



**YEREVAN
WINE DAYS**



“CLOSING THE GENDER GAP IN IP. WOMEN AND TOURISM”
WIPO WORLD INTELLECTUAL PROPERTY ORGANIZATION

NOV 15, 2022 12:30 PM GENEVA

“©YEREVAN WINE DAYS” FESTIVAL
&
REGISTERED IP RIGHTS

MARY BADALYAN
CO-FOUNDER AND CEO



EVENTTOURA TEAM: WOMEN IN TOURISM ARE PATRIOTS

MARY



CHRISTINA



NUNE



LILIT



ALISA



HRANUSH



VALENTINA



LILIT

YEREVINE DAYS: WHAT WHY IS IT?



**WINE IS LOVE, DRINKING IT IS AN ART,
AND ARMENIA IS THE PLACE WHERE ONE SHOULD DRINK WINE.**

“©YEREVAN WINE DAYS” IS A 3-DAY EVENT, WHICH HAS AN IMPORTANT ROLE IN THE DEVELOPMENT OF ARMENIAN TOURISM AND THE WINE INDUSTRIES.

THE MAIN GOAL: TO MAKE ARMENIA ONE OF THE BEST TOURISM DESTINATIONS AND TO ENSURE THE RECOGNITION AND POPULARIZATION OF OUR COUNTRY AS ONE OF THE OLDEST CRADLES OF WINE-MAKING.

IN 2023 IT WILL BE HELD FOR THE 7TH TIME AND IN A MORE EXTENDED VERSION: WINE PR CAMPAIGNS, INTERNATIONAL WINE EXPERTS, MASTER CLASSES, SET-MENU DINNERS, FESTIVAL, AND WINE EXPO.

PROUD: EVENT OF THE YEAR BY "WINE TRAVEL AWARDS 2021-2022"

THE PANEL OF JUDGES CONSISTING OF 12 REPUTABLE INTERNATIONAL PROFESSIONALS IN SUCH INDUSTRIES AS WINEMAKING, FOOD TOURISM, MARKETING, AND JOURNALISM DETERMINED THE AWARD WINNERS.



THE AWARD CEREMONY TOOK PLACE DURING "LONDON WINE FAIR 2022", WHERE THE YEREWINEDAYS GOT THE CHERISHED STATUETTE.



YEREVINE DAYS: WHAT HOW IS IT?



YEREVINE DAYS: WHAT HOW IS IT?



YEREVINE DAYS: WHAT HOW IS IT?



YEREWINEDAYS: WHAT HOW IS IT?





**CUNEIFORM INSCRIPTION ABOUT
FOUNDATION OF EREBUNI, 782 B.C.
ARMENIAN KINGDOM URARTU**

**ARENI-1 CAVE
WINE PRODUCTION SITE
6100 YEARS OLD**



YEREVAN

WINE



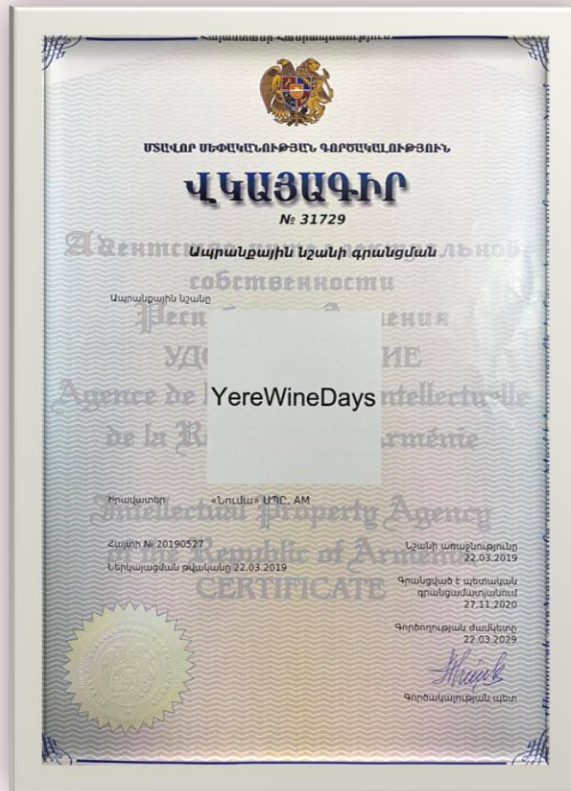
**YEREVAN
WINE DAYS**

LOCALLY REGISTERED RIGHTS

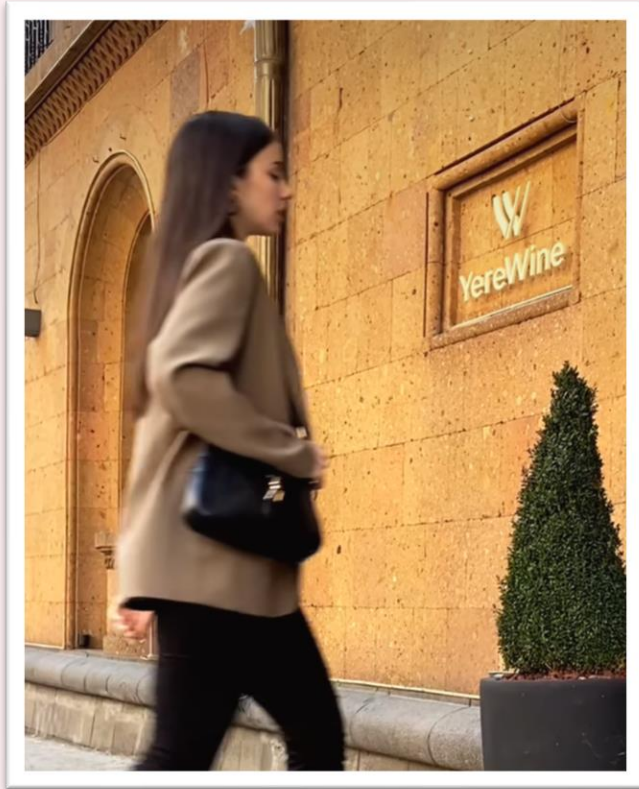
- YEREWINE
- YEREWINEDAYS

- YEREVAN WINE DAYS
- ВИННЫЕ ДНИ ЕРЕВАНА

- ВИННЫЕ ДНИ
- ДНИ ВИНА



PROTECTED: DO NOT EVEN TRY



BRANDED MERCHANDISE



THE MOST ICONIC MERCH



THE MOST ICONIC MERCH

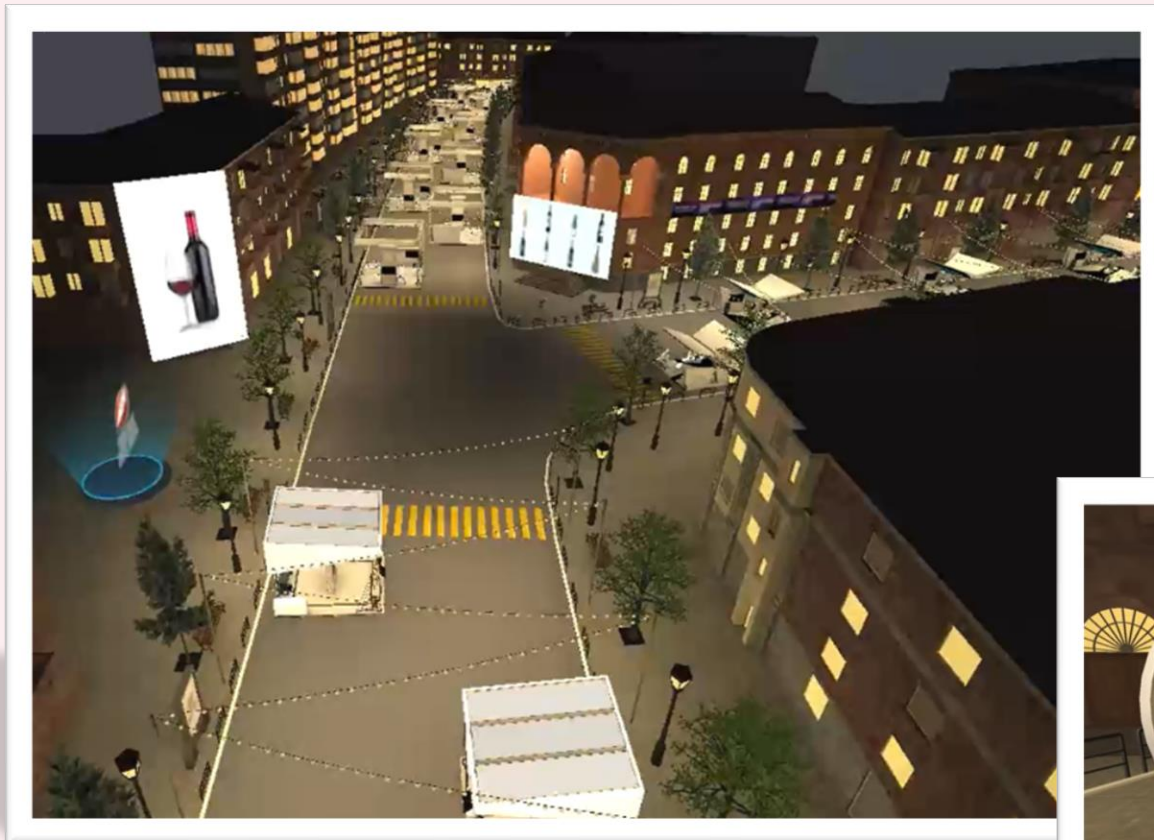


CHALLENGES: WORLD AND IP RIGHTS REGISTRATION



COPYRIGHTS

CHALLENGES: METAVERSE AND IP RIGHTS



CHALLENGES: EVENT TOURISM ECOSYSTEM AND IP RIGHTS LITERACY

CALENDAR OF ARMENIAN FESTIVALS 2022			FestivAr Association of Armenian Festivals		
JUNE		AUGUST			
03-05	Yerevan Wine Days Yerevan, Saryan, Tumanyan, Moskovyan streets	06-07	Sevan International Music Fest Gegharkunik, Sevan	10	Yerevan Music Night Yerevan, Abovyan Street
11	Sheep Shearing Festival Syunik, Khot Village	13-14	Armenian Rafting Fest Lori, Tumanyan Town, Raftingashen	17	Gata Festival Vayots Dzor, Khachik village
11	Edible Plants Festival Lori, Dsegh village	14	Honey and Berry Festival Berd Town	17-18	Harvest festival Rural life and traditions Dzoraghbyur, Green training center
18	Yerevan Color Festival Yerevan	20	Beer Day in Gyumri Shirak, Gyumri	25	1000 Years of Village Life Aragatsoth, Oshakan
18	Aveluk Festival Gegharkunik, Vardenik	21	DiliTon Festival Tavush, Dilijan	30-01	Tea and Coffee Festival Yerevan, Seasons Park
25	HayBuis Armenian Herb & Flower Festival Tavush, Yenokavan	26	"Gutan" Armenian National Traditional Song and Dance Annual Festival Yerevan	OCTOBER	
JULY		SEPTEMBER			
23-24	Vardavar on the Border Syunik, Kornidzor village	03	Arts and Crafts Festival Tavush, Dilijan	01	Tea and Coffee Festival Yerevan, Seasons Park
30-31	Yell Extreme Birthday Tavush, Yenokavan	09-11	Spirit of Armenia Yerevan, English Park	01	Areni Wine Festival Vayots Dzor, Areni village
				22-23	Pumpkin festival Tavush, Hovq



- 50+ SMALL AND LARGE-SCALE FESTIVALS
- 70% OF CASES WOMAN IS IN THE LEADERSHIP POSITION
- SHARING OUR EXPERTISE WITH "FESTIVAR" MEMBERS

YOU ARE CORDIALLY INVITED TO YEREVAN WINE DAYS 2023

- 29.05-04.06.2023 **YEREWINEDAYS CAMPAIGN**
- 02-04.06.2023 **YEREVAN WINE DAYS FESTIVAL**
- 02-04.06.2023 **PROFESSIONAL WINE EXPO**



THANK YOU



| www.yerewinedays.com | www.facebook.com/eventtura | hello@eventtura.org |