

# **NOUVEL HAY MAGAZINE**

*SANS FRONTIÈRES*

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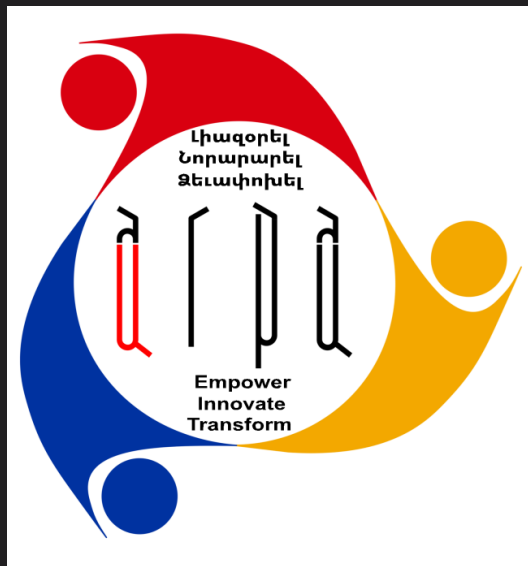


Table ronde de l'Institut ARPA

« Le programme de développement des petites entreprises et des entreprises émergentes Sarkis Cabayan [pour les femmes](#) »

Panélistes : Elza Ginetsyan, Anahit Yeprikyan, Lusine Avagyan et Nune Alaverdyan,

Modérateur : Anoush Edigaryan

Samedi 9 septembre 2023 à 11h00, PDT


Analytic Research & Planning for Armenia

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### ARPA Institute Panel Discussion

#### “The Sarkis Cabayan Small and Emerging Business Development Program for Women”

Panelists: Elza Ginetsyan, Anahit Yeprikyan, Lusine Avagyan, and Nune Alaverdyan,  
Moderator: Anoush Yedigaryan

**Saturday, September 9, 2023 @ 11:00am, PDT**

**Abstract:** Launched in November 2022 in the AUA, the Small and Emerging Business Development Program for Women is designed to bolster business growth in the rural regions of Armenia by empowering women entrepreneurs. The curriculum, devised by the faculty of AUA Manoogian Simone College of Business & Economics, offers a comprehensive two-semester course covering entrepreneurship, business management, financial strategies, and market expansion. Highlighting the event will be the remarkable voices of women entrepreneurs: Elza Ginetsyan, Anahit Yeprikyan, Lusine Avagyan, and Nune Alaverdyan, who will provide valuable insight into the dynamic business landscape of Armenia and its role in driving economic development, especially in the rural areas. The focal point of the discussions will be the far-reaching implications of the OE program on the overall economic impact of the intricate web in the rural communities. OE is implemented across several Marzes in Armenia, including Shirak, Lori, Tavush, Vayots Dzor, and Syunik, as well as Artsakh, contributing towards the strategic planning of the country amidst geopolitical challenges and opportunities within the South Caucasus.

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Elza Ginetsyan co-founded Zebra Driving School, providing diverse services to instill safe and confident driving skills. Originating in Gyumri and later expanding to Kapan, these schools are pivotal in enhancing Armenia's driving culture. This advancement benefits various sectors like tourism and transportation in fostering economic growth. Prior to the blockade in Artsakh, a new branch of the driving school was opened in Stepanakert, but it didn't get the chance to start its operation.

Anahit Yeprikyan is the founder of Rhapsody, Vanadzor-based teahouse. She blends her passions for tea and community to create authentic experiences. With degrees in linguistics and pedagogy, her journey has taken her from teaching in schools to exploring our nation's beauty. Interweaving tea culture, artistry, and literary discussions, Anahit forges harmonious connections among like-minded individuals.

Lusine Avagyan is the co-founder of "CreateOn" hospitality Academy and an enthusiastic tour guide hailing from Armenia's cultural gem, Gyumri. With expertise in elevating tourism, she crafts unforgettable guest experiences. Dedicated to ongoing learning, she advocates for Shirak's prosperity and youth empowerment. Adept at dynamic collaboration, she is fueled by enriching the ever-evolving tourism landscape.

Nune Alaverdyan is the founder of Norein, an innovative clothes upcycling enterprise. The primary mission of the company revolves around fostering the concept of 'slow fashion' and promoting sustainable practices within Armenia. This is particularly crucial considering the fashion industry's ranking as the world's second-largest contributor to pollution.

Anoush Yedigaryan is the Director of the Open Education program at AUA. Anoush has worked with international organizations, throughout Eurasia, the Middle East, and Africa and with AED, CoAF and USAID. Ms. Yedigaryan has taught at AUA and graduate courses at the Yerevan State University, as well as conducted corporate training and professional development programs in various capacities.

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