

Enterprise Incubator Foundation: Promoting Investments in IT Sector



BAGRAT YENGIBARYAN
ENTERPRISE INCUBATOR
FOUNDATION

MOLDOVA ICT SUMMIT 2010
30-31 MARCH

Enterprise Incubator Foundation



- **Non-profit business development and incubation agency**
- **Established in 2002 by the Government of Armenia within the World Bank's "Enterprise Incubator" Project to support the development of Armenia's IT industry**
- **Mission is to stimulate economic growth of Armenia by assisting the local IT enterprises in business and skills development areas and stimulating entrepreneurial activity and start-up formation in the country. Increase competitiveness of Armenian technology companies.**

Main Directions



- **Business Development**
- **Skill Development**
- **Infrastructure Services**
- **Information Society Development**
- **Sector Strategy Development**



Business Development



- **FDI, Sales, Export Promotion, Representative Offices in US, Canada , Austria.**
- **Start-up Formation, Seed and Venture Financing, R&D Grants**
- **Business and IT Project Management Consultancy, Software process improvement, CMMI, IT Mark**
- **Country Promotion, Industry Research and Publications**

Skill Development



- **University Projects:** Partnership with all major Universities, creation of joint training labs on different technologies, curricula development, training of trainers
- **Gyumri IT Center:** formation of the first regional IT training center in the second largest city of Armenia, to provide IT related short-term and two-year long trainings
- **Short Term Training Courses** on management and IT technologies.
- **Armenian-Indian IT training and certification centre**

Infrastructure Services



- Slavonic university, right wing
- newly refurbished, fully network wired, PBX
- internet via fiber optic and satellite
- conference & meeting rooms with projection and videoconferencing equipment
- cleaning, utilities, parking, security, cafeteria, 24/7 access
- total 2,000 sq.m., 100% occupancy



Information Society Development



- **Broadband Armenia Project:** Support the deployment of national broadband network and Government intranet
- **Introduction and development of E-services:** E-statistics, e-education, e-health, introduction of ID cards
- **Computer for all project:** Increase current computer penetration by at least 30 % make it addressable, available, affordable

Sector Strategy Development



- **Government 10-year ICT industry strategy: EIF led the design of Armenia's ICT sector development strategy for years 2008-2018 adopted by the Government in 2008.**
- **Government Information Society development roadmap for 2010-2012, adopted by the Government in 2010. Covering internet, computer penetration, e-government, security issues.**

Key Results Achieved



- Annual sector growth 20%,
- Annual workforce growth 30%
- 10% growth in start-ups creation
- IT industry produces ~ 10% of Armenia's exports and almost 2% of Armenia's GDP
- Productivity increase 7%
- 70% of IT companies using EIF services
- FDI attracted more than 10mln USD
- First sales promotion and equity investment mechanisms were adopted
- Successful partnerships with Microsoft, SUN, Intel, Cisco, HP, Synopsys, NI, etc.



**APPROACH OF EIF FOR
HELPING IT FIRMS TO
ENTER FOREIGN MARKETS
AND INVESTMENT
PROMOTION**



Major Challenges



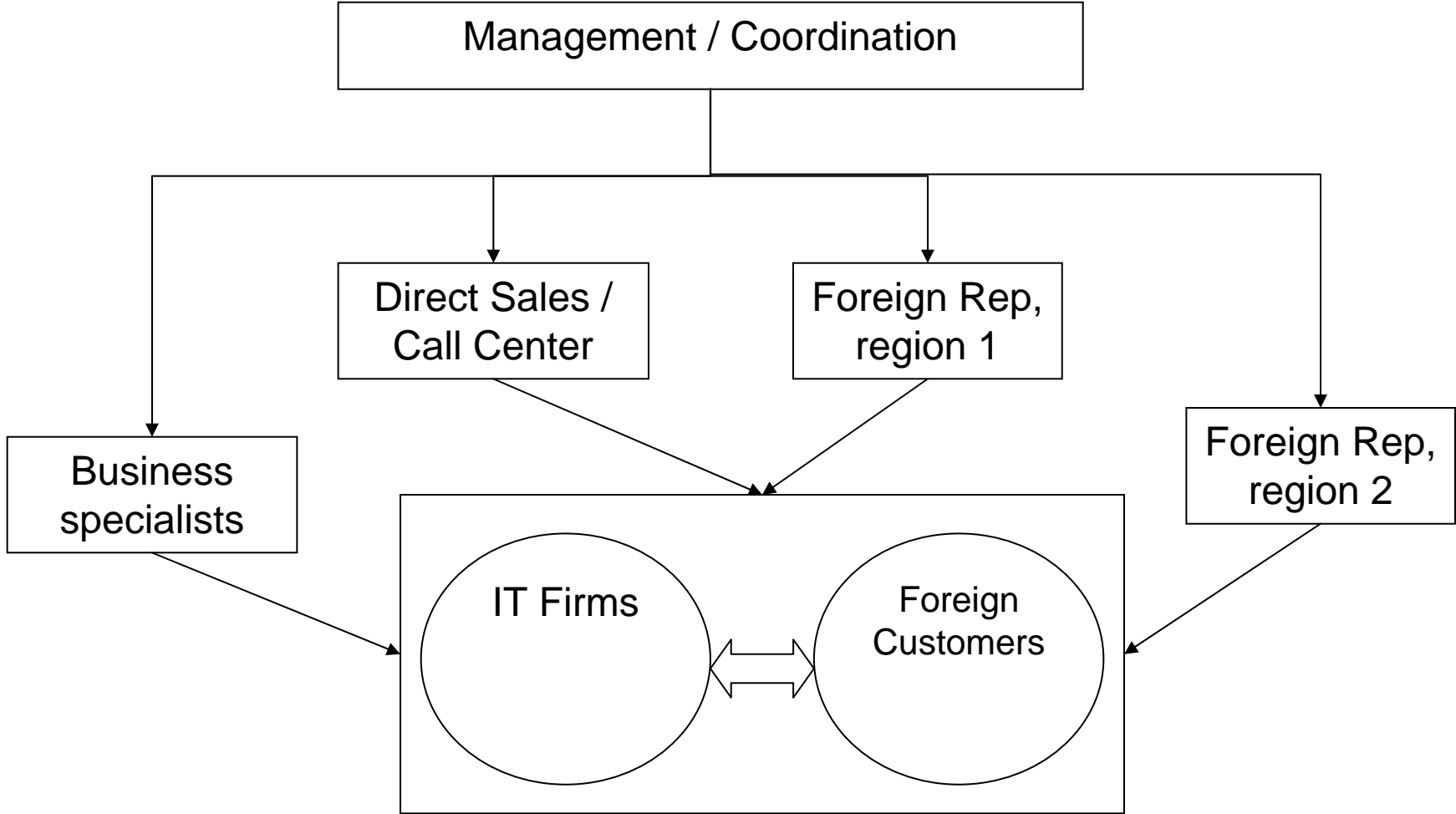
- **Market identification**
- **Product and service customization**
- **Rapid development of the IT industry**
- **Lack of branding/international reputation**
- **Limited capacity to negotiate and lack of legal skills**

How EIF Addresses the Challenges



- **Market analysis**
- **Establishment of sales offices**
- **Direct sales support**
- **Branding support**
- **Building company's marketing capacity**
- **Quality Control**
- **Networking/Participation in expos and tradeshow, secondments, internships**
- **Negotiation and legal support**

Industry Marketing and Sales Promotion Unit



Thank You



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