



This project is funded
by the European Union



PRESS RELEASE

Opening Ceremony of Virtual Entrepreneurship Fair

18 December 2020 - Azerbaijan Micro-finance Association and National Confederation of Entrepreneurs organization of the Republic of Azerbaijan are pleased to launch **Virtual Entrepreneurship Fair** within the European Union funded project “**Accelerating development of sustainable micro-entrepreneurship in rural regions of Azerbaijan**” (ADSMIRRA).

The Entrepreneurship Fair aims to involve producers, suppliers, consumers and to inform the government bodies on the support needed to extend to micro-businesses. This fair will enable 100 entrepreneurs dealing with 15 business activities (bee-keeping, poultry-farming, animal husbandry, tailoring, canning, bakery, fruit drying, hand-crafting, carpet-weaving and others) to demonstrate more than 500 products. By showcasing of the products, the producers will have chance to meet with the sector stakeholders and to obtain detailed information on recent technologies, method and application. In addition to that, by sharing common problems and expectations from the sector, producers realize an information transfer from farmer to farmer.

During the event Head of the Delegation of the European Union to Azerbaijan H. E. Ambassador Kestutis Jankauskas, President of the National Confederation of Entrepreneurs (Employers’) Organizations of Azerbaijan Mr. Mammad Musayev, Chairman of the Management Board to the Small and Medium Business Development Agency of the Republic of Azerbaijan Mr. Orkhan Mammadov, Chairman of the Azerbaijan Micro-finance Association Mr. Jalal Aliyev, Head of Nakhchivan Autonomous Republic of Azerbaijan, Chair of the State Committee on Family, Women and Children Affairs Ms. Ramila Seyidova, Lead Women’s Empowerment Specialist, Department of Resilience and Social Development, Islamic Development Bank Ms. Kristonia Lockhart, Deputy Director, Microfinance Centre (MFC), Poland Ms. Katarzyna Pawlak will share their views on importance of entrepreneurship development in the country.

The overall objective of the “**Accelerating development of sustainable micro-entrepreneurship in rural regions of Azerbaijan**” project is to support establishment and development of micro-businesses as to support rural population in income generation and job creation. The project specific objective is to strengthen rural micro entrepreneur’s capacities to enable them to start or expand own businesses by building their skills, facilitating market opportunities and providing seed capital in the Ganja – Gazakh, Guba – Khachmaz, Sheki – Zagatala and Kur – Araz (Aran) Economic Zones.

Please join our Virtual Entrepreneurship Fair live stream at www.e-sergi.az or www.facebook.com/esergiaz on 18 December 2020 at 11:00am!

For media inquiries, please contact Ms. Sevinj Rustamova, Project Manager at program@amfa.az.

