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Advancing Employability through capacity building: joint initiative by GITC and HSBC Armenia

Gyumri Information Technologies Center (GITC) is launching a program aimed at advancing employability of young people in the Tavush region. The program will be implemented with the financial support of "HSBC Bank Armenia" CJSC (hereinafter HSBC Armenia / Bank).

Within the framework of the initiative, programming and soft skills training courses will be organized for the youth of Tavush. In particular, 42 beneficiaries will have the chance to participate in 6-month free courses on the following topics: "Computer Technology/Basic Skills", "Web Programming (HTML / CSS / JavaScript)", "Social Media Marketing (SMM)" and "Graphic Design". During the program the participants will be able to establish connections among local IT companies and GITC partner organizations, opening up future employment opportunities.

According to the Executive Director of GITC, Amalya Yeghoyan, currently professionals are demanded by the IT companies operating in Ijevan, and this program can fill the gap by preparing potential specialists for those companies.

"In the meantime, we can't ignore remote work opportunities, which have become increasingly relevant nowadays," mentioned Ms. Yeghoyan.

As part of the programme, financial and banking literacy classes will be conducted for the participants by the specialists of HSBC Armenia.

"Knowledge acquired during the programme will pave the way for the youth of Tavush region and will help them to find job. It is expected that upon completion of the programme a large number of the graduates will be employed. This will reinforce employability, and accordingly will promote sustainable economic development of the region," added CEO of the Bank Irina Seylanyan.

GITC

GITC is founded and funded by the Fund for Armenian Relief (<https://www.farusa.org>) in 2005 with the key goal to turn Gyumri from a disaster zone into a technologically empowered city.

GITC educational projects have always been fundamental in every region where technological developments started. Apart from tech educational projects, GITC is collaborating with international organizations and the private sector to promote digital skills and solutions. During 17 years of its operations, GITC has provided 5000 talented experts for the Armenian tech market. GITC is now operating in all the regions of Armenia with the goal to duplicate the successful model.

HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 63 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,985bn at 30 June 2022, HSBC is one of the world's largest banking and financial services organisations.

HSBC in Armenia

HSBC Bank Armenia CJSC was established in 1996. The bank is a wholly owned subsidiary of HSBC Group. HSBC Armenia serves around 30 000 customers through seven offices located in Yerevan and around 310 employees. As of 31 December 2021, the Bank has assets of AMD261 billion including the ones, allocated with the mediation of the HSBC Bank plc, London. The bank is regulated by the Central Bank of Armenia.