

## **Expression of Interest for a Staff Exchange mission (4-5 working days)**

### **Beneficiary**

Ashtarak Community (The Republic of Armenia) is kindly requesting the M4EG Secretariat to facilitate a Staff Exchange (SE) mission **from** a Service Providing local administration in EU member country.

### **I. Description of the needs:**

One of the main objectives of the Ashtarak LED plan is to create a universal PR and marketing center which will serve to Ashtarak business needs- including tourism and food processing. This center should perform the following functions.

1. to promote Ashtarak as an attractive tourism destination, including not only traditional historical tours, but also culinary, wine, rural and agro tourism tour products and services.
2. To develop and promote Ashtarak as an agricultural foods processing center by developing community umbrella brand representing Ashtarak's dry fruits and local sweets.
3. promoting it via social networks and other marketing channels such as trade fairs, events etc.

We need an expert who has implemented this kind of program in their community and can share his/her experience and knowledge to help us implement our project.

The LED plan foresees the creation of a single brand for Ashtarak as a destination for Tourism and food processing, and supporting those companies to export their services and products export. We have already identified the target group of manufacturers and are working with them on standardization and expansion of product range.

In the frame of SE mission we would like to learn the experience of a community from EU member country which successfully created such kind of universal PR and marketing center.

### **II. Proposed scope of work:**

The specific activities to be performed during the SE mission will be:

- a) to learn the experience of the community that already implemented similar project in development of community brand and it's promotion,

- b) explain/show the role of the community and other stakeholders engaged in that project;
- c) Create preliminary/draft version of center's operational strategy.
- d) Share the success of their community with the Ashtarak community businessmen.
- e) challenges and risks which have been raised during implementation e.g. quality assurance, transparency, financing;
- f) drafting the communication and promotional program.

Pick up, transfer, and meals during the visit will be provided by municipality.

### **III. Expected outputs and results:**

1. Verified the concept of the umbrella brand with the clearly defined roles of different stakeholders;
2. Draft version of center's operational strategy.
3. A meeting with local businessmen, during which the successful experience of their community will be presented.

### **IV. Preferred timeframe:**

Preferred period for SE mission will be from April to June 2019, so it will be possible to get prepared and organize the activities for current year, during this season.

### **V. Contact person:**

Arthur V. Voskanyan – Local Economic Development Officer/ Advisor of the head of Ashtarak community.

Tel (municipality): +374 232 3 10 26 (ask to transfer call to Mr. Arthur Voskanyan)

Mob: +374 93 59 22 22

Email. [welcomeashtarak@gmail.com](mailto:welcomeashtarak@gmail.com); [arthvoskanyan@gmail.com](mailto:arthvoskanyan@gmail.com)