

LIFE IN ARMENIA

FOR DIGITAL NOMAD FAMILIES

JULY, 1ST 2025 | NO. 28 | LIFE IN ARMENIA

TERROIR OR TALE?

SEARCHING FOR SENSE (AND SOIL) IN ARMENIAN WINE

FIRST 48 HOURS IN ARMENIA

YOUR DIGITAL NOMAD TO-DO CHECKLIST

E-LOGI 25 CONFERENCE & EXPO

ARMENIA'S FIRST E-COMMERCE AND LOGISTICS MEETUP

THE WEB OF LIFE IN ARMENIA

WHAT IF ARMENIA HOLDS THE KEY
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INTEGRATING INTERNATIONAL TALENT
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LINKEDIN LOCAL YEREVAN

INSIDE THE ACTIVE LINKEDIN
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CHOOSING ARMENIA

EVER THOUGHT OF MEETING YOUR
GLOBAL REMOTE TEAM IN ARMENIA?



MATHEW ZEIN

EDITOR'S LETTER

"We'd love to welcome any delegates or speakers from Armenia!"

Maya Middlemiss, a leader in Europe's remote work movement, recently texted me, inquiring about an Armenian delegate to speak about remote work at the Nomad Summit in Estonia this August. Armenia is gaining recognition as a remote work and digital nomad destination, and I'm proud to have launched the first media outlet to cover this topic monthly since 2023!

Branding Armenia as a remote work and digital nomad hub didn't happen overnight. Over the past two and a half years, Life in Armenia has published over 300 articles and actively pitched the country to many global indexes to secure its place in their rankings.

Armenia offers a fantastic "product" and that is "the country itself" but it hasn't been effectively packaged, branded, and marketed to the specific audience of traveling remote workers. With more time and effort, international recognition as a remote work destination will naturally follow.

Mathew Zein



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E-LOGI 25 CONFERENCE & EXPO ARMENIA'S FIRST E-COMMERCE AND LOGISTICS MEETUP

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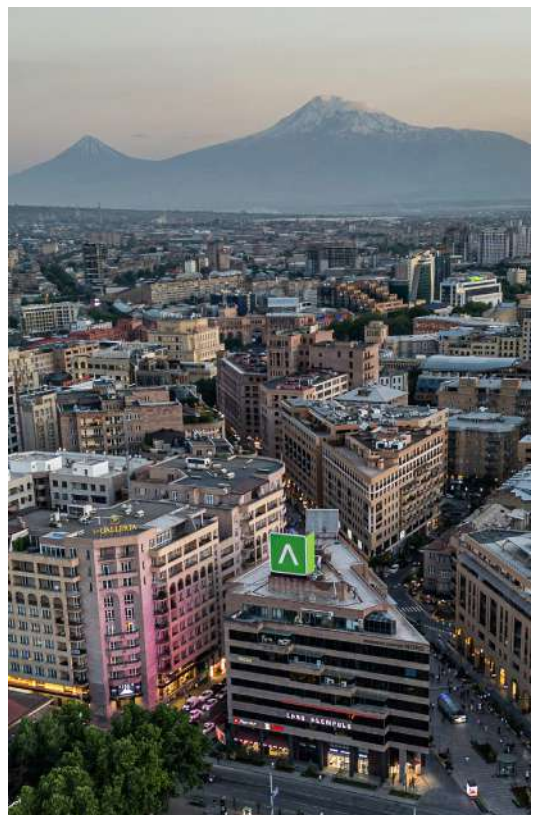
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CHOOSING ARMENIA EVER THOUGHT OF MEETING YOUR GLOBAL REMOTE TEAM IN ARMENIA?

Thinking of a global remote team meetup? Discover why Armenia should be your next destination! 5G connectivity, 300 sunny days, growing tech ecosystem, stunning nature, and cost-effectiveness, it’s the perfect, often-overlooked spot for a memorable team retreat.

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FIRST 48 HOURS IN ARMENIA

YOUR DIGITAL NOMAD TO-DO CHECKLIST



**MATHEW
ZEIN**

EDITOR IN CHIEF



FIRST 48 HOURS IN ARMENIA YOUR DIGITAL NOMAD TO-DO CHECKLIST

Remote working travelers are not typical tourists who can **afford to take days off to explore a new destination** without having to work. Since they balance work and travel, their experience in a country

must be uninterrupted, both logistically and professionally. They cannot afford trial-and-error experiences, such as unreliable internet, or bad coworking spaces. A single negative experience **could deter them from staying longer or recommending the destination** to others.

For Armenia, attracting and retaining these travellers is important. The country cannot afford to lose this growing demographic due to preventable shortcomings. A failed experience doesn't just impact one traveler; it **risks shaping a negative perception of Armenia as a remote-work destination**, which could discourage future visitors.

I arrived in Yerevan as a digital nomad nine years ago and went through all the trial and error back then. However, there was **more keeping me in this beautiful place than pushing me to leave**. Along the way, I've gained a lot of experience that I'd love to share with you to ensure you can integrate easily into Armenia once you arrive.

Follow my advice, and **you'll integrate in less than 48 hours**, start working normally, and even find yourself part of an active community of local professionals and fellow global nomads.

Step 1#: Find a Fixator in Armenia

Armenia is welcoming, but having a go-to person makes all the difference. If you don't already have contacts in Armenia, feel free to [connect with me on LinkedIn](#). As a long-term ex-digital nomad here, I'm **more than happy to lend a helping hand and be your fixator**. With the right guidance, you can settle in quickly, avoid common pitfalls, and start working within 2 days.



Step 2#: Access Internet in Armenia

The main providers are [Ucom](#) (which leads in 5G coverage), [Viva](#) (known for strong 4G service), and [Team Telecom](#) (offering competitive plans). **Internet packages are very affordable**, around 5,000 AMD (roughly \$12–15) for unlimited monthly data.

Getting connected in Armenia is quick and easy. You can **purchase a local SIM or eSIM right at the airport** before even passing through customs. Service counters for major Armenian telecom providers are available in the arrivals area, where **staff can set up your mobile data in just 5 minutes**; all you need is your passport.



Armenia offers reliable 4G/LTE coverage nationwide, and **5G has recently been introduced** through [Ucom](#), with other providers like [Team Telecom](#) and [Viva](#) expected to roll it out soon. If you don't get your SIM at the airport, you'll find plenty of telecom service centers in the cities. **Use Google Maps to locate them around your accommodation.**

Unlike some countries, **Armenia has no internet restrictions**, meaning you can freely use WhatsApp, Telegram, and social media without limitations.



Step 3#: Setup Banking in Armenia

Getting access to money in Armenia is straightforward whether you're visiting short-term or settling in as a digital nomad. While most establishments accept card payments, it's wise to **withdraw some local currency (Armenian Dram - AMD) upon arrival**. About \$50 worth (roughly 20,000 AMD) should be sufficient for initial small purchases where cash might be preferred, like at local markets or small vendors. **ATMs are widely available throughout cities**, so you can easily withdraw more as needed.



Two of the most foreigner-friendly options are [Ameria Bank](#) and [ID Bank](#). The banking process can often be started online, but visiting a branch may be required to complete setup. For digital nomads considering a local bank account, Armenia offers relatively easy access compared to many countries. **Foreigners can open accounts without residency permits in some Armenian banks**, though requirements vary by bank. You'll need to present your passport, provide a local phone number, and state your reason for opening the account (some banks may require proof of income or local address).



All major **Armenian banks provide user-friendly mobile apps** that give you complete control over your finances from anywhere.

These digital banking apps are useful for:



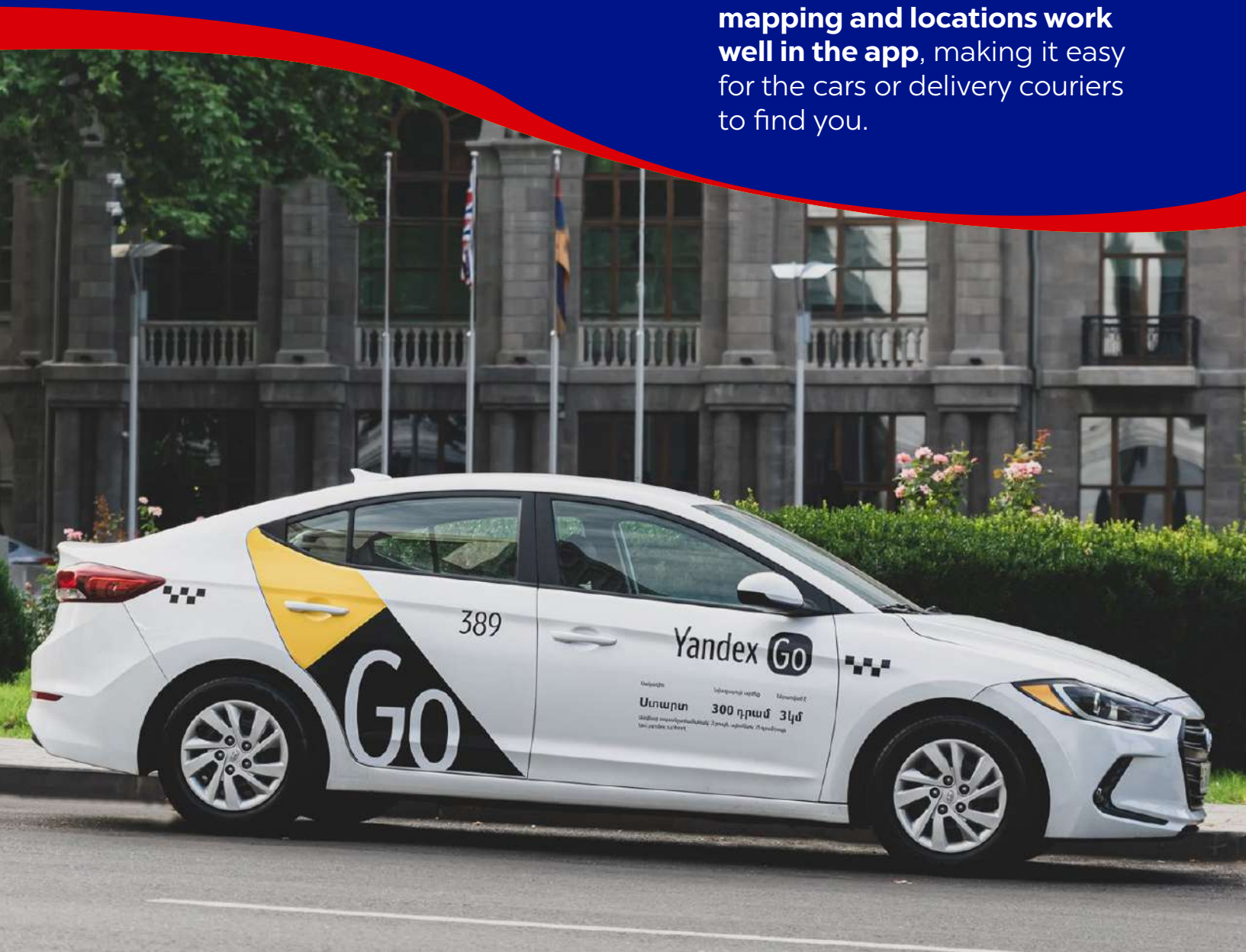
- ❖ Instant currency conversions between your accounts.
- ❖ Paying monthly utility bills (electricity, water, gas).
- ❖ Managing mobile/internet subscriptions.
- ❖ Transferring money domestically and internationally.
- ❖ Tracking your expenses and account activity.

The apps typically offer English language support and can save you trips to physical branches.

Step 4#: Getting Around in Armenia

While global apps like Uber aren't available in Armenia, excellent alternatives exist. The most comprehensive option is [Yandex Go](#), which combines ride-hailing and food delivery services. For the best experience when requesting a ride, **choose Comfort+ or Business class**; the slightly higher cost (typically just 10-20% more) ensures very good vehicles and reliable drivers.

Yandex Go shows estimated fares upfront, so you'll never face surprises. **All payment are cashless through the app** via cards or mobile wallet, but you can still pay with cash if you don't want to connect your card to the app. You can order food or do grocery shopping using the same app. Many of the delivery couriers speak English to a certain level. Plus, **mapping and locations work well in the app**, making it easy for the cars or delivery couriers to find you.

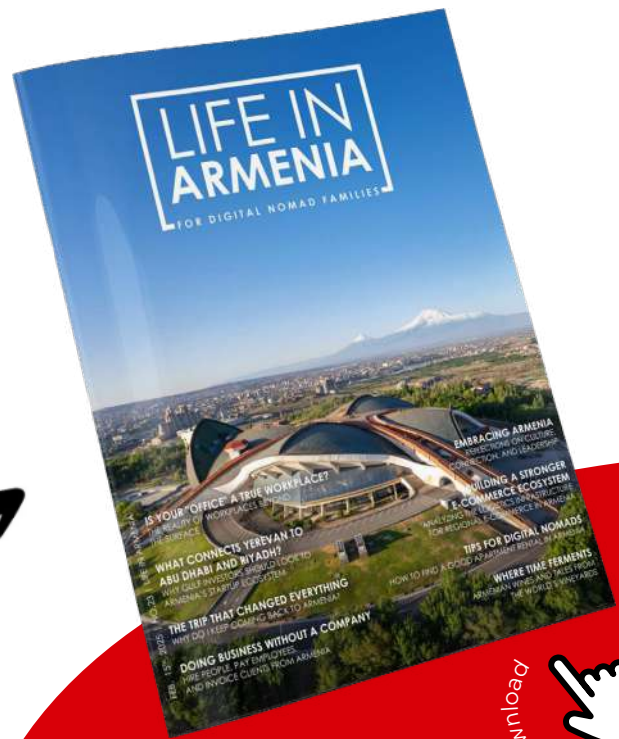


Step 5#:

Book your Accommodation in Armenia

I recommend you secure accommodation before arriving in Armenia. For optimal comfort, have a trusted local, or the fixator discussed above, **inspect the apartment 1-2 days in advance** when possible. For detailed accommodation guidance, check out my article on page 75 of the January 2025 Life in Armenia magazine issue covering, real estate agencies, building types, rental processes, and essential dos/don'ts.

Since many international flights arrive between midnight and dawn, **I recommend booking a hotel or a hostel for your first night**, then transitioning to your long-term accommodation the next morning. This ensures proper daylight inspection of your apartment and avoids late-night moving stress.



Step 6#:

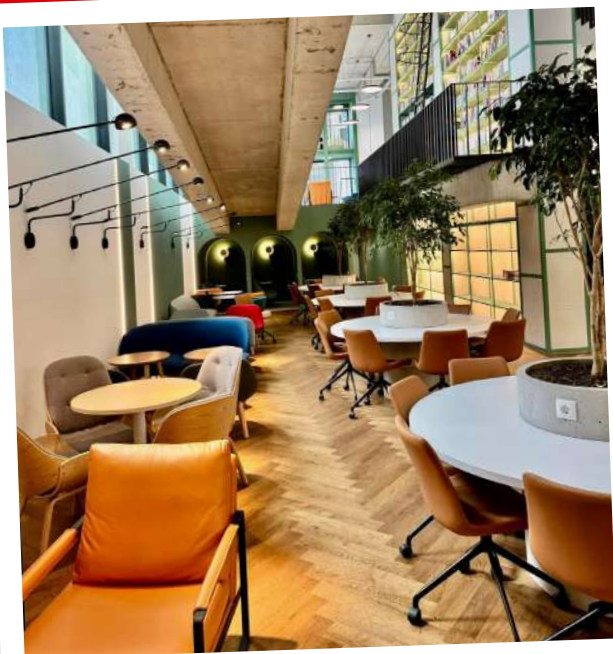
Find a Coworking in Armenia

Besides the fact that almost all coffee shops in Yerevan are remote work friendly. The city has many professional world-class coworking spaces. Here is a list of the ones I personally prefer to work from. You can give them a try or even check other options and share your feedback.



Ground Zero Venture Cafe

Ground Zero is the first of its kind in the region. It's an open coworking space in the city center with the **largest international community in Armenia**. Many Armenian startups that have started at Ground Zero are now in Silicon Valley, and **some of them are on the way to becoming unicorns**. No subscription is needed; you just buy a coffee and can work for as long as you want. The space opens at 8 AM and closes at midnight, seven days a week. Ground Zero is pet-friendly.



Woods Center

Woods Center is a huge, multi-floor coworking space 20-25 minutes drive from Yerevan's city center. It's a modern building featuring several coworking areas, both indoor and outdoor, as well as conference rooms in various settings, gyms, restaurants, and several kitchen areas for members. The center **overlooks Jervesh Forest and is actively involved in its preservation** as part of its environmental commitment. It's a subscription-based facility, with daily, monthly, and annual options available. The center plans to expand into coliving floors and **has a nearby town suitable for digital nomad stays**. Additionally, it provides daily transportation buses to take members to and from the facility to the city center.



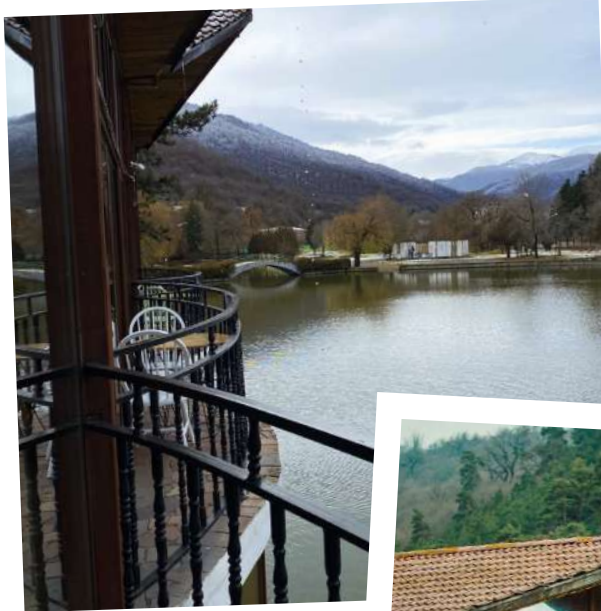
AI9 Startup Campus



AI9 has an open coworking space with various areas, including conference rooms and a restaurant. It features both outdoor and indoor spaces and **hosts many premium events throughout the year**, ranging from campus talks with notable figures to workshops, hackathons, and business talks. The venue also operates without a subscription; you can simply purchase food or a drink to gain entry and work. However, AI9 does not stay open late, and sometimes the entire building gets booked for private events.



Dilijan is the remote work capital city in Armenia. It also has several well-equipped and professional coworking spaces. Here are my favorite ones.



Cafe Number 2

Cafe Number 2 overlooks a small lake in Dilijan City, known as Swan Lake. This cafe offers tables available for remote work, as well as other **tables where remote work or laptop use is not allowed**, catering to those who simply want to enjoy the scenery. The place has an international vibe, attracting remote workers from all over the world, and **all signs and menus are available in English, Russian, and Armenian**.



Workation Toon Armenia



Workation is a coworking space in Dilijan, which attracts remote workers and travelers from around the globe. The integrated facility is part of Toon Armeni Guest House which offers a “workation” experience, providing comfortable accommodations, delicious food, and dedicated coworking areas designed for productivity and collaboration.

Step 7#: Join the Tech Community in Armenia

Building your professional network in Armenia begins on LinkedIn, the primary platform for connecting with English-speaking professionals across industries. The local tech community is particularly active and welcoming to newcomers, making it easy to arrange coffee meetings or collaborations within days of arriving.

Yerevan's active event calendar offers many opportunities for in-person networking, with many tech meetups and conferences. In most of the cases, there is instant English interpretation to accommodate international attendees. For event listings, the monthly Life in Armenia magazine highlights English-friendly professional gatherings worth attending.



What makes Armenia special is how accessible industry experts are; it's common to connect with senior professionals online and meet them for casual discussions the following day in one of Yerevan's many downtown cafes.

Step 8#: Try Armenian Food

Armenia's food scene presents a delicious fusion of traditional flavors and international influences. Mediterranean influences from Syrian-Armenian and Lebanese-Armenian communities that immigrated to Armenia within the past decade have **added new dimensions to local Armenian dishes.**



Today's dining options cater to all preferences, from adventurous foodies wanting to try authentic Armenian food to those seeking familiar tastes from home. **The capital Yerevan has a diverse restaurant options** where you can find everything from sushi to Italian alongside traditional taverns.

You'll arrive in Yerevan, set up your internet and banking, find accommodation, and download the local ride-hailing apps. Then, decide on a coworking space and join the tech community. The food is delicious, people speak English, and events happen year-round, so you can proceed with your remote work as usual. On top of all that, look for a local facilitator in the country. **If you don't have one, now you have Matt Zein!**



E-LOGI 25 CONFERENCE & EXPO

ARMENIA'S FIRST E-COMMERCE AND LOGISTICS MEETUP



**MATHEW
ZEIN**

EDITOR IN CHIEF



E-LOGI 25 CONFERENCE & EXPO ARMENIA'S FIRST E-COMMERCE AND LOGISTICS MEETUP

For decades, Armenia was overlooked in global logistics discussions. Its landlocked position and historical geopolitical complexities often **overshadowed its potential as a strategic crossroads**. However, if a country wants to claim a seat at the global logistics table, it must initiate the conversation itself, loudly and confidently, and that's exactly what **e-Logi Fest 25** achieved last month.

e-Logi Fest 25 was the first e-commerce and logistics expo and summit in Armenia. In one way or another, it was a declaration of Armenia's ambition to **transform from a perceived periphery to a pivotal logistics hub**. The event brought together industry leaders, policymakers, and innovators from around the world for three days to analyze and plan Armenia's role in regional trade and e-commerce.

The event was **structured around four dynamic components**, each designed to push Armenia's logistics and e-commerce sector forward:



e-Logi Summit

As Napoleon Bonaparte once said, “Amateurs discuss tactics; professionals discuss logistics.” With these words, the e-Logi Summit opened, emphasizing that logistics isn’t just about moving goods; **it’s the base for everything from the very beginning**, even predating strategy and planning.

Industry experts, policymakers, and global thought leaders **took the stage for high-level panel discussions** on digital transformation in supply chains, regional trade corridors, Armenia’s role in East-West connectivity, sustainable logistics, and green supply chain innovations. The goal behind the summit was to find out what policies and infrastructure developments are needed to **transform Armenia into a key trade and e-commerce hub**.



e-Logi Expo

Tens of exhibitors competed to showcase their solutions to the expo visitors. Industry leaders such as Yandex, Wildberries, FedEx, Ozon, and BoxC were present, alongside local, regional, and international logistics and e-commerce service providers.

The expo was **planned for both B2B and B2C visitors**. This included businesses seeking logistics solutions, as well as online shoppers looking for available shipping services and methods for faster order management.



Panel Discussion

Innovations in E-Commerce & Logistics



e-Logi RoboDrone

RoboDrone was a 48-hour, on-site hackathon that brought together over 100 participants from Armenia's public and private sectors. Competitors designed and prototyped delivery drones, and on the third day of e-Logi Fest 25, everyone gathered outside to watch the teams put their drones to the test.

Wasn't it too early to talk about drone delivery in Armenia? This event was designed to kickstart projects vital for Armenia's future. A mountainous country like Armenia stands to gain from drone deliveries, particularly for emergency responses in remote areas.

e-Logi Roundtable

Organized by the German Agency for International Cooperation (GIZ), this closed-door session brought together stakeholders to review logistics regulations, identify bottlenecks, and draft actionable recommendations, ensuring that [the event's momentum](#) translates into real-world policy shifts.



In upcoming issues of Life in Armenia, we'll dive deeper into the country's potential in this sector. We'll explore insights from international experts and highlight [projects Armenia can learn from](#) to overcome its "landlocked" perception and become a key player in the supply chain.

Panel Discussion

Public Policy & Industry Collaboration

SPEAKERS

CHARLE MALAS

COMPANY: MODLYFT
POSITION: CEO
COUNTRY: UNITED KINGDOM

CRAIG STRICKLAND

COMPANY: BOXC LOGISTICS
POSITION: CSO
COUNTRY: USA

HAYK MARGARIAN

COMPANY: CHAIR OF THE TRADE & INVESTMENTS COMMISSION
POSITION: EXECUTIVE BOARD
COUNTRY: ARMENIA

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THE WEB OF LIFE IN ARMENIA

WHAT IF ARMENIA HOLDS THE KEY TO OUR BIODIVERSITY FUTURE?



**MATHEW
ZEIN**

EDITOR IN CHIEF



FEATURING

**KRISTINE
SARGSYAN**

FOUNDER AND LICENSEE
OF TEDXYEREVAN



THE WEB OF LIFE IN ARMENIA

WHAT IF ARMENIA HOLDS THE KEY TO OUR BIODIVERSITY FUTURE?

The story tells us that after the Great Flood, Noah's Ark found its resting place in Armenia, carrying the seeds of life that would bloom into the biodiversity we cherish today. It's no coincidence, then, that millennia later, Yerevan prepares to host COP17 in 2026, with a mission to safeguard that very same biodiversity the Ark saved before.

Some journeys seem destined to continue! This time, the "Ark" isn't a wooden ship but the collective action of nations, scientists, and communities standing together to protect our planet's fragile Web of Life. And this time, the story isn't etched in ancient texts; it's ours to write, right here in Armenia.



Not Knowing About COP17 Before is Fine!

What's not fine is to remain uninformed after reading this piece. Simply put, biodiversity is the variety of life on Earth and it's collapsing at an alarming rate due to habitat loss, climate change, pollution, and overexploitation.

COP17 is the 17th [Conference of the Parties \(COP\)](#) to the United Nations Convention on Biological Diversity. It's a major global summit where countries come together to negotiate and commit to protecting the planet's biodiversity. World leaders, scientists, and activists will meet to set urgent targets to halt species extinction, restore degraded ecosystems, ensure sustainable resource use, and protect Indigenous knowledge.

COP17 follows the [Kunming-Montreal Global Biodiversity Framework](#), which set a historic goal to protect 30% of Earth's land and oceans by 2030. Now, the focus shifts to action, and Armenia's role is to help drive the world toward tangible solutions.

Armenia is not just offering a rest for the “Ark” this time, because **Armenia itself is becoming the “Ark”** driving the world toward a more brighter future where we as humans learn to thrive with nature, not against it.

Is Armenia Biodiverse?

Armenia, though small in size, **draws a beautiful image of biodiversity** you can't find in many other, even larger, countries worldwide. The wildlife of Armenia is diverse, with **over 17,000 documented animal species**, including mammals, birds, reptiles, amphibians, and insects. Armenia shelters the Caucasian leopard, Armenian mouflon, and the nearly extinct Sevan trout; **these are species found nowhere else on Earth.**

Over 350 bird species are recorded, including the majestic bearded vulture and the semi-collared flycatcher. **Armenia's flora includes over 3,500 species** of vascular plants, with a high percentage being endemic, meaning they are found nowhere else in the world.

The Web of Life in Armenia

I didn't know about any of the above until recently. Last month I was invited to [TEDxYerevan](#), organized by [Kristine Sargsyan](#), and the topic was: **The Web of Life!** To my surprise, it was one of the most inspiring TED events I've ever been to! Just like the majority of you reading my words at the moment, I **never thought that one day I would stand and start clapping** for a talk about biodiversity, but I did!





Kristine and her team put together an incredible lineup of speakers who explored the topic from different angles, **blending storytelling with lessons on biodiversity.**

The event began with [Alen Amirkhania](#), who gently introduced the scientific concept of biodiversity and its universal importance in a 15-minute talk. He concluded his TED Talk with a powerful statement: “Ask me about nature—it belongs to me, and I belong to it.”

Next, [Berta Martirosyan](#) showcased some of her amazing photo collection, highlighting Armenia’s unique biodiversity. She left the audience with an inspiring call to action: “Go out, explore Armenia, look around.”





Following her, [Erik Grigoryan](#) had an insightful discussion about Armenia's current stage in biodiversity preservation. His TED talk closed with a reminder: "This is our home, and we are all obliged to keep it clean and care for it."

[Francoise Jacob](#) shared exciting stories about biodiversity from her global experiences, including her time in Armenia. She humorously remarked, "I get briefs about everything, but not a single person briefed me about biodiversity in Armenia—and this country is biodiverse!"



Next was [Karapet Sahakyan](#), the mountain's friend, who spoke about his journey capturing Armenia's pristine mountains through photography. He concluded his TED talk by displaying a petroglyph taken from an Armenian peak, leaving the audience with a thought: "Future generations will learn about us and how we chose to cooperate with nature."

[Arsen Gasparyan](#) delivered an engaging presentation with statistics on biodiversity in Armenia and beyond. He ended his TED talk with a practical tip: “You can make a difference starting today—simply by using a reusable coffee cup.” He explained that even cardboard cups often have a non-biodegradable plastic lining.



Finally, Kristine Sargsyan wrapped up the event, stating how the Web of Life is, in many ways, the **most vital and overlooked form of technology**, one we depend on now more than ever. If we could choose to cooperate around it rather than compete or fight, we might actually move forward as a stronger, more united humanity and perhaps even avoid some of the conflicts we continue to face. She closed the TEDxYerevan event focusing on the value of volunteers in Armenia with a message: “When you see volunteers, talk to them, say thank you; let them know how vital their work is.”

Why a TEDxYerevan about Biodiversity?

Honestly speaking, I’d never thought about biodiversity in Armenia before attending that TEDxYerevan event. This made me question **why Kristina thought about it while I hadn’t!** Luckily, Kristina is a friend of mine, and I reached out with my question. As she shared her thoughts, I didn’t want to change a single word. It felt important for everyone to **learn exactly as it flowed from her writing**. Below, you’ll find her own words.

“ I’ve always been passionate about learning new things, and honestly, **biodiversity** turned out to be the one topic that excited me more than anything else since writing my book [Pilgrimage to the Brain](#). I’m deeply drawn to science and education, and I start to feel restless when I’m not learning something new.

Then came a spark from my dear friend [Arevik Anapiosyan](#), our brilliant TEDxYerevan host, who told me that **Yerevan is preparing to host COP17 in 2026**. What began as a casual brainstorming chat quickly turned into an event idea, because I realized I had stumbled into a whole new world I could explore and learn from.

What amazed me most was not just how many people showed up, but how they stayed, fully engaged until the end. It's one thing to attract an audience for an inspiring event, but it's something else entirely when **people come with open minds, ready to learn** something new and meaningful for their lives and the ecosystems they're part of.

I truly believe no one left that event as the same person who walked in.

TEDxYerevan has been like an **alternative university** in Armenia for 15 years now, and we need more spaces like this, where people come not just to be inspired, but **to grow, to learn**, and to take action on what matters most. ”



“Magazine Feedback”



Haykuhi C.

Today I think I saw you walking down my favourite street (Abovyan) By the way, I went and shopped for c.70k at Arli store after reading about them in Life in Armenia last autumn.

Lebanon



Fiona F.

What a stunning issue! Thank you for connecting the world with Armenia's brilliant minds, stories, and landscapes. From Mashtots and AI that reads between the lines, to moon missions, GDPR, the call for commercial leasing, the scent of Armenia, and the roots of its ungrafted vines. Every page feels like a heartbeat of Armenia in motion. Grateful and inspired.



Albert A.

Following your magazine from San Francisco. Love the mix of culture, history, and modern life. Keep it coming.



Shant G.

Just found out about Life in Armenia. Makes me wanna visit Armenia. More food content please. I noticed you don't talk much about Armenian cuisine.

TERROIR OR TALE?

SEARCHING FOR SENSE (AND SOIL) IN ARMENIAN WINE



**DIANA
KHANDILYAN**

FOUNDER OF GLASS NOMAD



TERROIR OR TALE?

SEARCHING FOR SENSE (AND SOIL) IN ARMENIAN WINE

“The soul of a wine is when it speaks to a place. If you don’t have that, then you’ve missed everything.” By Paul Hobbs

Every French person knows what terroir is. Or at least, they believe they do, until they start trying to explain it. Then the room gets quiet, eyebrows rise, and definitions begin to drift. Is it the soil? The climate? The soul of the vineyard? The farmer’s boots? Ask five people, and you’ll get six answers. Terroir is one of the most sacred words in the wine world, and also one of the most elusive.

Traditionally, terroir refers to the unique combination of natural elements that shape a wine: **soil, topography, climate, local microbial life, sun exposure, wind, nearby flora, and fauna**. It’s the idea that a grape doesn’t just grow somewhere; it **absorbs the essence of that place**. The minerality of limestone, the dryness of desert air, the chill of alpine nights—all leave their mark on the final flavor in the glass.

But terroir is more than geology and weather patterns. Over time, it has become something almost spiritual; a narrative of authenticity, a marketing badge of regional pride. It’s evoked on wine labels and whispered in tasting

rooms. Yet even as it’s celebrated, its meaning becomes murkier. Can terroir be tasted? Measured? Proved? Or is it just a beautiful story we like to believe?

To understand the myth and magic of terroir, we often look to its birthplace: Burgundy. Nowhere else in the world is the vineyard more obsessively parsed. A few meters can mean the difference between a Grand Cru and a basic village wine. Burgundy’s vineyard maps are mosaics of nuance; an ancient patchwork of microclimates, slopes, exposures, and soils.





But scratch the surface, literally, and the story gets more complicated.

Burgundy is home to an extraordinary diversity of soils and subsoils, from Jurassic limestone to marl, gravel, and clay. Yet many of these celebrated patches weren't shaped solely by nature. In fact, much of the land was **altered by human hands**, infilled with rock debris from quarrying, reshaped over centuries by terracing, erosion control, and even medieval monks moving stones to delineate plots. Some "natural" terroirs, it turns out, are curated.

And then there's Bordeaux, home of powerhouses like Margaux, Latour, and Lafite. These prestigious vineyards sit on deep gravel beds that seem heaven-sent for Cabernet Sauvignon. But they might still be marshland were it not for **Dutch engineer Jan Leeghwater and his team of 17th-century hydraulic geniuses**. They drained the Médoc's swampy terrain, creating the conditions for viticulture in what was previously unplantable land.

Today, bottles from these **Premier Cru estates routinely fetch hundreds, even thousands of dollars**. A bottle of **Château Lafite Rothschild 2010** can sell for over **\$1,000**, while older vintages or rare formats command **upwards of \$10,000** at auction. The message is clear: terroir, whether naturally bestowed or engineered, has a price, and a powerful mythology to match.



So if two of France's most iconic wine regions, where terroir is practically doctrine, were, in part, **human-engineered**, what does that say about the purity of the concept?

It suggests that terroir is not just inherited, **it's constructed, shaped, even curated**. And that opens the door for regions like Armenia, where nature has been far less sculpted, and where the idea of terroir may be more raw, more ancient, and, perhaps, more real.

If the terroirs of Burgundy were mapped by monks and those of Bordeaux drained into being by Dutch engineers, **Armenia's was never designed**. It was forged, by lava, altitude, and the kind of raw, unfiltered nature that doesn't ask for your opinion.

You Don't Stroll through an Armenian Vineyard. You Climb Into It

Some cling to the edges of cliffs. Others are stitched into ancient terraces that look more like archaeology than agriculture. And yet, here, vines thrive, not in manicured rows, but **as part of the landscape itself**.

Start in **Vayots Dzor**, where the air thins and the past feels strangely present. The vineyards here sit between **1,200 and 1,600 meters** above sea level, resting on **volcanic tuff and limestone**, and cooled by icy mountain winds. In this rugged region, the Areni-1 cave revealed the world's oldest known winery—6,100 years old, pressed into the stone before Bordeaux was even a marsh.

Grapes like **Areni** and **Voskehat** still grow here, their roots plunging into soils formed by fire and erosion, not commerce. The wines they yield aren't polished into international styles, they're carved by climate, sun, stone, and time.



Travel north to **Aragatsotn**, where Mount Aragats looms in the distance like a myth. The soils are harder here, **basalt and clay**, peppered with ancient rock, and the winds never seem to stop. Some of Armenia's boldest white wines come from this place, structured yet wild, with an energy that feels electric.

Then descend into the **Ararat Valley**, a basin once considered Edenic—warm, fertile, sun-drenched. It's here that Noah is said to have planted the first vineyard. But even paradise is vulnerable: phylloxera has begun to nibble at the roots, a modern challenge to an ancient lineage. And yet, vines persist, alongside producers who refuse to give up on this cradle of cultivation.

In the misty north, **Tavush and Lori** offer something else entirely. Here, forests whisper at the edges of vineyards, the soil shifts to sandstone and loam, and the climate speaks a softer language. These are newer frontiers, still being mapped—not by monks this time, but by bold winemakers with one eye on tradition and the other on potential.



Across all these regions, one element binds them: altitude.

Armenia's vineyards are some of the highest in the world, and that elevation matters. It sharpens acidity, intensifies aroma, and stretches the growing season just long enough to build complexity without overripeness.

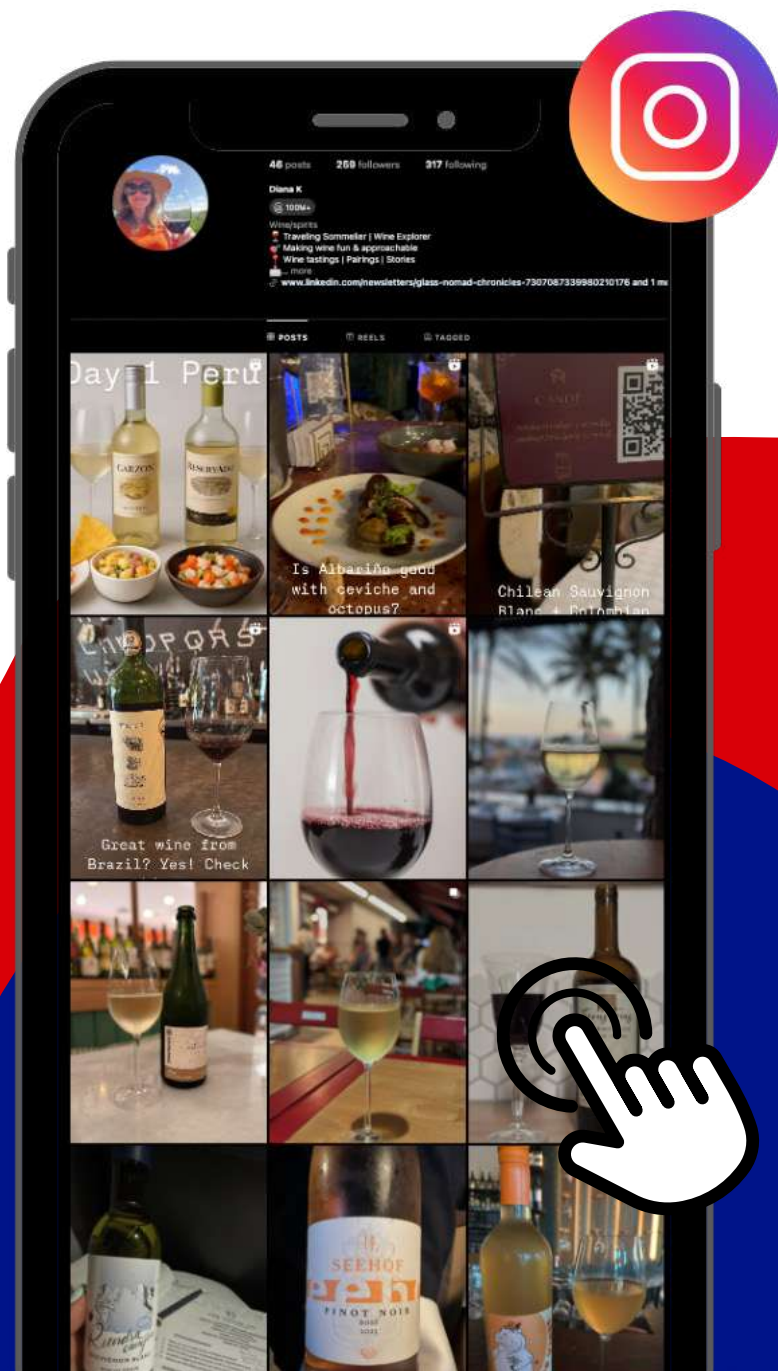
And then, there are the soils, not neatly categorized, but layered in volcanic ash, basalt, limestone, clay, and sand, each vineyard a geological fingerprint. Many vines grow ungrafted, and many are still farmed by families who don't use the word terroir, but live it every harvest.

So perhaps terroir isn't just soil and slope. Perhaps it's survival. Perhaps it's a story we tell to explain why a sip of wine can transport us somewhere else entirely.

And if you're ready to taste that somewhere—uncurated, ungrafted, and unforgettable—open a bottle of Zulal Areni Reserve 2015. Pour it slowly. Swirl. Listen. You just might hear the mountains.

Want to Go Deeper?

Join me on Instagram [@glass_nomad](#), on Substack at [The Sommelier's Sketchbook](#), and on LinkedIn for Glass Nomad Chronicles — where wine, place, and story come together in every sip



FINDING THE MISSING PIECES OF THE PUZZLE

INTEGRATING INTERNATIONAL TALENT FOR LONG-TERM STAY IN ARMENIA



in

**MATHEW
ZEIN**

EDITOR IN CHIEF

FINDING THE MISSING PIECES OF THE PUZZLE INTEGRATING INTERNATIONAL TALENT FOR LONG-TERM STAY IN ARMENIA

Artists attract artists.
Musicians attract musicians. [Where creatives gather, more will follow.](#)
Start with one, and soon you'll have tens, or perhaps hundreds, all wandering these streets, falling in love with life in Armenia.

In this country, history weighs heavy, but the future is still being written. Here, [creativity is key to stepping onto the global stage](#); it isn't just decoration; it's the heartbeat of progress. This is how small nations make their mark: by the irresistible pull of ideas. And in a world hungry for meaning, [Armenia inspires those who entrust it with days of their lives.](#)

This is how I personally see the vision behind the [Talent Pool Program](#) that [Keron Foundation](#) launched in Armenia in 2024. By attracting highly qualified professionals from across the globe in fields ranging from education, healthcare and culture to sports and territorial development, the program is **building an intellectual and creative ecosystem** that reaches far beyond Armenia's borders.

They are introducing Armenia to the world through these experts, **much as these experts are introduced to Armenia**, contributing, in one way or another, to the country's soft diplomacy!

The partnership between the Keron Development Foundation and the Armenian State Symphony Orchestra was the pilot collaboration for the Talent Pool program, and all the musicians present today are here as a result of this partnership.



keron
foundation



Soft Diplomacy Armenia Needs

Political scientist Joseph Nye termed “soft power” as **the ability of a nation to attract and persuade others through the appeal of its culture**, political values, and foreign policies, rather than through coercion. With all the geopolitical complexities we’ve been witnessing in the world, **soft power, built on cultural exchange and human connection**, is becoming the only way around, especially for a relatively small country like Armenia.

When a talented individual chooses to relocate here, they become an ambassador, a **living example of the country’s potential**. Their stories, shared with networks back home and across the globe, paint a picture of a nation that values creativity, intellect, and collaboration. This organic, grassroots form of diplomacy is far more impactful than traditional state-to-state relations. It’s about **building bridges through shared passions and mutual respect**.

Four professionals from the US, France, Estonia, and Spain have already moved to Armenia through the Talent Pool Program and integrated into Armenian daily life.



Sergey Smbatyan

Artistic Director and Principal Conductor Armenian State Symphony Orchestra

I deeply value and appreciate the new culture of collaboration between the Keron Foundation and the Armenian State Symphony Orchestra. Welcoming experts and top musicians to Armenia to work with the orchestra, teach, and cultivate a new culture and community is truly inspiring. Such initiative, trend, and mission are not only important for us but also for society as a whole. This kind of cultural engagement is essential, as it paves the way for lasting progress.”



The Cultural Butterfly Effect



The flutter of a butterfly's wing in Yerevan might set off a chain reaction building up to a distant storm anywhere in the world. It's the core principle of the butterfly effect, which proves the sophisticated and unpredictable nature of complex systems. These effects observed in natural systems, as described by the theory, are **also present in cultural ecosystems**.

Each new talent arriving in Armenia and each new collaboration with local organizations sends out ripples that extend far beyond their initial point of contact, transforming not only the immediate cultural environment but

also **inspiring new connections, new ideas, and new possibilities** on a global scale.

What caught my attention in this program is the long-term stay condition that **requires participants to spend a minimum of 5 years in Armenia** and to be active members of the ecosystem by sharing their knowledge with those seeking it. Unlike short-term cultural exchanges, this commitment **allows for real integration and sustained impact**. It enables participants to establish deep professional and personal roots in Armenia.





Yascha Israelievitch

French Horn Player

Armenia has come to me in a most surprising way, and I instantly loved its warm welcome, relaxed pace, and strong culture. I am now proud to contribute to the musical place and to the growth of young generations, both musically and humanely.”



[Yascha Israelievitch](#) is a French professional horn player, teacher, and certified performance coach. With over a decade of experience, he has performed with renowned ensembles such as the Armenian State Symphony Orchestra, Gstaad Festival Orchestra, and Orchestre de Chambre de Lausanne.

Throughout the Talent Pool Program, he relocated to Armenia and is now engaged with the Armenian State Symphony Orchestra, Yerevan Specialized Secondary Music School after Tchaikovsky, and Music for Future Foundation.

[Guillermo Masiá Salom](#) is a Spanish timpanist and percussionist who holds advanced degrees from prestigious European institutions, including the Royal Conservatory of Madrid, MUSIKENE, and the Conservatorium Maastricht. He has performed with prominent orchestras, including the Spanish National Orchestra (OCNE), Hessisches Staatstheater Wiesbaden, and Sinfonieorchester Aachen.

Throughout the Talent Pool Program, he is now engaged with the Armenian State Symphony Orchestra, Yerevan Specialized Music School named after Alexander Spendiaryan, and Yerevan Specialized Secondary Music School after Tchaikovsky.



Guillermo Masia

Spanish Percussionist

What really motivates me about this project is the possibility to connect my musical ideas with those of my colleagues, to be able to make music together always keeping in mind our own identity of sound.”

[Martine Varnik](#) is an internationally acclaimed oboist whose career has spanned prestigious orchestras across Europe, Australasia, and the Middle East. She has performed with ensembles such as the Mahler Chamber Orchestra, the Deutsche Oper Berlin, and the Qatar Philharmonic, among many others. Throughout the Talent Pool Program, she is now engaged with the Armenian State Symphony Orchestra.



Martine Varnik

Australian Oboe Player

People ask how I chose the oboe, and I tell them—I didn't, it chose me. That's exactly how I feel about Armenia and this orchestra. From the very first rehearsal to the echoes of Komitas in the night, something here claimed my heart before I even understood it."





[Tatev Yeghiazaryan](#) is an electrical songster, a film composer and performer whose music and voice feel right at home in rock, jazz, soul, Armenian folk, classical, and pop. Throughout the Talent Pool Program, she is now engaged with the Armenian State Symphony Orchestra.



“

Tatev Yeghiazaryan

US Artistic Department
Supervisor

Since the dawn of time, it's been the creatives, scientists, nurturers, and especially musicians who have held the power to unite humanity—not through dominance, but through harmony with nature. I hope my return to Armenia inspires others to do the same, enriching our culture, expanding our thinking, and shaping a more conscious, connected world.”

Is it that important to have professionals from abroad spend time in Armenia? You might be asking yourself that question. In fact, **these professionals are the missing pieces of the puzzle** that the Armenian cultural scene currently doesn't have. Having these missing pieces would make the entire picture complete. Besides, these long-term commitments **organically project Armenia's evolving identity** onto the world stage.

If you're a professional in education, sports, culture, healthcare, or territorial development, this is your moment. **Come be part of Armenia's transformation.**

Live here. Work here. Make an impact that lasts.



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LINKEDIN LOCAL YEREVAN

INSIDE THE ACTIVE LINKEDIN COMMUNITY IN ARMENIA



**MATHEW
ZEIN**

EDITOR IN CHIEF



**GOR
KARAPETYAN**

FOUNDER OF LINKEDIN
LOCAL YEREVAN



**EMIL
KROYAN**

FOUNDER OF LINKEDIN
LOCAL YEREVAN



LINKEDIN LOCAL YEREVAN INSIDE THE ACTIVE LINKEDIN COMMUNITY IN ARMENIA

LinkedIn local events are typically casual **networking gatherings organized by individuals within a specific geographical area**, rather than by LinkedIn itself. They can range from informal meetups at cafes to more structured workshops or presentations to **put faces to the names we interact with on LinkedIn**.

Armenians love to push the limits, and this was certainly the case with [LinkedIn Local Yerevan](#) organized by [Gor Karapetyan](#) and [Emil Kroyan](#), Co-founders of [Targeting](#). They have **taken the LinkedIn Local experience to an entirely new level**, hosting more than 300 professionals in Armenia at the event.



The Armenian version of LinkedIn Local events went above and beyond, **incorporating helicopters, exclusive venues, and interactive networking activities**. As a result, LinkedIn Local Yerevan has become one of the most anticipated professional events in the country for the second year in a row. Even some **professionals who don't use LinkedIn attended the event** because of the value it offers.

To provide some context, the Armenian LinkedIn community includes nearly all the professionals in the country, the majority of whom are from the tech and business management sectors. However, that's not unique to Armenia, as this is the case for LinkedIn globally. What sets Armenia apart is **the distinctiveness of Armenian last names**, which typically end with -ian or -yan.

This unique naming convention makes it easy to identify Armenian professionals at a glance, whether in connection requests or network searches. As a result, **building a LinkedIn community of Armenians happens almost organically**, as the recognizable surnames create instant familiarity.

I can't help but recall a story with my German, non-Armenian friend who lives in Armenia. One day, he was telling me about connection requests he receives on social media. He literally said that whenever he gets a connection request from an Armenian name, he accepts it without further due diligence because, as he put it, **"I know it's coming from one of us."** Back then, I looked at him and laughed so hard, asking, "Us whom? We're not Armenians!" But **that's the lovely influence of living here.**



Now, back to LinkedIn Local Yerevan, several organizational ideas caught my attention, and I wanted to share them with "Life in Armenia" readers to showcase the **high standards of professional events in Armenia.**

Your Badge, Your QR Code

One brilliant detail was the QR codes on badges. Instead of linking to the event's page, each badge was **customized to link straight to the participant's LinkedIn profile**. A simple yet thoughtful idea, it made connecting very easy.

The badges were generated using the full information provided by each participant, including their name, surname, LinkedIn profile, and other contact details. **The personalized QR codes made post-event follow-up easy**. It's



something I'd never seen before in Armenia, and I hope it becomes standard. Usually, here, you scan barcodes only to find yourself on the organizer's website or Instagram account. At LinkedIn Local Yerevan, they made sure it connected you with the participant's LinkedIn.



LinkedIn Tips and Tricks

The event wasn't just about networking and meeting each other, it also featured training sessions on LinkedIn strategies, including the [Social Selling Index](#) and other advanced tips to maximize LinkedIn engagement.

When Gor Karapetyan started the session on the stage, I thought I already knew all the things he'd share and I didn't pay much attention. I was totally wrong though; a few minutes later, he got into the details and started sharing tricks I'd never thought of. Looking around me, **everyone had their LinkedIn open and was checking** what he talked about.



Active Networking vs. Passive Networking

The real magic was in the interactive setup. Instead of a passive, theater-style arrangement, **the organizers opted for 40 roundtables**. Having people seated in circles around a table meant they would have to look each other in the eye and talk for a while instead of using their smartphones. But that wasn't everything; organizers went the extra mile to ensure we all got to meet and **introduce ourselves to a hundred people that day**, whether we liked it or not.



There was a very interactive networking activity for all event participants. Every ten minutes, a bell would ring, prompting attendees to switch tables and meet new people according to numbered lists we were handed. Each participant had one minute to introduce themselves before passing the mic, ensuring everyone had a voice. This structure led to dynamic conversations, and **I left with a few valuable business leads**.



Mentorship and Opportunities

Another standout aspect was the international presence. There were international participants as well, who took part in all activities despite not understanding the language. Even diplomatic delegations were present, including representatives from the Czech, American, and Belgian embassies, joined in.

The mentorship panel added lots of value. **Ten well-known experts across different fields offered one-on-one advice** to whoever needed it at the event. They were ready to share expertise in business, human resources, sales, and others.



Here is the pre-registration link for the next event. Although the event's concept and details are yet to be announced, signing up helps to stay updated and not miss any important news.

in



Food and Music to Set the Mood

Of course, **no Armenian event is complete without exceptional food**; a cultural non-negotiable where food is as much a part of networking as the discussions themselves. To close the evening in true Armenian fashion, **the event transitioned into a live concert** featuring a Armenian local band.

I have to give a huge round of applause to the organizers for their effort in creating such a planned event; one that truly raises the bar for professional networking in Armenia. This wasn't just another meet-and-mingle gathering; it was a **strategically designed experience where every interaction had purpose**.

The organizers didn't just bring people together, they engineered meaningful connections, ensuring attendees didn't just passively network but **actively engaged with one another in structured, productive ways**.

Another standout initiative was the launch of LinkedIn 361, a brilliant concept by the organizers. The name itself is clever; it's not just a full circle that brings you back to where you started, but rather a continuous loop of growth, where **each rotation pushes you one step forward**.

TECH EVENTS



with

ARTAK N. G.



TECH BLOGGER

JULY 2

Info session: Scale Beyond Borders for IT sector



JULY 2

Binance Yerevan Meetup



JULY 3

Gate community meetup



JULY 4-6

Tech week Vanadzor



JULY 5

From Zero to Freelance Hero workshop in Vanadzor



JULY 7

From problem to funding with SASTIC



JULY 8

Hidden Patterns shaping our teams by Adobe



JULY 8-11

Harmony 7 Meetup by Fastex (on invitation)



JULY 9

Integrating AI into Project Management



JULY 9

How to boost career in Tech



JULY 9-11

Cybersecurity hackathon in Tsaghkadzor



JULY 12

How to get job you want in Tech by Gurus LLC



JULY 20-26

Sevan Startup Summit



JULY 23-25

Agritech summit



CHOOSING ARMENIA

EVER THOUGHT OF MEETING YOUR GLOBAL REMOTE TEAM IN ARMENIA?



**MATHEW
ZEIN**

EDITOR IN CHIEF



CHOOSING ARMENIA EVER THOUGHT OF MEETING YOUR GLOBAL REMOTE TEAM IN ARMENIA?

A remote company meetup is a gathering of employees from a company that operates remotely for a blend of work, entertainment, and social interaction. More companies, especially startups and tech firms, are realizing the value of **bringing distributed teams together for extended periods**. These retreats often last weeks or even a full month.

Armenia has everything needed for successful remote work retreats. Yet, **most companies don't even consider Armenia**. This lack of awareness isn't just about the country itself but specifically about its suitability for this particular type of extended remote work meetups. People might know Armenia for tourism, but not as a place to rent a large villa with high-speed internet for a month while 20 engineers work and socialize.

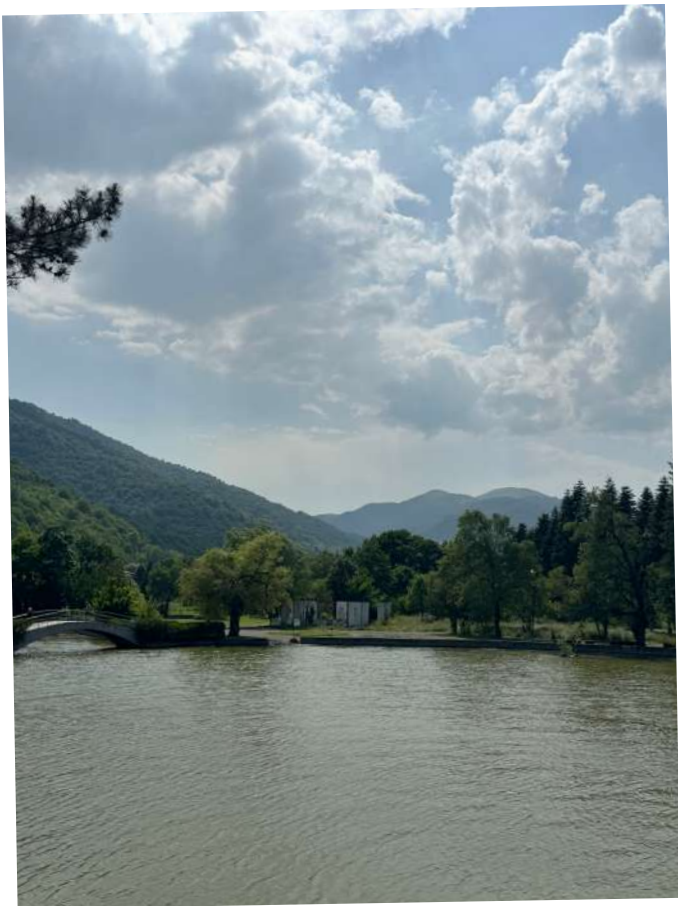


Armenia recently announced a nationwide 5G coverage campaign led by [Ucom](#), a leading telecommunication company. **Armenia enjoys more than 300 sunny days a year**. Armenia has world-class coworking spaces like [Woods Center](#) and [Ground Zero Venture Cafe](#) with active international communities. Armenia offers lots of hiking trails through the mountains and forests. Armenia hosts international and local retreats, providing inclusive services. Armenia is highly accessible, so **you can travel from the capital to the mountains in less than two hours**. Armenia has many professional team-building companies and venues tailored for such groups. Armenia has a vibrant tech community, with year-round conferences and events. Armenia has a **rich culture that is unique and unfamiliar to many Westerners**, offering something truly distinct.

Armenia has a fantastic product (the country itself), but it **hasn't been effectively packaged, branded, and sold to the specific market** of extended remote team retreats. If decision-makers don't even know Armenia exists as a possibility, they can't consider it. This is a fundamental marketing and visibility issue.

There's no well-known, large-scale remote work event hosted in Armenia to put it on the map. Few local organizations are proactively pitching Armenia as a retreat destination to international companies. Countries like Georgia and Estonia actively market themselves as remote work hubs. **Armenia hasn't pushed this narrative enough.** I have been promoting Armenia as a remote work and digital nomad destination for the past 3 years through this magazine, but one monthly publication is not enough!

Dilijan City, Tavush Province, Armenia



Armenia presents a cost-effective solution for companies looking to maximize their retreat budget without compromising on quality. The cost of living and operating in Armenia is lower than in many Western countries, allowing companies to allocate more resources to team development, unique experiences, or simply extend the duration of their retreat.

Recently, an American software engineering company, operating fully remotely with team members spread across Eastern Europe, including Belarus and Ukraine, **held a company-wide meetup in Armenia for two weeks.** The choice of Armenia was strategic because its geographical proximity made it the most accessible and convenient destination for **all 83 team members traveling from various countries.**

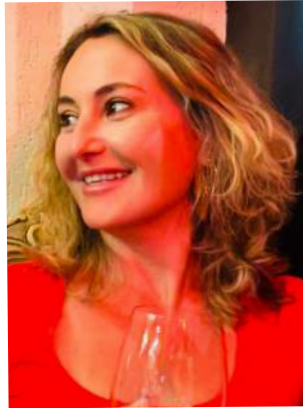
In Yerevan, I met with their CEO, who couldn't hide how excited he was to be in Armenia for the first time. **His enthusiasm was contagious.** He was amazed by what he saw in a country so small; one he had never given much thought to, nor considered adding to his bucket list. Later, I will publish a full article about their journey in Armenia with names, feedback, and photos, as I'm in the process of interviewing some of their team members who were on that trip.

The question is no longer "Why Armenia?" but "**Why not Armenia?**" for your next transformative remote team experience.





KRISTINE
SARGSYAN



DIANA
KHANDILYAN



GOR
KARAPETYAN



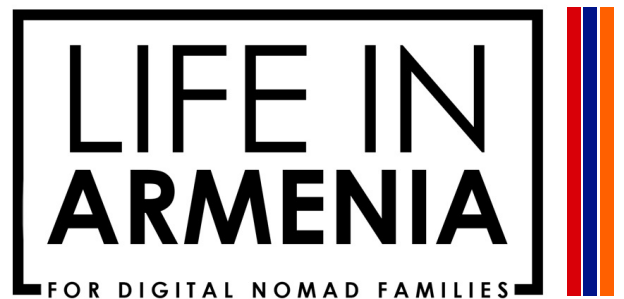
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