



In May, 2009 AmCham concentrated its efforts on developing a new website. The address is the same: [www.amcham.am](http://www.amcham.am). The website will serve as a good marketing tool for AmCham and its members. The website contains encompassing information on AmCham and its activities. Besides, it is also investors' oriented tool, that guides those interested through Armenian economy sectors, legislation, steps of opening up business in Armenia, etc. Member companies' information on the website is up to date and is presented in a more marketable way. The website is easy to maintain, meaning that member news/information will show up there once sent to AmCham. Besides, you may advertise with AmCham new website and attract new customers for your businesses. The information and rates are available at section Publications and Resources/Advertising with AmCham.

Another important event that took place is that AmCham mailed Business Directories containing the information about its member companies to around 40 U.S. Embassies and American Chambers of Commerce all over the world. The U.S. Embassy in Armenia has kindly agreed to help AmCham with this initiative and sent the directories by using its diplomatic mail channels. The idea of sending the Business Directories abroad is the promotion of AmCham members worldwide by providing them with the opportunity to establish business contacts.

AmCham has sent out to its members the AmCham performance survey, which will help improve its activities in the future. Only 20% of the membership responded to the survey. It is being processed now. The results will be sent to the membership electronically, as well as posted on AmCham website.

AmCham is a member of the Business Support Council (BSC) and is involved with tax and customs' administration reforms. Within this framework, AmCham sent for members' comments Special Part of the RA Tax Code. The document contains recent legislative updates in this field. AmCham received member comments and forwarded them to the BSC.

AmCham assisted the World Bank Group in implementing its "Investing Across Borders Project in Armenia". The professionals from the Concern-Dialog CJSC (AmCham Member) have kindly provided their expertise in completing "Starting a Foreign Business in Armenia" survey. This will echo in World Bank's report on Armenia in the nearest future.

AmCham has decided to give some boost to its Member to Member (M2M) program, which gives the opportunity to the members to offer discounts to the rest of AmCham membership. In order to make the program more lively, AmCham held series of meetings and involved in the program external companies as well. Non AmCham members will provide discounts to AmCham membership, but will not be able to use the discounts provided by AmCham members in return.

AmCham has prepared M2M cards that will be distributed to the membership during the upcoming meeting. The cards will be presented to the discount providers to verify the card holder company.

To continue this initiative, AmCham will be organizing its monthly meeting on June 26, at 6:30 pm in the Winter Garden, Golden Tulip Hotel Yerevan. The meeting will be devoted to AmCham M2M program, but will also be combined with AmCham website launch and Friday Night event.

AmCham has started a tradition of organizing monthly Friday Nights. The idea of the Friday Night is providing more networking opportunities to AmCham members and just relaxing and having fun. On May 29 more than 30 individuals representing AmCham member companies gathered in Mantashoff beer house. In addition to relaxed and friendly atmosphere, members exchanged news on their companies' services, products, etc.

And finally, in order to ensure the future sustainability of AmCham Business Magazine, AmCham developed price list and met with potential advertisers outside of AmCham membership. Those interested will get back to AmCham during the month of June.