

---

# Global Image Virtual Armenia

Hakob Badalyan  
Iragir.am - 18/9/2007

---

The minister of trade and development of economy Nerses Yeritsyan in office for 100 days, whose appointment was unanimously stated by experts to be a sensible, unbiased, non-clannish policy, put forward a new thesis which will describe the so-called second generation of reforms: "Shaping the global image of Armenia." In other words, the upcoming actions of the government will be directed at it. Certainly, Nerses Yeritsyan spoke about the plans of his ministry but it is clear that no global image of Armenia will be shaped without a consolidated action of the government. Meanwhile, the doubts that the actions of the Armenian executive are hardly consolidated are righteous. And not only the actions. The actions are mere consequences, effect, expression of thinking. The problem is the difference of views, ideas, perception.

Certainly, not only Nerses Yeritsyan upholds the necessity of modern approaches, discussion and solution of problems in accordance with the logic of the process and deep analysis of the phenomena. But I very much doubt that many other members of government who speak about it believe their own words. In addition, these members of government are rather influential and occupy rather important posts. For them the global image of Armenia is a big plantation where their slaves toil and produce output for their masters. And the masters decide how to divide the output. It is not even an image or an association but a credo. And in this context the excited statements of the minister of trade and development of economy what should be done to develop Armenia and achieve a modern level of relations are doomed to shape the governmental PR to show what intelligent ministers, experienced specialists they have appointed to government.

Can Nerses Yeritsyan tell us what modern approach is needed to solve the problem when one of the oligarchs cheats a medium-sized businessman? Meanwhile, it is a true story when the medium-sized business sells a product to one of the companies run by the oligarch, and the company does not pay. Meanwhile, it is a matter of a few million drams. The medium-sized businessman has no way of getting the money because if he gets involved in a conflict, the number of unrevealed murders in Armenia will increase by one, and if he chooses a dispute at the court of law, the society will become convinced once again that the judicial system in Armenia merely serves the strong.

I suggest that Nerses Yeritsyan and also the other members of government who consider themselves as progressive and having a modern thinking, go deep into the cause or causes of this phenomenon and say how the medium-sized businesses can be protected from major businesses, who and how should stop the oligarch hiding behind the back of a high-ranking official from cheating, robbing and enslaving.

And if now there is someone who can stop the oligarch, why has he failed so far and will he share responsibility for the wrongdoings of the oligarch as well?

If we do not discuss to the point these definite episodes of our life which are the present image of Armenia, if we do not refer to things and phenomena with their names, if we avoid discussing and addressing responsibility for the vicious phenomena in Armenia, the talks about the new image are but a mere display of knowledge. In addition, in this case this knowledge is displayed to hide, and also to justify other's ignorance.

---