



EU4Business

REPORT
ASSESSMENT OF ISSUES & POTENTIAL INTERVENTIONS
IN CULTURE & CREATIVE INDUSTRY IN ARMENIA



SMEDA: Support to SME Development in Armenia
Աջակցություն ՓՄՁ զարգացմանը Հայաստանում



Implemented by:



REPORT

Assessment of issues and potential interventions in Culture and Creative Industry in Armenia

“Support to SME Development in Armenia” (SMEDA) Project

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INTRODUCTION

The objective of the activity was mapping of all actors and issues as well as assessment of potential interventions and support activities in the sector of Culture and Creative Industry of Armenia with following 4 sub-sectors:

- Design
- Film
- Software and Games
- Marketing & Advertisement

Analysis and main findings of the report were prepared based on the results of 4 round-table discussions with representatives from each sub-sector as well as through an online survey conducted among the Culture and Creative Industry actors. The roundtable and survey participants were selected and invited based on the sector inventory activities, which identified main key players, opinion leaders, civil society organisations, governmental and public structures, unions and associations, educational institutions, formal and non-formal initiatives and groups, active within each sub-sector mentioned above (for more details, please see **Annex 2. Sector Inventory Reports**).

Roundtables

Up to 25 participants at each roundtable were asked to point out issues and needs of the sub-sector, elaborate more on root causes as well as aggregating and prioritising the main issues to develop a list of actions and to identify the main stakeholders to cooperate with on the way of boosting the development of the Industry in Armenia.

Process-wise the participants of the discussion highlighted the needs hindering development of the industry and prioritised them according to the criteria of importance and urgency. The prioritised issues were discussed in a working-group format where root causes were identified and possible solutions were proposed. At the end of the meeting 3 most important issues were separated to elaborate more on key stakeholders and interventions needed to foster development of the industry (for more details, please see **Annex1. Summary of Roundtable Discussions**).

ANALYSIS

MARKETING & ADVERTISEMENT

Main findings

The group emphasized the lack of **professional platform** as the main issue that hinders development of the sub-sector. Absence of a platform as a means of **communication and cooperation** hinders **defining goals** and **advocating** for their implementation through

improving the **legal framework**, **discussing issues** and **disseminating success stories** as well as dealing with **lack of confidence** towards the sub-sector because of variety of **low quality service providers**.



Marketing and Advertising Industry representatives voicing issues at the roundtable

The latter is conditioned also by another issue with high significance – the **gap between education system and business community** as well as the **lack of qualified professionals** because of the inability of education system to adapt to the needs and demands of the business. Promotion of vocational education, development of **internship programs** and promotion of **exchange of students**

were identified as effective solutions. The industry representatives agreed to be more actively

engaged in the educational process bringing their **expertise to the colleges and universities** to **train teachers** and **redesign the curricula**.

Apart from small pool of qualified specialists, the **lack of standards** on the outputs and **certification** of the service providers, deficit of **innovative campaigns** in the market, **weak transparency and unfair procedures** of tenders led to appearance of plenty of actors with low qualification that deepened **the demand for high-profile professionals** as well as decreased the role of **market research** throughout the process.

The group also highlighted the need for reforms in the field of **social ads** as a powerful means of awareness raising and change of mindset. **Improvement of legal regulations** as well as **tax benefits** for broadcasting of social ads were voiced out as the key solutions to the issue.

Further activities

The participants acknowledged the need for a platform and **created a Facebook group** at the end of the meeting (<https://www.facebook.com/groups/149896355529224>) to lay down basis for establishment of an institutionalised platform at a later stage. The group also prioritised carrying out a number of **researches** and **surveys** to find out the **current issues**, especially those in **quality assurance** and to reveal the **need of specialists in the market**. **Engagement in the formal and non-formal education** by the business was considered as an important intervention to ensure the **improvement of curricula**, to introduce **internship opportunities**, to **increase the qualifications of trainers** and implementation of **certification of trainings**. Several meetings took place among the participants and the small initiative group to identify possibility of further cooperation. More meetings are planned.

DESIGN

Main findings

The lack of **regulation and engagement** of the Government of the RA (the Government) in the development of the sub-sector was highlighted as a critical issue. The Government is expected to not only improve the **legal framework**, provide **tax benefits** to the industry, develop and impose **standards of quality** to avoid decreasing of confidence in design, but also to contribute to acknowledgment of **design as a separate sector** of the economy. According to the participants, the Government should also work on promoting



Group discussion by design sector representatives

availability of funds inter alia through making the tenders of public institutions **transparent** to ensure equal opportunities for each company/expert.

Increasing the **branding value of Armenia** was considered as an urgent and important challenge that should bring together the Government and all actors of the sub-sector. The agenda should include development of the **symbol of Armenia**, creation of **platforms, expos** in and out of Armenia as well as advocating for **engagement of the Ministry of Culture** to coordinate the process while **cooperating with embassies and diplomatic missions**.

Another issue with high significance that was highlighted by the participants is the **lack of qualified professionals** because of the inability of education system to adapt to the needs and demands of the business. The industry members see developing of **internship programs** and promotion of **exchange of students** as primary solutions together with engagement in the educational process bringing their **expertise to the colleges and universities** to **train teachers, redesign the curricula** and contribute to **development of professional literature** in Armenian language.

Lack of **local media attention** to the field lays fundament for **misunderstanding of the sub-sector** by public at large as well as hinders professional development of professionals to stay tuned to up to date trends in the design world. Creating an **online platform** and **offline magazine** with translated content in Armenian was considered as an option to solve this issue.

Further activities

The only activity that participants validated was **creating a working group** to **establish a platform** for networking, discussing issues and making decisions on development of the industry. A Facebook group was created already at the end of the meeting (<https://www.facebook.com/groups/1723455091300067>).

SOFTWARE & GAMES

Main findings

The biggest issue of concern for the most of the participants is the **gap between education and business** and **lack of specialists** in not only **engineering and digital art**, but also and especially in business related areas such as **business development, product development, marketing, human resource management, project management**. Causes of the issue were articulated to be the poor adaptation of the education system to the current trends and demands on the one hand, and **lack of initiatives and cooperation** by the business and the industry on the other. **Development of internship model**, participation in **development of curricula** and **teaching** in universities as well as advocacy for **inclusion in the management boards** of educational institutions “stamping” cadre for the industry were highlighted as the most effective solutions in parallel with intense communication and cooperation particularly for **establishment of labs** in schools and higher educational institutions.



Identification of solutions to the issues voiced

The industry also lacks **access to funds** to boost development of start-up community.

Expectations are related to development of an **infrastructure** and **ecosystem** jointly with the Government through creating **platforms for networking, investment and crowdfunding**, introduction of **acceleration programs**, providing easy **access to loans** and improving the **macro-economic climate** to attract foreign investment. Accessibility of funds and

favourable environment will change the culture of working on **own project preferring that from**

freelancing for foreign companies.

Further activities

The industry led predominantly by engineers and developers, and the need of **systemic approach** is more than evident to ensure not only product development but also effective marketing and sales, attracting investment and expansion to other markets. The participants decided to work hand-in-hand with the Government to **develop standards** (term-sheet) and to improve the **legal framework** as well as to **partner educational institutions** to raise the demand for business development specialists.

Overall the **gap between education and business** was considered as a challenge to tackle immediately. Particularly the group agreed to ensure quality education and sound emphasis on practice already in schools through replicating projects like Armath **labs in all schools** beyond extracurricular program. Creating **labs in universities** and active **engagement in education process** was chosen as a primary activity to raise the quality bar of knowledge and skills provided in universities and bringing them closer to the demands of the business.

The participants also decided to work on **availability and accessibility of funds** through creating a **platform for investors**, advocating for **amendments in the legal framework** to make Armenia a **favourable place to invest and operate**.

FILM

Main findings

One of the issues of significant importance is **poor distribution** of already produced products, reasons of which are mainly **protectionism**, failure to identify and meet the **interests of the audience** and low profile and **qualification of producers, poor marketing** and limited usage of **distribution channels** as well as **lack of funding**. The latter was a dominant issue articulated almost by all participants who expect subsidies from the Government for all phases of the film-making process – development, pre-production, production and post-production, distribution. Lack of regulation and need for a sound **legal framework** as well as implementation mechanisms (especially on distribution of funding) was another issue of high importance.

Another critical issue of the industry is the lack of culture of open communication and collaboration which led to the need of having **professional forums and platforms for networking and cooperation**.

According to the participants, the **gap between education and business** is probably the largest issue in prevalence. Predominantly the lack of highly qualified producers, sales agents, marketing and other specialists are a great obstacle for development of the industry. However, the participants acknowledged that the reason of the crisis is the **passive stance** of both educational institutions and **lack of initiatives and advocacy** by the film industry to formulate the demand, participate in education process to contribute to development of curricula, invite students for internship and organize on-the-job trainings as well as to recruit the best graduates.



Group discussion at the roundtable on film sector

All in all, the objective of the industry representatives is to make Armenia not only a comfortable place for film-making for Armenian professionals, but also to **transform the country into an attractive platform** to encourage film-production by foreign producers through making the Government an active partner by co-producing large projects, creating tax benefit system and development of relevant infrastructure.

Further activities

The group decided to move forward with development of the **legal framework** through formation of a working group to apply for consultancy services of experienced lawyers and to do a research that will lay basis for the concept and the law (possibly with the support of GIZ SMEDA project).

Apart from other intervention needs, the participants gave much importance to working on bringing **education system closer to the demands of the business** through creating platforms for professionals and students, conducting comprehensive research to find out the needs and opportunities as well as advocating for uniting all film-related units of universities into one strong school with international partners.

The group decided also to put cornerstones for initiating an **alternative fund** with transparent mechanisms of distribution of resources based on the research on demand from the society.

Following the roundtable, a group of 8 film makers met twice and presented to one another financial models from different European countries. The group will meet regularly every month in a club format with the commitment of a small fee per meeting hoping to garner a camaraderie within the industry and the sense of belonging in a club that would eventually be able to lobby and support the Minister of Cultures policy making process and support fellow film makers.

CREATIVE & CULTURE SECTOR IN ARMENIA

four roundtables at a glance



MARKETING, ADVERTISING & COMMUNICATIONS

FOCUS ISSUES

- Professional platform
- Advocacy
- Improved legal framework
- Success stories
- PSA development & legal framework
- More focus on research
- Social media marketing development

30 PARTICIPANTS
13 ISSUES IDENTIFIED
16 STAKEHOLDERS IDENTIFIED



DESIGN

FOCUS ISSUES

- Government engagement & regulation
- Tax benefits
- Standards of quality
- Platforms & expos
- Redesigned curricula
- Qualified specialists & university-business links
- Development & promotion of the sector
- Acknowledging the value of the sector in development

24 PARTICIPANTS
23 ISSUES IDENTIFIED
20 STAKEHOLDERS IDENTIFIED



FILM

FOCUS ISSUES

- Distribution channels
- Funding
- Sound legal framework
- Professional forums & platforms
- Legal framework
- Financing mechanisms
- Networking & cooperation
- Education-business links
- Advocacy

25 PARTICIPANTS
16 ISSUES IDENTIFIED
20 STAKEHOLDERS IDENTIFIED



SOFTWARE & GAMES

FOCUS ISSUES

- Import-export related problems
- Internship opportunities
- Redesigned curricula for universities
- Qualified human resources
- Platforms for networking, investment & crowdfunding
- Bridging the gap between education & labor market
- Financial support
- Business development

25 PARTICIPANTS
16 ISSUES IDENTIFIED
40 STAKEHOLDERS IDENTIFIED

CONCLUSIONS AND RECOMMENDATIONS

The following key points sum up the results and findings of the round-tables:

- In general, the participants seemed to have appreciated the roundtables and discussion. It was made evident by their desire to speak out and network during the roundtables as well as during the closing forum-reception, that a platform for collective collaborations was essential to them. On several occasions, the participants hinted to meet separately, to start some sort of formal or non-formal entities and to find a platform either online or offline to continue these discussions.
- Participants from all the sub-sectors highlighted the issue of communication and cooperation among industry representatives. There is an accentuated need for creating a common ground in the form of a **platform** or a forum for gathering regularly and understanding the language they speak, identifying current issues, forming their joint attitude and positions and setting goals and objectives. Moreover, they also acknowledged the need for developing concepts and strategies, building broad coalitions of stakeholders and elaborating action plan for reaching their goals. In fact, 2 out of the 4 groups have already got off the ground and met separately after the round-table discussions.
 - *Technical assistance, training on advocacy and experience exchange on success stories and lessons learned would help them in forming their vision and to ensure effectiveness in action.*
- **The need for grassroots data and information** for evidence-based research was another obvious issue, which should lead to conducting research to understand the needs and challenges as well as the opportunities, their strengths and weaknesses to choose the ways for improving the situation in the industry and getting closer to their goals.
 - *Research and surveys need to be conducted.*
- Lack of internal communication and evidence-based research led the industry to apply **“Avant-garde approach” to development** - promotion of own interest with little interest on the real needs of the society or their clients. Almost all groups mentioned about lack of information on the current needs.
 - *Education, awareness raising, capacity building and research are the tools to change the mindset.*
- **Paternalism (dependence from the Government) vs. Proactivity and Advocacy:** most of the participants and surprisingly including young members of the groups seek a patron to not only resolve their problems but also to find the issues and then to eliminate them without their active participation in the process. We definitely face an issue of a soviet legacy accompanied with lack of awareness on their own role as part of the private sector and civil society.
 - *Unrealistically high expectations from the public institutions and lack of initiatives to formulate demand and advocate for a change should be streamlined through creation of platforms as well as awareness raising and capacity building with mentorship.*

- **The central issue emphasized by all groups is the gap between education system and business community** as well as the lack of qualified professionals because of the inability of education system to adapt to the needs and demands of the business. Promotion of vocational education, development of internship programs and promotion of exchange of students were identified as effective solutions. The industry representatives agreed to be more actively engaged in the educational process bringing their expertise to the colleges and universities to train teachers and redesign the curricula.
 - *Research and technical assistance for development of a concept and advocating for engagement in the education process is needed.*
- The issues articulated during the discussions were too general and touching all lines. There is a certain need for prioritisation and focusing on one thing at a time.

ONLINE SURVEY: KEY FINDINGS

The online survey key findings incorporate summary and analysis of a total of 121 online survey responses. The online survey was sent out to about 280 entities of the 4 sectors of the culture and creativity industry of Armenia, featured in inventory reports on marketing, advertising and communications, design, software and games and film industry as well as widely disseminated through professional platforms such as European Business Association, Armenian British Business Association as well as American Chamber of Commerce with an invitation to companies and organisations operating in four CCI sub-sectors. The survey aimed to collect insights into Culture and Creative industry to evaluate specific needs and solutions for further development within Support to SME Development Armenia (SMEDA), a four-year project co-financed by the European Union and implemented by GIZ in Armenia.

The key findings, based on survey responses are as follows:

Area of work distribution analysis



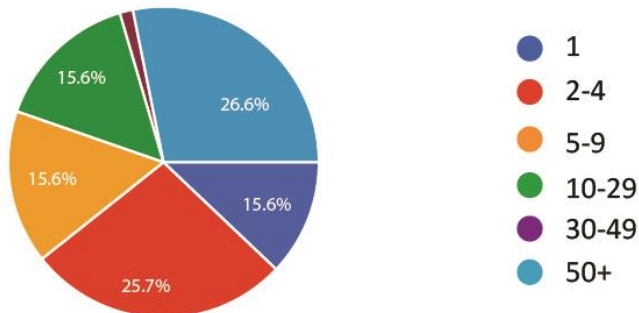
30.3 % (33) of CCI representatives didn't specify their area of work, 16.5% (18) identified marketing as their key area of work, 14.7% (16)- design, 12.8% (14) - film industry, 9.2% (10) - arts, 9.2% (10)- software and games and 7.3% (8) – advertising.

Identifying the type of business/work or organisation



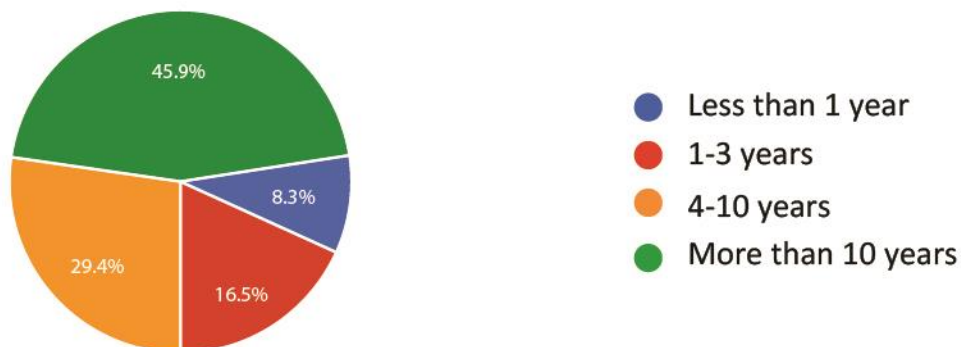
52.3% (57) of respondents were from commercial businesses, 17.5% (19) did not specify the type of business/work or organisation, 15.6% (17) of respondents represented the non-profit sector and 14.7% (16) identified themselves as self-employed.

Full time staff employed



26.6% (50+) of respondents answered there were over 50 full time staff at the company/organisation they worked at or run, 25.7% (28 respondents) said there were 2-4 full-time employees, 15.6% (17 respondents) said there were 5-9 full time staff, other 15.6% mentioned only one full-time employee, 15.6% - 10-29, and only 0.9% (1) mentioned 30-49 full time staff.

Experience in the market



45.9% (50) of respondents said their business/organization has been operating in the market for more than 10 years, 29.4% (32) mentioned 4-10 years of prior experience, 16.5% (18) - 1-3 years, 8.3% - up to one year.

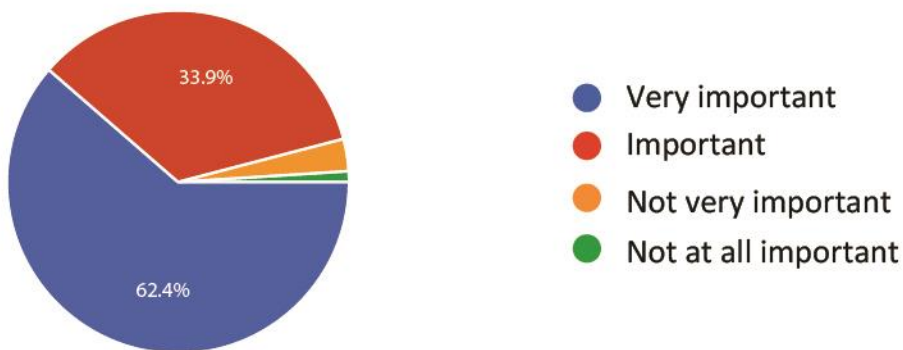
Description of the place of work



45% (49) of respondents noted office as their workplace, 20.2 % (22) didn't specify their place of work, 15.6% (17) mentioned to be working from home, 11 % (12) said they have a desk in a shared office, 5.5% (6) said to be working at stand-alone premises, 2.8% (3) said to be working at a studio.

Assessing the impact of different factors on growth and sustainability of their business/organisation

- **General improvement in the economic situation**



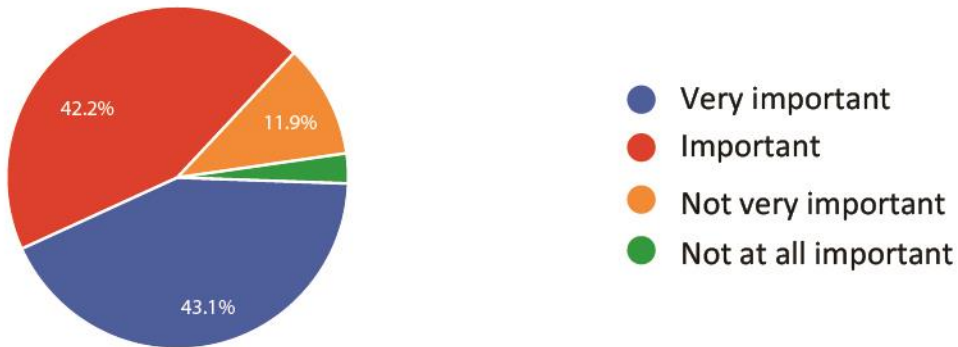
62.4% (68) of respondents assessed the factor as highly important, 33.9% (37) assessed as important, 2.8% (3) – not very important, 0.9% (1) – not at all important.

▪ **Improved Legal Framework**



50.5% (55) of respondents assessed the factor as important, 41.3% (45) assessed as important, 8.3% (9) – not very important.

▪ **Availability of affordable and suitable workspace for creative businesses and activity**



43.1 % (47) of respondents assessed the factor as very important, 42.2% (46) assessed as important, 11.9% (13) – not very important, 2.8% (3) respondents- not at all important.

▪ **Stronger links to a university**



47.7 % (52) of respondents assessed the factor as important, 25.7% (28) assessed as very important, 20.2 % (22) - not very important, 6.4% (7) - not at all important.

▪ **Greater availability of skilled workers**



78.9% (86) of respondents assessed the factor as important, 20.2% (22) - important, 0.9% (1) – not very important.

▪ **A stronger creative and cultural scene**



52.3% (57) of respondents assessed the factor as very important; 38.5 % (42) - very important, 4.6% (5) – not very important, 4.6% (5) – not at all important.

- **Creative “hubs” – spaces where creative businesses and organisations can rent offices or desks**



41.3% (45) of respondents assessed the factor as important; 25.7% (28) - not very important; 24.8% (27) – very important; 8.3% (9) – not at all important

- **Access to finance**



57.8% (63) of respondents assessed the factor as very important; 37.6 % (41) of respondents assessed the factor as important; 4.6% (5) – not very important.

- **Bigger space for you and your partners**



45% (49) of respondents assessed the factor as important; 35.8 % (39) - not very important; 14.7% (16)-very important, 4.6% (5) – not at all important.

Other Factors Noted as Important by Respondents

- Availability of experience-sharing platforms, networking opportunities, discussions, non-formal meetings and projects
- Availability of open dialogue, building, formation and development of cooperative culture
- Elementary and Secondary education incorporated into comprehensive strategic educational programme
- Capacity-building platforms for representatives of culture and creative industry
- Equal opportunities for competition, elimination of monopolies
- Availability of local demand
- Legal framework
- Qualified human resources and advanced technical equipment
- Revision of tax system for companies and organisations operating in the field of culture and creativity
- Population growth
- Availability of professional events in the field of games
- Generation of professional content/TV programmes, magazines, etc.
- Development of legal framework on film industry, improved infrastructure
- Importance of economic factor in education
- Mechanisms for fighting corruption
- Higher consumption
- Public support and ensuring public license
- Including design in public strategy on economic development

SUMMARY OF ROUNDTABLE DISCUSSIONS

MARKETING & ADVERTISEMENT

Mapping of issues and prioritisation

N	Issues	Votes
1	Professional platform / Regular meetings	44
2	Role of research / marketing	36
3	Innovative solutions	33
4	Legal framework	31
5	Lack of qualified specialists	30
6	Tender procedure/copyright issues	30
7	Digital Marketing / measurement	27
8	PSA – not enough prevalence	26
9	Promotion of achievements globally/ Attracting foreign clients	26
10	Dumping / inflation of services	20
11	Awareness of importance of professional services among clients	17
12	Monopolies	12
13	Quality of PR services	Distributed into all sub/sectors

1. Professional platform / Regular meetings

Issue

- Lack of platforms and forums
- Lack of festivals with international recognition and participation
- Lack of discussions among professionals
- Lack of experience exchange with international experts
- Absence of local professional digital database

Solutions

- Create means for communication – platform to discuss the challenges, share success stories and advocate for improvements
- Establish festivals and invite world-known professionals
- Organise master-classes by foreign experts
- Create a database

2. Role of market research

Issues

- Quality of researches – high percentage of inaccuracy of results
- Lack of credit towards research findings
- Plenty of low quality service providers

Solutions

- Certification of service providers based on the criteria of qualification of specialists
- Raise the demand from clients
- Ensure measurement of the results
- Break the stereotypes on market research (easy-to-do for everyone)
- Create a system of rating / reviews for companies carrying out market research

3. Innovative solutions

Issues

- High risk of innovative solutions
- Lack of understanding between clients and agencies
- Lack of demand for innovation from clients
- Lack of feedback on effectiveness of innovative solutions

Solutions

- Creating ads with 70-25-5 model, where 70% are traditional ads, 25% are tested but innovative ads and 5% is pure innovation.
- Pitching for agencies to go for innovation
- Get results on effectiveness of the innovative ads from the clients

4. Legal framework

Issues

- Impartial legal framework with contradictory articles and statements
- Lack of mechanisms to execute laws
- Poor law enforcement especially for promotion of social ads
- Institutional issues for qualification of social ads, quality assurance and control of TVs

Solutions

- Develop by-laws
- Establish a public institution

5. Lack of qualified specialists / education-business gap

Issues

- Lack of job descriptions

- CVs vs. knowledge and skills – formal education vs. capacity
- Quality of academic programs
- Communication gap between academic and business communities
- Poor adaptation of education system to current demands
- Lack of vocational education programs – low quality of trainers/consultants and certification issues

Solutions

- Enhance communication and collaboration between education institutions and business
- Engage in teaching process
- Initiate internship and exchange programs
- Promote vocational education
- Create platforms – forums, festivals for better communication and cooperation

6. Tender procedure/copyright issues

Issues

- Transparency of tender procedures
- Risk of using the idea without permission

Solutions

- Registration of the idea
- Authors need to publish the idea

8. PSA – not enough prevalence

Issues

- Transparency of filling the capacity of mandatory 5% time dedicated for broadcasting social ads
- Ethical issues – commercial ads are broadcasted as social ads
- Lack of regulation - unclear definition of social ad
- Lack of incentives to go for innovation

Solutions

- Develop legal regulation on defining the social ad and ensuring transparency of distribution of designated daily time
- Tax exemption for broadcasting social ads

Discussion

Selection of 3 Issues to move forward with identification of stakeholder and actions.

Issue #1: Professional platform

Issue #2: Quality of specialists / gap between education and business

Stakeholders

- Government of Armenia
- National Assembly
- Marketing departments of large corporations
- NGOs
- Academic community
- Business companies
- Aram Navasardyan, need to mention his title
- Department of Outdoor advertising of Yerevan Municipality
- International associations
- Ministry of Culture
- National Commission for TV and Radio
- Ministry of Economy
- National Tourism Agency
- Development Foundation of Armenia
- Centre for Strategic Initiatives
- Freedom of Information NGO
- Universities: AUA, RAU, UFAR, YSU
- Chamber of Commerce
- AMCHAM
- OSCE
- GIZ
- Slice Academy
- Individual experts
- Ministry of Education and Science
- Ministry of Labour and Social Affairs
- All participants

Action

- From a working group to create a platform
- Online Facebook group is created already
- Carry out research to reveal the real issues
- Conduct a survey to reveal the need of specialists in the market
- Carry out research on the quality of services in the sub-sector
- Create a bridge to formulate the need of specialists and present to the higher educational institutions
- Conduct training of trainers

- Implement certified trainings students

DESIGN

Mapping of issues and prioritisation

N	Issues	Votes
1	Indifference of the Government towards design - policy, standards	37
2	Branding value of Armenia	36
3	Lack of qualified professionals in Armenia	34
4	Acknowledgement of design as a separate sector of the economy	32
5	Gap between business and education	30
6	Lack of local media content on design / professional literature	28
7	Lack of confidence in professional designers/companies	27
8	Lack of involvement of design industry in public sector	27
9	Consumption of local products	26
10	Export-related issues while online sales	26
11	Copyright issue	22
12	Lack of competitions /events	22
13	Lack of quality and relevant materials - fashion industry, interior design	21
14	Consumption of final design product	20
15	Lack of acknowledgement of qualified specialists	20
16	Lack of strategy by public structures	20
18	Customs-clearance related issues - décor and other stuff	16
19	Platform to bring together all stakeholders	16
20	Impartial legal framework	15
21	Postgraduate education issues	13

1. Indifference of the Government towards design - policy, standards

Issue

- Lack of standards of quality
- Increasing dynamics of emigration of professionals
- Availability of funds for start-ups
- High taxation burden
- Lack of support by the Government to represent Armenian products worldwide

Solutions

- Designate the public body responsible for quality assurance and setting standards

- Establish cooperation between public sector and the business to stop emigration and recruitment in local businesses
- Create a fund to finance start-ups
- Advocate for the support of the Government to participate in foreign expos and summits

2. Branding value of Armenia

Issues

- Lack of vision
- Lack of events
- Poor marketing strategy and lack of qualified specialists

Solutions

- Creation of platforms, expos in and out of Armenia
- Involvement of embassies, diplomatic missions in Armenia's brand development
- Advocate for engagement of Ministry of Culture to coordinate the process of development of branding value
- Creation of Armenian symbol
- Promote cooperation to raise funds

3. Lack of qualified professionals in Armenia

Issues

- Poor education development strategy
- Lack of opportunity to practice the knowledge – to be led by the Ministry
- Lack of professional literature
- Lack of qualified trainers/lecturers
- Gap between business demands and education system
- Education is formal to get a diploma with no use of knowledge and skills

Solutions

- Promote exchange of students
- Suggest the Ministry to involve students into practice
- Improve the educational programs / curricula
- Training of lecturers/trainers on new technology and current techniques
- Ensure the link between higher educational institutions and business sector
- Develop specialists to create professional literature in Armenian

4. Acknowledgement of design as a separate sector of the economy

Issues

- Lack of acknowledgement of qualification

- Misunderstanding of design by public at large
- Need of standards of quality

Solutions

- Engagement in the initiatives of the Government
- Promotion of the sector
- Organize contests and events
- Advocate for creating mechanisms of protection of qualified professionals through setting standards of quality

5. Gap between business and education

Issues

- Lack of expert teachers
- Lack of opportunities to practice the knowledge and skills
- Lack of cooperation with businesses
- Lack of understanding of business needs

Solutions

- Encourage the business to be engaged in education process
- Advocate for incorporating internship
- Encourage the universities to make the final thesis in a form of a business plan
- Make the presentation of final theses public so that businesses can take the chance to recruit
- Make the management boards as points of connection
- Encourage businesses to provide sponsorship to universities to get relevant specialists

6. Lack of local media content on design / professional literature

Issues

- Lack of media content
- Lack of professional literature

Solutions

- Create an online platform and/or offline magazine for news in design
- Translate the current trends and contemporary techniques, news into Armenian
- Advocate to the Government for translating professional literature into Armenian

7. Lack of confidence in professional designers/companies

Issues

- Lack of awareness
- Culture of intervention by clients pretending to be a specialist
- Plenty of non-professionals representing themselves as professionals
- Lack of standards

Solutions

- Awareness raising of public at large
- Encourage cooperation among designers
- Networking among professionals
- Engagement of public sector in developing a strategy
- Promote education of specialists
- Advocate for establishment of professional platforms to get state funding for contests and events

8. Lack of involvement of design industry in public sector

Issues

- Fairness of tenders
- Lack of professionals in other sectors
- High taxation burden
- Protection by public sector – licensing-related issues
- Lack of events

Solutions

- Promote design as an important sector in economy
- Develop Design projects
- Support to the initiatives of the Government
- Set standards of quality
- Advocate for privileges from the Government

Selection of 3 Issues to move forward with identification of stakeholder and actions.

Issue #1: Gap between business and education and lack of qualified specialists

Issue #2: Indifference of the Government towards design - policy, standards

Issue #3: Acknowledgement of design as a separate sector of the economy

Stakeholders

- Ministry of Economy

- Unions, associations: Union of Designers, Union of Artists, Union of Architects, Union of Manufacturers and Businessmen of Armenia, Union of Employers
- Chamber of Commerce
- Ministry of Economy
- Ministry of Diaspora
- Ministry of Foreign Affairs
- Yerevan Municipality, Design Department
- Ministry of Culture
- Ministry of Education and Science
- Tax and Customs Services
- SME DNC
- Academy of Fine Arts
- Haypost online delivery service
- IDeA Foundation
- DFA
- TV companies; Public TV
- Individual designers
- Business owners
- Armenian Development Bank
- International organizations: GIZ, ADB, EU Delegation
- All participants

Action

- From a working group to create a platform
- Online Facebook group is created already

SOFTWARE & GAMES

Mapping and prioritisation of issues

N	Issues	Votes
1	Lack of experts in Business Development (HR, Marketing, Program Manager)	14
2	Gap between education system and business / market	14
3	Access to funds especially for start-ups	13
4	Product Development issues & lack of specialists	13
5	Lack of qualified specialists in Digital Art	12
6	Culture of working as outsourcing vs. making own products	10
7	Availability of PayPal and Google Merchant	8
8	Platforms for networking and advocacy	8
9	Lack of gaming-related event	6

10	Absence of techno-parks in Yerevan with minimal conditions to work offered for free	5
11	Access to international markets and networks	5
12	Visa-related issues as an obstacle to sector development	5
13	Difficulties with import & export of equipment	3
14	Lack of motivation to specialise in gaming industry	1

1. Lack of experts in Business Development (HR, Marketing, Program Manager)

Issue

- Lack of marketing expertise
- Lack of mentors / mentorship culture
- Armenia should become a testing zone
- Cultural issues for development – poor listening skills
- Lack of business people in the sector

Solutions

- Develop an internship model on product development and sales
- Engage in matching curricula and disciplines in educational institutions with business needs
- Create a model board to simulate the processes as part of education
- Engage in networking events

2. Gap between education system and business / market

Issues

- Low quality of education
- Poor level of knowledge provided by educational institutions
- Lack of practice in education
- Lack of mechanisms connecting education and business

Solutions

- Engage in development of curricula in universities
- Regularly organize Training of Trainers
- Include both curricular and extra-curricular activities at schools
- Create engineering labs at schools
- Create an incentive for teaching by business people
- Jointly establish labs at universities to feed the demand of business during educational process
- Master classes by world class experts

- Foster international exchange
- Support to development of vocational education in IT
- Advocate for inclusion of business representatives in the management boards of higher educational institutions

3. Access to funds especially for start-ups

Issues

- Lack of seed funding opportunities
- Awards for prize winners in competitions are symbolic
- Lack of loan options without pledge of real estate
- Lack of investment and intermediary institutions
- Lack of interest of foreign investors towards Armenia
- Need to promote success stories
- The risk for investment in Armenia is high

Solutions

- Create a platform to attract foreign investment
- Create a local crowdfunding platform
- Advocate for providing additional benefits by the Government to foreign investors and promote Armenia to attract investment
- Develop institutional local investment system – e.g. stock market
- Advocate for allocation of more resources for development of the sector by the Government
- Fund an entity that would support with marketing and promotion

4. Product Development issues & lack of specialists

Issues

- There is a lack of specialists
- Need to change the mindset of people working in the sector
- Lack of practice in education
- Lack of practice of product development based on market research
- No local grants are available

Solutions

- Development of an internship model
- Engagement in the process of curricula development in universities
- Mentorship with bonus system (in case of success, mentor gets share of profit)
- Expert-to-expert sessions
- Initiate an intensive communication with the Government
- Conduct market research

- Practical sessions for students

5. Lack of qualified specialists in Digital Art

Issues

- There is a huge gap between educational outcome and business demand
- Digital Art is not considered as a career option
- Lack of role models and promotion of success stories

Solutions

- Engage business into the process of education of qualified trainers / lecturers
- Promote success stories
- Advocate for inclusion of Digital Art in educational institutions as a specialization

6. Culture of working as freelancers vs. working for own products

Issues

- Lack of success stories to motivate others
- Developers have a reputation of a stranger
- Need of awareness raising

Solutions

- Work with traditional and social media to support the approach of working for own project
- Access to funds to initiate own project
- Advocate for Government support
- Teach at schools and universities to change the mindset

7. Availability of PayPal and Google Merchant

Issues

- No access to PayPal and Google Merchant

Solutions

- Lobbying to Central Bank of Armenia to come closer to the goal

8. Platforms for networking and advocacy

Issues

- High travel cost

- Visa-related issues

Solutions

- Bring successful training models to Armenia
- Promote success stories
- Organise gaming global event in Armenia
- Advocate for Government support
- Advocate for visa support for IT sector
- Make trainers and investors available to locals
- Access to acceleration (training, mentorship) for early-stage start-ups

Selection of 3 Issues to move forward with identification of stakeholder and actions.

1. Lack of experts in Business Development (HR, Marketing, Program Manager) (1)

Stakeholders

- Ministry of Education and Science
- Higher educational institutions: State engineering university, RAU, AUA
- Microsoft Innovation Centre
- IBM
- BSC
- Diaspora organisations: IDEA Foundation Repat Armenia, AGBU young professionals programme, Birthright
- Startup Factory
- GIZ
- IMC – Institute Management Consulting of Armenia
- Ketone Consulting
- Granatus Ventures
- Ernst and Young
- Teach Surf
- Hive Fund
- HR Association
- Hye Tech Network
- SME DNC
- Armenian Marketing Association
- Armenian Project Management Association

Action

- Create a term sheet to develop standards and make them available for local start-ups
- Advocate for amendment to legal framework to ease the process of stock-sharing and to make equity crowdfunding possible in Armenia

2. Gap between education system and business / market (2)

Stakeholders

- Ministry of Education
- Ministry of Economy
- Ministry of Transport and IT
- Prime Minister's Office
- Microsoft, IBM, delivering trainings for university students
- Public Sector: Educational institutions (RAU, State Engineering University)
- Extra-curricular hubs such as TUMO
- UNDP, Mergelyan Institute, Colba Lab, Startup Factory
- ANEL company
- UITE – schools, Armath clubs
- Union of Employers of Information and Communication Technologies
- Business Support Center
- Schools: Quantum College, Ayb schools
- Higher educational institutions – State Engineering University, AUA, RAU, National Academy of Sciences
- Diaspora organisations – AGBU, Repat Armenia, IDEA Foundation
- YerevanN
- GIZ
- All participants and their organizations

Action

- Replicate Armath lab in all schools
- Engage industry professionals in education
- Promote vocational education
- Creating labs – engineering, marketing, art etc.
- Mapping of needs and resources
- Organise career orientation sessions in operational labs
- Advocate for providing privileges to businesses engaged in education
- Create a mechanism jointly with Procurement Agency to order product development to universities
- Enlarge the scope of the UITE “One company-one school” Project
- Suggest universities to include business representatives in their management boards
- Develop educational programs by the industry professionals for non-specialists
- Study visits abroad to other successful companies for experience exchange

3. Access to funds especially for start-ups (3)

Stakeholders

- Granatus Venturs

- EIF
- Ministry of Transport and IT
- DFA
- Venture, angel investors
- Y Combinator, Seedstars and other accelerators
- Startup Factory: Narek Vardanyan
- Foreign accelerators
- AGBU
- Ministry of Foreign Affairs and Embassies
- Sevan Startup Summit

Action

- Create a group of Angel Investors to boost early-stage financing
- Activate the operation of stock market
- Advocate for changing the business environment to avoid investor demand to register in western countries instead of Armenia
- Support the PR campaign of UITE - WhyArmenia

FILM

Mapping and prioritization of issues

N	Issues	Votes
-	Vision of development of film industry by the Government - removed from issues as an auxiliary solution for all issues	20
1	Poor distribution both in-country and internationally	18
2	Absence of legislative framework on film Industry	17
3	Poor marketing in film-industry / lack of marketing specialists and sales agents	15
4	Low quality of education / non-existence of a branch of a leading school in film-making	14
5	Lack of funding sources / non-transparent distribution of allocations from state budget / taxation	14
6	Lack of producers / Qualification & poor experience of producers	13
7	Professional forum/platform for networking / lack of culture of cooperation	13
8	Making Armenia an ideal place film-making / foster film-making in Armenia	13
9	Small network of cinemas	11
10	Access to international festivals, film-markets / transparency in subsidising mechanism for participation by the Government	11

11	Digitization of films / Film registry to have an archive of films	11
12	Lack of events e.g. film-market, conferences, workshops	10
13	Poor knowledge of English in the field	10
14	Privileges for making Debut Films by the Government	10
15	Undervalued Documentary film industry, especially in education system	7
16	Rehabilitation of state-run "Hay-film"	5
17	Lack of use of technology in education process	3

Group 1. Poor distribution of films both in-country and internationally

Issue

- TVs are not supportive and cooperative
- The field is monopolized by a few companies – it became expensive
- Lack of new technology for using in pre and post-production
- Stories of films are not interesting
- Censorship
- Tax burden is huge
- No subsidies from the state budget for screening films in cinemas and on TVs

Solutions

- Lobbying for a new law
- Lobbying for providing priority in allocating subsidies to the projects that already have sales agent
- Using alternative tools for marketing e.g. screening in cafes, small local halls
- Lobbying for allocation of funds for experts to be engaged in development and pre-production

2. Absence of legislative framework on Film Industry

Issues

- Lack of information provided by policymakers
- Lack of specialised law firms / lawyers / consultants / experts
- Discourse on developing the draft law is not open
- Draft law has little ground with reality
- Field experts lack knowledge

Solutions

- Create a forum to raise knowledge and share experience
- Invite international experts to Armenia
- Initiate and participate in trainings

- Advocacy / lobbying for incorporation of regulations demanded by the industry
- Ensure media involvement in the process
- Carry out professional research to identify real needs and solutions
- Identify and punish those who play against the development of the industry

3. Poor marketing in film-industry / lack of marketing specialists and sales agents

Issues

- Lack of interest and demand internationally towards Armenia
- Filming only melodramatic films on Government funding which is annoying
- Poor representation of Armenia films in the international market
- Strict film-censorship for films produced on Government funding

Solutions

- More allocations from the state budget
- Restructuring the schools for producers – (unite the departments of producers from various state educational institutions into one school)
- Develop criteria for financing film making based on international experts
- Establishing an Armenia-Diaspora cinema network
- Developing marketing strategies separately for in-country and international marketing for Armenian films

4. Low quality of education / non-existence of a branch of a leading school in Film-making (particularly in Art - Art-director, designer, sound engineer etc.)

Issues

- Educational curricula are following the international trends and don't correspond to current needs
- Provided knowledge is not reinforced by practice
- Corruption in education system
- Lack of technology/equipment in the educational process

Solutions

- Revising the educational curricula in compliance with those taught internationally
- Development of an education fund to produce films during education process as a practice
- Creating opportunity for exchange of students and teachers with leading schools
- Cooperation with international educational institutions
- Ensuring transparency to avoid corruption

5. Lack of funding sources / non-transparent distribution of allocations from state budget / taxation

Issues

- TV finances film-production, it should be the opposite
- Non-transparent mechanisms for distribution of allocations from state budget
- Poor culture of financing by private sector
- There should be grants instead of co-production with public structures
- Taxation

Solutions

- Create a fund and develop a new law to regulate the operation of the fund
- Develop mechanisms for transparent and effective management
- Lobby for providing tax credit and tax shelter
- Profit of TV companies to be redistributed in favour of film-makers

6. Lack of producers / Qualification & poor experience of producers

Issues

- Affected by the absence on Law on Film Industry
- Poor educational curricula
- Absence of on-the-job training opportunity
- Absence of special school of producers
- Low-level production of films

Solutions

- Master classes by experienced international experts
- Study international experience especially that in neighbouring Georgia and Iran
- Engagement in the law-making process on Film Industry
- Creating pitching opportunities
- Practice / internship opportunity during or after education
- Boost production in Armenia
- Organisation of a conference under the auspices of the Government with participation of professionals from overseas
- Develop mechanisms for local producers to accompany film-makers producing in Armenia

7. Professional forum/platform for networking / lack of culture of cooperation

Issues

- Existing festivals are isolated and not engaging
- Lack of trust
- Lack of promotion of interests of the industry – individualistic approach is prevailing

- No market research on demand from the society

Solutions

- Development of packaging industry
- Organize exhibitions of films
- Make the existing platforms interesting for local market
- Create networking platforms including online
- Foster openness and trust among professionals
- Raise awareness of field actors on integrity / conflict of interest
- Make the process of financing from the state budget transparent and make the pitching process for getting subsidies public
- Carry out market research

8. Making Armenia an ideal place for film-making / fostering film-production in Armenia

Issues

- Lack of tax benefit system
- Lack of qualified professionals
- Lack of understanding on what makes Armenia unique and specific
- Low budget incentives for filming by international producers
- Poor infrastructure

Solutions

- Providing privileges in taxation
- Transform film-making into a profitable business in the country
- Study and apply the best practices of other countries (e.g. City Fund in London)
- Connect film industry to local development plans
- Armenia should be co-producer of major projects worldwide to be attractive
- Improve education system and provide more opportunities for practice and experience exchange

Selection of 3 issues

Issue # 1. Legal framework on film industry (2)

Stakeholders

- Ministry of Culture
- Hoshki Film
- Bars Media
- AUI pictures
- Golden Apricot
- Cas Art

- Producers from abroad
- Foreign producers
- Legal advisor
- Experts from neighbouring countries, legal advisor
- Melik Karapetyan
- Hovhannes Galstyan
- Vardan Hovhannisyan
- Arsen Grigoryan
- Arsen Baghdasaryan
- Hayk Marutyan
- National Cinema Center
- Distributors from different sectors: sales agents, etc,
- Hayk studio
- Cinema center should be involved in solving the issue too
- Film unions

Action

- To gather and finance a group of lawyers to develop a new law
- To do research (apply to GiZ SMEDA for help)
- To form a working group to coordinate the process

Issue # 2. Low quality of education / non-existence of a branch of a leading school in film-making (4)

Discussion

Understanding of optimization of education system

Each year we have more than 40 students studying different aspects of film industry, whereas in Sweden for example they are only 4 students and that's the positive aspect of the issue, it helps them become good specialists

Stakeholders

- Ministry of Education and Science
- Ministry of Diaspora
- Students, graduates
- Senior management of higher educational institutions
- Private schools
- Foreign schools (to certify courses)
- Georgian Cinema Centre
- EAVE
- Universities: AUA, RAU
- AGBU
- Tumo
- Good Pitch

- Mediamax
- Armenian TVs
- Armenian students having graduated from different universities
- UWC Dilijan
- Sharm

Action

- Organise a signature campaign or create a platform to found an alternative school with new approaches, curricula, quality specialists
- Mapping the formal and informal courses and generate resources to unite them under the auspices of the Government
- Accreditation and licensing of education
- Invite Mini EAVE to Armenia
- Finding financial resources and conducting a comprehensive qualitative research
- Creating a platform to meet regularly and develop a roadmap
- Create a platform for information sharing among young specialists and students. Raise awareness on exchange-programs to boost the film industry in Armenia.

Issue # 3. Lack of funding sources / non-transparent distribution of allocations from state budget / taxation (5)

Stakeholders

- Ministry of Economy
- Ministry of Culture
- Banks to provide cheap loans
- Insurance agencies
- Agencies for tourism development
- Sahakyants studio
- All studios are stakeholders
- Producers
- National Cinema Center
- TVs
- EurlImage
- Tax Service
- Regional structures and institutions e.g. Marzpetarans

Action

- Initiate an alternative private fund
- Develop financing mechanisms for regional projects
- Carry out research on demand of types of films that get funding

Inventory Reports for Creative and Culture Industry

Overview: Armenia's Culture and Creative Industry

The cultural and creative landscape of Armenia is diverse and unique. It is a combination of tangible and intangible heritage retaining the age-old values, while the country is trying to keep up with the current and emerging trends as well.

Yerevan, the capital and cultural hub of Armenia, is home to most cultural centres. 68 museums and cultural halls are located here, with only up to 8 museums and 2-3 halls operating in Lori and Shirak regions respectively, according to the UNESCO Culture for Development Indicators (CDIS) research.¹

Most cultural entities are located in Yerevan's small centre or at a walking distance from it, e.g. National Academic Theatre of Opera and Ballet, Armenian Centre for Contemporary Experimental Art, Moscow and Nairi Cinemas, Sundukyan National Academic Theatre, Hrachya Ghaplanyan Drama Theatre, Stanislavski Russian Theatre and other cultural hubs. Some advanced movie theatres are located within commercial centres in more remote areas of the capital and offer relatively higher ticket prices for film screenings.

Similar to cultural centres, most educational institutions providing specialisation in the field of culture and creativity are located in Yerevan, with state colleges and some branches of higher educational institutions situated in the regions.

Currently there are 24 state-funded higher educational institutions in Armenia; 6 of them provide education in the field of culture: Yerevan State University, Armenian State Pedagogical University, Yerevan State University of Architecture and Construction, Yerevan State Conservatory, Yerevan State Academy of Fine Arts and Yerevan State Institute of Theatre and Cinematography. In the 2015-2016 academic year 1240 students (816 females) entered higher educational institutions to specialise in art, culture and creativity; the number of graduates totalled 706 (females: 457).²

There were 8 and 5 post-graduate students in the same academic year, enrolled in post-graduate programmes in art history and sociology.³

In addition to higher educational institutions, there are a few VET institutions that provide courses and trainings for those seeking a qualification in creative industries.

Armenia's long-term strategic development plan for 2014-2025 stipulates for annual trainings for about 700 students and 500 teachers of art schools of Armenia and Artsakh by leading specialists of the republic.⁴

¹ <https://www.culturepartnership.eu/am/article/arm-facts-sheet>

² http://www.armstat.am/file/article/soc_15_6.pdf

³ http://www.armstat.am/file/article/soc_15_7.pdf

There are 227 art schools and cultural centres operating in Armenia in (2015-2016), with a total of 45 605 students enrolled (female students accounting for 65.2%). 50 of the centres and educational hubs are based in Yerevan. 16 920 students attend music schools (6 153 of them enrolled at Yerevan-based schools); 2 238 students attend schools of fine arts (596 in Yerevan) and 14 040 students attend other creative centres (11 580 students in Yerevan). Art schools and creative centres are open for students aged below 7, 7-19 and above 19. In 2015-2016 1 895 students (1 277 female students) participated in different festivals and contests and 1 199 won awards.⁵

With regard to general elementary schools, only 8,33% (16 hours) of academic program is allocated for creativity and arts-related courses.

Currently Armenian film industry can be regarded as a developing field, which receives the support of public institutions, international organisations and Diaspora-Armenian foundations. Overall 37 films were produced in Armenia in 2015, the production of 12 other films anticipated for 2016-2019, as of 2016.⁶ Film screenings are organised by cinemas and cultural centres, with the price ranging from AMD 500 to AMD 5500.⁷ Free screenings are also available, organised by some cultural and entertainment centres of Yerevan.

A total of 19 concert organisations operated in the republic in 2015. 563 concerts, including 68 philharmonic concerts were organised in Armenia in 2015, attracting 182.9 thous. people as audience. The proceeds generated totalled AMD 81.4m, with proceeds from per concert amounting to 144.5 on average. 13 concerts were held in Yerevan, attracting 80 771.9 people as audience. 77 concerts were organised abroad: 40 in Europe, 14 in CIS countries, 5 in the USA, the rest in Lebanon, Turkey and Latin America, etc.⁸ Ticket price for concerts by local artists ranges from AMD 1000 to AMD 40 000.⁹

A total of 2885 theatre performances were organised by 26 organisations in Armenia in 2015, bringing together 512,739 people as audience (7,681 audience in the regions). Proceeds from theatre performances totalled AMD 412.1m, with only 0.9% accounting for regional performances. 34.2% and 14.5% of proceeds were generated from musical performances and puppet shows. Proceeds from per performance on average totals AMD 142.8 thous. in urban areas and AMD 55.0 thous. in rural communities.¹⁰ According to UNESCO Culture for Development Indicators (CDIS) research, theatre performances are attended by 170 of 1000 RA citizens only. Ticket price for per theatre performance ranges from AMD 500 to 4000.¹¹

⁴ <http://www.gov.am/files/docs/1322.pdf>

⁵ http://www.armstat.am/file/article/soc_15_3.pdf

⁶ http://www.armstat.am/file/article/soc_15_22.pdf

⁷ <https://www.tomsarkgh.am/hy/category/%D4%BF%D5%AB%D5%B6%D5%B8>

⁸ http://www.armstat.am/file/article/soc_15_23.pdf

⁹ <https://www.tomsarkgh.am/en/category/Concert>

¹⁰ http://www.armstat.am/file/article/soc_15_24.pdf

¹¹ <https://www.tomsarkgh.am/hy/category/%D4%B9%D5%A1%D5%BF%D6%80%D5%B8%D5%B6>

Overall, the accessibility to cultural entities from financial perspective remains a problem for lower income families, with minimum monthly salary totalling AMD 55 000¹², and 29.8% of the Armenian population still living in poverty.¹³

Average salary of specialists in the field of culture, entertainment and recreation is AMD 133 338 and AMD 107 593 for public and private sectors respectively.¹⁴

Inventory Report: Advertising/Marketing

Overview: Advertising and Marketing

With the growing need in professional Communication and Marketing, the Armenian market has seen a substantial growth in the number of companies and professionals specializing in the field. The recent decade has shown that Marketing is regarded as one of the core pillars of the company as compared to 20 years ago when the industry was mostly neglected.

In parallel with the development of marketing industry worldwide, the Armenian educational institutions are introducing Marketing as one of the offered majors. Alongside professional education, the vocational education is currently developing and more and more educational centres or specialised companies are introducing Marketing as one of their main training courses. Digital Marketing has become a top course offered by most companies.

Note: This inventory report also covers Public Relations as a Communications discipline.

State Organisations

National Committee on Television and Radio

Established in 2001, the Committee members are appointed by the President and the National Assembly of Armenia. The committee comes up with the legal framework for the TV and radio companies operating in Armenia. It delivers licenses to the companies wishing to start TV or Radio broadcasting in Armenia.

nctr@tvradio.am; +37410 528 370

Public Council of the Republic of Armenia

Committee on Science, Education, Culture, Youth and Sport of the Public Council of Armenia. The Public Council of Armenia is competent to undertake expert evaluation of the Armenian laws and other normative Acts and to hold consultations and hearings with regard to those problems, laws and decisions, which have received much public attention, and to involve citizens and representatives of civic associations and mass media.

public@publiccouncil.am; +37410 523 407

External Design and Advertising Department of Yerevan Municipality

<https://www.yerevan.am/en/staff/>

The Department is responsible for outdoor advertising and signboards in Yerevan.

+37411 514 212

¹² http://www.armstat.am/file/article/poverty_2016a_2.pdf

¹³ http://www.armstat.am/file/article/20.trud_2016_13.pdf

¹⁴ http://www.armstat.am/file/article/sv_01_17a_142.pdf

Private Companies

Backbone Branding

<http://www.backbonebranding.com/>

Backbone Branding is an independent branding studio offering the following services: Branding, Logo Development, Visual Identity Development, Packaging, Editorial Design, Product Design, Rebranding and Redesign.

pr@backbonebranding.com; + 37491 366 008

BTL

<http://www.btl.am/>

The main services proposed are Online/Outdoor/ TV/Radio Advertising, Graphic Design, Consumer promotion, Trade promotion, Event marketing, Promo production.

info@btl.am; +37410 589 957

McCann-Erickson Armenia

https://www.facebook.com/pg/McCannYerevan/about/?ref=page_internal

As a part of the family McCann Yerevan, came to Armenian market in 2001.

It was one of the first full advertising network agencies with large portfolio of international clients. The company offers: Strategic Planning, Creativity, Media Services, Production, Promotion& Event Organization.

irinachaltikyan@mccann.am; +37410 254 527

Media Group

<http://media-group.am>

Founded in 1998 Media Group is an advertising agency. The company renders expertise and capabilities in media and digital communications services. The scope of services includes Digital Marketing, Advertising, OOH, BTL, and Communications Strategy.

info@media-group.am; +37410 543 357

Deem Communications

www.deemcommunications.com

Public Relations and Marketing agency provides professional training on PR, Marketing, Event Management and Graphic Design. The company represents Media Consulta, the German-based Communication network in Armenia and is as well a local partner for Ketchum-Maslov, a leading global PR network.

deem@deemcommunications.com; +37410 587 711

Modd Events

<http://modd-events.com/>

The company is specialised in event-management and organises corporate, social, cultural and sport events.

armenuhi@modd-events.am; + 37460 549 040

Publicis Armenia

<http://www.publicis.am/>

The main areas of specialisation include Branding, Advertising, Marketing, Sales and Media Planning.

info@publicis.am; +37410 537 441

Sharm Holding

<http://sharmholding.com/>

"SHARM Holding" company was established in 1991 and currently holds a leading position in the area of advertising and show business in Armenia. The Holding incorporates advertising agency, production agency and the production centre, which deals with realization of so-called "special" projects.

info@sharm.am; +37410 565 557

Marog Creative Agency

<http://www.marogmarketing.com/en/>

The company offers advertising, event management, branding and digital marketing services.

info@marogmarketing.com; +37410 544 511

SPRING

<http://spring.am/>

The Company is specializing in strategic communications, planning and development in PR, GR, advertising, marketing, branding, mobile marketing services, researches for local and international business.

info@spring.am; + 37410 500 561

Brand

<http://braind.am/>

The Branding Agency offers numerous services in brand identity, digital media, packaging & design, creative support.

info@braind.am; +37411 999 045

IP Marketing

<http://ipmarketing.am/>

The Digital Marketing agency specialises in a wide range of areas: media planning, advertising, SEO, mobile marketing, analytics, social media marketing, etc.

info@ipmarketing.am; +37460 511 511

ArPR Holding

ArPR Holding was established on August 13th 2013. As its main tool the company uses public relations (PR) which is being used in traditional and non-traditional ways in spheres of marketing, management, consultancy, crisis communications, event management, as well as sport and cultural management.

info@arprholding.com; +37441 136 313

SAEGE Consultants

<http://saegeconsultants.com/>

SAEGE Consultants in cooperation with the top professionals will introduce the latest developments, innovations and news in PR world by seminars, discussions and workshops. This 5-day program will help you obtain essential knowledge in the spheres of PR, Social Media and Communication.

info@saegeconsultants.com; +37477 515 777

Concept Studio

<http://conceptstudio.am/>

The design agency offers branding, digital design, advertising, web development services.

info@conceptstudio.am; +37411 202 311

Maeutica Branding Agency

<http://maeutica.com/maeutica/>

The Branding agency offers forums and seminars in branding primarily for the businesses and individuals specializing in the fields of Marketing, Communication, Branding, etc. A very recent seminar was named "Brands & Businesses" and was dedicated to different aspects of Branding.

yerevan@maeutica.com; +37495 500 443

Aurora Baréalisse Marketing

<https://www.behance.net/aurorabarealisse>

It is a full service Marketing & Branding agency founded in 2012 in Yerevan. The expertise includes market analysis, branding, sales, social strategy.

info@aurorabarealisse.net; +37498 287 672

Doping Creative Advertising

www.doping.am

The Creative agency offers branding, design and production services.

info@doping.am; +37499 603 608

PR Group

<http://pr-group.am/>

The agency offers social media marketing, printing, BTL services.

info@pr-group.am; +37443 705 005

MediaBrand Agency

<http://www.mediabrand.am/>

The company offers PR & Media support, event management, full PR support, once-time PR services, organisation of conferences, BTL-actions, etc.

ara@mediabrand.am; +37410 544 531

Institute of Political and Sociological Institute

<http://ipsc.am>

The Communications Department of the agency is specialized in communications strategy development, change management consulting, CSR, reputation management, PR consulting. info@ipsc.am; +37410 204 772

Triada Studio

<http://triadastudio.com/>

Triada Studio is a creative production and post-production company. From the basic idea through storyboards, style frames and creative solutions to final delivery, the company implements short or long term projects for commercials, TV channel branding, visual effects for feature films, main titles sequence design, architectural and industrial visualizations. info@triadastudio.com; +37491 407 795

Starcom Media Vest

<https://www.facebook.com/StarcomMediaVestArmenia/>

Starcom is part of Publicis Media, which is supported by seven Global Practices. info@starcommediavest.am; +37460 696 060

Unions/Associations/NGOs

Armenian Marketing Association NGO

www.armenianmarketing.com

Founded by a group of marketers in 2002, Armenian Marketing Association is a public organization. At the beginning of its activity, the Association focused mainly on qualitative and quantitative research and professional marketing advice. Currently the Association implements wider scope of activities including the following: consultation on marketing issues, market and social researches, managing and implementation of promotion projects, developing and production of information materials ama@netsys.am, +37410 540719

Armenian PR Association NGO

www.apra.am

The Association aims to establish effective communication and information mechanisms in Armenia. The Association implements the following activities to achieve its goal: promotion of effective dialogue and cooperation, creation of independent mechanisms for information provision and feedback for state, private and other sectors as well as institutionalise professional PR education in Armenia. info@apra.am; +37410 520 228

Armenian PR Association Scientific-Informational NGO

<https://www.facebook.com/PRassociation/>

The NGO aims to discuss public relations at academic level, organise trainings and events to enhance the level of public relations in Armenia.

The NGO has organized different campaigns: Book Festival at Yerevan State University, Learning PR Tools, Days of Armenian Regions in Yerevan, Political PR Technologies, Prnews, PR cocktail, etc.

prarmenian@gmail.com

Festivals/Forums

Yerevan Outdoor Advertising Festival

<http://www.yoaf.am/>

Yerevan Outdoor Advertising Festival is the first full scale outdoor advertising festival taking place in Armenia. It aims at improving the sector as well as inspiring the companies engaged in advertising activities. The Festival incorporates not only the awards ceremony, but will have educational elements as well.

+37477 515 777

Public Relations and Communications Annual Conference

<http://www.spring.am/public-relations-communications-annual-conference>

The conference aims to present the trends and achievements in the world of communication and business, showcase the problems and development trends, boost the scientific collaboration between leading local and international experts of these fields. The conference takes place at the initiative of SPRING PR-company jointly with the Armenian Public Relations Association (APRA), supported by YSU Faculty of Sociology and the Scientific-Educational Centre of Yerevan Brusov State University of Languages and Social Sciences.

info@spring.am; + 37410 500 561

PR Summit Armenia

<http://www.deemcommunications.com/prsummit/#about>

PR Summit Armenia is a platform for communications professionals to explore the practices and trends of the communications industry globally.

PR Summit Armenia hosts leading international and local experts to share their experiences. PR Summit Armenia generates discussion among PR and communications practitioners to reveal issues and solutions, inspire ideas and synergies.

pr@deemcommunications.com; +37455 992 245

Festivals/Forums

Yerevan Outdoor Advertising Festival

<http://www.yoaf.am/>

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+37477 515 777

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Association (APRA), supported by YSU Faculty of Sociology and the Scientific-Educational Centre of Yerevan Brusov State University of Languages and Social Sciences.

info@spring.am; + 37410 500 561

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pr@deemcommunications.com; +37455 992 245

Educational Institutions

Armenian State University of Economics (ASUE)

<http://www.asue.am>

The faculty of Marketing & Business Organisation offers both full-time and part-time studies for Bachelor's students who can specialize in Marketing, Commerce, Business Organisation, whereas Master's students can choose to opt for Marketing Communications, Marketing Research or Business.

int@asue.am; +37410 521 720

Yerevan State University (YSU)

<http://ysu.am/faculties/en>

The University, under the Faculty of Sociology, offers Bachelor's degree in Sociology and Master's degree in Sociology & Research and Public Relations. The Faculty of Journalism offers Master's Degree in PR & Media Relations and also Communications, Media & Society.

Marketing courses are offered to students majoring in Business, although marketing itself is not a separate specialization.

Yerevan and Ijevan Branches of the University offer a Bachelor's Degree in "Organisation of Service Activity" which includes courses on event management and marketing.

info@ysu.am; +37410 555 240

Russian-Armenian University (RAU)

<http://international.rau.am/eng/>

The University has a separate Institute of Media, Advertising and Filmmaking, which offers both Bachelor's and Master's degrees in Advertising & Public Relations. The University has been at the forefront of higher education in the fields of Media, Advertising and PR in Armenia. The Business Management Department offers Marketing courses but not a separate degree as such.

info@rau.am; +37410 273 407

French University in Armenia (UFAR)

<http://ufar.am>

The University offers full-time Bachelor's and Master's Degree in Marketing & Sales. The degree covers the courses on Marketing, Sales, PR, and Advertising. The Master's degree concentrates more on the International Marketing. Students obtain 2 diplomas: Armenian and French State diplomas.

communication@ufar.am; +37410 249 647

American University of Armenia (AUA)

<http://aua.am/>

AUA's BA in Business offers a separate track in Marketing, BA in English & Communications offers a track in Public Relations. Marketing Management is offered as part of the curriculum for MBA students.

diana@aua.am; +37460 694 040

European Regional Academy (ERA)

<http://era.am/new/>

The University offers a Bachelor's specialisation in Tourism, which equally explores the event management, marketing and public relations as such.

info@era.am; +37410 246 371

Armenian National Agrarian University (ANAU)

<https://www.anau.am/en/study-prosecc/prof>

The University has a special Agribusiness and Marketing faculty for Bachelor's students. Master's degree in Marketing offers 2 specialisations: Marketing and Product Quality Expertise.

info@anau.am; +37410 524 541

National Academy of Sciences of Armenia – International Scientific-Educational Centre

<http://www.isec.am/admissions/master.html>

The Educational Centre offers a Master's degree in Marketing.

karen.sargsyan@isec.am; +37410 524 812

Vocational Education and Trainings

International School of Marketing (ISM)

International School of Marketing (ISM) was founded in Yerevan in 2014 with the goal to deliver global standard courses to local and international marketers. With the first steps of the core team the International School of Marketing received a license from Digital Marketing Institute to deliver courses in digital marketing in Armenia. The School delivers courses on Digital Marketing, Corporate Sales, PR, Marketing Research, Budgeting, Strategy, Social Media Marketing, Branding and much more.

info@internationalschool.marketing; +37498 275 588

Deem Communications

www.deemcommunications.com

Public Relations and Marketing agency provides professional training on PR, Marketing, Event Management and Graphic Design. The company represents Media Consulta, the German-

based Communication network in Armenia and is as well a local partner for Ketchum-Maslov, a leading global PR network.

deem@deemcommunications.com; +37410 587 711

Smartology Digital Marketing Academy

<http://www.smartology.am/>

The company offers training courses in Digital Marketing and its trends in the world and in Armenia.

info@smartology.am; +37441 472 448

Global Media Lab

https://www.facebook.com/pg/globalmedialab/about/?ref=page_internal

The organisation offers a wide range of training courses and forums on Marketing, Branding, Business Communication, Social Media and Direct Marketing, HR.

info@globalmedialab.net; + 37410 221 239

Microsoft Innovation Centre Armenia

<http://mic.am/>

Alongside numerous training courses in IT, the organisation offers Strategic Digital Marketing course for professionals and non-professionals.

mic@mic.am; +374 99 545 343

Business Support Centre

<http://www.bsc.am/en/>

Under its new project, Quick Start, the company offers professional qualification trainings in Marketing & Sales, Digital Marketing, Public Relations.

bsc@bsc.am; +374 10 57 47 78

Armenian Marketing Association

<http://armenianmarketing.com/ru>

Armenian Marketing Association is a public organization founded by a group of marketers in 2002. At that time the main activities of the Organization were qualitative and quantitative research and professional marketing advice. Successfully working in this field for 8 years the range of Association's services has expanded to training courses as well. The organisation offers European Certification programs for Marketing specialists.

president@armenianmarketing.com; +37493 540 719

Sensei Marketing Academy

<http://www.sensei.am/en/>

The company offers training and certification for those Marketing specialists, who wish to obtain international certification in Marketing. Short-term, long-term and international training courses are offered by the Academy with the participation of international experts.

sun@sensei.am; +37410 581 436

American University of Armenia: Extension Program

<http://aua.am/>

The University Extension offers training and certification courses in Digital Marketing, Human Centric Marketing, and Communications, Event Management alongside numerous other training courses on a rolling basis.

extension@aua.am; + 37460 612 706

Management Mix – Armenia

<http://www.managementmix.com>

The consulting and training company offers a wide range of Marketing courses in Digital Marketing, Strategic Marketing, Brand Management, Hotel Marketing and more.

info@managementmix.com +37410 580 441

Innovative Solutions & Technologies Centre

<http://www.eif.am/eng/projects/ibm/>

ISTC Student Academy offers Digital Marketing workshops for students only as part of its Academy.

info@istc.am; +374 012 219 700

Armenian Public Relations Association

<http://www.apra.am/>

Being the first institutional-educational initiative of the Armenian Public Relations Association, the PR Academy is a vocational training centre that offers trainings in the sphere of public relations and communications. Purpose of the PR Academy is to promote the Public Relations knowledge and assist PR practitioners to stay updated on current PR techniques and technologies.

info@apra.am; +37410 520 228

#ChorMarketing

<http://chormarketing.com/>

It is a series of workshops dedicated to online and offline Marketing tools and practices that are offered to both beginners and professionals.

info@chormarketing.com; +37498 887 237

Maeutica Branding Agency

<http://maeutica.com/maeutica/>

The Branding agency offers forums and seminars in branding primarily for the businesses and individuals specializing in the fields of Marketing, Communication, Branding, etc. A very recent seminar was named “Brands & Businesses” and was dedicated to different aspects of Branding.

yerevan@maeutica.com; +37495 500 443

SPRING

<http://spring.am/>

Strategic PR Initiative Group is specializing in strategic communications, planning and development in PR, GR, advertising, marketing, branding, mobile marketing services, researches (and etc.) for local and international business. It has a PR and Communications Annual Conference held in cooperation with APRA (Armenian PR Association).

info@spring.am; + 37499 880 023

SAEGE Consultants – Summer School

<http://saegeconsultants.com/>

SAEGE Consultants in cooperation with the top professionals conduct seminars, discussions and workshops on the latest developments, innovations and news in PR. This 5-day program provides essential knowledge in the spheres of PR, Social Media and Communication.

info@saegeconsultants.com; +37477 515 777

ArPR Holding

<http://www.arprholding.com/>

ArPR Holding LLC was established on August 13th 2013. As its main tool the company uses public relations (PR) which is being used in traditional and non-traditional ways for marketing, management, consultancy, crisis communications, event management, as well as sport and cultural management. Together with its major services, it offers training and consultancy.

info@arprholding.com; +37441 136 313

Armenian-Indian Center for Excellence in ICT

<http://www.armindia.am/>

The Centre organises training courses and workshops on Marketing and Sales and recently has launched a Digital Marketing training.

info@armindia.am; +37410 556 810

Centre for Intellectual Capital

https://www.facebook.com/pg/CICArmenia/about/?ref=page_internal

The Centre offers numerous workshops aimed at the development of the services sector in Armenia. A wide range of workshops include Marketing, Sales, Event Management and others.

+37494 211 304

Mergelyan Club

<https://ntefund.am/>

Mergelyan Club aims to support knowledge-based social-economic development in Armenia, to encourage students, young scientists and specialists of the industry to present their ideas, achievements and to pursue scientific studies, research in the field. Marketing is covered within the Digital Marketing.

membership@ntefund.am; +37411 992 995

CEED Armenia

<http://ceed-armenia.org/>

CEED's mission is to provide entrepreneurs and their executive teams the know-how and networks they need to accelerate the growth of their businesses and to promote an entrepreneurial culture in the broader society.

info@ceed-armenia.org; +37460 516 102

Yerevan Legal-Economic & Management College

Among various areas of specialisation the College offers one in Marketing, which awards a State Diploma of RA.

college@netsys.am; +374 10 613 861

Yerevan Regional State College N2

The College offers courses in Marketing and Sales.

n2college@mail.ru; +374 10 672 790

Yerevan Regional State College N1

With the decision of interdepartmental committee, which was founded with the decision of the Prime Minister of Republic of Armenia in 2007, in competition the college was included in European Union budgetary support programme's list of 12 pilot colleges.

The College offers specialisation in Marketing and Sales.

info@yerevancollege.am; +37410 285 782

Agrarian College of the ANAU

The College offers specialisation in Marketing.

college@anau.am; +37412 525 937

French College in Armenia

The College offers 3 types of specialisation, one of which is Marketing.

info@lpfa.am; +37410 249 664

Online Platforms

Global Media Lab

https://www.facebook.com/pg/globalmedialab/about/?ref=page_internal

The organisation offers a wide range of training courses and forums on Marketing, Branding, Business Communication, Social Media and Direct Marketing, HR.

info@globalmedialab.net; + 37410 221 239

Sector Related Legal Framework

RA Law on Advertising - <http://www.arlis.am/DocumentView.aspx?docid=75427>

RA Law on Mass Media - <http://www.arlis.am/DocumentView.aspx?docID=1379>

RA Law on Television and Radio - <http://www.arlis.am/DocumentView.aspx?docid=73839>

RA Law on Language - <http://www.arlis.am/DocumentView.aspx?DocID=90418>

Inventory Report: Film

Subsector Overview: Film Industry

Armenian film industry boasts rich history, with roots going back to early 20th century. Since its inception, the industry has undergone several stages of development and produced many gifted professionals.

Currently Armenian film industry can be regarded as a developing field, which receives the support of public institutions, international organisations and Diaspora-Armenian foundations. There is only one institution in Armenia, providing higher education in the field: Yerevan State Institute of Theatre and Cinematography, with its branches operating in the cities of Gyumri, Vanadzor and Goris.

There are about ten state colleges and private VET intuitions providing courses and training on performing arts and filmmaking.

Several unions and associations of Armenian filmmakers pursue a common objective of building a more favourable environment for the development of cinematography in the country.

Armenia annually hosts about ten festivals and forums aimed at presenting and promoting Armenian cinematography across the country. Considering cinema a vital element of the Armenian culture and acknowledging the importance of educating younger generation on the field, a few initiatives take place annually with an aim of promoting the key highlights of Armenian cinematography among children. Other initiatives acknowledge cinema as a platform promoting social and cultural dialogue between nations (e.g. Armenia-Turkey Cinema Platform).

Founded in 1923, Hayfim studio has long been a national value in Armenia with a rich legacy of cinematography behind. The studio was, however, privatised in 2003-2004. Efforts are currently taken to resume the studio's operations. RA Ministry of Culture is in talks with international organisations to attract financial resources for its 'revival'.

Overall, films remain a popular form of culture in Armenia, with screenings organised at different cultural centres and entertainment places (cafes, clubs and pubs), in addition to cinema halls.

State Organisations

Ministry of Culture of the Republic of Armenia

www.mincult.am

The Ministry of Culture is a state structure of executive power, developing the policy of the Government of Armenia in the field of culture. Functions are provided through the activities of the structural units and individual units (departments, divisions, agencies), 75 state non-profit organisations (theaters, concert halls, museums, libraries, educational institutions, etc.), SJSCs and the Office of the implementation of the programmes state institution. The ministry drafts legislation, develops targeted programs, strategies, concepts, and development programs, attaching special importance to the cooperation both with foreign governmental and international organisations, as well as the territorial administration and local governments, creative unions, NGOs with cultural orientation. All the activities and initiatives of the ministry aim to maintain and replenish the cultural heritage, promotion and development of contemporary art.

info@mincult.am; +37410 529 349

National Cinema Centre of Armenia

www.ncca.am

The National Cinema Centre of Armenia is a state donor organisation setting state cultural policy in the film sector. It provides state support to national cinematography encouraging and developing the traditions of Armenian cinematography with a focus on the issues of national importance. The ANCC participates in

international festivals, promotes the national cinema in international film markets. It also organises production of animation and films for youth.

kinokentron@yahoo.com; +37410 500 238

Hayk Documentary Film Studio

<http://haykdfs.com/>

Documentary film studio Hayk produces films promoting the education of the growing up generation in the spirit of the national traditions, strengthening the patriotic spirit, as well as propagandising the role and importance of Armenia in the world's culture.

+37410 357 011; info@haykdfs.com

Private Studios/Production Companies

Bars Media Documentary Film Studio

<http://www.barsmedia.am>

In addition to documentary films, Bars Media also produces public service announcements and television programs, covering a wide spectrum of subjects. Some of the topics portrayed include arts and culture, education, history and politics, ethnic and environmental issues, the reality of war, and the human dimensions of a region experiencing post-Soviet transitions.

info@barsmedia.am; +37410 226 733

Sharm Holding Production Company

www.sharmholding.com

Sharm Holding specialises in production and distribution of films, commercials, creation of brand new and original TV and radio projects, organisation of concerts, PR campaigns, presentations and much more. The company has succeeded in creation of a brand new TV channel and a radio station, conceptual rebranding of large-scale companies, production of documentaries, feature and animation films, production and implementation of theatre projects, publishing of magazines and catalogues etc.

info@sharm.am

Baghinyan Art Video LLC

www.aviplatform.com

Baghinyan Art Video provides following services: film production, installation services, shootings, production of music video and commercials.

kbaghinyan@yahoo.com; +37495 886 680

AnEva

www.aneva.am

AnEva production LLC was founded in 2014. Based in Yerevan, the Company's goal is to develop the film industry in Armenia. It focuses not only on the national feature films' production, but also on the co-production of independent feature, documentary and short films with Europe, Western Asia and USA. anevaproductio@gmail.com; +37491 227 995

ANNIKO Films

www.annikofilms.am

Anniko Films Company was founded in 2009 in Yerevan, Armenia. The company's main goal is to develop film industry in the Southern Caucasus region. They focus on development and co-production of independent feature, documentary and animation films that appeal both to domestic and international audience.

vika.lupik@gmail.com, info@annikofilms.am; +37498615835

HD Studio

<https://vimeo.com/hdstudioarmenia>

Created by industry enthusiasts Karen Khachatryan and Alvina Movsisyan in 2007, HD Studio is a video production company in Armenia. It renders a wide scope of services aimed at meeting comprehensive production needs, ranging from corporate and digital media to television and live coverage. The two areas of the company's specialisation are production and management services which the company handles with respectability, decisiveness and motivation.

hdstudio2007@gmail.com; +37493 175 006

AV Production

<http://avproduction.am/>

AV Production production centre was established in 2010 on November 13, in Yerevan. The centre is shifting its focus on TV and radio broadcasts, advertising, video, film collaborations with local and foreign culture and show business representatives, TV and radio companies, leading magazines and media, as well as a number of representative companies. Since 2010 the production centre also organised a number of concerts, dance and indoor events, tribute evenings, exhibitions, charity events, companies.

info@avproduction.am; +37455 660 633

HOSHKEE Film

www.hoshkee.webs.com

HOSHKEE FILM is an independent film production company based in Armenia. The company is interested in author fiction and animation as well as in films with content for kids and teenagers including cross media projects. They are also willing to start new cultural and educational initiatives.

hoshkeefilm@gmail.com; +37491 505 266

HY Pictures

www.hypictures.webs.com

HY pictures produces documentary and feature films, as well as provides production services for foreign productions in Armenia. The company aims to specialize in making trans-media projects, with a focus on youth. Currently, two trans media projects are in progress.

Being a young company, HY pictures has co-production offices with Norway, another with Poland and project with Lebanon.

hypictures@gmail.com; +37477 756 693

Robert Sahakyants Animation Studio

<http://sahakyants.am>

From the very first films, the studio under the supervision of Robert Sahakyants firmly established itself as a leading one in the Armenian animation. In addition to copyright films, Sahakyants Production produces educational animations for children designed to introduce children to basic math, chemistry, etc.
info@sahakyants.am; +37410 552 220

20 Years Later Production

https://cinando.com/en/Company/20_years_later_films_38932/Detail#summary

20 YEARS LATER FILMS was established in 2011 by Jeff Kalousdian in Armenia with the mission of producing innovative feature, documentary and animation films that appeal to both domestic and international audiences. In 2012, 20 YEARS LATER and Maria Saakyan's ANNIKO Films (Armenia/Russia) joined forces creating 15 years combined film production experience. Drawing on its wide network and human and technical resources, 20 YEARS LATER also provides production services to support filmmakers throughout the region.

22 Production

https://www.facebook.com/pg/the22production/about/?ref=page_internal

22 Production offers services as marketing, branding, video production, media planning, web site creation and development, social pages creation and promotion, producing, event management, 3D animation.

+37460 440 004

Paradise Ltd.

paradi@arminco.com

The NAME production

The NAME production is a non-profit organization, consisting of a group of young producers.

https://www.facebook.com/pg/thenameproduction/about/?ref=page_internal

+37495 662 633; +37496 662 633

Monkey Studio

https://www.facebook.com/pg/monkeycg/about/?ref=page_internal

Monkey Studio produces entertainment, including CG animated feature films, television specials and series. The studio provides digital production services for feature films and high end commercials, from concept design to cutting edge 3D animation.

info@monkeycg.com; +37455 382 618

Manana Centre

<http://www.mananayouth.org/>

Manana youth centre seeks to expand a child's scope of thinking by providing a variety of services. One of the areas of its operation is filmmaking. The centre has produced a large number of animations and documentaries.

info@mananayouthcenter.org, +37410 581 670

Manana Centre Altera Film Studio

The studio specialises in film and PSA production.

+37410 583 620, +37411 583 620

Unions/Associations/NGOs

Golden Apricot Fund For Cinema Development

<http://www.gaiff.am>

The annual Golden Apricot International Film Festival was first held in Yerevan in 2004. It was established by the Golden Apricot Fund for Cinema Development, the Armenian Association of Film Critics and Cinema Journalists, supported by the Ministry of Foreign Affairs of the Republic of Armenia, the Ministry of Culture of Republic of Armenia and Benevolent Fund for Cultural Development.

+ 37410 521042

Armenian Union of Filmmakers

The Union seeks to contribute to the development of cinema and financially and creatively support filmmakers. The Union takes part in international film festivals, also has a vision to organize various festivals.

unikino@yandex.ru

Armenian Association of Film Critics and Cinema Journalists (AAFCCJ)

<http://www.arm-cinema.am>

Armenian Foundation for Promotion of Cinema and TV for Children and Young People: RolanBykov Foundation

<http://www.rolanbf.com/>

The foundation aims to promote the cinema and TV development for children and youth, to develop their individuality and world-view on basis of traditional moral values, to involve children and young people in creative processes, to promote Armenian cinematography, to establish relations with different countries and festivals as well as develop and implement joint international projects in the field of cinematography. The foundation implemented a number of cultural and social projects with the support of the RA President and Government, Yerevan Municipality, UNICEF, UNDP, CIFEJ, OSI, ECFA and others.

+37411 540 230

Doctor Cinema

<http://doctorcinema.org/>

Doctor Cinema is a non-profit organization, established in 2015. It aims at contributing to the development of Armenian filmmaking regionally and internationally, fostering cross-cultural trainings in Armenia and abroad and supporting young filmmakers, as well as conducting social and scientific researches on filmmaking in Armenia.

contact@doctorcinema.org; +37455 511 199

FISH eye ART Cultural Foundation

fishyeart.foundation@gmail.com; +37477 316230

Union of Cinematographers of Armenia NGO

+37410 540 528

Armenian Union of Actors Pubic Organisation

[+37410 536 233](tel:+37410536233)

Film Festivals/Forums

Golden Apricot Yerevan International Film Festival

<http://www.gaiff.am/>

The annual Golden Apricot International Film Festival was first held in Yerevan in 2004. It was established by the “Golden Apricot” Fund for Cinema Development, the Armenian Association of Film Critics and Cinema Journalists, supported by the Ministry of Foreign Affairs of the Republic of Armenia, the Ministry of Culture of Republic of Armenia and Benevolent Fund for Cultural Development. GAIFF has become a hub for filmmakers of all genres with a focus on those advancing universal values of peace, mutual understanding and cultural harmony. The festival annually hosts a number of films representing various nations, ethnicities, and religions, collectively depicting the full richness of the human experience.

37410 521 042

ReAnimaniaYerevan International Animation Film Festival

www.ReAnimania.com

ReAnimania International Animation Film Festival of Yerevan was founded by cartoonist, painter and animator Vrej Kassouny in 2008. As the biggest event in the South Caucasus, ReAnimania plays an integral role in bridging east and west. It is becoming one of the most important emerging festivals, receiving over a thousand film submissions and attracting tens of thousands from around the world. ReAnimania is already becoming one of the most important young animation film festivals welcoming competitors, visitors and animation lovers from more than 75 countries.

contact@reanimania.com; + 37499 671 716

EsEm (I Am) International Debut and Student Film Festival

unikino@yandex.ru

Kin (Woman) International Women’s Film Festival

<http://kinfestival.com/>

The festival aims at promoting women’s creativity, creating network between female filmmakers internationally and promote better understanding of different cultures. The festival’s goal is to address issues of violence, inequality, discrimination, women-related rights and gender issues via films and cinematography.

info@kinfestival.com; +37410 524 419

Rolan International Film Festival for Children and Youth

www.rolanbf.com

The International Film Festival for Children and Young People in Yerevan, in the regions of Armenia and in Nagorno Karabakh has been organised since 2001. Different projects with a focus on culture, education and social issues have been implemented within the scope of the Festival. Each year about 15 000 students in Yerevan and nearby regions get free tickets for the festival.

+37411 540 230

One Shot Cinema Festival

<http://www.accea.info/en/oneshot-2016>

One Shot International Short Film Festival is an open platform established in 2003. The festival also features special programs and panel discussions. One Shot aims to promote independent film production in Armenia. It is special as the films can be submitted in any shooting formats.

info@accea.info; +37410 568 225

HAYAK National Film Award

www.hayak.am

The National Cinema Awards is an annual competition of the films of the Armenian cinematographers. The Cinema Award aims to promote and develop the Armenian cinematography, identify new talents, serve as a uniting platform for Armenian cinema professionals, develop and implement new projects and preserve traditional national cinematography.

info@hayak.am; +37410 500 230

Kinoashun: National Cinema Month

<http://bit.ly/2kcSwYx>

National Cinema Month is a state supported initiative aimed to promotion of contemporary Armenian cinema production and its anchoring into Armenians' cultural life. Besides organising film screenings, the initiative aims at establishing film unions to grow into film network.

kinokentron@yahoo.com; +37410 500 238

Art Fest International Youth Festival

<http://artfest.am/>

Art Fest International Youth Festival has been the initiative of Yerevan State Institute of Theatre and Cinematography, Student Theatre and the Union of Young Creatives organised with the support of the Ministry of Culture and Yerevan Municipality. The annual initiative aims to create and promote creative environment, professional collaboration, skill building and discovering new talents among youth.

info@artfest.am; +37410 530 973, +37499 530 973

We and Our Films Festival

<http://www.cragrer.am/node/3973>

We and Our Films Festival aims at raising awareness on modern Armenian films and animations. Organised by the NAME Production non-profit organisation, it was first held in 2015 with the support of the RA Ministry of Culture, Union of Armenian Actors, Doctor Cinema NGO.

info@cragrer.am; +37410 546 931

DAB Regional Co-production Forum

<http://www.dabhub.com/index.php?al=history>

This is an EU-funded film development programme initiated in 2007 as part of Golden Apricot Yerevan International Film Festival (GAIFF) in Yerevan, Armenia. The main concept of the DAB

Forum is to facilitate cross-border cultural and economic collaboration between countries specifically within the Eastern Partnership Region and the EU by providing a networking platform for regional filmmakers, cinema support organisations and industry experts from around the world.

Educational Institutions

Yerevan State Institute of Theatre and Cinematography (YSITC)

<http://ysitc.am/>

Yerevan State Institute of Theatre and Cinematography (previously known as Yerevan State Institute of Theatrical Arts and Yerevan State Institute of Theatre and Fine Arts) or YSITC is a public education institute and non-profit organization located in Yerevan, Armenia. The institute offers the following courses: acting, directing, cinematography, drama studies, literary work, socio-cultural activities: arts management. It has branches in Gyumri, Vanadzor and Goris.

info@ysitc.am; +37460 279 414

Institute of Media, Advertising & Film at Russian-Armenian University

<http://international.rau.am/eng/discoverRAU/574>

Russian-Armenian University was established based on the state agreement between the Republic of Armenia and Russian Federation in 1997. During the relatively short time of its existence, RAU is one of the leading educational and scientific centre in Armenia as a model of integration in education.

RAU offers a diverse range of undergraduate, graduate and postgraduate programmes. Upon graduation, students receive two Diplomas: Armenian and Russian. It has a department of advertising and filmmaking and offers courses in film and television directing.

info@rau.am; +37410 279 801

Vocational Education and Training Institutions

Courses in Performing Arts and Filmmaking

Gyumri Kara Murza State College of Music

<http://www.dasaran.am/apps/admissioncollege/college/id/14>

Founded in 1934 as the first state college of music of Armenia, the college offers courses in performing arts.

kara-murza@list.ru; +374 312 51312

Pop and Jazz Art College of Yerevan

<https://www.facebook.com/PopandJazzArtCollege>

<http://www.dasaran.am/apps/admissioncollege/college/id/65>

Founded in 1979, the college aims to develop qualified professionals in the field of music. Based on the agreements with Yerevan State Institute of Theatre and Cinematography, Yerevan Conservatory and Armenian State Pedagogical University, the successful college students can be transferred to 2nd and 3rd year groups in the mentioned educational structures.

+37410 487 671

Yerevan State Vocational College N1

www.yerevancollege.am

<http://www.dasaran.am/apps/admissioncollege/college/id/74>

Students based on 9-year and 12-year prior educational can enter the college. The college provides courses in performing arts and filmmaking. It cooperates with Yerevan State Theatre of the Young Spectator and Hamazgayin State Theatre.

info@yerevancollege.am; +37410 285 782, +37410 285 612

Yerevan State College of Culture

<http://www.dasaran.am/apps/admissioncollege/college/id/70>

Founded in 1929 the college replaced the previous video engineering school. The college provides courses in performing arts and filmmaking. Successful students continue education at Yerevan State Institute of Theatre and Cinematography, Yerevan State Conservatory and Armenian State Pedagogical University.

yfcc@mail.ru; +37410 480 580, +37410 480 581

Kapan State College of Art

<http://www.dasaran.am/apps/admissioncollege/college/id/80>

The college has been functioning since 1965. The college provides specialisation in performing arts.

art.kollej@mail.ru; +374 285 24891, +37493 656 014

Mkhitar Sebastatsi Educational Complex of Yerevan

www.mskh.am

Founded in 1989, Yerevan, the Educational complex is a state experimental non-profit public educational institution with alternative educational programs. The complex offers primary and secondary educational programmes and extension programmes. The complex renders courses in a variety of specializations, including performing art. A number of theatre groups operate within the complex.

info@mskh.am ; +37410 740 022

Casting School Film and Television School

The school offers training courses for actors, TV editors, TV and radio announcers, TV camera operators and TV directors.

+374 10 521 401

Yes Casting School

<http://yescasting.am/>

The school was created by Yes advertising. The school provides an opportunity to participate in films, commercials, TV shows, TV production for children, TV programmes and advertising.

info.yescasting@mail.ru; +37477 344 448

UP film studio– @UpfilmClasses

<https://www.facebook.com/upfilmclasses/>

The studio provides courses on the basics of filmmaking.

+374 94 798016

Motif School @motifschool

<https://www.facebook.com/motifschool/>

Founded in 2016, Motif School aims to train professional that are competitive in the Armenian market. It provides trainings in filmmaking, script writing, acting, film production.

+37499 338 283; +37477 338 213

Specialised Infrastructure

Cinemas/Screening Halls

Moscow Cinema

www.moscowcinema.com

Cinema has four halls, with about 900 seats. The halls are fully equipped.

In addition to film screenings "Moscow" cinema organizes various events and festivals, such as Golden Apricot, Yerevan International Film Festival, Rolan International Film Festival, ReAnimania International Animation Film Festival of Yerevan, as well as screenings of Japanese, Indian, French and other films. Moreover, various events undertaken by different embassies are organized here. mosarmcinema@gmail.com; +37410 521 210

KinoPark Cinema

<http://kinopark.am/>

KinoPark is a cinema of new generation, which has 6 halls with trendy equipment. There are 4K ULTRA HD quality projectors, DOLBY ATMOS quality sound, 3D technology.

info@kinopark.am ; +37411 888 888

Cinema Star Cinema

<https://cinemastar.ru/>

The network of cinemas Cinema Star is rapidly developing and expanding its geographical presence. To date, the network cinemas are located in 16 cities of Russia and Armenia. The network includes 26 cinemas, 138 digital screens, which can simultaneously watch a movie 16 480 people. Cinema Star is among the top six of the largest operators of Russian cinema.

info.am@cinemastar.ru; +37460 755 555

Nairi Cinema

Opened in 1920, Nairi Cinema is the oldest movie theatre in Yerevan. The original building was located on Amiryan str. until the 1950s when it was moved to the current building on Mahstots Avenue.

+37410 542 829

Kino Hayastan

<http://www.kinohayastan.am/>

The building was built in Soviet time. Nowadays fully renovated, the cinema operates three halls.

film@kinohayastan.am; +374 10 723 300

Hoktember Kinotatron, Gyumri

<http://www.spyur.am/en/companies/hoktember-cinema/86580>

+374 312 53286

Ani Cinema, Vanadzor

+37455 447 343

Screening Halls

Cafesjian Centre of Arts

<http://www.cmf.am/>

The Cafesjian Centre for the Arts aims to introduce the best of contemporary art to Armenia and present the best of Armenian culture internationally. Opened in 2009, the Centre has been exhibiting unique works of modern and contemporary art and offering a comprehensive program of lectures, films, concerts, and numerous educational initiatives for adults and children.

info@cmf.am; +374-10-54-19-32

LOFT Self-Development and Entertainment Centre

<http://loft.am/>

Loft is a self-development and leisure multifunctional centre, where everything is free, except for time. It hosts a wide spectrum of events and activities.

info@loft.am; +37443 408 864

Aeon Self-development and Entertainment Center

<http://www.aeonyerevan.com/>

AEON hosts a wide variety of events: business lectures, language clubs, games tournaments, film screenings, music performances, cultural evenings, experience exchanges, fun parties. AEON also hosts an annual experience sharing festival, Hartak, with a series of workshops taking place in Yerevan in summer.

info@aeonyerevan.com; +37410 538 766

Naregatsi Art Center

<http://naregatsi.org>

Since its inception, the NAC has annually presented more than 300 concerts, exhibitions, lectures, master classes and film screenings collaborating with artists from Armenia and foreign countries. contribution to Armenian culture, NAC has created numerous unique books, CD's and publications exploring various facets of the rich Armenian cultural heritage.

barev@naregatsi.org; +374 10 580105

The Club

<http://www.theclub.am/>

The Club is a café founded in 2010. There is a book and music library. It is also a hub for film screenings and gatherings of songwriters.

info@theclub.am; +37410 531 361

TumoCenter for Creative Technologies

<https://www.tumo.org>

The Tumo Center for Creative Technologies is a free of charge digital media learning centre in Yerevan, Armenia. Since its opening in 2011, the centre has provided thousands of students aged 12–18 an open environment where they can use the latest in digital tools, learn from media professionals, and explore the intersection of technology and art. It organises film screenings on Fridays.

info@tumo.org; +37410 398 413

Institute for Contemporary Art (ICA)

<http://ica.am/>

ICA provides a comprehensive set of resources, facilities and tools for understanding and operating in the contemporary art scene in Armenia and the wider global art contexts. ICA also organizes film screenings.

info@ica.am; +37494 672 262

Assistance Foundations/Funds

Eurimages – European Cinema Support Fund

www.coe.int/eurimages

Eurimages is the cultural support fund of the Council of Europe. Established in 1989, it currently numbers [37](#) of the 47 member states of the Strasbourg-based Organisation. Armenia Joined the Fund in 2016. Eurimages promotes the European audio-visual industry by providing financial support to feature films, animations and documentaries produced in Europe.

Eurimages has a total annual budget of €25 million. Armenian National Representatives at Eurimages are Susanna Harutyunyan, aafccj@arminco.com and Vrej Kassouny, eurimages.kassouny@gmail.com.

Miaban Cultural Charity Fund

<http://miaban.am/about-us/>

The Miaban Cultural Charitable Fund was established to implement socially significant initiatives in the field of art and culture with a focus on music, painting, theatre, cinema, etc. The Miaban Fund aims to support projects focused on cultural and spiritual traditions of Armenian people, to identify talented youth, and to support their creative growth and progress.

info@miaban.am; +374 435 34820

British Council in Yerevan

<http://www.britishcouncil.am/>

The British Council in partnership with the British Embassy Yerevan and Beeline in Armenia organises annual British Film Festivals to promote British culture in Armenia. The Council has also supported the Armenia-Turkey Cinema Platform to promote social and cultural dialogue between Armenia and Turkey.

info@britishcouncil.am; +37410 552 945

Galouste Gulbenkian Foundation

<https://gulbenkian.pt/en>

The Foundation carries out a diverse range of activities interconnected with the Arts both directly and indirectly: temporary exhibitions, speeches and conferences, awarding of grants and subsidies, training programmes, publishing books and running education based activities represent some of the Foundation's initiatives ongoing in this field. Among the cultural initiatives supported by the Foundation is the Armenia-Turkey Cinema Platform. It is based in Lisbon, Portugal.

info@gulbenkian.pt; +351 217 823 000

The Armenian Film Foundation

<http://www.armenianfilm.org/drupal/about>

Established in 1979 the Armenian Film Foundation is a non-profit, educational and cultural organisation dedicated to the documentation and preservation of Armenian heritage in multi-media formats. It aims to inspire pride in, and world-wide recognition of, the Armenian people and their contribution to society, thereby fostering human dignity and enhancing understanding and goodwill between present and future generations of Armenians and other cultures. The Foundation has provided scholarships for film students working on projects of Armenian interest, established an industry-wide networking association to encourage young filmmakers, and conducted two international Armenian film festivals. Armenian Film Foundation is based in California, USA.

info@armenianfilm.org

Projects

Armenia-Turkey Cinema Platform

Armenia-Turkey Cinema Platform (ATCP) was born based on cooperation between cultural and cinema organizations in Armenia and Turkey. It aims to establish a common network for filmmakers from both countries to cooperate and produce films together. The initiators of ATCP are AnadoluKültür NGO and the Golden Apricot Yerevan International Film Festival.

atcp@anadolukultur.org

Online Platforms

New film (Nor film)

Facebook platform focuses on Armenia's current film industry developments

<https://www.facebook.com/%D5%86%D5%B8%D6%80-%D6%86%D5%AB%D5%AC%D5%B4-213084918865956/>

CineCity Project

Facebook page provides updates on international film projects and film screenings in Armenia

<https://www.facebook.com/CineCity-Project-178552342573098/>

The World of Cinema (Կինոաշխարհ)

Facebook page about old and current developments in the Armenian and international film industry.

https://www.facebook.com/Kinoashkharh/?hc_ref=SEARCH&fref=nf

Hayfilm Actors Studio

Facebook profile about outstanding people and contests, festivals and other developments in the Armenian film industry.

<https://www.facebook.com/profile.php?id=100005871844822>

@DirectorandActor

Facebook page providing updates on the Armenian and international film industry.

<https://www.facebook.com/DirectorAndActor/?fref=ts>

Sector related Legal Framework

<http://www.parliament.am/legislation.php?sel=show&ID=2705>

Inventory Report: Software and Games

Subsector Overview: Software and Games

The Software and Game Industry is one the fastest growing industries in Armenia, which stimulates technology innovation and growth. The sector includes local and foreign companies, which are mostly located in Yerevan with qualified human resource and enabling infrastructure.

The Armenian Software and Game Industry focuses on custom software development and outsourcing, design and testing, internet services, networking systems and communications, internet applications/ e-commerce, financial software, IT consulting and other services. The industry is characterised by affordable and highly qualified human resources. The local companies adopt two major business development strategies: being an outsourcing location for software development or producing and marketing their own software products and services.

Most companies are progressively pursuing outsourcing opportunities and envision long-term development in designing and marketing IT and software products¹⁵.

State Organisations

Ministry of Transport, Communication and Information Technologies

<http://mtcit.am/>

The Republic of Armenia Ministry of Transport, Communication and Information Technologies is a national body of executive authority, which elaborates and implements the policies of the Republic of Armenia Government in the transport, communication, and information technologies sectors.

mtc@mtc.am; +374 10 590 001

Ministry of Economic Development and Investments

<http://www.mineconomy.am/arm/573/gortsaruyt.html>

¹⁵<http://itguide.eif.am/#top>

The Republic of Armenia Ministry of Economic Development and Investments is a republican body of executive authority, which elaborates the economic development policies of the Republic of Armenia Government.

secretariat@mineconomy.am;+37411 597 110

Information Technology Development Department of the Ministry of Economic Development and Investments

IT Development Department is a structural subdivision of the Ministry of Economic Development and Investments. The department aims at creation and promotion of stimulating legal framework and a favourable business climate, promoting the growth and development of the sector, stimulating investment and exports, development of constructive cooperation framework between the government and private sector as well as promoting the country's reputation as an advanced technology sector.

Companies

X-Tech

<http://x-tech.am/website>

X-Tech is an IT company with a professional and experienced team of game, mobile and web developers working in the industry. The company's portfolio consists of 200 websites, 16 games, 24 mobile apps, 12 Kinect based games.

info@x-tech.am; + 374 10 544 311

Studio One

<https://www.studio-one.am/about.html>

Studio One provides full IT services, including Web Design and Development, Online Marketing, IT Consulting, Graphic Design, Mobile apps and Security audit.

E-mail:info@studio-one.am; +37460 522 378

Arloopa

<http://arloopa.com>

ARLOOPA Inc. is an augmented reality (AR) and virtual reality (VR) app and game development company which provides advanced AR and VR services. ARLOOPA uses augmented reality, image-recognition and computer vision technology to convert the real world into a content-rich, interactive experiences.

Plexonic

<https://www.plexonic.com>

Founded in 2008, Plexonic has created more than 50 casual game titles. It started from skill-gaming, moved to Facebook era and then to mobile market. The scope of Plexonic's game genres varies from match-3 to 3D games.

info@plexonic.com

Frismos

<http://frismos.com>

Frismos is gaming studio specialized in creating fun and challenging mobile games. Up to date, the company has launched 6 mobile games.

info@frismos.com; +37495 251 088

Underwater Apps

<http://underwaterapps.com>

Underwater Apps is a game development company based in Armenia. With almost 20 games published on google play store, the company is rapidly growing profitable start-up.

info@underwaterapps.com

Triada Studio

<http://www.triadastudio.com>

Triada Studio was founded in 1993 with main activity of computer graphics and animation. It has been awarded with numerous prizes at different international festivals of computer graphics. The permanent staff of the studio is composed of specialists with higher artistic education and huge work experience.

info@triadastudio.com; +37410 573 908

PicsArt

<https://picsart.com/>

PicsArt eases the following: stepping-up your photo editing game, making amazing images and sharing with friends. It's the one app with limitless features and it's starting a movement to help the people "go beyond the filter" and make awesome pictures. With 350 million+ installs and 85 million monthly users, PicsArt spans the globe and is available in over 30 languages.

+37411 512 121

Via SpereTechnopark Armenia

<http://www.viasphere.com/technopark/>

Viasphere Technopark is a private subsidiary of Viasphere International operating since July 2000. It currently hosts several US-based subsidiaries developing advanced technologies in variety of ICT companies worldwide looking to extend their core development offshore. The Technopark is a hotspot of companies looking to capitalize on Armenia's proven technical capabilities.

varoujan@viasphere.com; +37410 442 188

Synopsis Armenia

<https://www.synopsys.com/company/contact-synopsys/office-locations/armenia/about-synopsys-armenia.html>

Synopsys Armenia CJSC provides R&D and product support in EDA, design for manufacturing and the development of semiconductor intellectual property.

Synopsys Armenia has been contributing into Armenian IT education since 2004 to develop with highly qualified IT specialists in the country. Through the Synopsys Armenia Educational Department (SAED), Synopsys Armenia provides technology, tools and resources for teaching and academic research. Under the umbrella of the Synopsys University Program, SAED has developed a curricula based on a "Industry/University" education and cooperation model. Synopsys Armenia is engaged in a number of successful cooperation programs with major universities in Armenia and the region.

gayanem@synopsys.com; +37410 492 100

Macadamian

<http://www.macadamian.am>

Macadamian AR was established in October 2007 as a subsidiary of Canadian company. Macadamian is a full-service software product creation partner for North American companies that are developing new products and improving existing products. The company contributes to initial product idea generation and user research ensures the product is developed and delivered.

armenia.info@macadamian.com; + 374 10 229 196

Boomerang Software (not sure)

<http://www.boomerangsoftware.com/>

founded in 1997, Biimerang Software has created models, applications and back-end servers for e-transactions for many years. Boomerang Software provides complete software solutions for transactions web portals. It is one of the leading providers of client-side E-Commerce Web-based tools with over 2 million units shipped. The company created solutions for known apps such as HP, AOL, Microsoft and others.

sales@boomerangsoftware.com; +37410 393 221

Altacode

<http://www.altacode.com/Company>

Founded in 2006, Altacode has been providing a wide range of services to its partners. The areas of the company's expertise include development of analytical tools, management information systems, content management systems, web portals, GPS tracking systems, iPhone and iPad apps. The company focuses on serving the following markets: finance, insurance, human resources, transportation, and mobile.

info@altacode.com; +37410 224 699

Unions/Associations/NGOs

Chamber of Commerce and Industry of the Republic of Armenia

www.armcci.am

The primary mission of the Chamber is the improvement of business environment, promotion of export and investments, support to small and medium enterprises, providing economic growth of the economy as a final result.

info@armcci.am; +37460 484 902 ; +37410 560184

More information on the IT sector in Armenia: http://www.armcci.am/en/it_sector

Small and Medium Entrepreneurship Development National Centre

<http://www.smednc.am/en/home/>

"Small and Medium Entrepreneurship Development National Centre" Fund (SME DNC) was established in 2002 by the RA Government. SME DNC is authorized to provide state support to small and medium entrepreneurship (SME) in the country. The support is provided through

implementation of annual SME State Support Programs with resources allocated from State budget.

info@smednc.am; +37410 237 102

Union of Information Technology Enterprises

<http://uite.org/index.php?lang=en&Itemid=101>

Established in 2000 as a business association of information and communication technologies enterprises (ICT) operating in Armenia, the UITE aiming at the protection of economic interests, business promotion and advancement of research in the ICT sector. The Union expands rapidly with a 72 members as of April, 2016. The members include local and international organizations operating in Armenia. The UITE members are engaged in software development, internet technologies and e-commerce, research and development, semiconductor design, and other specialties.

info@uite.org; +37411 548 881

Forums/Expos/Festivals

DigiTec Expo

<http://uiteorg.wixsite.com/digitecexpo>

Being a traditional annual event organised under the high patronage of the RA Government, DigiTec Expo is an international High-Tech exhibition. The first expo was organized in 2005 in Yerevan. The Expo aims at creating a favourable environment for relationship building among technological companies, business consumers and the society, as well as building international relations.

shushanik.nersesyan@uite.org; +37410 523925

DigiTec Business Forum

<http://uiteorg.wixsite.com/digi-business-forum>

DigiTec Business Forum aims at supporting various business sectors to find the best technological solutions, as well as supporting technology companies to create links with potential customers at one place. The forum features local and international practice of implementing technologies in business, representing of best practices, the involvement of business community management bodies, international organizations and experts.

info@uite.org; +37411 548 881

DigiCamp Summer Camp

<http://digitec.am/en/events/digicamp>

The DigiCamp summer camp aims to support 13-17 years old young people with innovative ideas to make their first steps in business. The camp is a 10 day platform to equip the youth with knowledge and support related to business registration processes, finding partners by giving them an opportunity to participate and be represented in DigiTec Expo, DigiTec Business Forum, and etc.

heghine.shahumyan@uite.org; +37477 703 730

"Open Game" Armenian Open Championship of Developers of Computer and Mobile Games

<http://www.opengame.am/en>

Open Game is a development project aimed at game development in Armenia. The project has 6 years of history, and since that period has created a large community: schoolchildren, students, start-ups, game companies. The project features contests, hackathons, trainings, meetings and discussions, lectures. It is organised by the Union of Information Technology Enterprises (UITE) and Ucom CJSC. Tel: anna.sargsyan@uite.org; +37491 009181

ICT Leaders' Meeting

<http://uiteorg.wixsite.com/ict-leaders-am>

The Forum discusses the development of the IT education: primary, secondary schools, professional colleges and universities.

info@uite.org; +374 11 548881

ArmTech Congress

www.armtechcongress.com

ArmTech is a non-profit global network and recurring event officially adopted by the Republic of Armenia as its global high-tech industry platform. Conceived under the theme of “learning from the past and inventing the future” and held under the patronage of the Prime Minister of Armenia, it is dedicated to further the success of Armenia’s high-tech industry in a dynamic global free-market economy.

info@armtechcongress.am; +37410 219797

Educational institutions

National Polytechnic University of Armenia: Faculty of Computing Systems and Informatics

http://polytech.am/wpolytech/?page_id=62

National Polytechnic University of Armenia is a higher educational institution focused on engineering. The mission of the University is to contribute to improvement of economic competitiveness and security of Armenia through developing engineering potential, innovative ideas and advanced technologies. The University also aims to create and implement educational and scientific projects and services compatible with the country’s economic, educational and technological needs.

+37410 524 629

Yerevan State University: Faculty of Informatics and Applied Mathematics, Degrees in Computer Sciences Information Security

<http://ysu.am/faculties/en/Informatics-and-Applied-Mathematics>

Yerevan State University continuously upgrades the profile and content of its educational programs, applies modern teaching and learning methods, and provides students with effective support services. Presently YSU runs 60 Bachelor’s, 130 Master’s and 70 PhD programs. YSU also provides professional trainings, continuous education courses and life-long learning possibilities through its extension programs and courses.

info@ysu.am; +374 10 555 240

American University of Armenia: College of Science and Engineering

<http://cse.aua.am/>

The American University of Armenia aims to have an impact as a centre of academic excellence, innovation, inquiry, and diversity that contributes to the further development and advancement of Armenia, the region and the world. Through its academic programs, research centres, student services, and community outreach, the American University of Armenia envisions having a transformative impact on people's social, economic, political and intellectual capacities to meet the challenges of a globalised world.

info@aua.am; +374 60 694 040

National University of Architecture and Construction of Armenia (Department of Informatics and Computer Science)

<http://nuaca.am/>

The mission of the University is to educate and train skilled and internationally competitive graduates in the spheres of architecture, construction, urban economy, design, IT and related fields via its three-level tertiary education system as well as provision of continuous education, research activities and services.

info@nuaca.am; +374 10 547 425

Russian-Armenian (Slavonic) University (Institute of Mathematics and High Technology)

<http://international.rau.am/eng/discoverRAU/historyoverview>

Russian-Armenian University was established following the inter-state agreement between the Republic of Armenia and Russian Federation in 1997. RAU offers a diverse range of undergraduate, graduate and postgraduate programs. Upon graduation, students receive two Diplomas: Armenian and Russian. There are 31 Departments working within 5 Institutes one of which is the Institute of Mathematics and High Technology.

info@rau.am; +374 10 273 407

Vocational Education and Training Institutions

Yerevan State College of Informatics

<http://www.it-college.am/info.php>

Yerevan State College of Informatics is the only state educational institution which has ISO 9001:2008 Certification proving the college compliance with management quality international standards. The college provides education in Computing technics and automatised systems software development Computing machines, complexes, systems and networks, Graphic design, Mechatronics

ip_college@mail.ru; +37410 236 252, 231 439

Gyumri Information Technologies Centre

www.gitc.am

Gyumri Information Technologies Centre (GITC) is an educational foundation in the IT sector. Since its establishment, the Centre has decentralized the IT market from Yerevan to Gyumri (northern part of Armenia), contributing to the strengthening of the economy and progress in the IT sector. The Centre provides the following services: business services, advisory services, human resource development and facility services. The Foundation offers a two-year postgraduate education programme in Web Technologies and Mobile Technologies departments.

info@gitc.am; +37494 034 034

Vanadzor Technology Centre

<http://vtc.am>

Vanadzor Technology Centre (VTC) was established by the Enterprise Incubator Foundation with the support of Government of Armenia and the World Bank. The mission of the Centre is to turn Vanadzor into a regional and international high-tech centre by creating a dynamic environment of opportunities and services that will promote job creation, support talented youth and organisations in implementing innovative business ideas ultimately contributing to the sustainable development of the region. The Centre renders assistance to technology companies in business consultancy, mentoring, marketing and promotion, introduction to funding opportunities, expanding business networks, etc.

info@vtc.am; +37460 749700

Tumo – Centre for Creative Technologies

www.tumo.org

Tumo is a digital media learning centre based in Yerevan, Armenia founded in 2011. The Centre offers different learning opportunities to students in the following four focus areas: animation, game development, web development, and digital media.

info@tumo.org; +37410 398413

Microsoft Innovation Centre Armenia

<http://www.micarmenia.am/about-us/>

The Microsoft Innovation Centre Armenia (MIC Armenia) was founded in May of 2011 and joined the global network of MIC's to support local IT communities to expand, strengthen innovation and improve competitiveness. MIC Armenia is a public-private partnership project that combines resources of numerous partners and founders: Microsoft, USAID, Government of Armenia, State Engineering University of Armenia and Enterprise Incubator Foundation.

mic@mic.am; +37410 545 343

Specialised Infrastructure

Armenian-Indian Centre for Excellence in Information and Communication Technologies

www.armindia.am

Launched in 2011, the Armenian-Indian Centre for Excellence in ICT provides a specialized infrastructure and high-performance facility for the delivery of IT-related trainings and R&D programs to create new opportunities for the development of IT workforce skills in Armenia. The Centre is a joint project of the Governments of Armenia and India, which is implemented by Enterprise Incubator Foundation (from Armenian side) and C-DAC centre.

info@armindia.am; +374 10 55 68 10

Gyumri Information Technologies Centre

www.gitc.am

Gyumri Information Technologies Centre (GITC) is an educational foundation in the IT sector. Since its establishment, the Centre has decentralized the IT market from Yerevan to Gyumri (northern part of Armenia), contributing to the strengthening of the economy and progress in the IT sector. The Centre provides the following services: business services, advisory services, human resource development and facility services. The Foundation offers a two-year postgraduate education program in Web Technologies and Mobile Technologies departments.

info@gitc.am; +37494 034 034

Vanadzor Technology Centre

<http://vtc.am>

Vanadzor Technology Centre (VTC) was established by the Enterprise Incubator Foundation with the support of Government of Armenia and the World Bank. The mission of the Centre is to turn Vanadzor into a regional and international high-tech centre by creating a dynamic environment of opportunities and services that will promote job creation, support talented youth and organizations in implementing innovative business ideas ultimately contributing to the sustainable development of the region. The Centre renders assistance to technology companies in business consultancy, mentoring, marketing and promotion, introduction to funding opportunities, expanding business networks, etc.

info@vtc.am; +37460 749700

Tumo – Centre for Creative Technologies

www.tumo.org

Tumo is a digital media learning centre based in Yerevan, Armenia founded in 2011. The Centre offers different learning opportunities to students in the following four focus areas: animation, game development, web development, and digital media.

info@tumo.org; +37410 398413

Microsoft Innovation Centre Armenia

<http://www.micarmenia.am/about-us/>

The Microsoft Innovation Centre Armenia (MIC Armenia) was founded in May of 2011 and joined the global network of MIC's to support local IT communities to expand, strengthen innovation and improve competitiveness. MIC Armenia is a public-private partnership project that combines resources of numerous partners and founders: Microsoft, USAID, Government of Armenia, State Engineering University of Armenia and Enterprise Incubator Foundation.

mic@mic.am; +37410 545 343

Innovative Solutions and Technologies Centre

<http://istc.am/en/>

Innovative Solutions and Technologies Centre (ISTC) in Armenia aims at providing state-of-the-art facilities and IBM latest technological solutions, including hardware and software necessary for conducting trainings, research and business development activities in various directions. This is a joint project by the Government of Armenia, Enterprise Incubator Foundation, IBM, USAID and Yerevan State University. The Centre's goal is to develop and strengthen the educational capabilities of Armenian higher educational institutions in IT/High-Tech, to enhance their research potential in educational context, as well as creating a favourable environment for establishing sustainable businesses.

info@istc.am; +37412 219 700

mLAB ECA

<http://www.mlabeca.com/>

EIF, in partnership with the World Bank, the Government and Finland and Nokia, is implementing the Regional Mobile Application Laboratory for Eastern Europe, South Caucasus, and Central Asia – a project that provides opportunities for mobile application industry development in Armenia and the region, and its increased competitiveness in global markets.

The Regional Mobile Application Laboratory is a place, where local and regional companies, technologists and experts collaborate to develop locally relevant applications that meet user demands.

info@mlab.am; +37460 509 876

Foundations/Funds

Entreprise Incubator Foundation

<http://www.eif.am/>

Enterprise Incubator Foundation (EIF) is one of the largest technology business incubators and IT development agencies in the region, operating in Yerevan, Armenia. Established in 2002 within the framework of the World Bank's "Enterprise Incubator" project, the Foundation aims to support the development of information and communication technology sector in Armenia creating a productive environment for innovation, technological advancement and company growth.

info@eif.am; +374 10 219 797

Granatus Ventures

<http://www.granatusventures.com/>

Granatus Ventures is the first Venture Capital firm in Armenia to provide funding, expertise and networks to promising technology-driven startups based in, or having core value-add activities in Armenia. The Fund was initiated in 2013 by three co-founders – Managing Partner of EV Consulting ManukHergnyan, Singapore-based venture investor of Armenian origin Pierre Hennes, and technology entrepreneur Yervand Sarkisyan with the investments from the Government of Armenia and private investors from Armenia, Russia, United States and other countries with the mission to foster the development of high-tech ecosystem in Armenia. The Fund is mainly investing in a range of IP, technology or innovation-based companies that capitalize on opportunities in high-growth sectors including but not limited to: ICT (enterprise software, consumer internet, digital media, mobile technologies); engineering (hardware, software and electronics); materials sciences and clean-tech. The Fund's primary focus is on seed, start-up and early-stage privately held companies. The Fund invests in companies that carry out their core value-added activities in Armenia.

info@granatusventures.com; 374 10 546 436

Projects

Armenian Robotics Development Program

<http://www.armrobotics.am/eng/about>

The Armenian Robotics Development and Support Program/ Armrobotics/ has been implemented by the Union of Information Technologies Enterprises (UITE) since 2008. The project aims to develop robotics in Armenia, promote the establishment of organisations in the field of robotics, develop and conduct robotics educational programs in schools and universities, increasing the quality of technological education. In the frames of the ArmRobotics includes the following: ArmRobotics school clubs, ArmRobotics Club, ArmRobots competitions, ArmRobotics Lab- robotics laboratory.

armrobotics@uite.org;+37411 548 881

mLAB ECA

<http://www.mlabeca.com/>

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info@mlab.am; +37460 509 876

Microsoft Innovation Centre Armenia

<http://www.micarmenia.am/>

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mic@mic.am; +37499 545 343

Sector Related Legal Framework

RA Law on State support to IT sector

http://www.parliament.am/drafts.php?sel=showdraft&DraftID=7208&Reading=3&reading_draft=true

2015 State Program on IT Sector Development of the RA Government- https://www.e-gov.am/u_files/file/decrees/kar/2015/01/27k.pdf

RA 2014-2025 Development Strategic Program <http://www.gov.am/files/docs/1322.pdf>