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ENTERPRISE DEVELOPMENT AND MARKET COMPETITIVENESS (EDMC)

BMTA PAESTUM
EXPERT REPORT

December 10, 2012

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ENTERPRISE DEVELOPMENT AND MARKET COMPETITIVENESS PROJECT

BORSA MEDITERRANEA DEL TURISMO ARCHEOLOGICO PAESTUM
EXPERT REPORT

DECEMBER 10, 2012

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The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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1. Introduction

1.1. Background Information

STTA Nadia Pasqual was hired as Hospitality and Tourism Expert to support the Armenian Hospitality Sector to participate at the “Borsa Mediterranea del Turismo Archeologico” (BMTA Paestum), an archeological tourism exhibition that took place in Paestum, Italy under the umbrella of the Ministry of Culture of RA and the National Competitiveness Foundation of Armenia (NCFA).

The expo is an excellent platform to internationally promote archeological tourism products and cultural tour packages to Armenia. In 2008 Nadia Pasqual participated in the annual BMTA archeological tourism exhibition representing Armenia on behalf of USAID CAPS Project. In 2010 the hospitality sector firms from Armenia participated in the BMTA. In 2011 Nadia Pasqual participated in the BMTA representing Armenia on behalf of the RA Embassy in Italy with excellent results in terms of business contacts and promotion of the destination. This year Armenia was the official Host Country at the expo. The Ministry of Culture of Armenia and the exhibition organizers agreed to allocate free space (54 sq m stand) to the hospitality sector firms from Armenia.

EDMC supported the organizers by hiring an international STTA to help on site. STTA was hired for 18 working days from November 9 to December 4, 2012, while the exhibition took place from 15 to 18 November. The STTA attended BMTA from the 14th to the 18th of November and provided *pre and post event* logistical support to facilitate Armenia’s participation at the exhibition. STTA also organized marketing and PR activities to promote **Armenia as a tourism destination** to groups including the following:

- Italian Tour Operators, archaeological associations/clubs and hospitality sector other firms
- Media representatives

All marketing activities including interviews of the STTA with journalists were in consultation with and when possible preapproved by the Ministry of Culture and/or NCFA.

STTA implemented the following tasks:

1. Facilitate and coordinate the communication between the Ministry of Culture of Armenia, NCFA, hospitality sector firms from Armenia and the exhibition organizers in Paestum.
2. Assist in the organization and promotion of a conference called “Armenia, Land of Noah” organized by Armenia as “Host Country” on November 15, 2012. Armenian Ambassador in Italy, Deputy Minister of Culture as well as 2 Italian and 2 Armenian archeologists delivered speeches during the conference.
3. Provide logistics support, including:
 - Select of suppliers, design and set-up of the exhibition area
 - Organize gala dinner for 300 guests on Friday November 16
 - Assist in the shipping of materials to Paestum
 - Assist in the preparation of documents to be printed and distributed at the expo: invitations to conference, invitations to gala dinner, menu of gala dinner, press release.
4. Organize marketing and PR activities targeting Italian tour operators, archaeological associations/clubs and hospitality sector other firms to promote *Armenia as a tourism destination*.

- Carry out post event follow up activities, such as respond to requests for information /materials / images by tour operators and other business contacts.
5. Coordinate and facilitate media coverage of Armenia’s participation as the Host Country by emphasizing each private company’s participation among Italian archaeology/travel/history/culture magazines, travel trade dailies, local and national dailies, news magazines and televisions, including:
- Coordinate communication with Italian media
 - Draft and disseminate invitations, press releases and press kits
 - Facilitate publication of articles by Italian newspapers, online media and production of video reports
 - Carry out post event follow up activities in Italy, such as responding to requests for information /materials / images by journalists and facilitate communication with EDMC and MoC/NCFA.

STTA submitted the following deliverables:

1. Fully furnished, equipped and operational exhibition area for Armenian delegation participating at BMTA ready by November 14, 2012 (pictures of the stand provided).
2. Two press releases issued and disseminated at the beginning of the exhibition and at the end of the exhibition targeting Italian and other hospitality sector firms and Italian media.
3. Thirteen articles/reportage published/broadcast by Italian media about Armenia’s participation at BMTA or about promoting *Armenia as a tourism destination, emphasizing private sector companies names and participation.*
4. Final report, including an overview of preparatory work, the exhibition itself, list of business contacts, media coverage, and recommendations.
5. A selection of N. 51 pictures showing Armenia’s stand at the expo, “Armenia, Land of Noah” conference of November 15th and Armenian gala dinner of November 16th that can be downloaded from the link:
https://www.dropbox.com/home/Public/Paestum_BMTA_2012

1.2 Purpose and scope

The objective of this task is to promote Armenia as a tourist destination by showcasing its historical, archaeological and cultural heritage among the Italian travel trade, press, archaeological sector and audience.

At the same time, the aim is to facilitate the Armenian tourism industry in reaching new business contacts, different targets of potential visitors, implementing a more advanced system of product development and differentiating their offer of cultural tours.

STTA’s observations and recommendations are meant to provide advice on opportunities and further activities to be implemented to extend the above mentioned purpose and scope of this activity.

2. Overview on the expo

The preparatory work was carried out by STTA in cooperation with EDMC Tourism Senior Expert and RA Ministry of Culture before the exhibition. Please see point 1.1. Background Information for list of tasks carried out by STTA.

STTA traveled to Paestum on November 14th to assist the staff of the Armenian construction company “Prom Expo” in preparing the stand. She also delivered invitations to gala dinner, which she prepared and printed, to the organizers, who distributed them among the press, personalities, foreign national tourism boards, exhibitors and tour operators. In the evening, STTA welcomed the Armenian delegation arriving from Rome Airport and including: RA Ministry of Culture Deputy Minister, Ms Arev Samuelyan, accompanied by Ms Inessa Almoyan, Adviser to the Minister of Culture, one film director and one cameraman; Ms Anahit Sirunyan, responsible for culture at the RA Embassy in Italy, and the representatives of six Armenian TOs: Armenian Travel Bureau, Sputnik TO, Armenia Holidays, Armenia Travel + M, Amistad Tour, Geographic Travel Club. In total they were 18 people. In the evening Mr Rouben Karapetian, Ambassador of the RA, and his wife, also arrived in Paestum from Rome.

The exhibition started on Thursday November 15th. The Deputy Minister delivered a speech at the opening conference, which was attended by the Armenian Ambassador as well. At the end of the conference, they both moved to the conference “Armenia, Land of Noah” to deliver speeches and introduce the speakers. The conference was chaired by Mr Marco Merola, an Italian journalist specializing on history, archaeology and culture. He was invited by STTA because of his knowledge of Armenia, which he visited on a fam trip organized by her on behalf of CAPS and ATDA in 2008. The speakers consisted in two Armenian archaeologists, Prof. Ashot Piliposyan and Prof. Hakob Simonyan, and two Italian archaeologists, Mrs. Neda Parmegiani and Mr Raffaele Biscione, who have worked at the Italian missions in Armenia on behalf of the Italian National Research Institute CNR. The conference was attended by about 50 people, although some of them left early because it started with a delay of one hour due to Deputy Minister and Ambassador being at the opening conference, which ended late.

On the opening day and the following one many journalists and cameramen visited Armenia’s stand to take photos, shoot reportages and interview the Armenian Deputy Minister and the Ambassador. There were also many visitors among archaeology experts, researchers, associations, travel trade. STTA assisted with introducing visitors to Deputy Minister and Ambassador, translating from/to Italian, distributing informational/promotional materials, providing information, collecting contacts and requests and proposal from journalists and other business visitors. The Armenian film maker and cameraman shot interviews of Deputy Minister and different moments at the Armenian stand involving Armenian tour operators and STTA.

On Friday November 16, the gala dinner organized by Armenia took place. 300 guests attended it including representatives of international culture organizations, such as UNESCO and ICCROM, journalists, tour operators, representatives of archaeology associations/organizations, local politicians and foreign ambassadors/consuls. The dinner was opened by the speech of Armenian Deputy Minister of Culture Ms. Samuelyan and RA Ambassador in Italy, Mr Karapetyan, who sat at the presidential table with eminent personalities including Mr Edmondo Cirielli, President of the Defense Commission at the Chamber of Deputies in the Italian government; Mr Antonio Iannone, president of the Province of Salerno (to which Paestum belongs); Mr Mounir Bouchenaki, Special Adviser to the General Director of UNESCO; Mr Francesco Bandarin, Deputy General Director for Culture at UNESCO; Ambassador of the Republic of Iraq. Ms. Samuelyan took the chance to

promote Armenia with Mr Bouchenaki, with whom she had a long speech. An interview between them was also recorded by the Armenian film director and cameraman who accompanied the Armenian delegation.

On Saturday November 17, Armenian TOs attended a workshop with about 70 buyers from different countries, such as Austria, Belgium, France, Germany, UK, Holland, Republic of Slovakia, Russia, Spain, Sweden, Switzerland and USA. They were busy all day and very satisfied with the business contacts that they could make at the workshop.

In conclusion, the participation of Armenia in the exhibition was successful both in terms of visibility of Armenia as a cultural/archaeological tourism destination among the press and the audience, and in terms of business contacts made by STTA and Armenian tour operators. There was a huge interest in Armenia and all the materials brought from Armenia, such as brochures, booklets and maps provided by NCFA, Ministry of Culture and EDMC as well as materials by Armenian TOs, were distributed among visitors. Besides, 4,000 copies of a number of the magazine "Archeologia Viva" featuring an article on Armenia and n. 500 copies of another number of the magazine with attached DVD "Pietre sacre d'Armenia" (Sacred Stones of Armenia) were distributed at the stand, at the entrance of the exhibition to all visitors and at the gala dinner. These copies of the magazine were provided free of charge by the editors of Archeologia Viva because of their cooperation with the Armenian Embassy in Italy, which supported the realization of the DVD a couple of years ago.

A full list of business contacts is provided in Appendix 1 to this report.

2.1 Main Business Contacts and Proposals

Among the business contacts made during the exhibition, the most interesting ones were the following:

- 1) Mr Piero Pruneti, Editor in chief of "Archeologia Viva", Italy's most important archaeology magazine proposed advertising Armenia at the 9th annual National Conference of which will take place on 24th February in Florence, Italy (program provided). This annual conference is an extraordinary event with the protagonists of historical and archeological research and an audience of about 3,000 visitors among experts and enthusiasts. Armenia could attend by buying a desk and/or advertising spaces to promote itself as an archaeological destination among a selected audience of potential visitors interested in archaeology and willing to travel to archaeological destinations. Information on the conference is available on the website:

[http://www.archeologiaviva.it/index.php/events/209/%3Cstrong%3EIX Incontro Nazionale AV %3C/strong%3E.html](http://www.archeologiaviva.it/index.php/events/209/%3Cstrong%3EIX%20Incontro%20Nazionale%20AV%3C/strong%3E.html).

Mr Pruneti also proposed the organization of a specific event in Venice in Spring 2013 in cooperation with the local Armenian Mechitarist Congregation, to promote Armenia as a destination for archaeological tourism. The cost of this event would be around 5,000 Euro including location, catering and promotion through the magazine to their audience. This amount does not include costs for organization, coordination and PR activities among the Italian press and travel trade.

- 2) Ms. Emanuela Vadacca of Progetta Srl proposed advertising services on their travel trade gazette "Giornale del Turismo" and participation of Armenia at their travel fair "Borsa Mediterranea del Turismo" (BMT), Naples 5-7 April 2013. BMT is the leading B2B travel fair in the tourist market of Southern Italy, an interesting target that has not been addressed by Armenian Tourism so far. A constant growth has allowed BMT to be labeled as the best Spring's meeting in Italy and to achieve the following goals:

- 21.000 sqm of exhibiting area,
- 20.000 tourism professional visitors
- 694 exhibitors from Italy and abroad
- 150 foreign tourism professional buyers
- 500 Italian incoming suppliers
- 50 Italian meeting planners
- 140 Italian incentive and congress suppliers
- 120 Italian representatives of the labour recreational centers (CRAL).

After the exhibition, she sent a proposal for participation of Armenia either with a 40 sqm set-up stand at the cost of Euro 2,400 + 100 registration fee + VAT 21% (if applicable) for each TO – valid with a minimum of 6 exhibiting TOs– whereas it would be free of charge for either the Armenian Tourism Board or another Armenian organization coordinating Armenia’s participation. The offer includes seven 6-sqm set-up booths each equipped with carpet, desk, chair, identification panel, common storage room, insertion in the exhibition official catalogue. Alternatively, they are offering bare area to be set-up by Armenia at the cost of Euro 270.00 per square meter plus Euro 150.00 registration fee for each exhibitor.

- 3) Mr Alberto Angela, famous anchorman working for very popular television documentary programs, such as “Passaggio a Nordovest” and “Ulisse”. These programs are broadcast on the Italian National Public Television Channel RAI 3 and have millions of audience every week. They are about history, archaeology, culture and traditions of different countries. STTA invited Mr Angela to the gala dinner organized by Armenia, which he attended, and discussed the possibility of shooting a documentary about Armenia to be broadcast in one of his programs. He was interested and provided his contacts, although they have already planned the whole current season 2012/2013. This would be a very effective way to promote Armenia among the Italian audience. Costs and other details can be discussed with the television producers in case there is availability of budget.
- 4) Mr Andreas Steiner, editor in chief of “Archeo”, Italy’s n. 2 archaeology magazine, and “Medioevo” history magazine, proposed to organize an archaeological tour to Armenia in Spring 2013 to be promoted through their magazine by an article and advertising spaces on Armenia. He is interested in visiting Armenia on a press trip to publish a full reportage. This would be an excellent way to reach a selected audience of archaeology experts and enthusiasts.
- 5) Journalist Marco Merola would like to visit Armenia on a press trip to publish a reportage on Armenian history and archaeology on major Italian magazines. Mrs. Nina Dadayan of Armenia Travel + M expressed their interest in organizing such a press trip, suggesting interesting excavations sites to visit and providing contacts/meetings with archaeologists in Armenia. Since press trips are meant to promote Armenia as a destination and not any specific private companies, STTA recommends that they are organized by EDMC and/or NCFA. Mr Merola is a reputed and reliable journalist and would give Armenia a lot of visibility by his reportage.
- 6) “Turisti per caso” brand name of a very popular television broadcast on the Italian national television RAI featuring travel documentaries. “Turisti per caso” is also the brand of a popular travel magazine and web portal www.turistipercaso.it. Ms Maurizia Giusti, , known as “Syusy Blady” by the Italian television audience, journalist and anchorwoman of this television broadcast with her partner Maurizio Roversiis interested in visiting Armenia on a press trip to publish a reportage on their magazine and website. Both the magazine and web portal are extremely popular and would give great visibility to Armenia among Italian tourists. She also proposed advertising on their magazine and website.

- 7) Mr. Marco Casareto, Editor in Chief and Ms Liliana Vecchione, account at Promedia 2000 s.r.l. editors of “Focus Storia”, a popular history magazine diffused in 90,000 copies each month: they are willing to publish an article/reportage on Armenia if they are invited to a press trip and/or Armenia buys advertising spaces.
- 8) Ms. Ida Buonanno of Bravomedia advertising company. Bravofly is the European leader in travel, tourism, leisure and e-commerce. Through their websites users can compare, choose and book flights, hotels and holidays. Their travel portal **Volagratis.it** generates 4.5 million unique users, 15 million flight searches and 42 million of page views every month. Moreover, they have a database of 1.9 million subscribers to their newsletter. **Viaggiare.it** generates 1 million unique users and 8.6 million of page views every month, while subscribers to the newsletter are 200.000. They also have a very strong presence in Spain and France. They proposed a promotional campaign on their websites www.volagratis.it and www.viaggiare.it, with the aim to increase the number of Italians travelling to Armenia. They also proposed the creation of a dedicated micro website, with texts and images provided by Armenian tourism board, with links to their website and a search engine for flights and hotels. Some of the micro websites realized with different tourism partners can be seen at the link: <http://www.viaggiare.it/it/speciali/occasioni-speciali.html>. Their micro website will be supported by an advertising banner campaign on the websites and/or with Newsletters/DEM (Direct Email Marketing) to their subscribers, and via Facebook. Bravomedia sent two proposals, summarized briefly below (proposals provided):

Proposal 1:

Net Net Investment for Armenian Tourism Board: € 10.000

Duration of the campaign: 1 month

Advertising solutions:

- Microsite on [viaggiare.it](http://www.viaggiare.it), section “Speciali” (<http://www.viaggiare.it/it/speciali/occasioni-speciali.html>). In the homepage of the section there will be a box to present the destination and clicking on it you can access to the customized pages.
- Banner 300x250 on [volagratis.it](http://www.volagratis.it) and [viaggiare.it](http://www.viaggiare.it)
- Banner 728x90 on [volagratis.it](http://www.volagratis.it) and [viaggiare.it](http://www.viaggiare.it)
- Newsletter [volagratis.it](http://www.volagratis.it) (1 sending with Banner 300x250, 2 sending with logo+text link)
- Promotion on the Volagratis Facebook page (1 Post)
- Insertion of Videos relating to the destination or particular itineraries or thematic areas on [tvviaggiare.it](http://www.tvviaggiare.it) and the Youtube channel Tvviaggiare

Proposal 2:

Net Investment for Armenian Tourism Board: € 20.000

Duration of the campaign: 3 months

Advertising solutions:

- Microsite on [viaggiare.it](http://www.viaggiare.it), section “Speciali” (<http://www.viaggiare.it/it/speciali/occasioni-speciali.html>). In the homepage of the section there will be a box to present the destination and clicking on it you can access to the customized pages.
- Banner 300x250 on [volagratis.it](http://www.volagratis.it) and [viaggiare.it](http://www.viaggiare.it)
- Banner 728x90 on [volagratis.it](http://www.volagratis.it) and [viaggiare.it](http://www.viaggiare.it)
- Banner 728x90 on the second page of the research on [volagratis.it](http://www.volagratis.it), that will be exclusively seen by users that select arrival airports in Armenia competitor countries
- Newsletter [volagratis.it](http://www.volagratis.it) (2 sending with Banner 300x250, 3 sending with logo+text link)
- Promotion on the Volagratis Facebook page (3 Post)

- Insertion of Videos relating to the destination of particular itineraries or thematic areas on tvviaggiare.it and the Youtube channel Tvviaggiare

Two proposals as well as company presentation by Bravomedia with all relevant information and numbers in relation to the websites of the group and different advertising instruments was provided by STTA.

3. STTA Observations and Recommendations

3.1 STTA observations

1. Archaeological tourism is a niche product within a wider cluster that can be labeled as cultural tourism, which can broadly be defined as group/individual travel to destinations possessing a remarkable cultural heritage. Archaeological tourism opportunities abound in Armenia, a country mostly known for its notable historic-cultural heritage, architecture, archaeological sites and museums, which represent its most relevant tourist attractions.
2. Armenia's tourism offer is, in fact, based on its rich and distinctive cultural heritage, specifically, art, history, archaeology and architecture, characterized by the traces left by subsequent civilizations (Uartian, Byzantine, Hellenic, Persian, Christian, Muslim and Soviet) that occupied this land located along the Silk Road and important migration routes between Asia and Europe. In particular, the most important cultural legacy stems from the country's early conversion to Christianity, adopted as the state religion at the beginning of the 4th century. The list of Armenia's three UNESCO's World Heritage Sites includes five religious monuments:
 - 1) The monastery of Haghpat (10th century);
 - 2) The monastery of Sanahin (10th century);
 - 3) The cathedral and churches of Echmiadzin (4th-18th century);
 - 4) The archeological site of Zvartnots (7th century);
 - 5) The monastery of Geghard (4th-13th century).
3. Armenia has been rapidly emerging as an appealing tourist destination over the past ten years, with international arrivals growing from 123,262 in 2001 to 757,935 in 2011 (Source: *National Statistical Service of the Republic of Armenia*). However, Armenian tourism is based mostly on the offer of two main product clusters, i.e. cultural tours and religious tours/pilgrimages, although the country has much more to offer besides its Christian and cultural heritage. This means that there is a need for implementing product development and specific PR/marketing activities aimed at different targets of business contacts and visitors. Development and promotion of new products should be implemented in the cluster of cultural tourism, working on niches such as archaeological tourism, as well as in the nature/rural/eco-tourism and the MICE (Meetings, Incentives, Congresses and Events) sector. Points 4., 5. and 6. below provide some indications in this sense.
4. Archaeological tourism is an interesting niche within the broader cultural tourism cluster in Italy as in other source markets to Armenia, such as Germany, France and Great Britain, since it attracts international visitors with a high spending capacity, whom can usually travel during shoulder and low seasons, rather than high season, thus contributing to extending the level of occupation of hotels, tour operators and other tourist service providers over a longer time span.

5. Armenia has a wide variety of pristine environments and nature attractions, but the offer and promotion of products connected to landscape and nature are still limited, even though they display significant opportunities for tourism development. In fact, in 2011, the specializing magazine *National Geographic Traveller* included Armenia among the three countries with the highest potential for adventure tourism. In 2012 EDMC Armenia Project has started tackling with the development of rural and nature tourism to the Syunik Region through the “Syunik Tourism Inventory” Project. This is another tourism cluster that should be developed to implement product development and differentiate the Armenian tourism offer.
6. Armenia has seen many hotels, business and congress centers develop and rise to international standards over the past ten years. However, the tourism cluster relating to Armenia as a destination for MICE has not been addressed with significant efforts, although some incoming tour operators are proposing their specialized services. Within the frame of product development and tourist offer differentiation, MICE sector is another tourism cluster that should be developed and promoted in Armenia.

3.2 STTA recommendations

A stronger focus on product development and promotion is necessary in order to differentiate the range of tours sold by Armenian incoming tour operators and expand Armenia’s appeal as a tourist destination among different targets at international level.

Both the Armenian public and private sectors have made limited efforts to develop specific products as well as promotional materials, PR and marketing activities, aimed at archaeology experts and enthusiasts. This specific niche of visitors is usually addressed through the same products, materials and PR/marketing activities aimed at promoting cultural tours in general.

STTA recommends that these targets are addressed by the following PR and marketing activities:

- 1) An inventory of Armenia’s archaeological attractions, such as sites, excavations and museums, should be carried out to create an updated list, assess their conditions in terms of capacity of attracting and welcoming visitors, and highlight possible investments to make them more appealing to international visitors. The inventory would also be used to identify specific itineraries and product aimed at developing archaeological tourism, to be promoted among Armenian and international tour operators. This activity should be implemented in early Spring 2013 in time to prepare points n. 2 and n. 3 below. Activity should possibly be carried out in cooperation with the RA Ministry of Culture and NCFA. STTA could be hired to carry out this activity.
- 2) Preparation of a tourist brochure and map focusing on Armenia’s archaeological heritage, possibly in cooperation with the RA Ministry of Culture, which edited an academic-style booklet called “Archaeological Heritage of Armenia” and NCFA, which prepared and edited promotional materials (brochures and tourist map) about Armenia in general as well as a brochure on Armenia as a destination for religious tourism. Brochure and map should be printed in English, Italian, German and French and distributed at international travel fairs, tourist information offices, disseminated among archaeology experts and enthusiasts, as well as associations, clubs, travel agencies/tour operators selling archaeological tours. STTA can be hired for this activity.

- 3) Organization of press trips for journalists and fam trips for tour operators of the main European source markets to Armenia, such as Italy, France, Germany and the UK. The aim of these trips is to promote specific archaeological tourism products/itineraries in Armenia among the travel trade in order to have tour operators sell more thematic tours to Armenia and journalists publish articles and reportages on Armenia as a destination for archaeology experts and enthusiasts. This activity should possibly be implemented in cooperation with NCFA and UITO (Union of Incoming Tour Operators of Armenia). Since STTA collected a number of contacts among journalists and tour operators specializing on archaeological tourism, which are interested in visiting Armenia, she could be hired to carry out this activity in late Spring/early Autumn 2013.
- 4) Participation in travel shows and specific events, such as:
 - a. **Borsa Internazionale del Turismo (BIT), Milan 14-17 February 2013**
<http://bit.fieramilano.it>: BIT is the most important B2C travel show in Italy with over 150,000 visitors among potential tourists and professionals. The event is a major showcase for destinations among the Italian audience, travel trade and press.
 - b. **Borsa Mediterranea del Turismo (BMT), Naples 5-7 April 2013**, the leading B2B travel fair in the tourist market of Southern Italy. STTA recommends that Armenia participates in this travel trade show, since Southern Italy is an interesting market to Armenian TOs. In fact, some of them in cooperation with NCFA were planning to organize a roadshow to three different cities in Southern Italy in 2012, but the event did not happen. This travel fair would be an excellent opportunity for them to promote their tours, since this event attracts trade visitors (TOs and travel agents) from all Southern Italy. The presence of Italian meeting planners at the fair make this event an opportunity to promote Armenia as a destination for MICE. Besides, newly established direct flights from Rome to Yerevan by Italian national carrier Alitalia, starting on Dec. 11, 2012, will make Armenia easier to reach from most airports in Southern Italy
 - c. **9th annual National Conference of “Archeologia Viva”, Florence 24th February 2013**. The annual conference is organized by Italy’s most important magazine specializing on archaeology and represents an extraordinary event with the protagonists of historical and archeological research. An audience of ca. 3,000 visitors among experts and enthusiasts attend the conference every year. Armenia could attend by buying a desk and/or advertising spaces to promote itself as an archaeological destination among a selected audience of potential visitors interested in archaeology and willing to travel to archaeological destinations. Information on the conference is available on the website: http://www.archeologiaviva.it/index.php/events/209/%3Cstrong%3EIX_Incontro_Nazionale_AV%3C/strong%3E.html
 - d. **Organization of a specific event on Armenia in Venice in Spring 2013**, as proposed by the editors of the magazine “Archeologia Viva”, in cooperation with the local Armenian Mechitarist Congregation, to promote Armenia as a destination for archaeological tourism. The cost of this event would be around 5,000 Euro including location, catering and promotion through the magazine to their audience. This amount does not include costs for organization, coordination and PR activities among the Italian press and travel trade. Since STTA has business relations with both the magazine and the Armenian congregation in Venice, she could be hired for this activity.

- e. **BMTA, Paestum 14-17 November 2013**, Italy's most important travel fair on archaeological tourism.
- 5) Promotion through the Internet: creation of a section/mini website about archaeological attractions in Armenia within the official tourism website. The brochure and map on Armenia as a destination for archaeological tours should be available for download from the website in different languages. An interactive map could also be realized to highlight archaeological attractions and itineraries. A proposal to promote Armenia on leading Italian and European travel portals by Bravomedia was submitted by STTA in this report.
 - 6) Advertising campaigns in major magazines and websites related to archaeology and history, cultural/archaeological tourism. Proposals by Bravomedia and other magazines were submitted by STTA in this report and she could be hired to carry out this activity.
 - 7) Cooperation and information exchange with the Armenian Travel Industry is of the utmost importance, especially tour operators and their associations, such as Union of Incoming Tour Operators – UITO, since the aim of EDMC project is to foster private sector development. TOs should be involved in product development and testing. With regard to this point, more tour operators should be involved through invitations to attend meetings/press conferences that should be organized to inform and involve them in the development of archaeological products/itineraries. STTA could be hired to organize a fam trip aimed at Armenian tour operators.
 - 8) Extension of purpose and scope of this activity is possible by replicating the above mentioned recommendations (points. N. 1-7) in other clusters, such as nature/rural tourism and MICE. These are two important clusters of tourism products in Armenia that should be developed and promoted. STTA could be hired to carry out activities in these clusters.

APPENDIX A – List of business contacts

Archeclub d'Italia (National Association of Archeology Enthusiasts)

Via del Porto 13, 00153 Roma

Tel +39 06 44202250

Fax +39 06 23328898

segreteria nazionale@archeoclubitalia.org

www.archeoclubitalia.org

Associazione Culturale Ponti sui Mari (Italian cultural association)

Mr Massimiliano Nuzzolo, Deputy President

Via Matteotti 1, 80046 San Giorgio a Cremano (NA)

Tel +39 349 5613267

Massimiliano.nuzzolo@libero.it, manuzzo@pontisuimari.com

www.pontisuimari.com

Associazione Nazionale Archeologi

Via S. Tommai 67, 80135 Napoli

associazione@archeologi.org

www.archeologi.org

Bari Archeoclub (Archaeology Association in Bari)

Mr Antonio Greco, President

Corso Benedetto Croce 217, Bari

Tel +39 080 9643569

Mobile +39 339 4914140

georke@virgilio.it

Bravomedia s.r.l. (editors of travel portals offering online advertising and marketing)

Ms Ida Buonanno, sales account

Via del Don 3, 20133 Milano

Tel +39 02 973775337

Mobile +39 393 8899822

Ida.buonanno@bravomedia.it

www.volagratis.com/content/it/pubblicita.html

Confederazione Italiana Archeologi (National Association of Archaeology Professionals and Students)

Mr Tommaso Magliaro

Tel +39 06 45427600

info@archeologi-italiani.it

www.archeologi-italiani.it

Gruppo Archeologico Lucano

Mr Leonardo Lozito

Via Nicolai 20, 70020 Bitetto (BA)

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APPENDIX B – Media Coverage

Besides the articles mentioned below, video reportages and interviews were broadcast by regional television channels, such as Tele Diocesi Salerno, RAI 3 Campania.

November 12, 2012:

1. Travel Quotidiano travel trade gazette published an article on their web portal:
“L’Armenia di scena alla Borsa Archeologica di Paestum”
[http://www.travelquotidiano.com/parliamo_di/estero/l_armenia_di_scena_alla_borsa_archeologica_di_paestum/\(tqid\)/41870](http://www.travelquotidiano.com/parliamo_di/estero/l_armenia_di_scena_alla_borsa_archeologica_di_paestum/(tqid)/41870)

November 13, 2012:

2. Turismo Attualità travel trade gazette published an article on their web portal:
“Armenia ospite alla XV Borsa Mediterranea del Turismo Archeologico”
<http://www.turismo-attualita.it/news/armenia-ospite-alla-xv-borsa-mediterranea-del-turismo-a%20/37764>

November 14, 2012:

3. Quotidiano di Salerno regional newspaper published an article on their web portal:
“BMTA: arriva l’Armenia”
<http://www.ilquotidianodisalerno.it/2012/11/14/bmta-arriva-l%E2%80%99armenia/>

November 15, 2012:

4. BMTA Paestum Gazette, daily paper gazette of the exhibition:
“Armenia, la terra di Noè” (Attached as separate file.)

November 16, 2012:

5. Salernitana.it, webtv of the Province of Salerno, broadcast a reportage on the BMTA:
<http://www.youtube.com/watch?v=I3MK6c-nAs0>
6. Guidaviaggi, , online edition and newsletter sent to ca. 10,000 travel companies:
“L’Armenia punta su diversificazione dell’offerta e Sud Italia”
http://www.guidaviaggi.it/notizie/149795/armenia-punta-su-diversificazione-dellofferta-sud-italia-/?utm_s%E2%80%A6

ANSAMed news agency published two online articles (Italian/English) published on their website:

7. “Tourism: Paestum celebrates Armenia, loved by Italians”
http://ansamed.ansa.it/ansamed/en/news/regions/campania/2012/11/16/Tourism-Paestum-celebrates-Armenia-loved-Italians_7807696.html
8. “Turismo: Armenia, terra mito Noè, piace anche a italiani”
http://ansamed.ansa.it/ansamed/it/notizie/stati/italia/2012/11/16/Turismo-Armenia-terra-mito-Noe-piace-anche-italiani_7806386.html

9. Metropolis newspaper published an article on their paper edition
"Il turismo archeologico in mostra Paestum" (Attached as separate file.)

November 19, 2012:

10. L'Agenzia di Viaggi travel trade gazette published several articles on their portal and newsletter sent to ca. 10,000 travel companies:
"Armenia, meta emergente del turismo archeologico"
http://www.lagenziadiviaggi.it/notizia_standard.php?IDNotizia=167943&IDCategoria=2424

Armenian Embassy in Italy published an article on their website:

11. "L'Armenia ospite ufficiale alla XV Borsa Mediterranea del Turismo Archeologico a Paestum"
<http://italy.mfa.am/it/news/item/2012/11/19/Paestum/>

November 21, 2012:

12. Il Giornale del Turismo, online article published on their portal and newsletter sent to ca. 10,000 travel companies:
"L'Armenia punta sul patrimonio culturale per sviluppare il proprio turismo"
<http://www.ilgiornaledelturismo.com/enti-del-turismo/larmenia-punta-sul-patrimonio-culturale-per-sviluppare-il-proprio-turismo/>

November 23, 2012:

13. L'Agenzia di Viaggi travel trade gazette published several articles on their portal and newsletter sent to ca. 10,000 travel companies:
"Armenia senza visto e con i nuovi voli AZ"
http://www.lagenziadiviaggi.it/notizia_standard.php?IDNotizia=168038&IDCategoria=2424

APPENDIX C – Press Releases



Ministry of Culture of the Republic of Armenia



Հայաստանի Հանրապետություն



PRESS RELEASE

ARMENIA, cultural heritage as a key to tourism development

Yerevan, November 19, 2012 – “The development of tourism in Armenia has to proceed together with the promotion of its cultural heritage, because visitors can understand and appreciate Armenia fully only if they know its history. Just consider that Yerevan, Armenia’s capital city, is more ancient than Rome, and that Armenians have been speaking the same language for about three thousand years.”, declared Mrs. Arev Samuelyan, Deputy Minister of Culture of the Republic of Armenia, at the [XV Borsa Mediterranea del Turismo Archeologico](#) that took place in Paestum, 15-18 November 2012.

“Conservation and promotion of cultural heritage is our first duty, and tourist flows to Armenia have to increase at the same pace as the level of preservation of our historical and architecture heritage”, added the Deputy Minister. Her position is shared by the Ambassador of the Republic of Armenia in Italy, Mr Rouben Karapetian, who attended the “Armenia, Land of Noah” conference with her. The conference, which was attended by four eminent Italian and Armenian scholars, took place at the Borsa on Thursday November 15.

“The new Alitalia direct flights that will connect Rome and Yerevan twice a week starting from December 11, 2012 and the abolition of visa for citizens of Schengen Countries from January 1, 2013, will trigger the increase of tourist flows from Italy, currently estimated around 12,000 arrivals per year” claimed Nadia Pasqual, marketing consultant, who coordinated the participation of Armenia as Host Country in the Borsa Mediterranea del Turismo Archeologico for the RA Ministry of Culture, Ra Embassy in Italy, the National Competitiveness Foundation of Armenia (NCFA) and the United States Agency for International Development (USAID).

The participation in the Borsa in Paestum is part of a plan to promote Armenia as a tourist destination focusing on product diversification and the promotion of archaeological, rural and ecotourism in addition to more classical cultural and religious tours, which represent most of the travel packages to Armenia in the market.

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Ministry of Culture of the Republic of Armenia



Ministry of Culture of the Republic of Armenia



PRESS RELEASE

ARMENIA, Host Country at the XV Borsa Mediterranea del Turismo Archeologico The destination aims at product diversification and Southern Italy's market

Yerevan, November 12, 2012 – Armenia aims at product diversification and Southern Italy's market by exhibiting as Host Country in the XV Borsa Mediterranea del Turismo Archeologico at the Ariston Hotel in Paestum, 15-18 November 2012. The Ministry of Culture of the Republic of Armenia, which has organized the event in cooperation with the Embassy of the Republic of Armenia in Italy, the United States Agency for International Development (USAID) and the National Competitiveness Foundation of Armenia (NCFA), made this strategic choice to promote and diversify the historic-cultural offer of a Country that boasts a three-thousand long history.

At the Armenian stand Italian tour operators, travel agents and journalists will be able to meet the representatives of the Ministry of Culture, the Armenian Embassy and Ms Nadia Pasqual, Armenia's marketing consultant in Italy. Six Armenian tour operators will exhibit: Armenia Travel + M, Elitar Travel, Armenian Travel Bureau, Amistad Travel Company, Geographic Travel Club and Sputnik.

The Deputy Minister of Culture of the Republic of Armenia, Ms Arev Samuelyan, will speak at the opening ceremony that is going to launch the event in the Saturno Meeting Room at Hotel Ariston in Paestum on Thursday November 15, 2012 at 10 am.

Armenia's most important historical periods and archaeological sites will be presented during the "Armenia, Land of Noah" conference that will take place in the Mercurio Meeting Room on Thursday November 15, 2012 at 12.30-14.30. The Deputy Minister of Culture and the Armenian Ambassador in Italy, Mr Rouben Karapetian, will introduce the speeches of four eminent scholars who will be chaired by journalist Marco Merola specializing on archaeology, history and science.

Two Armenian archaeologists, Prof. Ashot Piliposyan from the Armenian Institute of Archaeology and Ethnography, and Prof. Hakob Simonyan, Director of the Armenian Research Center on Historic-Cultural Heritage, will present the history of archaeology in Armenia and the Erebuni site, the original settlement from which today's Armenian capital city Yerevan developed. Two Italian archaeologists, Mr Raffaele Biscione and Mrs. Neda Parmegiani, researchers at the CNR Institute Civilizations of the Aegean and the Near East (ICEVO), will speak about the Urartian civilization and some important excavations of the Lake Sevan area.

As Host Country Armenia will organize a gala dinner that will take place in the Venere Meeting Hall at the Ariston Hotel on Friday November 16, 2012 at 9 pm. Three hundred guests among exhibitors, journalists and foreign buyers will attend the dinner.

Information:



COMUNICATO STAMPA

ARMENIA, il patrimonio culturale come chiave di sviluppo turistico

Yerevan, 19 novembre 2012 – “Lo sviluppo del turismo in Armenia deve necessariamente passare attraverso la promozione del suo patrimonio culturale, perché si tratta di un Paese che si può comprendere e apprezzare pienamente solo se si conosce la sua storia. Basti pensare che Yerevan, la capitale armena, è più antica di Roma, e che gli armeni parlano la stessa lingua da circa tremila anni.” È quanto ha dichiarato Arev Samuelyan, Vice Ministro della Cultura della Repubblica d'Armenia, intervenuta alla [XV Borsa Mediterranea del Turismo Archeologico](#) a Paestum dal 15 al 18 novembre 2012

“La conservazione e la valorizzazione dei beni culturali è il nostro primo dovere, e l'incremento dei flussi turistici deve andare di pari passo con la salvaguardia del nostro patrimonio storico e architettonico”, ha continuato il Vice Ministro. Una posizione condivisa dall'Ambasciatore della Repubblica d'Armenia in Italia, Rouben Karapetyan, intervenuto con il Vice Ministro alla conferenza “Armenia, la terra di Noè” che si è svolta giovedì 15 novembre alla Borsa con la partecipazione di eminenti ricercatori italiani e armeni.

“Il nuovo collegamento di [Alitalia](#) che a partire dall'11 dicembre 2012 collegherà Roma a Yerevan con due voli diretti la settimana, e l'abolizione del visto per i cittadini dei Paesi Schengen dal 1° gennaio 2013, fanno prevedere un notevole incremento dei flussi turistici dall'Italia, attualmente stimati intorno ai 12.000 arrivi annui” ha dichiarato [Nadia Pasqual](#), consulente marketing per l'Armenia in Italia, che ha coordinato l'organizzazione per il Ministero della Cultura, l'[Ambasciata della Repubblica d'Armenia in Italia](#) e gli altri due enti che hanno sostenuto la partecipazione dell'Armenia come Paese Ospite alla Borsa Mediterranea del Turismo Archeologico: [National Competitiveness Foundation of Armenia](#) (NCFA) e [United States Agency for International Development](#) (USAID).

La partecipazione alla Borsa di Paestum rientra nel piano di promozione della destinazione nel mercato italiano, in fase di definizione, che nel corso del 2013 punterà sulla diversificazione dell'offerta, attraverso la presentazione di proposte per il turismo archeologico, rurale, ecoturismo e congressuale, che vanno ad aggiungersi ai più classici tour culturali e religiosi, che rappresentano la quasi totalità dei pacchetti turistici per l'Armenia.

[Foto dei protagonisti e della manifestazione](#)
(cartella “Armenia_Paestum_BMTA_20NOV2012”)

[Sito web ufficiale del turismo armeno](#)
(in inglese)

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Ministry of Culture of the Republic of Armenia



Ministry of Culture of the Republic of Armenia



COMUNICATO STAMPA

ARMENIA, Paese Ospite alla XV Borsa Mediterranea del Turismo Archeologico La destinazione punta sulla diversificazione dell'offerta e sul Sud Italia

Yerevan, 12 novembre 2012 – Punta sulla diversificazione dell'offerta turistica e sul Sud Italia l'Armenia con la partecipazione come Paese Ospite alla XV Borsa Mediterranea del Turismo Archeologico ospitata dall'Hotel Ariston a Paestum dal 15 al 18 novembre 2012. Una scelta strategica per promuovere e diversificare l'offerta storico-culturale di un Paese che vanta una storia lunga tre millenni, quella del Ministero della Cultura della Repubblica d'Armenia che ha organizzato l'evento in collaborazione con l'Ambasciata della Repubblica d'Armenia in Italia, United States Agency for International Development (USAID) e National Competitiveness Foundation of Armenia (NCFA).

Tour operator, agenti di viaggio e giornalisti saranno accolti allo stand Armenia dai rappresentanti del Ministero della Cultura, dell'Ambasciata della Repubblica d'Armenia e da Nadia Pasqual, consulente marketing per l'Armenia in Italia. Sei i tour operator armeni che saranno presenti come espositori: Armenia Travel + M, Elitar Travel, Armenian Travel Bureau, Amistad Travel Company, Geographic Travel Club e Sputnik.

Il Vice Ministro della Cultura della Repubblica d'Armenia Arev Samuelyan interverrà alla conferenza di apertura che inaugura la manifestazione giovedì 15 novembre 2012 alle ore 10.00 in sala Saturno presso l'Hotel Ariston di Paestum che ospita la Borsa.

Le fasi storiche e i siti archeologici più importanti verranno invece presentati durante la conferenza "Armenia, la terra di Noè" che si terrà giovedì 15 novembre 2012 dalle 12.30 alle 14.30 in sala Mercurio. Il Vice Ministro della Cultura e l'Ambasciatore della Repubblica d'Armenia in Italia, Rouben Karapetian, introdurranno gli interventi di quattro eminenti studiosi che saranno coordinati dal giornalista Marco Merola, esperto di archeologia e divulgazione storico-scientifica. Gli archeologi armeni, prof. Ashot Piliposyan dell'Istituto armeno di Archeologia ed Etnografia e il prof. Hakob Simonyan, direttore del Centro armeno di Ricerca sul Patrimonio Storico Culturale, introdurranno al pubblico la storia dell'archeologia in Armenia e il sito di Erebuni, primo insediamento dal quale ha avuto origine l'attuale capitale armena Yerevan. I due archeologi italiani, dott. Raffaele Biscione e dott.ssa Neda Parmegiani, ricercatori dell'Istituto sulle Civiltà dell'Egeo e del Vicino Oriente (ICEVO) del CNR, si soffermeranno in particolare sulla civiltà urartea e alcuni importanti scavi sul Lago Sevan.

In qualità di Paese Ospite l'Armenia organizzerà anche la cena di gala che si svolgerà venerdì 16 novembre 2012 alle ore 21.00 in sala Venere presso l'Hotel Ariston alla quale sono invitati trecento ospiti tra espositori, giornalisti accreditati e buyer stranieri.

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