



ԳՈՐԾԻՔՆԵՐ
ԳՈՐԾԻՔՆԵՐ ֆերմերների համար
 Սառնարանային Համալիր
ԳՈՐԾԻՔՆԵՐ խաղողի արտադրության
 համար Հայկական գինու արտադրություն
ԳՈՐԾԻՔՆԵՐ կրթության համար մուտք նոր
 տեխնոլոգիաներ եվ այլ միջոցներ



TOOLS
TOOLS for the farmers: a Cold Storage Facility
TOOLS for grapes production: a strong high
 quality Armenian Wine Industry
TOOLS for education: local access to new
 technologies and other means



ՍԵՊՏԵՄԲԵՐ

SEPTEMBER 19·20

ՏԻԳՐԱՆ ՄԵԾ ԵԶՎՍՏՐԱՅ ՄԱՐԻՈՏ ՎՐԵՆԻՎ ԳՅՈՒՐՎՆՈՑ TIGRAN METS BALLROOM, ARMENIA MARRIOTT HOTEL

DAY 1 . Monday SEPTEMBER 19th

AGROFORUM 2011

08.30 - 09.30 Conference participants arrival at Conference Venue
Armenia Marriott Hotel.
Tigran Mets Ballroom.
We recommend to use Ararat Wing entrance.

09.30 - 10.00 Coffee/Tea and Croissants

OPENING CEREMONY

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|---------------|---|-----------|
| 10.00 - 10.10 | Fruitfull Armenia Opening Statement Mr. EDUARDO EURNEKIAN Mrs. ANA CRISTINA SCHIRINIAN | Argentina |
| 10.10 - 10.15 | Armenia National Anthem | |
| 10.15 - 10.20 | Holy See of Etchmiadzin Blessing of Karekin II His Holliness KAREKIN II Supreme Patriarch and Catholicos of All Armenians | Armenia |
| 10.20 - 10.40 | Statement of the Republic of Armenia Prime Minister Mr. TIGRAN SARGSYAN RA Prime Minister | Armenia |
| 10.40 - 10.50 | Statement of the United Nations Resident Coordinator United Nations Development Program UNDP Resident Representative in Armenia Mrs. DAFINA GERCHEVA United Nations Representative | Bulgaria |

ARMENIA AGRICULTURE: TOOLS FOR FARMERS

MODERATOR: **Mr. H. E. ZOHRAB MALEK** Canada Armenia
Ambassador and Permanent Representative to
United Nations Food and Agriculture Organization
of Armenia -FAO-

THE COLD STORAGE FACILITY at Zvartnots International Airport

11.00 - 11.20 **A tool for the farmers: the Cold Storage Facility** Israel
Mr. DORON KATZIN
Katzin Advanced Conveying & Packing

11.30 - 12.00 **Financial use of the Cold Storage** Armenia
Mr. TIGRAN DAVTYAN
Executive Director of "Converse Bank" C.J.S.C.

Mr. JOSÉ LUIS PERSICO Argentina
Board Member at "Converse Bank" C.J.S.C.

Mr. DAVIT GHAZARYAN Armenia
Senior Analyst at "Converse Bank" C.J.S.C.

12.00 - 12.30 **Speech of the RA Minister of Agriculture** Armenia
Mr. SERGO KARAPETYAN
Republic of Armenia Minister of Agriculture
RA Ministry of Agriculture

12.40 - 12.50 **Statement of the United Nations Food and Agriculture
Agency of Armenia** Armenia
Mrs. GAYANE NASOYAN
Assistant United Nations Food and Agriculture Organization -
FAO - Representative in Armenia

13.00 - 13.15 **The hail, a nightmare for the farmers.
How to deal with it** Argentina
Mr. Ing. JOSÉ BARRIA
Field Manager at Bodega del Fin del Mundo S.A.

13.30 - 14.30 **LUNCH BREAK**

ARMENIA THE OLDEST WINERY IN THE WORLD

THE WINE INDUSTRY

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|---------------|--|-----------|
| 14.30 - 15.00 | History: Armenia The Oldest Winery in the World Dr. BORIS GASPARYAN Institute of Archeology and Ethnography at the RA National Academy of Sciences | Armenia |
| 15.10 - 15.20 | Use of Caucasian oak in barrel making and its impact on the aging process: the Armenian production Mr. KAREN KHACHIKYAN Director "Abrikon of Ararat" Ltd | Armenia |
| 15.20 - 15.30 | Labels: what to write on them, how to do them Mr. PEDRO SORAIRE Director at Bodega del Fin del Mundo S.A. | Argentina |
| 15.30 - 15.40 | How do you build a wine brand Mr. JULIO VIOLA President of Bodega del Fin del Mundo S.A. | Argentina |
| 15.40 - 15.50 | Traditional wine-making and agricultural tourism as an alternative source of income Mrs. NUNE SARUKHANYAN President Green Lane Agricultural Assistance Non-Governmental Organization | Armenia |

MARKETING THE PRODUCT

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|---------------|---|---------|
| 16.00 - 16.10 | How to sell the wine of Armenia Mr. VAHÉ KEUSHGHERIAN Managing Director Semina Consulting C.J.S.C. | Armenia |
| 16.15 - 16.25 | Luxurious selection of wine in SAS Supermarkets chain Mr. SAMVEL MANUKYAN Operation Director SAS Group | Armenia |

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| 16.30 - 16.40 | <p>Influence of Foreign Direct Investment on the Armenian Wine Business Prof. Dr. JON HANF Professor for International Wine Business University of Applied Sciences RheinMain, Geisenheim, Germany</p> | Germany |
| 17.00 - 17.20 | <p>How to prepare a wine blending Mr. MICHEL ROLLAND Oenologist</p> | France |
| 17.20 - 17.30 | <p>How to taste a wine Mr. MARCELO MIRAS Oenologist at Bodega del Fin del Mundo S.A.</p> | Argentina |

17.30 - 18.00

**PANEL DISCUSSIONS
 QUESTIONS AND ANSWERS
 TO THE PREVIOUS PRESENTATIONS**

Anchorperson:

Mr. H. E. ZOHRAB MALEK
 Ambassador and Permanent Representative to United Nations Food and Agriculture Organization of Armenia -FAO-

Canada Armenia

Participants:

ALL THE SPEAKERS



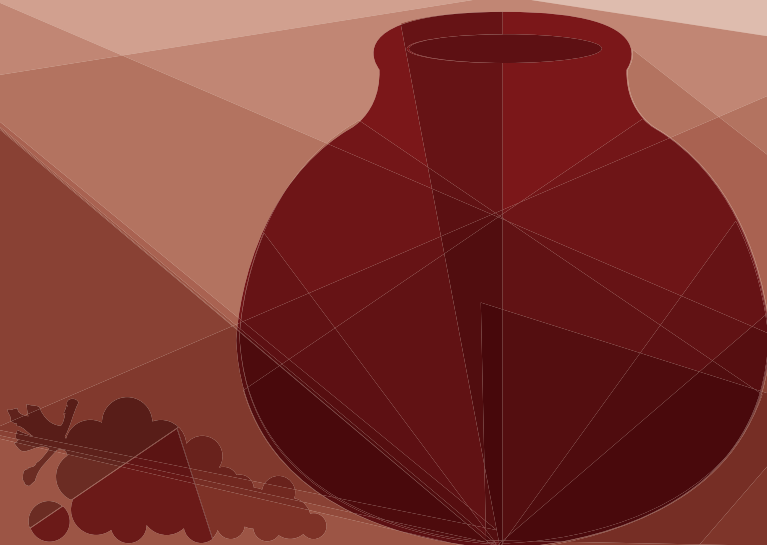


WINE TASTING
COURSES
by ENROLLMENT





FRUITFULL ARMENIA
WINE TASTING DINNER



by invitation only

PARTICIPATING
WINERIES:

“ANUSH-1” L.L.C., DOMAINE AVETISSYAN

ARENI C.J.S.C.

ARMENIA WINE FACTORY L.L.C.

“BREST WINE FACTORY L.L.C.”

EDVAG GROUP L.L.C.

“GETNATOUN” WINE CELLAR L.L.C.

GINETAS L.L.C.

MARAN L.L.C.

METS SYUNIK WINE FACTORY C.J.S.C.

PROSHYAN BRANDY FACTORY

VAN 777 L.L.C.

VERMOUTH WINES

YEREVAN ARARAT BRANDY-WINE-VODKA FACTORY O.J.S.C.

“TIERRAS de ARMENIA” C.J.S.C.

MAIN
PARTICIPANTS:

ARARAT

The Legendary Armenian Brandy 1887

ARCOLAD C.J.S.C.

The Armenian Chocolates

PARTICIPATING
CHEESE
PRODUCERS:

ARAX 2 PRODUCERS COOPERATIVE

CHEEZLER L.L.C.

SELIM L.L.C.

PARTICIPATING
CANNERY
PRODUCERS:

ART FOOD ARTASHAT CANNERY

SPECIAL INVITEES:

SAS SUPERMARKET

"ABRIKON" of ARARAT LTD



DAY 2 . Tuesday SEPTEMBER 20TH

EDUCATION

NEW TECHNOLOGIES FOR ARMENIAN EDUCATION

08.30 - 09.30 **Registration of Conference Participants at Conference Venue**
 Armenia Marriott Hotel.
 Tigran Mets Ballroom.
 We recommend to use Ararat Wing entrance.

09.30 - 10.00 **Coffee/Tea and Croissants**

OPENING CEREMONY

| | | |
|---------------|---|-----------|
| 10.00 - 10.05 | Fruitfull Armenia Second Day Welcome Mr. EDUARDO EURNEKIAN Mrs. ANA CRISTINA SCHIRINIAN | Argentina |
| 10.05 - 10.30 | Armenian Education System The Challenge Ahead Mr. ARMEN ASHOTYAN Republic of Armenia Minister of Education and Science RA Ministry of Education and Science | Armenia |

TOOLS FOR EDUCATION

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|---------------|---|----------------|
| MODERATOR: | Mr. H. E. ZOHRAB MALEK Ambassador and Permanent Representative to United Nations Food and Agriculture Organization of Armenia -FAO- | Canada Armenia |
| 10.40 - 11.00 | LUYS in the New Knowledge Economy Mrs. JACQUELINE KARAASLANIAN Executive Director Luys Foundation | Armenia |

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| 11.00 - 11.20 | <p>Learning at the speed of life: The Tumo Center for Creative Technologies Mrs. MARIE LOU PAPA ZIAN Chief Executive Officer of the Simonian Educational Foundation, and Managing Director of the TUMO Center for Creative Technologies in Yerevan, Armenia.</p> | Lebanon-Armenia |
| 11.20 - 11.40 | <p>Impact of New Learning Technologies on Disseminating Armenian Heritage Mrs. HASMIK KHALAPYAN Academic Director AVC Programm Armenian General Benevolent Union - AGBU -</p> | Armenia |
| <p>11.40 - 12.00 COFFEE BREAK</p> | | |
| 12.00 - 12.20 | <p>Education in Nagorno Kharabagh Mr. VLADIK KHACHATRYAN Nagorno Kharabagh Minister of Education</p> | NKR |
| 12.20 - 12.30 | <p>Fruitfull Armenia Fund NUR Program: The Nagorno Kharabagh Project Mr. SEBASTIAN ARIAS DUVAL Program Executive Director Nor Usumnakan Razmavarutiun / New Educational Strategy</p> | U.S.A. |
| <p>13.15 - 14.15 LUNCH BREAK</p> | | |
| 14.30 - 15.00 | <p>Agribusiness Teaching Center: Center of Excellence Developing Young Leaders for Agribusiness and Related Industries Mr. VARDAN URUTYAN PhD Director, ICARE Armenia Adjunct Associate Professor Department of Agricultural Economics Texas A&M University, USA</p> | Armenia |
| 15.00 - 15.20 | <p>It's not what we do, it's why we do it Mrs. SALPI H. GHAZARIAN Director of The Civilitas Foundation</p> | Armenia |
| 15.20 - 15.40 | <p>Education for All - Using Technologies to Promote Inclusion Mrs. MERI POGHOSYAN Education Officer United Nations International Children's Fund - UNICEF -</p> | Italy |
| 15.40 - 16.00 | <p>The Dilijan International School of Armenia Mr. MICHEL THOMSON Founding Headmaster of Dilijan international School of Armenia</p> | Australia |

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| 16.00 - 16.20 | <p>Education at schools and education centers of the Mother See of Holy Etchmiadzin FATHER VARDAN NAVASARDYAN Director Christian Education Department of the Mother See of Holy Etchmiadzin.</p> | Armenia |
| 16.20 - 16.30 | <p>The architectural Project for a New School in Etchmiadzin Arq. CRISTIAN MARTINEZ Infrastructure Director of Corporación America</p> | Argentina |
| 16.30 - 16.50 | <p>Helping succesfull people to become more sucessfull. The architectural project of Skolkovo, Moscow School of management.</p> | Russia |
| 16.50 - 17.10 | <p>Ayb High School: A New Learning Culture FATHER MESROP ARAMYAN Chairman of the Board of Trustees of AyB Educational Foundation</p> | Armenia |

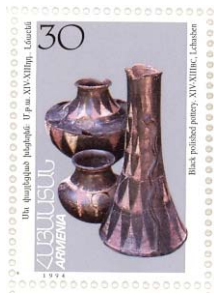
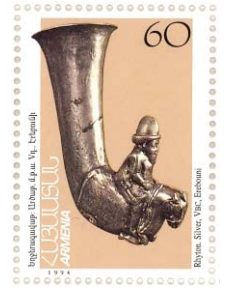
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|---------------|--|----------------|
| 17.30 - 18.00 | <p>PANEL DISCUSSIONS QUESTIONS AND ANSWERS TO THE PREVIOUS PRESENTATIONS</p> | |
| Anchorperson: | <p>Mr. H. E. ZOHRAB MALEK Ambassador and Permanent Representative to United Nations Food and Agriculture Organization of Armenia -FAO-</p> | Canada Armenia |

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|---------------|-------------------------|
| Participants: | ALL THE SPEAKERS |
|---------------|-------------------------|



Philately Exhibition







ConverseBank
Բողոքի համար



Republic of Armenia
Ministry of Agriculture

www.fafarmenia.org
www.nurarmenia.org