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# Microsoft Innovation Forum To Be Held In Yerevan

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A forum of innovations is to be held in Armenia by the Microsoft Company in cooperation with the DigiTec Business forum on June 26-27.

Director of the Microsoft office in Armenia Grigor Barseghyan reported that the forum is aimed to inform individuals, government institutions and business companies of the importance of innovations.

"This year we decided to extend the traditional days of innovations into a forum and combine it with the DigiTec Business forum, as most of the products and services to be presented at the forum are based on Microsoft platforms and largely used by the country's business sector," Barseghyan said.

He pointed out that the participants in the forum will discuss problems of innovations, present new products and the policy of the Microsoft Company.

Microsoft traditionally organizes the forum not only in Armenia, but also in all the parts of the world the company has its representative offices.

Barseghyan reported that among the participants in the forum will be Veronika Prikrylova, Microsoft Director General for Armenia, Azerbaijan, Bosnia and Herzegovina, Malta, Macedonia and Cyprus, representatives of the Hewlett-Packard and Intel companies, as well as a number of local companies.

The development of this field is impossible to imagine without innovations, as they are of paramount importance, especially for countries lacking natural resources. Innovations enhance countries' productivity and competitiveness, Barseghyan said.

He pointed out that the company's priority task is to attract as many prospective users of IT technologies as possible to the forum to inform them of the solutions and advantages of applying them.

"We are positioning ourselves as one of the world's most innovative companies which supplies the innovations to users by means of its local partners. At the forum we will act as one team," Barseghyan said.

During the DigiTec Business forum to be held on June 26-27, the business potential of information technologies will be presented.

About 3,000 businessmen and statesmen are expected to take part in the forum behind closed doors.

An exhibition will also be held, and various IT companies will present their solutions for the banking and financial sectors, mining industry, small and medium-sized enterprises, tourist, trade, construction, cargo transportation, and medical sectors.

The DigiTec Business forum has been organized by the Union of Information Technology Enterprises, (UITE), with the assistance of the RA Government, Union of Manufacturers and Businessmen of Armenia (UMBA), Union of Banks of Armenia.

The information sponsors of the forum are the Novosti-Armenia International Information Agency, the newspapers Hayots Ashkhar, Azg, Capital, Delovoy Ekspres, Respublika Armenia, the TV channels AR, Yerkir Media, as well as e-zines panorama.am and tert.am.

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