



MADE IN ARMENIA

national brand platform and collective mark program

 **MADE IN ARMENIA NATIONAL BRAND PROGRAM**



 **MADE IN ARMENIA**



NATIONAL CENTER
DEVELOPMENT FOUNDATION

www.national.center

www.madeinarmenia.club

 **MADE IN ARMENIA**



**CONCEPTION
OF COLLECTIVE
MARK**

COLLECTIVE MARK

The best producers of Armenia will be united by the Collective Mark MADE IN ARMENIA.

The production community and companies that provide services in Armenia will be united using a collective mark. The mark is protected at the national level and can only be used by members of the Made in Armenia program. Participants must be manufacturers from Armenia and must have high quality products or services provided.

THE PURPOSE OF THE PROGRAM is to increase the attractiveness and recognition of Armenian products and manufacturers. The Program will support its members in 4 areas:
- SALES - MARKETING - EXPORT - COMMUNICATIONS.

A catalog and platform for the procurement of Armenian-made goods will be created. Made in Armenia members will be able to use the membership network to find new suppliers and buyers.



 **MADE IN ARMENIA**



COLLECTIVE MARK

The official collective mark for Armenian producers will be registered for 45 classes of products and services in the International Classification of Goods and Services (ICGS).

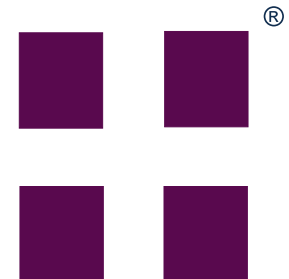
The Collective Mark **MADE IN ARMENIA** aims to unite the Armenian manufacturing sector and service companies. This will help consumers, buyers and partners to identify products made in Armenia and have reliable quality guarantees.

The program participants will be provided with the entire set of **MADE IN ARMENIA** logos, which are prepared in three formats.

The assignment of this mark on products will guarantee the high quality of the goods to buyers and partners.

 **MADE IN ARMENIA**

 **MADE IN
ARMENIA**



WHO CAN USE

Companies, program participants that have a membership license, can use the designation as a Collective Mark of **MADE IN ARMENIA**.

Collective Mark **MADE IN ARMENIA** will be accredited for enterprises that sell goods made in Armenia or have undergone final significant changes in Armenia before the sale.

Member companies will be licensed to use the mark, which has already been prepared in several versions and designers can use it on product packaging, print and social media.

All contributors receive a guide that explains how to get the mark to look correct in hundreds of different applications.



MEMBER COMPANIES

Members of the Collective Mark **MADE IN ARMENIA** program can be companies, program participants that have a membership license.

CATEGORIES OF COMPANIES:

Clothing

Food & Beverage

Sports and Leisure

Printing and Publishing

Household

Environment

Health & Beauty

Creative Activities

Transport

Technology

Innovation

Electronics

Energy

Engineering

Building

Software



INTERNATIONAL EXPERIENCE



EXAMPLE OF SUCCESS

Made in Britain is a fast growing community of like-minded manufacturers. Leaving the European Union, Great Britain was left alone among the highly competitive European products and their collective promotion mechanisms. By applying the attractive collective Made in Britain mark on a product, packaging or website and a smart promotion strategy, British products have become recognizable and more in demand. In addition to marketing and the correct branding, a social and political resource was used, using popular cultural figures and politicians to promote the sign.

“Made in Russia” - having a good idea, in the end it turned out to be an ineffective project for promoting Russian exports and business. In addition to conceptual flaws, the Made in Russia logo turned out to be unattractive and difficult to promote and attract attention to Russian products. Branding was key here. Placing the "Made in Russia" logo on products, advertising materials and websites was not an effective mechanism for promoting products, since branding did not attract manufacturers and the idea of a barcode in the form of birches began to contradict the trade barcode placed on the label.

FAILURE EXAMPLE



FAILED ATTEMPTS

It must be said that all the previous developments of Made in Armenia were unsuccessful, since there was no concept, the idea was empty, with the absence of real tools to support and promote Armenian products and manufacturers. Also, the appearance, branding of the logo did not correspond to the principles and examples of successful foreign counterparts. It is important to note that using the idea of a barcode or QR code in a logo is a deliberately unfortunate decision as a collective mark that misleads consumers and creates design contradictions. Considering that product labels have their own functional barcodes and company QR codes, and stylized use of logos in this form is ineffective.

GOVERNMENT PROJECT



In 2016, the unsuccessful Made in Armenia logo was created to participate in international exhibitions and events held in Armenia. **As a result, this initiative was not successful and all budgetary costs were ineffective.**

GOVERNMENT PROJECT



Work on this project took place from 2012 to 2015. The development of the logo alone cost the Armenian state budget 130,000 USD, another 270,000 USD was spent at the expense of various funds. **As a result, the logo was not used at all. The total development cost is approximately 400.000\$**

GOVERNMENT PROJECT



In 2020, the Ministry of Economy invented a logo to represent Armenian goods at international exhibitions. It was used only within Expo Dubai. The logo is not representative and, when applied to Armenian goods, misleads the consumer, as it looks like a QR code.

GOVERNMENT PROJECT



Supported by the Ministry of Economy, this program was supposed to contribute to the economic development of Armenia by strengthening SMEs. Launched in 2022 without a specific strategy and modern institutional mechanisms, the program actually ceased to operate in 2023.



DEVELOPMENT PROSPECTS

The voluntary certification system and the association of manufacturers through the collective mark **MADE IN ARMENIA** is implementing through the **NATIONAL CENTER Development Foundation**.

To enter the **MADE IN ARMENIA** Collective Mark promotion program, it is necessary to go through the procedure of voluntary certification of products, works (services). Experts of the NATIONAL CENTER through its structure am.business can conduct an independent assessment of the business reputation and foreign economic potential of the company, as well as carry out a documentary check of products.

The country's export brand in the form of the **MADE IN ARMENIA** Collective Mark was created to increase the recognition of famous Armenian brands and products abroad. The collective mark will be designed to confirm the good faith of the domestic manufacturer as a reliable supplier of safe and high-quality products. This initiative is of fundamental importance for bringing Armenian products to the international level.



 **MADE IN ARMENIA NATIONAL BRAD PROGRAM**



 **MADE IN ARMENIA**



NATIONAL CENTER
DEVELOPMENT FOUNDATION

www.national.center

www.madeinarmenia.club



national.center foundation

■ ■[®] MADE IN
■ ■ ARMENIA



NATIONAL CENTER
DEVELOPMENT FOUNDATION

YEREVAN, REPUBLIC OF ARMENIA

www.national.center

info@national.center

