

**Technical Assistance for the Development of the Geographical Indication "Armenian Brandy"****Duration:** 20.06.2024 - 19.06.2026**Countries:**
Armenia**EU contribution:** € 2 844 950**Total budget:** € 2 844 950**Implementer:**
Expertise France (FR) in consortium with DMI (FR)**Project description:**

This project seeks to strengthen the Armenian brandy industry by introducing a distinctive Geographical Indication (GI) system. The initiative will delineate specific production zones, approved grape varieties, and traditional production methods, ensuring consistent quality through rigorous controls and advanced laboratory infrastructure standards. Additionally, it will develop a unique brand identity supported by a strategic marketing plan to position Armenian brandy competitively in domestic and international markets. By providing legal protection and training for producers, the project aims to preserve authenticity, empower local stakeholders, and contribute to economic growth while safeguarding Armenia's cultural heritage.

Expected results:

1. Armenian brandy GI system is established and functional;
2. National GI legislation is updated and enforcement rules are designed;
3. A functional testing and quality control system is designed;
4. A robust brand identity and marketing strategy is developed