
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- Presentation of the Canadian delegation to the Armenian private and public sector
- Business round table “Perspectives for Canada-Armenia cooperation in industry and education: market ”
- “Meet the Client” event: individually tailored B2B match making meetings
- Site visits to educational institutions and companies
- Program of tailored individual B2B meetings according to the specified interests of the delegates
- Post mission follow up assistance

CECC – Armenia: capturing untapped opportunities

Connect with us for more questions

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