



Focus: Armenia

Country Presentation

Rome, June 7th 2017



ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

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Italian Trade Agency

The Worldwide Partner for Italian firms

Italian Trade Agency

- *provides information, support and assistance to Italian firms on foreign markets, promoting and fostering exports and industrial cooperation in all fields – industry, agriculture and agri-food, services etc. – in order to increase their visibility and presence all over the globe*
- *provides a wide range of services abroad assisting Italian and foreign businesses to connect with each other:*

<i>identification of possible business partners</i>	<i>bilateral trade meetings with Italian companies</i>
<i>trade delegation visits to Italy</i>	<i>official participation in local fairs and exhibitions</i>
<i>forums and seminars with Italian experts</i>	

our Headquarters in Rome and an office in Milan

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macroeconomic indicators

<i>Anno</i>	<i>GDP (Billion \$)</i>	<i>GDP per capita (\$)</i>	<i>Inflation (%)</i>	<i>Total Imports (% on GDP)</i>
<i>2015</i>	<i>10,5</i>	<i>8.361</i>	<i>3,7</i>	<i>42,0</i>
<i>2016 (estimate)</i>	<i>10,5</i>	<i>8.660</i>	<i>-1,5</i>	<i>40,8</i>
<i>2017 (forecast)</i>	<i>11,4</i>	<i>9.080</i>	<i>2,1</i>	<i>40,2</i>

Focus: Armenia:

Where does Italy stand?

- *Italy is one of Armenia's main trading partners. In 2016 Italy was in 6th place, exporting goods for about €94 million. There has been a strong increase in exports of synthetic or artificial fibres (+13,11% for HS code 54) and for other animal-sourced products (+23,58% for HS code 05)*
- *At the end of 2015, Italy was in 4th place among Armenian trading partners with total exports of €108 million.*
- *In 2014, Italy was Armenia's 4th trading partner as well, with exports of €128 million.*

Focus: Armenia – Total Imports

Years: 2014 - 2016					
	Reporting Country	Euro			% variance 2016/2015
		2014	2015	2016	
	TOTAL exports to Armenia	2.420.734.535	2.252.665.539		
1	Russia	831.276.700	950.614.627	873.623.173	-8,1
2	Iran	91.949.681	99.833.536	159.392.271	59,66
3	Germany	128.077.780	147.644.625	152.235.533	3,11
4	Georgia	210.692.485	162.420.528	135.833.389	-16,37
5	China	92.540.229	102.605.850	102.380.466	-0,22
6	Italy	128.340.701	108.228.282	94.588.506	-12,6
7	Ukraine	131.067.097	91.644.534	80.401.444	-12,27
8	Belgium	78.090.324	53.484.692	65.466.544	22,4
9	United States	45.483.825	45.411.998	39.495.151	-13,03
10	France	48.306.481	39.798.953	35.580.805	-10,6

Focus: Armenia – Imports from Italy, per sector

Anno: 2014 - 2016								
Products	Description	Euro			% Market Share			% variance
		2014	2015	2016	2014	2015	2016	2016/2015
Total	All Commodity Chapters	128.340.701	108.228.282	94.588.506	100	100	100	-12,6
84	Nuclear reactors, boilers, machinery	31.892.806	21.979.592	16.194.648	24,85	20,31	17,12	-26,32
62	Clothing and accessories	15.734.570	15.723.822	14.377.891	12,26	14,53	15,2	-8,56
54	Synthetic or artificial fibers	6.594.304	8.058.239	9.115.033	5,14	7,45	9,64	13,11
94	Furniture; Medical or surgical furniture	6.096.433	6.089.953	4.656.722	4,75	5,63	4,92	-23,53
05	Other animal-sourced products	3.307.675	3.414.436	4.219.668	2,58	3,15	4,46	23,58
18	Cocoa and cocoa products	4.106.998	3.800.748	4.143.035	3,2	3,51	4,38	9,01
64	Shoes, Leggings and similar products	5.253.864	3.632.530	3.148.616	4,09	3,36	3,33	-13,32
61	Clothing and accessories, knitted	4.037.952	3.892.409	2.831.255	3,15	3,6	2,99	-27,26
23	Food industry residue and waste	3.066.664	3.965.195	2.631.712	2,39	3,66	2,78	-33,63
39	Plastic materials and residue	1.674.798	2.813.270	2.613.111	1,3	2,6	2,76	-7,11
85	Electrical machinery, materials and equipment	2.809.100	2.279.169	2.480.731	2,19	2,11	2,62	8,84
90	Instruments and optics for photography	2.722.708	2.978.444	2.423.715	2,12	2,75	2,56	-18,62
33	Essential oils and resins; perfumery products	2.192.246	1.978.448	2.249.428	1,71	1,83	2,38	13,7

Focus: Armenia

The Italian Trade Agency: Trade promotion and Industrial Cooperation projects in Armenia - 1

To involve Armenian business delegates and media operators in the main Italian Trade Shows, as well as in Russia where Italian National Pavilions have been organized by the ITA:

Mechanical Engineering:

- *Woodex (Moscow, October 2017) – Wood processing sector*
- *Yugagro (Krasnodar, November 2017) – Agricultural mechanics sector*

Fashion and Accessories:

- *CPM (Moscow, two editions, Spring and Autumn)*
- *Obuv Mir Kozhi ((Moscow, two editions, Spring and Autumn)*
- *Exploratory Missions in Armenia*

Focus: Armenia

The Italian Trade Agency: Trade promotion and Industrial Cooperation projects in Armenia - 2

For Contruction and Interior Decoration:

To involve Armenian business delegates and media operators in the following events:

- *Missione Confindustria (Pesaro and Vicenza, June 2017)*
- *Saloni Worldwide Trade Show (Moscow, October 2017),*
- *Saloni Worldwide Presentation Roadshow in Armenia,*
- *Salone del Mobile di Milan (April 2018),*
- *Visita at the Italian Pavilion at the Maison et Objet Trade Show in Paris (Septembre 2017/January 2018)*
- *Proposte Trade Show (Cernobbio, May 2017)*
- *Marmomacc (Verona, September 2017)*
- *Cersaie (Bologna, September 2017)*

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Italian Trade Agency Service List:

- *Participation to promotional events*
- *Initial and tailored assistance*
- *Provision of free information on the market, laws and regulations, terms of entry, etc.,*
- *Market research, partner/customer search,*
- *Organizing Business meetings,*
- *Provision of confidential information on local companies*
- *Being an Italian company's consultant for operations abroad*
- *Conflict resolution Support*
- *Organizing Promotional and Communication events*
- *Advertising in foreign media*

We remain at your disposal

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Thank you for your time!