
National Instruments chooses Armenia for expansion

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The US National Instruments Company for technologies and virtual instrumentation opened an office in Yerevan as part of the plans to enhance its activities in the CIS.

National Instruments (<http://ni.com>) specializes in design, prototype creation and systems realization automation, measurement and embedded applied software. National Instruments has direct operations in nearly 40 countries.

On September 11th a memorandum of mutual understanding was signed by the Enterprise Incubator Foundation and National Instruments at the Ministry of Trade and Economic Development. The memorandum was signed by NI Asia sales deputy director Victor Meiers and the Minister of Trade and Economic Development Nerses Yeritsyan as the latter is the chairman of the board of trustees of the Enterprise Incubator Foundation. (The foundation was created by the joint efforts of the government of the Republic of Armenia and the World Bank to support Armenian companies in the sphere of information and advanced technologies.)

“The Yerevan office will provide clients all the services from technical advice and maintenance to engineering prototype creation and development of applied software conceptions for clients,” Meiers said.

Aram Salatyán, regional director of the company and the coordinator of the company’s activities in South Asia, CIS and the Near East countries says the opening of the Yerevan office is an important part of the company’s strategy in the CIS market.

“The choice for Armenia as a regional center stems from the strong traditions in spheres of technologies and science and the availability of numerous engineering and research programs in universities,” Meiers added.

The Yerevan office of the company already has five specialists trained in the United States and Russia.

“We plan to enlarge the staff as the company is already getting orders,” Salatyán said.

Meiers told ArmeniaNow that despite the company’s production is for global consumption and the company does not differentiate between the markets, “the price for the company’s production will be more affordable as the engineering knowledge necessary for the creation of the company’s production in CIS countries is significantly cheaper.”