



Armenia



Country Overview:

Location: Southwestern Asia, between Turkey (to the west) and Azerbaijan

Size: 29,743 sq km

Population: 2,970,184 (July 2013 est.)

Capital: Yerevan

Exports-commodities: pig iron, unwrought copper, nonferrous metals, diamonds, mineral products, foodstuffs, energy

Imports-commodities: natural gas, petroleum, tobacco products, foodstuffs, diamonds

Currency: Armenian Dram

Ethnic groups: Armenian 97.9%, Yezidi (Kurd) 1.3%, Russian 0.5%, other 0.3%

Religion: Armenian Apostolic 94.7%, other Christian 4%, Yezidi (monotheist with elements of nature worship) 1.3%

Government type: Republic

Chief of State: President Serzh SARGSIAN

Head of Government: Prime Minister Tigran SARGSIAN

Language: Armenian (official) 97.7%, Yezidi 1%, Russian 0.9%, other 0.4%



The Republic of Armenia / Hayastani

Meetings & Negotiations

-In meeting with Armenians, schedule appointments and be **punctual**, even though your host may be late.

-It is **necessary** to establish personal relationships.

-The **most** common greeting amongst men is a handshake followed by a kiss on the cheek.

-**Do not** be discouraged by belated replies to inquiries, letters, and faxes, or the lack of a reply.

-It is **customary** that an Armenian host introduce you first.

-A name is given formally in three parts: title, surname, and given name, in that order.

-Interruptions are acceptable so take **no** offense.

-Bargaining is acceptable but **not** always desirable in negotiations.

-Armenians are sensitive to a "no" so **temper** your directness. Negotiation decisions are not usually immediate.

-It is **best** not to show overly strong emotions during negotiations.

-Expect the decisions to **not** be made right away.

-During meetings Armenians tend to be very friendly and communicative so it is best that you create a friendly atmosphere during your business meeting.

Business Attire

-Similar to the U.S., business dress tends to be conservative.

-For men: a dark suit and tie

-For women: a high-quality business suit with knee-length skirt in darker colors. Armenian women place **high value** on

being well dressed.

-Casual attire is **not** normally acceptable for business meetings.

Behavior

-When dining with Armenians, you can **expect** a number of toasts.

-When speaking with Armenians, **direct** eye contact is preferred.

-Armenians may give you a lingering handshake and may stand **closer** than you find comfortable.

Gift Giving

-Giving a gift is **expected**, and a wrapped one is preferable. If you are given a gift, **do not** open it in public.

Appropriate Gifts:

-office-type gifts such as pen sets or paper weights

Gifts to Avoid:

-personal gifts

Business Tips continued

Conversation

-**Generally** Armenians are friendly and communicative.

-Let the Armenian guest **begin** the conversation.

-In Armenia, people tend to be very direct and say exactly what they want to say. There is **usually** no holding back on

what one needs to say.

-Making a fist and placing the thumb between the index and middle finger is an **obscene** gesture.

-Armenians **readily** express emotion and use elaborate language with frequent exaggeration.

Topics to Discuss:

-all aspects of Armenia's culture; history, literature, music, art

Topics to Avoid:

-Do not mention the 1917 Armenian Genocide, or Turkey's official view on the subject.

-Do not mention Azerbaijan, Nagorno-Karabakh war.