

WEBINAR

Transport France – Armenia

Road, sea or air, for exports and imports: costs, lead times, customs and partners to secure your shipments

Sébastien Vitali · October 2026



THE SPEAKER

Sébastien Vitali

Trade Manager · CMA CGM



Shipping and international trade

Trade Manager since 2025 on the North Europe – Caribbean / Central America trade.



Committed to France – Armenia relations

Vice-President and Board member of the French-Armenian Chamber of Commerce.



Education

Master International Business · KEDGE Business School

Certificate in People Management and Organisational Performance · Sciences Po Aix

Certificate in Strategic Leadership for Sustainable Transformation · ESCP

CCIFA: a bridge between France and Armenia



Since 1992

French-Armenian Chamber
of Commerce and Industry

Strengthening economic, commercial and institutional ties between France and Armenia, for companies of every size.

4 chambers, 1 network

Marseille

Historic seat, 1992

Lyon

Auvergne-Rhône-Alpes

Paris

Île-de-France

Yerevan

Opened Nov. 2025



Inform

Market intelligence, Conjoncture magazine and briefings on the Armenian economy.



Connect

B2B matchmaking, business forums and networking events in both countries.



Support

Market entry, setting up in Armenia, partnerships and trade delegations.



Develop talent

Internships for UFAR students and French-Armenian academic exchanges.

Armenia at a glance: a landlocked market



3.0 M

inhabitants (2025)



\$25.5 bn

GDP in 2024



+7.2%

GDP growth in 2025



2 of 4

land borders closed

Main partners

Suppliers

Russia · China · Vietnam · Iran

Customers

United Arab Emirates · Russia · Hong Kong · China

And France?

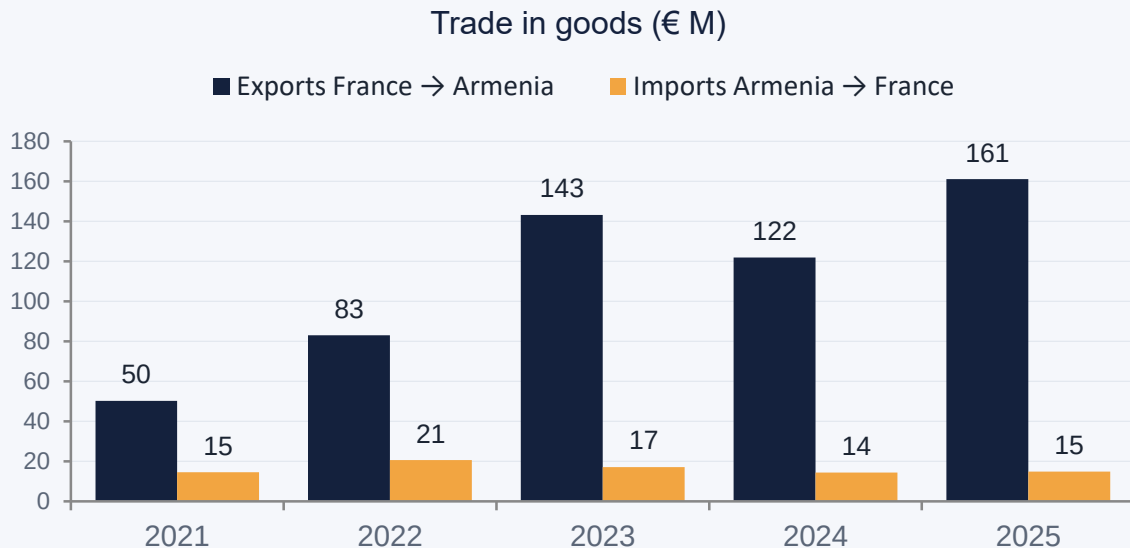
12th supplier and 34th customer

Four neighbours, two open doors

Result: from Europe, every shipment currently goes through Georgia.



Trade up 2.7× in five years



● **Exports 2025:** optics and photo · metal for construction · chemicals · cosmetics

● **Imports 2025:** non-ferrous metals · clothing · metal ores · beverages

€176 M

total trade in 2025

+€146 M

surplus for France

≈ 11 to 1

export / import ratio by value:
backhauls to fill

A niche market, but already well invested



120th

trading partner of France



12th

France's rank among
Armenia's suppliers



708

French companies
exported to Armenia in
2025



€221 M

stock of French investment
(2024), 11 subsidiaries

≈ **€230k exported on average per company**: transport demand split into small and medium shipments, where groupage has a real role.

Exports: €161 M in 2025, up sharply

Top 4 exported goods (2025)



+32%

in 2025, after a dip in 2024



×3.2

since 2021, i.e. $\approx +34\%$ a year



46%

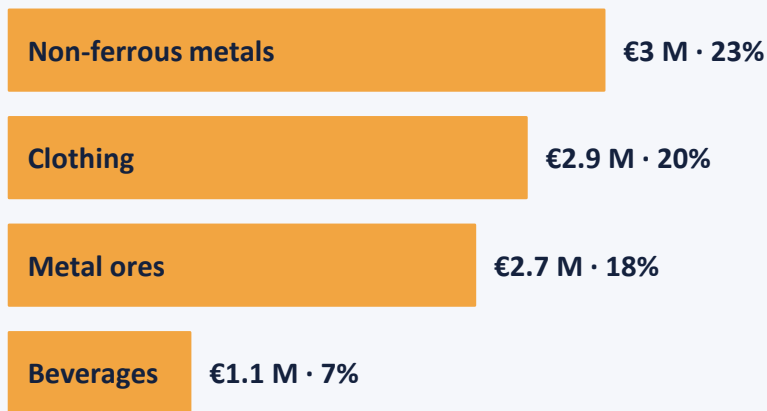
of the total for these top 4 items

Breakdown excludes military equipment.

Imports: ≈ €15 M, a stable flow that could open up

€14.9 M

imported from Armenia by France in 2025



Top items 2025 · stable since 2021 (€14.5 M), peak of €20.6 M in 2022

Sources: French Customs via French MFA (Feb. 2026); UN Comtrade; CivilNet (Sept. 2026).

What changes in 2026

- 1 June: Russia bans some Armenian imports
- 2 Yerevan registers its exporters in TRACES (EU) and issues health certificates
- 3 EU proposal: duties suspended on 80% of Armenian exports, for 2 years
- 4 July: EU announces \$56 M for exports and infrastructure

Transport challenge: filling backhauls to Europe.

Option 1 · Road, from Marseille to Yerevan



4,171 km

9 countries crossed, entering Armenia via Georgia



51 h 46 min

of pure driving time (route planner)



≈ 7 to 10 days

door to door, incl. rest stops and borders*

Full truckload

€8,900

€2.13/km · dedicated 40 t truck

Groupage

€5,900

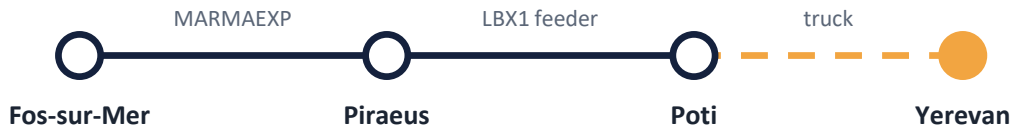
€1.41/km · shared 40 t truck, consolidation time

* Estimate: regulated driving time and border crossings, to be confirmed with the carrier. Indicative rates, Sept. 2026.

Option 2 · Sea + road via Poti

Routing · via Piraeus

Quote Sept. 2026



18 days ≈ €2,570

transit time

in total

\$1,387 sea + \$1,600 inland (≈ \$2,987) · 1.43 t CO₂/TEU



Ocean freight

\$1,387

40' dry Fos → Piraeus → Poti (MARMAEXP + LBX1 feeder)



Inland

\$1,600

truck from Poti to Yerevan, across the Georgian border



Total Fos → Yerevan

≈ €2,570

≈ \$2,987 · 18 days · 1.43 t CO₂/TEU

Option 3 · Air, from Paris to Yerevan



Direct, in passenger bellies

Parcels, low pallets

Air France and FlyOne (CDG), Transavia (Orly; Lyon and Marseille in season), Wizz Air (Beauvais).



Freighter via Frankfurt

Tall pallets

Lufthansa Cargo Frankfurt–Yerevan, with road feeder from France.



Express and hubs

Documents, samples

Integrators (DHL, FedEx...) via their European hubs; or connections via Istanbul and the Gulf.

Ballpark figure*

€2.5 to €5/kg

airport to airport, 100–500 kg shipment, surcharges included



≈ 2 to 4 days

door to door, incl. customs clearance*



1 m³ = 167 kg

chargeable weight: volume or actual weight, whichever is higher



42,679 t

of cargo handled at Zvartnots (Yerevan) in 2025

* Unquoted ballpark figure, to be confirmed by a forwarder quote. Sources: Zvartnots International Airport (routes and 2025 cargo); IATA 1:6,000 rule.

And the other way: Armenia → France

Same corridors, but the balance of power is reversed: backhaul cargo is scarce, so it is in demand.



Road

Yerevan → Georgia → Türkiye → Balkans → France

- ✓ TIR carnet issued in Yerevan by AIRCA
- ✓ Trucks often return empty (11 to 1 ratio): rates are negotiable
- ✓ Reefer trucks for food products

Strength: speed and door to door



Sea + road

Yerevan → Poti by truck, then Piraeus → Fos

- ✓ Same services as outbound, in reverse
- ✓ Empty containers need repositioning to Europe: negotiating leverage
- ✓ Ideal for metals, ores, beverages in volume

Strength: cost per tonne



Air

Yerevan → Paris CDG, Orly, or via Frankfurt

- ✓ Bellies of direct flights to Paris
- ✓ Express for samples and documents
- ✓ Small high-value batches, urgent textiles

Strength: speed

The real backhaul challenge: compliance with EU rules (standards, CBAM, TRACES, VI-1), far more than transport.

4 customs steps for a shipment to Armenia

Armenia applies the rules of the Eurasian Economic Union (EAEU): common customs tariff and technical standards.



1

Prepare

Before booking

Product HS code, EU sanctions check, EAC certification needs, EORI number, clear Incoterm.



2

Export from France

French customs

Electronic export declaration: MRN and export accompanying document. Validated EU exit proves VAT exemption.



3

Transit

Road or sea

Road: TIR carnet under seal for the whole trip; common transit stops in Georgia (member since Feb. 2025). Sea: under customs control to Poti.



4

Import

Armenian customs

Electronic declaration by the importer or its broker. Common tariff duties, VAT and excise collected on entry.

4 customs steps for a shipment to France

No free trade agreement: the EU–Armenia agreement (CEPA, 2021) grants no tariff preferences.



1

Prepare

Exporter side

8-digit CN code (first 6 = EAEU code), EU compliance (CE, REACH, labelling), certificate of origin from the Armenian CCI, clear Incoterm.



2

Armenian export

State Revenue Committee (SRC)

Electronic export declaration, no export duties. Licence for controlled goods (electronics, aviation). Food: health or phytosanitary certificate.



3

Transit

Road, sea or air

Road: TIR carnet from Yerevan, or common transit from Georgia. ICS2 entry summary declaration filed by the carrier before arrival in the EU.



4

Import into France

French customs

Declaration by a registered customs representative, EORI number. TARIC duties on CIF value at EU border; 20% VAT self-assessed.

Documents and watch points

Document checklist

- ✓ Commercial invoice
- ✓ Packing list
- ✓ CMR (road) or bill of lading (sea)
- ✓ Export declaration (MRN)
- ✓ TIR carnet (road)
- ✓ Certificate of origin
- ✓ EAC certificate or declaration*
- ✓ Health certificates, licences*

* depending on products



EAC certification

Mandatory for products covered by Eurasian technical regulations. The holder must be established in the EAEU (importer, subsidiary or representative).



Sanctions against Russia

Sensitive goods (dual-use, high-tech, firearms): "no Russia" clause in the contract (Art. 12g, Reg. 833/2014) and end-user checks.



Armenia → France

No GSP preferences since 2022: standard duties, unless the proposed EU suspension applies. Food: exporter registered in TRACES and health certificate.

Backhaul: 4 product families, 4 rules



Non-ferrous metals

≈ 23% of imports

Aluminium: CBAM definitive regime since Jan. 2026. Above 50 t/year, authorised CBAM declarant status; certificates to buy from 2027.



Clothing

≈ 20% of imports

Standard duties, often 12% for garments. Textile fibre labelling (Reg. 1007/2011) and REACH compliance.



Metal ores

≈ 18% of imports

Duties usually zero: check the CN code and assays. Gold, tin, tantalum, tungsten: EU "conflict minerals" regulation.



Beverages

≈ 7% of imports

Wine: VI-1 document (certificate + analysis). Wine and brandy: excise duty, received by an authorised warehouse keeper. The term "cognac" is protected.

 **Food products:** exporter registered in TRACES, health certificate, checks at the border control post of entry depending on products.

8 tips for smooth customs clearance



01

Classify correctly

CN (EU) and TN VED (EAEU) share the first 6 digits: classify once, with your customer.



02

The right Incoterm

DAP or FCA rather than DDP: DDP makes you liable for Armenian VAT.



03

Consistent documents

Same description, weight and value on invoice, packing list and CMR or bill of lading.



04

Accurate value

Armenia: transport included up to the border. EU: CIF value. No under-invoicing.



05

EAC first

Start certification before selling: it is the longest step.



06

Sanctions: keep a trail

"No Russia" clause, end-user statement, list screening.



07

Fairs and samples

No ATA carnet in Armenia: temporary admission with a guarantee.



08

Proof of export

Keep the electronic exit confirmation: it supports the VAT exemption.

The forwarders and players that matter

International networks, from France

✓ CMA CGM · CEVA Logistics

sea, road, air; includes former Bolloré Logistics since 2024

✓ DHL Global Forwarding

office in Yerevan; DHL Express for parcels

✓ Kuehne+Nagel

sea and air groupage, agent network

✓ DSV

includes DB Schenker since 2025; strong in European road

✓ Geodis

road and European groupage, customs brokerage

Armenian players

Transimpex · customs broker, FedEx agent, 250+ staff

Apaven · large truck fleet, international transport

Unitrans · international forwarder, heavy lift and projects

AIRCA · road carriers' association, issues TIR carnets

Key infrastructure



Poti and Batumi



South Caucasus
Railway



Zvartnots
(Yerevan)

Briefing your forwarder: the checklist

A complete quote request means the right price first time, and no nasty surprises.

Provide with every request

- ✓ **Goods:** description, HS code, value, hazardous or not
- ✓ **Packing:** number of packages or pallets, dimensions, gross weight
- ✓ **Addresses:** pickup and delivery, access constraints, loading dock
- ✓ **Incoterm:** and who clears customs on each side
- ✓ **Constraints:** departure date, target lead time, temperature, stackable
- ✓ **Insurance:** ad valorem cover required or not

Questions to ask

- ➔ Do you have your own partner in Yerevan?
- ➔ Who clears customs on arrival, and at what cost?
- ➔ Which charges are excluded (port, demurrage)?
- ➔ How long is the price valid, and in which currency?

Comparison: who wins on what?

	Road · full load	Road · groupage	Sea + road via Poti	Air
Total cost	€8,900	€5,900	≈ €2,570	€2.5–5/kg*
Cost per pallet**	≈ €270	depends on volume	≈ €107	≈ €750–1,500
Lead time	≈ 7–10 days	longer	18 days	≈ 2–4 days*
Transshipments	none	hub	2 transshipments	road + air
CO ₂ footprint	high	high, shared	1.43 t/TEU	very high
Currency	EUR	EUR	USD	EUR or USD



≈ 3.5× cheaper
sea + road via Poti vs full
truckload



≈ 2× faster
road vs sea



2 to 4 days
air, for urgent shipments

* Not quoted. ** Based on ≈ 33 pallets per trailer, ≈ 24 per 40', 300 kg per pallet by air. Orange = best result.

What does your shipment cost: 1, 5 or 10 tonnes?

	Lead time	1 tonne	5 tonnes	10 tonnes
Air*	2–4 days	€2,500 – €5,000 €2.50 – €5.00/kg	€12,500 – €25,000 €2.50 – €5.00/kg	€25,000 – €50,000 €2.50 – €5.00/kg
Full truckload	7–10 days	€8,900 €8.90/kg	€8,900 €1.78/kg	€8,900 €0.89/kg
Road groupage**	longer	≈ €360 €0.36/kg	≈ €1,790 €0.36/kg	≈ €3,580 €0.36/kg
Sea + road via Poti***	18 days	≈ €2,570 €2.57/kg	≈ €2,570 €0.51/kg	≈ €2,570 €0.26/kg



≈ 7 t

point where a container becomes cheaper than groupage



Full truckload

a choice for speed, never the cheapest



×10 to ×19

the extra cost of air vs sea, at 10 t

* Not quoted. ** Pro rata of shared truck (€5,900 / 33 pallets of 500 kg), excl. minimum charge. *** Full 40', excl. pre-carriage, port and customs.

Watch points before you choose



Border waiting times

5 border crossings with checks by road: build in buffers, especially between Bulgaria and Türkiye.



Cold chain

Yerevan–Poti rail for dry containers only: fresh products go by reefer truck.



Poti under pressure

Record 404,760 TEU in the first 7 months of 2026: risk of port congestion.



Costs not included

Pre-carriage, port charges, customs clearance, insurance, container detention.



Dollar exposure

Sea and inland in USD, road in EUR: the comparison moves with the exchange rate.



Geopolitics

Black Sea, Iran, Turkish-Armenian normalisation: one to watch, with an opportunity if the border reopens.

Which mode for which need?

NEED

Very urgent, small volume

Samples, spare parts, after-sales



Air

2–4 days · €2.5–5/kg

NEED

Urgent or high value

Optics, cosmetics



Full truckload

7–10 days · €8,900

NEED

A few pallets

First shipments, tests



Road groupage

Shared cost

NEED

Regular, non-urgent volumes

Construction, chemicals, restocking



Sea via Poti

18 days · ≈ €2,570

Verdict: for a standard flow, sea + road via Poti, ≈ 3.5× cheaper. Road when lead time is critical, air for real emergencies.

Thank you.

Your questions

- 1 €176 M of trade in 2025, with fast-growing French exports
- 2 Georgia is unavoidable; plan customs ahead in both directions
- 3 Sea via Poti $\approx 3.5\times$ cheaper; road for speed; air for emergencies

Sébastien Vitali

