



**azpromo**

**Azerbaijan Export & Investment  
Promotion Foundation**

# WHO WE ARE

Azerbaijan Export and Investment Promotion Foundation (AZPROMO) is a joint public-private-initiative, established by the Ministry of Economic Development of Azerbaijan in 2003 with the aim to contribute to the economic development through attracting foreign investments in the nonoil sectors of economy and stimulating expansion of country's exports of non-oil goods to the overseas markets.

AZPROMO is a unique body in Azerbaijan that operates as a “one-stop-shop” for assisting and advising foreign-based companies interested in investigating and utilizing investment opportunities in Azerbaijan.

AZPROMO is a devoted partner for companies established in Azerbaijan looking to enter foreign markets. Our knowledge of foreign markets and applicable trade regulations along with a wide network of foreign representations and partners offer good opportunity for companies to expand their export capacities.

We encourage you to discover opportunities of doing business in and with Azerbaijan through our dynamic organisation!

# WHAT WE DO

## OUR MISSION

To sustain economic growth and diversification by maximizing inflow of FDI and utilizing effectively export capacities.

## OUR FUNCTIONS

AZPROMO...

- \* Promotes Azerbaijan as a business location
- \* Assists international companies setting up business in Azerbaijan
- \* Assists companies based in Azerbaijan with reaching foreign markets
- \* Promotes improvement of business and investment climate

## CORE ACTIVITIES

- \* Country promotion
- \* Event management
- \* Investment generation and services
- \* Market intelligence and export services
- \* Match making and linkages
- \* Policy advocacy
- \* Cooperation with international trade and investment promotion agencies.

# COUNTRY PROMOTION

Since its early days AZPROMO became an active promoter of Azerbaijan as the most attractive business destination in the region. A set of various instruments enables increased awareness by international businesses of favourable business environment and opportunities existing in Azerbaijan. With years of applying best practices in this field AZPROMO became a brand in itself.

## **OUR ACTIVITIES INCLUDE:**

- \* Business forums and B2B meetings
- \* Country presentations
- \* International promotion of the “Made in Azerbaijan” brand
- \* Coverage in international mass media
- \* Publications

# INVESTMENT PROMOTION

AZPROMO provides comprehensive information to international companies looking to enter the Azerbaijani market. We support international companies from start-up to expanding business. Business location services are at the heart of our activities.

## **AZPROMO SERVICES INCLUDE:**

- \* Market and industry reports
- \* Information on relevant legal framework
- \* Site visit organisation
- \* Local partner and network matchmaking
- \* Liaising with government bodies
- \* Investment set-up
- \* Care for existing investors

# EXPORT PROMOTION

AZPROMO provides support to Azerbaijan-based companies seeking to expand in international markets. Tailor-made services and information support ensure success in reaching global consumers.

## **AZPROMO SERVICES INCLUDE:**

- \* Market and industry reports
- \* Information on applicable trade legislation
- \* Matchmaking with potential buyers
- \* Organisation of trade missions and participation in trade fairs
- \* Marketing support
- \* Trainings
- \* Export database and catalogues



# INTERNATIONAL NETWORK

AZPROMO is a member of World Association of Investment Promotion Agencies (WAIPA) and holds the Vice-Presidency.

AZPROMO has a network of international representative offices in Georgia, Austria, USA, Germany, UAE, UK and Romania.

AZPROMO maintains close relations with many international investment promotions agencies, chambers of commerce and other business promotion institutions. We signed memorandums on cooperation and partnership with over 63 such organisations from 36 countries all over the world.



This publication prepared by:

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