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CAPS
COMPETITIVE ARMENIAN PRIVATE SECTOR

SUCCESS STORY

Silicon Valley Marketing Road Show

CAPS Helps Promote the Armenian IT Sector in the US Marketplace



“We learned a great deal working with the consultants CAPS made available to us,” Ani Karapetyan, the sales manager of Gallery Systems stated. “The tips and guidance they gave were not only very useful for this particular event, but also for the future activities of our company.”

CAPS is assisting Armenian IT companies to pursue specific target market opportunities by promoting their innovative products and services, upgrading their capacities and facilitating strategic partnerships between Armenian and international firms.

Armenia's information technology sector is now better positioned to explore business linkages in the US market and to cultivate relationships with potential US business partners and investors. The 2008 *Silicon Valley IT Road Show* proved this and resulted in signed contracts between American and Armenian firms.

By building on momentum generated during the ArmTech Congress in Silicon Valley during July 2007 – an Armenian technology focused event – and a study tour held in parallel with it, CAPS undertook a new round of activities to increase the visibility of the Armenian information technology sector in the all important Silicon Valley market.

Designed to promote the Armenian technology sector in the US and Armenian Diaspora business communities, the Silicon Valley Marketing Road Show held in October/November 2008, highlighted the capabilities of Armenian IT firms and showcased the development of Armenia's IT industry. The Armenian delegation included five Armenian IT companies: Smart Systems, TX Systems, Gallery Systems, ITE and Sourcio.

To help companies prepare for the Road Show, CAPS international consultants and local business service providers trained the Armenian IT company executives in the essentials of the investment-seeking process, marketing and sales promotion, targeting customers, developing and implementing marketing and sales strategies, and more. With CAPS assistance companies prepared marketing plans and upgraded their promotional materials to a level demanded by prospective international partners.

Successes so far amongst the five companies who participated in the Silicon Valley Road Show are impressive. TX Systems, a software development and IT consulting company signed a contract with Digital Chocolate, a famous American video game developer, to do a pilot project for a game with iPhone and Google. Additional deals secured by the four other participating companies include: one contract signed with a consulting company about development of a new IT product; one strategic partner for US based marketing plus one additional new partner for similar activities; one new customer and several promising sales leads. All five companies have walked away with either new business partners and/or strong sales leads.