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COMPETITIVE ARMENIAN PRIVATE SECTOR

## SUCCESS STORY

# “DigiTec 2007” Exhibition Creates New Leads for Armenian IT Companies

**USAID empowers IT cluster working together to drive country’s development**



[Photo: CAPS]

The Minister of Trade and Economic Development of Armenia (second from right) visiting exhibitors.



Digitec has enjoyed extensive media coverage. Journalists were provided with media kits during a press conference conducted by the USAID/CAPS, MTED and UITE representatives.

***Through the CAPS project since 2006, USAID is providing assistance to IT cluster development in Armenia, which directly contributes to the economic growth and job creation, and enables that growth to spread to the other sectors of economy. The approach is largely focused on building capacity across all stakeholders of the industry.***

The Minister of Trade and Economic Development of Armenia announced: “DigiTec has the potential to become the largest and most important IT exhibition in the region.” Such were the reactions of organizers and participants alike at this year’s event. He went on to say further expansion of Digitec is very desirable and has raised Armenia’s IT profile internationally. The Minister stressed the government’s strong interest to continue support to DigiTec, which they view as the main annual event in the country in support of the IT industry. According to him, further development of the sector is based on effective public-private partnerships, which DigiTec greatly enhances.

Forty-seven exhibitors, including eight international and thirty-nine local companies such as Microsoft, IBM, National Instruments and Synopsys were in attendance. Other cluster members also participated, including educational institutions offering IT specializations such as Yerevan State University, the Armenian-Russian (Slavonic) University, the American University of Armenia. Most notably perhaps, the Armenian Government was represented at this year’s exhibition for the first time, a clear indication the cluster is coming together in a more coordinated fashion.

From the very beginning DigiTec 2007 was fruitful both for participant companies and visitors – and some strong sales leads and initiatives arose from the outset of the exhibition. The larger exhibitors reported from 25 up to 100 leads, with some reportedly signing in excess of 10 contracts. The smaller exhibitors also had successes reporting an average of 10 leads and making many new and useful contacts.

About 6,000 braved the rain and visited the exhibition; this is how the statistics shape up: 86% of the visitors came to learn about the latest technology; 33% were interested in hardware products and IT solutions for enterprises; 23% were interested primarily in Software development.

Armen Baldryan, the director of Unicomp (an exhibitor) noted: “DigiTec fosters the promotion of local IT products domestically and for export. It also provides opportunities to international companies to present themselves and to get acquainted with Armenian IT company capabilities and products, thus initiating new leads and partnerships.”

DigiTec 2007 included nearly non-stop presentations of international and local companies where visitors and exhibitors could maximize their participation and demonstrate products, technologies and innovation.

DigiTec was the last event supported by CAPS within the framework of Armenia’s IT Month 2007 activities. The exhibition enjoyed extensive media coverage from numerous print, broadcast and electronic media outlets.