

## ***Side Event to the 12th Ordinary Session of the EuroNest Parliamentary Assembly***

### **Strategy Dialogue**

#### **“Armenia–EU Synergy: Advancing Resilience, Innovation, and Integration”**

**Yerevan (Armenia), October 29<sup>th</sup>**

- Date/Time:** Wednesday, 29 October  
(Part I from 10:30 am to 2:00 pm, Part II from 2:00 to 9:00 pm)
- Location:** National Assembly of Armenia/Parliament of Armenia (tbc), Yerevan
- Organisers:** EBA Yerevan, German Eastern Business Association
- Partners:** EU Commission/European Parliament, companies (?)
- Format:** Round Table in presence + Matchmaking event / B2B meetings
- Language:** English

The European Business Association (EBA) Armenia, in collaboration with the German Eastern Business Association, proposes to organize a high-level side event on the occasion of the EURONEST Parliamentary Assembly in Armenia. EURONEST serves as a key inter-parliamentary platform for fostering dialogue between the European Union and the Eastern Partnership countries.

This side event will adopt a **“Policy Meets Business”** approach, convening Members of Parliament, policy experts, and business leaders to explore topics such as economic resilience, innovation, regional cooperation, and youth empowerment in the countries of Eastern Partnership, such as Armenia, Azerbaijan, Georgia, Moldova and Ukraine. The initiative aims to identify common strategies for politics and business actors in order to foster an economic model in Armenia and across the region based on principles of diversification, sustainability and resilience and aiming at public wisdom and prosperity. .

### **Objectives**

- Inform policymaking about private sector realities under the “Policy Meets Business” framework.
- Promote public-private dialogue within the EURONEST platform.
- Highlight opportunities for EU–Armenia cooperation under CEPA and the EU Green Deal.
- Strengthen people-to-people connectivity, youth engagement, and innovation ecosystems.

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### **Target Audience & Stakeholders**

- Members of the European Parliament and MPs from the Eastern Partnership (EaP) countries
- Armenian National Assembly and Ministries (Economy, Foreign Affairs, High-Tech, Environment)
- EU Delegation and European Commission representatives

- European, EaP and Armenian private sector representatives
- Chambers of commerce, SME support organizations

## PROGRAM DRAFT (19.8.25)

|                               |               |   |
|-------------------------------|---------------|---|
|                               | 10:00 - 10:30 | Registration & Welcome Coffee   |
| <b>Opening Speeches</b>       | 10:30 – 11:15 | <b>Opening &amp; Welcome Addresses:</b> <ul style="list-style-type: none"> <li>• European Business Association (EBA) Armenia</li> <li>• German Eastern Business Association</li> <li>• Representative of the European Parliament / European Commission (TBD)</li> </ul>   |
| <b>Round Table Discussion</b> | 11:10-13:00   | <b><i>Policy Meets Business: Reform, Regulation &amp; Innovation</i></b><br><i>Topics (tbc):</i> <ul style="list-style-type: none"> <li>• Voices from parliamentarians and CEOs: business needs in the Eastern Partnership</li> <li>• What should be done to improve access and create incentives for investment in Armenia, what are the experiences in other Member countries?</li> <li>• Ensuring transparency, predictability, and investment protection in Armenia - what are the challenges?</li> <li>• Digitizing public services and enhancing cybersecurity resilience</li> <li>• Creating digital infrastructure that supports cross-border growth</li> <li>• Transitioning to renewables: legal enablers and market incentives</li> <li>• Impact of the EU Green Deal and Carbon Border Adjustment Mechanism (CBAM)</li> <li>• Financing clean innovation: case studies and EU-supported projects</li> </ul> |
| <b>Networking</b>             | 13:00 – 14:00 | <b>Networking Lunch</b>   |
| <b>B2B</b>                    | 14:00 – 15:00 | <b>Short pitches by companies from partner countries</b>  |
| <b>Matchmaking</b>            | 15:00 – 17:00 | <b>Pre-organised 1:1 bilateral meetings with companies</b>  |
| <b>Visit of Company (tbc)</b> | 17:00 – 19:00 | <b>Visit of an Armenian Company (tbd)</b>   |
| <b>Dinner</b>                 | 19:00 – 21:00 | <b>Networking Dinner</b>  |