

## Innovative Tourism and Technology Development for Armenia (EU ITTD)

**Period of implementation:** 01.11.2020 - 30.04.2023

**EaP countries:**  
Armenia

**Total budget:** € 15 000 000

**Implementing organisation(s):**  
DEUTSCHE GESELLSCHAFT FÜR INTERNATIONALE  
ZUSAMMENARBEIT (GIZ) GMBH

**Project website:** [eu4business-tourism-tech.am/en](http://eu4business-tourism-tech.am/en)



### Social media account links:

[facebook.com/EU4BTourismArmenia](https://facebook.com/EU4BTourismArmenia);  
[facebook.com/EU4BTechArmenia](https://facebook.com/EU4BTechArmenia);  
<https://twitter.com/EU4BTechArmenia>;  
<https://twitter.com/EU4BTourismArm>,

### Project description:

The EU4Business “Innovative Tourism and Technology Development for Armenia” project started in November 2019 and will run until April 2023. It is co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ) and is being implemented by German Development Cooperation GIZ under the umbrella of the Private Sector Development and TVET South Caucasus Programme. The project is part of the EU4Business initiative ([www.eu4business.eu](http://www.eu4business.eu)) of the European Union. The project has an overall objective to ensure shared and balanced inclusive growth in tourism and innovative industries. This will be achieved through a) transformative, innovative tourism ventures in the Northern regions of Armenia, b) support to high tech and innovative entrepreneurs, c) international knowledge exchanges for high tech researchers and 4) networks for the benefit of entrepreneurship culture for students and general population groups.

### Expected results:

Enhanced and viable ventures and startups in tourism sector established and strengthened in the Northern Regions of Armenia: Lori, Tavush and Shirak offering innovative products and services to domestic and international tourists. Empowered and more skilled startups and tech entrepreneurs ready to enter next level of advancement with their products targeting global markets, more innovative ideas and projects funded in the framework of Europe HORIZON programme, better connections established between science, education and business, innovation and entrepreneurship skills enhanced among young people in universities.