EUROPEAN BUSINESS ASSOCIATION NEWSLETTER

NEW MEMBER

GOHAR GALYAN



GOVERNMENT RELATIONS MANAGER

GNG is an international business group founded in Sweden, with operations, distribution networks, and offices in the European Union, Armenia, and the United States. Through its manufacturing, distribution, and investment activities, the Group reaches more than 150 countries worldwide, including a strong presence in the United States and other key international markets.

Our story in Armenia began in 2014 with the acquisition of a historic food-processing enterprise. What started as a single investment soon became a long-term commitment.
Inspired by Armenia's reform agenda, entrepreneurial spirit, and untapped industrial potential, GNG Group made a strategic decision in 2018 to significantly expand its investments in the country.

Since then, we have built a diversified holding that brings together manufacturing, food processing, aviation, logistics, financial services, and export-oriented businesses. More than 1,000 jobs have been created across our companies, supported by investments in modern European technologies, international expertise, and workforce development.

Today, GNG Group of Companies is among the largest international investors in Armenia's industrial sector, contributing to the development of sustainable value chains, export growth, and a competitive business environment. Our mission is simple: invest for the long term, create value locally, and connect Armenia to global markets.

Long-term investment.
Sustainable growth.
Global impact.

CONTACTS

coming soon...

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EUROPEAN BUSINESS ASSOCIATION NEWSLETTER

NEW MEMBER

GRAND HOTEL KAPAN

EUROPEAN BUSINESS ASSOCIATION ARMENIA

AREV MANGASARYAN



GENERAL MANAGER OF GRAND HOTEL KAPAN

Nestled in the picturesque mountains of Kapan, Grand Hotel Kapan offers a unique combination of luxury, comfort, and natural beauty.

Designed to provide an exceptional guest experience, the hotel is an ideal destination for both leisure and business travelers.

Guests can enjoy spacious suites with panoramic mountain views, seasonal outdoor pools, and a terrace accommodating up to 200 guests. The hotel also offers modern conference facilities for up to 200 and 50 participants, making it ideal for business events.

For those seeking adventure, Grand Hotel Kapan features Armenia's longest zipline and scenic hiking trails. With accommodation for up to 70 guests, it provides the perfect balance of comfort, business, and outdoor experiences in the heart of Syunik.

Grand Hotel Kapan – Where Comfort Meets Adventure

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EUROPEAN BUSINESS ASSOCIATION NEWSLETTER

NEW MEMBER

MISMA

EUROPEAN BUSINESS ASSOCIATION ARMENIA

TSOVINAR MISKARYAN



FOUNDER OF MISMA

Bridging tradition with contemporary design, MISMA created the Miskaryan Heritage brand, offering beautifully crafted products inspired by authentic Armenian motifs.

The collection includes embroidered cushions, table runners, tablecloths, napkins, bags, souvenirs, accessories, belts, toys, and other decorative items featuring traditional Armenian carpet and ornamental designs.

Among the brand's most popular products are its embroidered cushions, which have been warmly received not only in Armenia but also throughout the Armenian diaspora and by international customers around the world.

Through the Miskaryan Heritage brand, MISMA proudly continues its mission of preserving, promoting, and sharing Armenian culture with new generations and audiences worldwide.

Discover.
Preserve.
Share.
Teach.
Gift.
Support
the Most Armenian!

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COMPREHENSIVE SECURITY: ESTABLISHING A WHOLE-OF-SOCIETY SECURITY MODEL IN ARMENIA





WORKING FOR THE FUTURE! JOIN US.

On February 27, **EBA** participated in the conference “Comprehensive Security: Establishing a Whole-of-Society Security Model in Armenia” held in Yerevan.
How can Armenia build a security model that draws on the strengths of all parts of society — the public and private sectors, civil society, academia, and other key actors? This important discussion brought together high-level representatives and experts to explore practical solutions and strategic approaches. Key topics included:

- Military–civilian cooperation
- Trade and economic security
- Food security
- Resilience to hybrid threats

A strong and sustainable security architecture requires coordinated efforts, shared responsibility, and active engagement from all sectors. The private sector plays a crucial role in strengthening economic resilience and supporting national preparedness.
The European Union is currently supporting Armenia in developing a Comprehensive Security and Defence Action Plan — an important step toward enhancing national resilience and long-term stability.
EBA is proud to have been part of this important dialogue and remains committed to contributing to initiatives that strengthen Armenia’s resilience and foster cross-sector collaboration.

EUROPEAN BUSINESS ASSOCIATION ARMENIA

ADVANCING THE EU–ARMENIA PARTNERSHIP BY FOSTERING INVESTMENT, COMPETITIVENESS, AND MEANINGFUL PUBLIC–PRIVATE COLLABORATION.





On March 24, the **EBA** team met with a delegation from Brussels led by Mr. Hoa-Binh Adjemian, Head of the Private Sector Engagement Unit at the Directorate-General for Enlargement and Eastern Neighbourhood of the European Commission. The visit aimed to explore potential deliverables ahead of the EU–Armenia Summit 2026.

The meeting focused on improving the investment climate, enhancing access to finance, and supporting economic diversification. Emphasis was placed on strengthening market competitiveness, advancing international standards and certification, and fostering effective public–private dialogue. The discussion also highlighted the importance of investment support mechanisms and closer economic integration as drivers of sustainable growth.

TOURISM IN ARMENIA: WHERE ARE WE AND WHAT STILL NEEDS TO BE DONE





WORKING FOR THE FUTURE! JOIN US.

On March 27, the **European Business Association Armenia,** in partnership with City College Armenia, brought together leading voices from the tourism and hospitality sector for an engaging panel discussion dedicated to the future of tourism in Armenia.

The discussion focused on one key question: 'Where do we stand today, and what still needs to be done to strengthen Armenia's position as a global destination?'

Industry leaders shared valuable insights on:

- the current challenges facing the tourism sector
- new opportunities for growth and innovation
- the importance of sustainable development
- stronger collaboration between public and private sectors
- positioning Armenia as a must-visit destination on the international map





The discussion was highly interactive, with strong engagement from the private sector, allowing participants to raise questions directly to the panelists and contribute to a meaningful dialogue.

We were honored to have distinguished speakers, including **representatives from the Government of Armenia, the Tourism Committee of RA, ICOM Armenia, Green Rock Foundation**, and leading hospitality professionals.





NETHERLANDS KING DAY | APRIL 27

On April 27, the Netherlands celebrates **King's Day** — a national holiday honoring unity, freedom, and democracy. 🇳🇱

The Embassy of the Netherlands in Armenia officially celebrated King's Day (Koningsdag) in a warm atmosphere, hosting the embassy's partners and supporters.

European Business Association Armenia was pleased to attend the festive evening.







YEREVAN DIALOGUE 2026







The Yerevan Dialogue continues to establish itself as a leading international forum, bringing together policymakers, academics, civil society leaders, and private sector representatives to address key global and regional challenges. Initiated by the Armenian Ministry of Foreign Affairs in partnership with the Observer Research Foundation (ORF), the Dialogue focuses on topics including geopolitics, connectivity, digital transformation, and green energy.

This year, the **European Business Association Armenia** proudly participated in the opening of Yerevan Dialogue 2026, joining global leaders, policymakers, business executives, and experts in discussions aimed at fostering international cooperation, innovation, and sustainable development

EUROPE'S DAY | MAY 9





On the occasion of **Europe Day**, we proudly celebrate the enduring partnership between Armenia and the European Union, built on shared values, democratic principles, and a common vision for sustainable development and regional cooperation. As highlighted during the event, Armenia was warmly described by the Ambassador as "a capital of Europe" — a meaningful reflection of the growing ties, active dialogue, and expanding collaboration between Armenia and Europe across various sectors.

- **The European Business Association (EBA)** highly values the EU's continuous engagement and support in promoting economic development, business connectivity, innovation, and institutional cooperation in Armenia.

EUROPEAN BUSINESS ASSOCIATION NETWORKING EVENT



On May 15, the **European Business Association Armenia** hosted a networking evening at Best Western Plus Congress Hotel, bringing together professionals for meaningful conversations, new connections and a relaxed atmosphere.

The event provided an excellent opportunity to exchange ideas, expand professional networks, and build valuable business relationships.









MANAGING TAX, LEGAL & GOVERNANCE RISKS IN PRACTICE: BEING A DIRECTOR IN ARMENIA – WHAT CEOS NEED TO KNOW



On May 29, **The European Business Association Armenia** was pleased to participate in the exclusive executive meeting, "Managing Tax, Legal & Governance Risks in Practice: Being a Director in Armenia – What CEOs Need to Know," organized by our partner, **SCHNEIDER GROUP Armenia**.

The event brought together business leaders to discuss key tax, legal, and governance challenges in Armenia. Expert speakers Yeva Voskanyan and Shushanna Aleksanyan shared practical insights on compliance, directors' responsibilities, risk management, and the evolving business landscape.
A valuable opportunity to exchange expertise and support informed decision-making for business leaders.









NORDIC DAYS IN ARMENIA





On June 13, the European Business Association Armenia was delighted to attend the Nordic Reception, held under the patronage of the Ambassadors of Denmark, Finland, Norway, and Sweden to Armenia. 🇩🇰🇫🇮🇳🇴🇸🇪🇦🇲

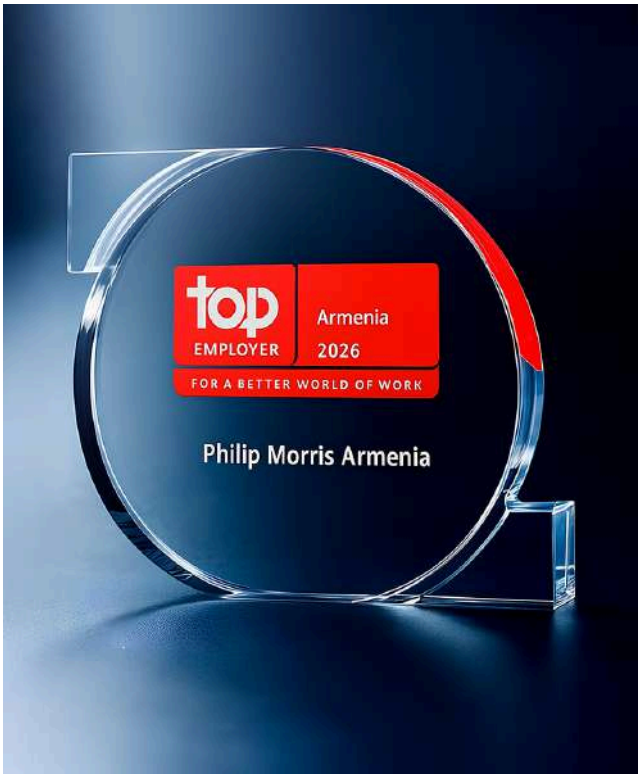
Nordic Days brings the spirit of the Nordic region to Armenia through culture, sustainability, innovation, literature, cinema, and meaningful dialogue.
If this is for LinkedIn, I can also make it slightly more professional or add a concluding sentence about strengthening international partnerships.





EUROPEAN BUSINESS ASSOCIATION

PARTNERS' NEWS



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PHILIP MORRIS INTERNATIONAL

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Philip Morris Armenia, has been certified as Top Employer Armenia 2026 *by the Global Top Employers Institute.*

We are proud to share that our member, Philip Morris Armenia, has been certified as Top Employer Armenia 2026 by the Global Top Employers Institute. This marks the sixth time the company has received this prestigious recognition, reflecting its consistent commitment to outstanding people practices and fostering a supportive, inclusive, and high-performing workplace.

The certification highlights Philip Morris Armenia's continuous efforts to create a diverse environment where employees feel valued, empowered, and supported in their professional growth.
Congratulations to the entire Philip Morris Armenia team on this well-deserved achievement. We wish them continued success in setting high standards for workplace excellence.

EUROPEAN BUSINESS ASSOCIATION

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PARTNER

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Fractional Leadership: A New Lifeline for the C-Suite to Lead without the Full-Time Commitment

European Business Association Armenia's partner Sevada Baghdyan of Boyden recently contributed an article to Georgia Today titled *"Fractional Leadership: A New Lifeline for the C-Suite to Lead without the Full-Time Commitment."* The article explores the growing adoption of fractional leadership, a model that allows organizations to access experienced executive talent on a flexible basis while controlling costs and accelerating growth.

Sevada highlights the benefits of fractional roles for both businesses and senior professionals, offering practical insights on implementation, governance, and succession planning. He also examines the potential of this approach for emerging markets such as Armenia and Georgia, where companies can leverage high-level expertise without expanding fixed headcount.

Read the full article here:

EUROPEAN BUSINESS ASSOCIATION

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Leadership Appointment: General Manager – Armenia Marriott Hotel Yerevan

Yvo Alexander van Dijk has been appointed General Manager of the Armenia Marriott Hotel Yerevan, assuming the role in February 2026.

A seasoned hospitality leader with extensive international experience, van Dijk has built a strong track record in overseeing large-scale hotel renovations, enhancing guest satisfaction performance, and leading diverse teams across multiple global markets. His leadership style is defined by a collaborative approach, a focus on operational excellence, and a deep commitment to Marriott International's renowned service culture.

In his new role, he is guiding the property through one of its most significant transformation projects, aimed at elevating guest comfort and reinforcing the hotel's position as a leading destination in the region.

EUROPEAN BUSINESS ASSOCIATION

PARTNERS' NEWS



WIDO KIJNE

GENERAL MANAGER

COURTYARD® BY MARRIOTT Yerevan

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Leadership Spotlight: General Manager – Courtyard by Marriott Yerevan

Wido has been appointed General Manager of Courtyard by Marriott Yerevan, bringing with him a distinguished track record within Marriott International and a passion for operational excellence and talent-driven leadership.

He began his journey with Marriott in 2013 at The St. Regis Abu Dhabi and has since built a career defined by both operational and strategic impact. Most recently, Wido played a key role in the pre-opening of JW Marriott Tashkent, where he helped establish processes designed to deliver exceptional guest experiences. Prior to that, he served as Hotel Manager at JW Marriott and spent nearly five years as an Operational Innovation expert across Europe, the Middle East, and Africa.

This unique combination of hands-on operations and regional strategic experience has shaped Wido into a forward-thinking leader known for empowering teams, driving innovation, and elevating service culture.
Beyond his professional achievements, Wido is an avid road cyclist who regularly participates in fundraising rides—combining endurance sports with a commitment to meaningful causes.
Under his leadership, the Courtyard Yerevan continues to strengthen its position as one of the city's most dynamic and well-located hotels, delivering exceptional experiences for both business and leisure travelers.

EUROPEAN BUSINESS ASSOCIATION

PARTNERS' NEWS



NAREK PETROSYAN

GENERAL MANAGER

RAMADA
HOTEL & SUITES BY WYNDHAM
YEREVAN

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Newly Appointed General Manager – Ramada Hotel & Suites by Wyndham Yerevan

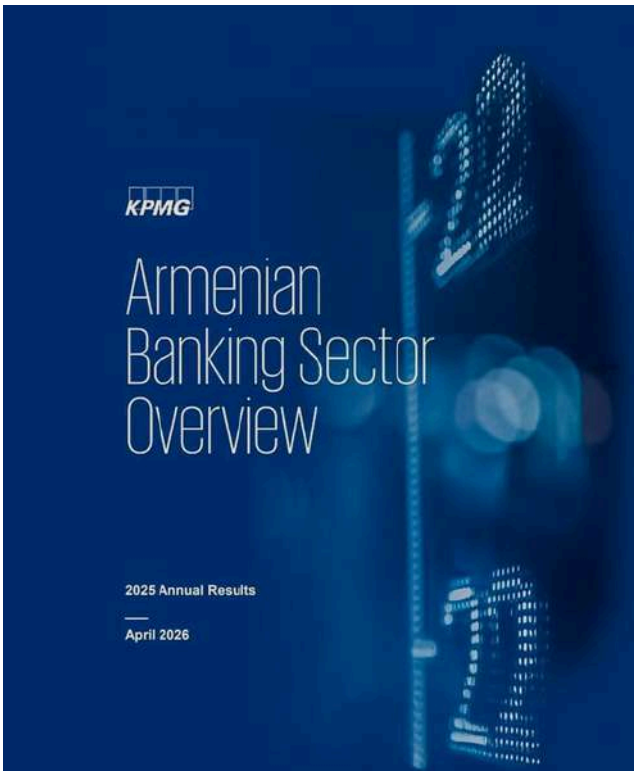
Bringing over 13 years of extensive experience in the hospitality industry, Narek Petrosyan has been appointed as General Manager of Ramada Hotel & Suites by Wyndham Yerevan.

Narek is recognized for his strong expertise in hotel sales and marketing, operations management, strategic leadership, and delivering exceptional guest experiences. Throughout his career, he has held senior leadership roles, successfully guiding high-performing teams, enhancing operational efficiency, and driving sustained business growth.

His leadership approach is centered on collaboration, innovation, and maintaining the highest standards of quality across all aspects of hotel management.
In his new role, Narek will oversee the overall operations of the hotel, with a focus on elevating the guest experience, strengthening market positioning, and continuing the tradition of excellence associated with Wyndham Hotels & Resorts. Passionate about talent development and team culture, he is committed to fostering a positive work environment and inspiring his team to deliver excellence at every level.

EUROPEAN BUSINESS ASSOCIATION

PARTNERS' NEWS



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KPMG Armenia Releases Armenian Banking Sector Overview 2025

Our member, KPMG Armenia, has published the Armenian Banking Sector Overview 2025.
The publication provides a comprehensive analysis of the financial performance of Armenia's commercial banks, highlighting key industry trends, financial results, and significant developments shaping the country's banking sector.

The report is available in both English and Armenian.

Read the full publication here:

EUROPEAN BUSINESS ASSOCIATION

PARTNERS' NEWS

CJSC ARMENAL

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Griboyedovi St., 25 Building

ARMENAL Unveils New Brand Identity

Our member has announced the successful completion of a strategic transformation and brand renewal process. As part of this initiative, the company has adopted a new name and visual identity and will now operate in international markets under the brand CJSC "ARMENAL."

The rebranding is designed to strengthen the company's international recognition while maintaining its production capabilities, high quality standards, and longstanding commitments to partners and customers.

Today, CJSC "ARMENAL" manufactures aluminum foil for a wide range of applications, including household aluminum foil, foil for disposable aluminum containers, and foil for flexible packaging, insulation, and other technical uses.
We congratulate ARMENAL on this new chapter and wish the company continued success in its international growth.

EUROPEAN BUSINESS ASSOCIATION ARMENIA

WORKING FOR THE FUTURE. JOIN US!

WANT TO BE PART OF THE EBA COMMUNITY?



CONTACT US:

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E-mail us: info@eba.am

TO LEARN MORE!

Website: https://eba.am/