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PASHA Bank

Pays Double Attention to Green CSR Activities in Georgia

The FINANCIAL

by MARIAM PAPIDZE

One of the leading banks of Azerbaijan - PASHA Bank - is creating sustainable value for its clients and employees, its shareholders and for society in Georgia, taking responsibility for the company's effects on environmental and social wellbeing in the country by implementing a number of projects within its Corporate Social Responsibility (CSR) initiative. PASHA Bank is committed to CSR and supporting Georgia's development, focusing its efforts on the areas of youth, health, education and the environment.

"In December 2016 the Bank promised to dedicate its CSR activities to environmental projects throughout 2017. We pay considerable attention to CSR and we have already carried out a number of charity and social activities in Georgia. This year we have decided to mostly focus on environmentally-friendly projects and get our clients and partners involved as well," said Chief Commercial Officer of PASHA Bank, Goga Japaridze.

Meanwhile, PASHA Bank is famous for its constant support and contribution to the growth and development of the business sector in Georgia.

For the third consecutive year PASHA Bank has been the special partner of the most influential and prestigious annual business awards ceremony in Georgia - Golden Brand.

Golden Brand has been awarding locally-operating companies for their various achievements since 2006.

"PASHA Bank is the partner of Golden Brand Awards for the third time this year. By doing so, we once again underline our readiness and desire to support the development of local business. We believe that the Awards serve as additional motivator for the winner companies and prove their



GOGA JAPARIDZE, Chief Commercial Officer at Pasha Bank Georgia

success," Mr. Japaridze said. Being a Baku-based financial institution, PASHA Bank has been providing corporate and investment banking services to large and medium-sized enterprises in Georgia since 2013. The slogan of the Bank is 'New heights. Together.' And as Mr. Japaridze said, supporting customers and achieving success together with them is the main goal of the Bank.

"Over the last three years, PASHA Bank's credit portfolio has increased from zero to GEL 110 million, while total assets exceeded GEL 250 million. Since 2015, the Bank has become profitable. By providing high quality corporate and investment banking services and financing large projects in Georgia, Azerbaijan and Turkey, we contribute to the development of the regional economy," Mr. Japaridze said.

Q. PASHA Bank has been actively involved in CSR campaigns over the recent past. What are the specific projects the Bank is involved in?

A. I think nowadays it is very impor-

tant to raise awareness of ecological problems and do the best to solve them.

This year we made a special New Year gift for our partners and planted 2017 Georgian Pine Trees near central Georgia's resort town Borjomi, where 260 hectares of forest got burnt down in August 2008.

Since then we have been implementing various CSR projects, but I would single out in particular the hackathon 'Smart City', which was hosted by Caucasus University and where student teams competed in the generation of innovative solutions to make our capital city a better place in regard to parking, ecology, queues and other related issues.

The teams were evaluated by the following criteria: whether the innovation is applicable in real life; and its originality.

The winner in the contest Green Project was granted a prize from PASHA Bank.

We consider it important to involve the young generation in ecological issues and to hear their initiatives on how to care about the environment in a better and more effective way.

Q. This year again PASHA Bank congratulated its partners and clients on Easter in a special way. Can you tell us about the initiative?

A. Yes, every year we try to congratulate our partners and clients on Easter in a very special way that is different every year.

This year on behalf of our associates the Bank planted 1,000 Georgian Oak (*Quercus Iberica*) and Imeretian Oak (*Quercus Imeretina*) trees, the latter of which is in the Red List of threatened species of plants. The seedlings were planted in the Imereti region and fully covered one of the areas in the Ajameti Managed Reserve where rehabilitation processes are carried out. Together with Treepex and PASHA Bank the representatives of the Agency of Protected Areas of Georgia and local schoolchildren also joined the planting process.



Regional Corporate and Investment Banking Services

PASHA Bank is a Baku-based financial institution operating in Azerbaijan, Georgia and Turkey, providing corporate and investment banking services to large and medium-sized enterprises.

Focusing on corporate banking, PASHA Bank Georgia listens to its clients with double attention and offers them safe and fast service, competitive interest rates and customized banking products on a standalone basis as well as a part of larger banking syndicates.

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Fady Asly: “There Are Two Forces Running Georgia A Positive one and a Negative One”

The FINANCIAL

by MARIAM PAPIDZE

The International Chamber of Commerce (ICC) continues to support businesses in Georgia and also business-oriented projects and initiatives, among them Golden Brand - one of the most influential and prestigious business awards in Georgia. In his interview with The FINANCIAL, Asly, who leads the organisation which is referred to as the ‘voice of business’ in Georgia, summarised the recent developments in Georgia and mostly in the field of business and economy.

“We have mixed feelings about the investment climate in Georgia, on the one hand the Government under the leadership of the Prime Minister is doing a great job promoting the country but on the other hand several foreign businesses in the country are under attack and their number is increasing by the day. There is a dichotomy in the business environment and if the Government does not control the situation Georgia will soon be facing very serious problems,” said Asly.

Q. Recently you have been posting frequently on Facebook about corrupt judges. By that I guess you are saying that the judiciary has not been cleansed of corrupt judges. So, what would you say about today’s judiciary system and how serious a threat it is for Georgia’s reputation?

A. Nowadays the Georgian Judiciary has become by far the biggest impediment to foreign investments in the country; several judges are being used by private parties to steal their opponents’ or competitors’ properties



FADY ASLY, Chairman of International Chamber of Commerce Georgia

and businesses; this phenomenon has been increasing exponentially since about a couple of years ago now and we are witnessing more and more businesses stripped of their assets by corrupt judges; this is becoming very worrying and unfortunately the Government is unable to do anything to stop this terrible problem.

Q. Who are those people that are corrupting the judges?

A. Well that’s a good question! Those are people close to former Prime Minister Bidzina Ivanishvili and they feel untouchable. They are trying to put their hands on most of the largest businesses in the country; the judges or government officials that those people approach believe that Bidzina Ivanishvili has sent them and therefore they follow their instructions blindly.

I personally assume that Bidzina Ivanishvili isn’t aware of most of those dirty dealings, however if he is aware and he is letting this happen then this would be absolutely terrifying.

Dozens of foreign businesses are currently under attack and the government is unable to do anything to protect those businesses or to stop any further attacks! Things have reached a very dangerous situation.

Q. What is the Government doing about this?

A. We have two forces in Georgia, a positive and honest one lead by Prime Minister Kvirikashvili that is moving the country forward and a negative and criminal force impersonated by some red directors and some former and current corrupt government officials who are drowning the country.

Unfortunately those are the guys who are technically in control of the country and Prime Minister Kvirikashvili is unable to override them; those criminals are capitalizing on the good and positive image created by the Prime Minister, hiding behind it and enriching themselves through their crooked dealings and their racketeering.

Q. This looks like a very dangerous situation, but how to stop it?

A. People need to speak out but most importantly, those who need to speak out are business organizations, diplomats and the heads of the International Financial Institutions.

Ambassadors have to be vocal about what is going on! By being outspoken and bringing those crooked cases into the limelight we will be strengthening the government of Prime Minister Kvirikashvili by giving him the international support and power to stop those criminals once and for all.

International support doesn’t consist of advertising the theoretical ranking of Georgia in the World Bank “Doing Business Report”, international support consists of speaking out on the situation in which those criminals have entrapped the Prime Minister and taken him hostage; it is by exerting huge pressure on those criminals that we will help Prime Minister Kvirikashvili regain full control over the country.

ICC is contemplating all its options, if the Government will not succeed in stopping the deliberate and systematic attacks on foreign businesses in the coming weeks we will have no other choice but to send out an official warning to all ICC National Committees over the world that include millions of companies so investors worldwide are warned about the very serious risks and dangers of doing business in Georgia.

Georgian Chamber of Commerce Promotes Business-Friendly Georgia

The FINANCIAL

by MARIAM PAPIDZE

The Georgian Chamber of Commerce and Industry (GCCCI) continues to further the interests of local businesses, deepens ties with international business communities and contribute to the development of the Georgian economy by fostering entrepreneurial spirit.

A number of business forums will be held throughout 2017 in Georgia as well as abroad organized by GCCCI in a bid to help Georgian business society find proper partners abroad and establish business relationships with them.

This year president of GCCCI Nino Chikovani has been elected as a member of general board of the World Chamber’s Federation (WCF) in Paris. The World Chamber’s Federation is part of International Chamber of Commerce (ICC) that unites 1200 chambers from various countries.

In 2016, the president of GCCCI, Nino Chikovani for the second term was elected as a member of the board of directors in Eurochambres. At the Same time President of GCCCI Mrs. Nino Chikovani is a Vice-President of SRCIC (International Silk Road Chamber of commerce).

Meanwhile, last year GCCCI signed 17 memorandums with foreigner partners, of which one of the most important was a Memorandum of Understanding (MoU) with the Silk Road Chamber of International Commerce (SRCIC). The deal means Georgia’s business society is now able to develop partnerships with other international commercial networks involved in SRCIC. Furthermore, head of GCCCI Nino Chikovani became Vice President of SRCIC.

This year SRCIC and GCCCI have already started implementing joint projects within the MoU.

One of the main directions of GCCCI’s activities is to support Georgia’s small businesses to ensure they enjoy benefits from the Deep and Comprehensive Free Trade Area (DCFTA) agreement, which is part of the Georgia-European Union Association



NINO CHIKOVANI President of Georgian Chamber of Commerce and Industry

Agreement (AA) fully entered into force on 1 July 2016.

In this regard GCCCI has opened DCFTA Information Centres in five regions of Georgia, including the capital Tbilisi. Furthermore, GCCCI organises meetings in the regions and arranges discussions to provide an opportunity to address the opportunities and challenges constraining Small and Medium-sized Enterprises (SMEs), including business development costs and availability of finance.

“Free trade with the EU is a long-term project and step by step we try to help Georgian companies to prepare their products to the EU market. We mainly focus on SMEs. By opening the DCFTA Information Centre we enabled entrepreneurs to get all the information they needed about how to export their products to the EU. In particular, how to produce the products, how to package, etc,” said Chikovani.

GCCI has been arranging a number of business forums and B2B (business to business) meetings, giving the opportunity to Georgian business society to deepen cooperation with foreign partners, or establish new communications.

So far this year, through the support of GCCCI, business forums were held in Georgia and the following countries: Turkey-Azerbaijan; Iran;

Moldova; countries of the organisation of the Black Sea Economic Cooperation (BSEC); Austria; Slovenia; and the Czech Republic, Italy, Greece, GUAM- member countries.

Meanwhile on 29 June the Georgia-Armenian Business Forum will be held.

Besides organising business forums the GCCCI also hosted a number of official visits from different countries. For example, this year the Ambassador of Ukraine after getting credentials made his first official visit to GCCCI where the sides agreed to actively support future communication between the Georgian and Ukrainian business sectors and to plan joint activities in this direction.

Last year chamber hosted and organized visits of business-delegations from Iraq, Turkey, Japan, Belgium, Iraq.

The Chamber is active not only in the international arena. For the last 1 year the chamber has implemented the project “Open dialogue with Business” for the regional SME. The “Open Dialogue with Business” project was one of the main priorities of the GCCCI in 2016. The issues raised at the regional meetings were analyzed by the team of GCCCI for designing the ways of solution and proposals of solution to the government of Georgia. The Project was run with help of GIZ – the German international Fund of Cooperation and the National Agencies of Georgia. The meetings were held in regions of Mtkheta-mtianeti, Racha, Svaneti,ida Samegrelo, Adjara, Shida Kartli, Qvemo kartli and Imereti.

The International Arbitration Center (GIAC) established by the Chamber is also active. This is the first non-profit arbitration institution in Georgia, which is created based on the best international arbitration practice. The GIAC represents the most efficient dispute resolution institution in the entire Caucasus – Black Sea – Caspian Region. The GIAC arbitration Rules reflect the needs of the Parties combined with the recent developments in the field.

GCCI continues to arrange many other business forums and meanwhile also supported the most influential business awards ceremony in Georgia - Golden Brand Awards.

Women Business Council in Georgia

Empowers Women with Career Development Programmes

The FINANCIAL

by MARIAM PAPIDZE

The Women Business Council in Georgia (WBCG) is taking actions to promote recognition of women in Georgia, to bring together women of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

The WBCG is a membership-based non-profit organisation founded in May, 2015. WBCG works with women from diverse communities locally and regionally and delivers a broad range of services that inspires participants to become economically active and personally fulfilled.

This year the WBCG was the special partner of the most influential and prestigious annual business awards ceremony in Georgia - Golden Brand.

Golden Brand has been awarding locally-operating companies for their various achievements since 2006.

"We support not only the awards ceremony Golden Brand but also its goal and initiative that aim to encourage the private sector year after year," said Natia Meparishvili, Chairwoman of WBCG.

Q. What are the future plans and recent developments of the WBCG?

A. Future plans of our organisation are related to empowering women's role in entrepreneurship. Today the world recognises that a 'Strong Woman is a Strong Economy'. Every day we work hard to attract the finances for conferences, trainings, exhibitions and various events that support raising women's role in business and society.

Last year we organised the largest conference of women entrepreneurs in Georgia which was supported by the United States Agency for International Development (USAID), Tbilisi City Hall and Bank of Georgia. More than 350 women attended the conference, which revealed the leader women of the year in the Government, non-governmental sector and in business.

The months of May-June are completely dedicated to a series of free trainings for our members in order to improve their entrepreneurial skills.



NATIA MEPARISHVILI, Founder of Women Business Council

Meanwhile, the state also supports empowering women's role through different events.

Q. What are the state programmes that support women entrepreneurs in Georgia?

A. I would single out the state programme 'Produce in Georgia' which provides small grants for women.

Also, the 'Start-up Georgia' programme that supports young entrepreneurs who are just beginning their business activities.

And a very important initiative belongs to the Academy of the Ministry of Finance, which offers free trainings for women.

Q. What is women's role in Georgia's economic growth and reform-creating process?

A. Despite the fact that there are fewer women in the leading positions in business or government, their role is still very important.

We can see that women have become more active in very specific fields of business such as tourism, service areas (beauty salons), and handmade items.

In most cases women are self-employed in Georgia.

Q. In terms of access to finance - what opportunities do women in Georgia have in this direction?

A. Women and men in Georgia have equal access to bank loans, but the challenge is mortgaging. Real estate belongs to men in most cases in our country and

this creates a barrier for women who want to have access to a loan. We believe that this stereotype will be relegated to the past very soon.

A positive development is that today women's business is not perceived as a risky one in Georgia. On the contrary - for most partners women are trustworthy allies. None of the largest organisations have promoted female employees and made them the main workforce of the company though.

Q. There is a big difference in the salaries that men and women get in Georgia. Where do you see a solution to this problem?

A. The problem of gender inequality in the job market has a long history and I cannot say that only developing countries face this problem.

Figures from the National Statistics Office of Georgia show that men earn about GEL 351 more than women each month in business and in the public sectors of Georgia.

In 2014 male employees in Georgia earned an average salary of GEL 940.

One of the solutions to this situation is to arrange more meetings in order to raise awareness and also to create different programmes through dialogue between public and non-governmental sectors.

Q. In general, how would you characterise the business environment in Georgia. What progress is noticeable in this direction?

A. The Georgian market is specific. There are developments in the tourism direction.

The market has become attractive since Georgia became a signatory of the Association Agreement (AA) with the European Union, and part of it is the Deep and Comprehensive Free Trade Area (DCFTA) deal.

The amendments aligned the country's tax system with the Corporate Income Tax (CIT) - the Estonian Taxation Model, which is also very important. Under the Estonian Taxation Model all businesses, except profit-sharing businesses, should be exempt from income tax.

The Europe 2020 strategy is also very important. This is the EU's agenda for growth and jobs for the current decade. It emphasises smart, sustainable and inclusive growth as a way to overcome the structural weaknesses in Europe's economy, improve its competitiveness and productivity and underpin a sustainable social market economy.

Jacobs Monarch brings people closer



Hotels & Preference Hualing Tbilisi

– a successful business hotel continues to expand in 2017

The FINANCIAL

by MARIAM PAPIDZE

Hotels & Preference Hualing Tbilisi will welcome guests with more facilities this year as the hotel is going to open a new sports bar, massage area and terrace in the recreation centre, park and a casino, all offered in Tbilisi Sea New City. Hotels & Preference Hualing Tbilisi is a 5-star hotel with a French touch located on the shorelines of the famous Tbilisi Sea, a perfect gateway to clean, fresh air, with a relaxing atmosphere and an exceptional panoramic view of the Tbilisi hills. Built in a modern, European, contemporary style the hotel features 246 guestrooms. The hotel also contains the Be CHIC all-day dining restaurant that offers international gourmet cuisine, exquisite local cuisine as well as Asian specialties. Hotels & Preference Hualing Tbilisi is the only hotel throughout Georgia with a unique Chinese Restaurant - Ensemble, where guests can enjoy authentic Chinese dishes from China.

The hotel's extensive recreational facilities include an indoor swimming pool, gym, studio room, sauna and 3D golf simulator. The hotel offers perfect venues for holding conventions, seminars, workshops, incentives and other varieties of events.

Hotels & Preference Hualing Tbilisi is now promising a more comfortable and elegant stay for visitors thanks to the number of projects that are in development this year.

"The nearest project that will be completed very soon is our sports bar, which will open next month. This will be an extra benefit for our guests, offering a very happy



PETTER LILLVIK, General Manager of Hotels & Preference Hualing Tbilisi

venue for sport enthusiasts," said the General Manager of the hotel, Petter Lillvik.

"We have just finished renovating our indoor swimming pool and the next step is to include terrace, so that the guests will be able to enjoy sunbathing during summertime. We always respond to our guests needs, that is why we are planning to open a massage area in the recreation centre this summer.

"The hotel will comprise a beautiful recreation park, with an artificial lake, a waterfall and two huge amphitheatres, where we will be able to hold open air events. And finally, the biggest casino in Georgia will be open in the premises of our hotel that will add a new contingent to our segment - not only business travellers, but also gamblers, some very high standard guests. It will be a very big advantage for us," Lillvik said.

Hotels & Preference Hualing Tbilisi officially opened its doors to guests in October 2016 and since then has already seen big success. During this period the hotel has hosted various events, including business meetings; MICE events; luxurious weddings; corporate events; seminars; and the Golden Brand

Award Ceremony for the first time this year.

The hotel has been involved in different activities in terms of donations and Corporate Social Responsibility (CSR), has won different, honouring awards and was announced as a proud member of the American and French Chamber of Commerce.

Q. Could you please summarize the year 2016. How have the hotel's revenues increased and what was the main challenge that year? Also, what have been your impressions of the beginning of 2017?

A. 2016 was the first year of full operation for the hotel. Of course the main challenge for 2016 was to make the hotel recognized in Tbilisi. For the PR and Marketing department it was the first challenge - to make us known in the city. I think last year we achieved that target and also in terms of revenues and the occupancy rate of the hotel, we achieved our budget and our targets very well. People in Tbilisi finally know who we are.

This year business increased a lot and we are hosting very big events in the hotel.

It seems that 2017 will be a very fruitful year for us.

Q. There is an ongoing hotel boom in Tbilisi. As Georgia is a small marketplace, do you believe that there is still sufficient room for development?

A. If we look at the numbers from the Georgian National Tourism Administration, we will see that the number of tourists is increasing in Georgia. Last year the country hosted six million tourists and this year it is expected that nine million tourists will visit Georgia. So there is plenty of room for hotels in this country.

We would hope for the categories of the hotels to be a little bit more spread out. At the moment they are more focused on the 5-star segment. We hope that more 3-star and 4-star hotels will be opened in Georgia and that this will increase tourism also. The tourists who come here are not all 5-star tourists. The tourism industry in Georgia is still young. There is still room here which needs strong growth.



Hotels & Preference Hualing Tbilisi



With a very welcoming interior, a 5 star Business Category Hotel of the French Chain - "Hotels & Preference" offers 246 guestrooms, a wide assortment of delicious dishes at its various restaurants, a 800 m² ballroom for large-scale events and the biggest recreation zone ever offered by any of the hotels in Georgia.



"Be COSY" Lobby Lounge Bar, a perfect chill out place with the wide array of cocktails.



"Be CHIC" All-day Dining Restaurant, offering International Gourmet Cuisine, as well as Georgian delicacies and Asian specialties.



"Ensemble", The only authentic Chinese Restaurant with unique Chinese delicacies from various regions of China comprises 5 VIP rooms for your privacy and extra feeling of luxury.



Sports Bar "Legends" with an outstanding interior, offers you a "GAME TIME" food, alcoholic and non-alcoholic drinks while cheering on your favorite game.

Commersant

to Enjoy 25% Growth in Audience after Rebranding

The FINANCIAL

by MARIAM PAPIDZE

Georgian business news outlet Commersant is developing a multi-functional media platform where all news about business will be available in one space.

Radio Commersant, Commersant.ge and its Russian-language newspaper - all three directions of the Holding will be united in one space, a website which will enable visitors to catch up with the latest business stories covered in a professional way.

Commersant started its activities on the Georgian market with a radio station that opened in August 2008. Since then the radio has gained popularity and recognition among Georgian listeners and the time has now come for its further development.

"Commersant is taking a giant step towards a new phase of development. We are rebranding our radio and reinforcing it technically. We are increasing the reach of Radio Commersant so its voice will cover almost the whole country," said the Director of Commersant, Goga Samushia.

"We are also rebranding our website which doesn't only entail visual changes but includes its functional development as well. We are creating a multi-functional media platform which will unite our radio, our website and our Russian-language newspaper. Through this multi-functional media platform business information will be more accessible to all," he added.

Furthermore, Commersant is working on a mobile application



GOGA SAMUSHIA, General Director of Media Holding Commersant

to make it more comfortable and convenient for people to access news from the media outlet. More importantly, the multi-functional online platform that will be available to society from this September will have the available functions of pause and rewind for videos or radio streams.

Q. You have said that Radio Commersant is going to expand in Georgia and cover more territories of the country. Can you give us more details about this development?

A. Previously, as business activities were mostly developing in the capital city Tbilisi, our focus was also in Tbilisi.

But now we see that businesses are developing in various regions of Georgia and it is time for our radio to cover the regions as well, to let the local people know what the latest news is in their specific areas.

By the end of this year Radio Commersant will be available in the Adjara, Samegrelo, Imereti and Kakheti regions of Georgia. Our goal is for Radio Commersant to cover the whole of Georgia and especially those areas where busi-

ness activities are higher.

Business-related information is mostly available in Tbilisi. Information such as how to access state programmes; state services; what the ongoing processes within business associations are; what initiatives the non-governmental sector has going on - such information which is necessary for businesses is unfortunately unavailable in the regions. We will therefore do our best to give them access to such information.

Q. The Holding is going through a very serious rebranding process. What outcome do you expect? What will be the positive developments at Commersant as a business following the rebranding?

A. We expect at least 35 percent growth in income after rebranding and about 25 percent growth in our audience.

Q. So you expect more advertisements after you expand in the regions. How are the businesses developing in the regions of Georgia?

A. We see the business environment is further improving in Georgia and we also see new businesses are being created. The state is also stimulating growth of business activities which is very good.

Starting from the Association Agreement signed with the European Union, and part of it the Deep and Comprehensive Free Trade Area (DCFTA) deal, to the free trade deal with China - all efforts are being made to improve the business climate in the country.

As far as I know Georgia is currently negotiating with the United States and India on free trade deals which is also very important for our country. All of these processes will encourage the creation of more Georgian brands.

State programmes support the creation of new businesses, mostly in the regions, because in Tbilisi businesses are more or less already quite developed and they have all the conditions to operate.

Our contribution will be to help new businesses in the regions to get all the useful information about business activities. All together we will achieve the goal to have a more experienced and qualified business society in Georgia.

www.commersant.ge

Radio
Commersant

95.5

Being Familiar
With Business

Ambitious Plans of TV Pirveli Include Getting to Third Place on the Georgian Market

The FINANCIAL

by MARIAM PAPIDZE

TV Pirveli is paving the way to become the third most powerful TV company in Georgia with reinforced branding and a stronger appeal to key audience segments. This young TV company appeared on the Georgian market in 2015 and after just a year's period of time has gained popularity and a loyal audience. Today TV Pirveli is one of the most popular TV channels in Georgia.

But this is not enough for the management of TV Pirveli, who plan to further improve the company's position and achieve a decent place among the giant companies on the market.

"Today we are holding 5-7th place in the ratings, which is a good result taking into account the fact that TV Pirveli has been on the market for only one year. Our ambition is to be included in the list of the top three most popular TV companies in the nearest future," said Nana Aburjanidze, Commercial Director of TV Pirveli.

And works are already underway which include further development of the online platform of TV Pirveli, producing more diverse content and launching new programmes. TV Pirveli, whose slogan is 'In the Heart of Events' is proud to create high-quality content in the social, political and economic directions, reported in an objective way.

Q. How did TV Pirveli manage to become one of the most popular TV channels in Georgia in just one year?

A. At first TV Pirveli was created as a sports channel, but it soon transformed into a general broadcaster channel. The reason was that we understood it



NANA ABURJANIDZE, Commercial Director at TV Pirveli

was impossible to gain recognition as a sports channel.

Meanwhile, some of the very famous journalists were let go from larger TV Channels at the time. Their programmes had been shut down due to various reasons, and we invited them to join our TV company. We created an environment where editorial freedom is guaranteed.

Famous faces like Inga Grigolia, Nino Jhijhlishvili, Vakho Sanaia, Diana Trapaidze, Giorgi Isakadze with his team - 'brought' their loyal viewers and contributed significantly to our general popularity. These are people who have helped create Georgian journalism as it is today and we are proud that they are part of the TV Pirveli team.

Inviting famous faces would not be enough if we did not also create high-quality and interesting programmes. First of all we strengthened our political talk shows and added the business-news direction.

Now we want to introduce entertainment and cognitive TV programmes and social-themed talk-shows. We have ambitious plans for this direction.

We have also started presenting very interesting and catchy soap-operas.

We are in the process of making our TV content as diverse as possible.

Q. What are the recent developments at TV Pirveli?

A. This year TV Pirveli managed to cover the territory of Georgia fully and now the entire population is able to switch to this channel.

This year we have strengthened all of our multimedia channels, namely we relaunched our website TVPirveli.ge, which covers stories quickly and in a very interesting way; added a very diverse content to our youtube channel; and offer facebook audience live broadcasting of news and political shows.

We are now planning to create a mobile application to offer our viewers even more comfort watching us.

Q. Is running a TV company a profitable business in Georgia?

A. We have bust the myth that a TV company cannot be profitable, that the television industry does not generate enough money in Georgia. It is possible to create a good quality and profitable TV channel when proper management of financial, human and technical resources are in place.

It is only one year after launching TV Pirveli in new format and we have already experienced profit. Expenditures are growing rapidly, but income is also increasing and fortunately, income is always higher than expenditures.

We have created a sales house 'Sales Pros', which generates large volumes of advertising income via a team of sales professionals. While negotiating with large companies to bring advertisements to TV Pirveli, we are also focused on Small and Medium Enterprises (SME) thus creating a new market of advertisers.

We offer them the best platform for spreading their advertising messages and establishing communication with future customers. Affordable pricing and a vast choice of advertising opportunities puts us in a favourable position among our advertisers.



GEORGIA'S LEADING TV BUSINESS PROGRAMS



SPEND WEEKDAYS WITH:



ANALITIKA

15:00-16:00 PM

22:30-23:00 PM

(every friday)



SAKMIS KURSI

(BUSINESS COURSE)

15:00-16:00 PM

22:30-23:00 PM



QALEBIS NARATIVI

(WOMEN'S NARATIVE)

11:00-12:00 PM



SAKMIANI DILA

(BUSINESS MORNING)

07:55-11:00 AM

WWW.BM.GE



Lisi Development completes second district of Lisi Green Town this year

The FINANCIAL

by MARIAM PAPIDZE

Lisi Development, the first development company of its kind in Georgia, established in 2010, continues to develop the territories around Lisi Lake, one of the most beautiful recreational areas in Georgia's capital and just a short drive from the city centre in the bustling Saburtalo district. "We plan to develop the territory around Lisi Lake and make it more entertaining. By doing this we want to encourage more people to visit Lisi Lake and spend time there. We plan to build more parks and plant more trees in the area. We strive to offer customers the highest standard of residential district at Lisi," said Nodar Adeishvili, General Director at Lisi Development.

Meanwhile, the company is successfully completing all the stages of implementation of its project 'Lisi Green Town'. Green Town is attracting more and more customers thanks to the ecologically clean environment Lisi Development has created for them. "At this stage the first district of 'Lisi Green Town' is already inhabited, where about 200 families live. Construction of a second district is due to be completed by the end of this year. After that we will start building the third district. Works will start in 2018," Adeishvili said. Lisi Development recently won the most prestigious and influential business award in Georgia - Golden Brand, for the third year in a row.

There are a number of reasons behind Lisi Development's Golden Brand win, of which one of the most important is its concept - '80/20'. The idea of 80/20 is to allocate 20 percent of its territory for buildings, and the remaining 80 percent for parks, planting and public spaces. The company, with a focus on creating an ecologically clean environment, is the first among Georgian developers to have decided to install a charging station for electric vehicles on its property. "So far only one of our resident families owns an electric car, but our company



NODAR ADEISHVILI, General Director of Lisi Development

will do its best to promote electric cars among our inhabitants and open more charging stations for them in 'Lisi Green Town'," said Adeishvili.

Q. How does the company attract new inhabitants to 'Lisi Green Town'?

A. We use different marketing means to attract new inhabitants. Also, we maintain friendly relations with our existing ones.

For us the biggest advertisement is satisfied residents.

We also have very good conditions for buying property in 'Lisi Green Town'. In cooperation with one of the leading banks in Georgia - TBC we created very flexible payment conditions where at least 10 percent of the total price must be paid upfront while the rest of the money can be divided into payments spread over 15 years.

Q. Apartments in 'Lisi Green Town' are distinguished by their special and new architectural style. Who is in charge of the visual aspect of the buildings?

A. In order to offer our customers a

beautiful environment inside and outside their homes we created the subsidiary company Lisi Renovation. The company offers Lisi inhabitants a full range of renovation services such as the measuring of works, designer service, creation of 3D interior design, selection of materials, all kinds of renovation work, and furnishing apartments with furniture, technical equipment and accessories.

Lisi Renovation exclusively serves Lisi inhabitants.

We also work with leading architects from Georgia and Italy. We are building 5-6 storey residential buildings where customers can choose a duplex with their own yard. We also offer penthouses and villas.

The construction materials we use that come from Europe are of the highest quality and are energy efficient. Thanks to them our inhabitants save 30 percent on utility fees.

Q. Lisi Development is famous for its contribution to greening the Lisi Lake area. What are the major works which the company has done in this direction?

A. We have been developing the Lisi Lake area since 2010 - the time we started construction of 'Lisi Green Town'. During this time, we have planted more than 10,000 trees, of which 3,000 were planted within the last three months.

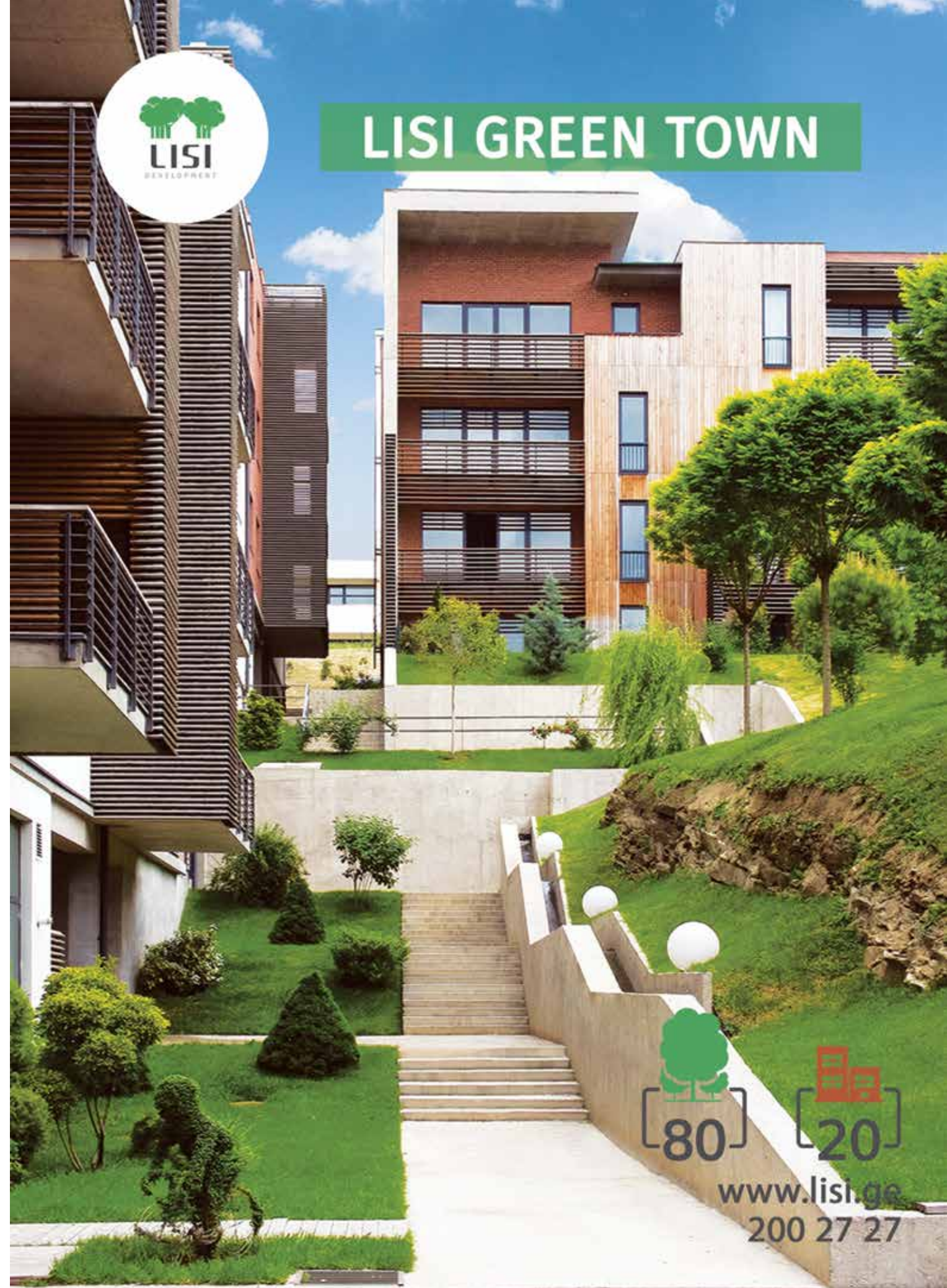
We have added jogging and bike tracks around the lake. Sports facilities and playgrounds have been built, a new open-air café, boating point, and beach for sunbathers.

About 50 people are employed every day to make sure that the area surrounding Lisi Lake is always clean and beautiful.

You may not have heard about the natural thermal springs that exist around Lisi Lake's territory. Lisi Development renovated an old bath house in 2014. Now you can enjoy the healing waters of the sulphur baths, bath-house attendant service, and beautiful views from the bath's terrace.

One of the main distinctive features of our projects is greenery and sustainable landscape design. For this reason, Lisi Greens - a plant nursery, is a logical addition to the project. Lisi Greens nursery offers a particularly wide range of quality plants exclusively from Italy.

**GOLDEN
BRAND
2016**



Tegeta Motors

Strives to Make Georgia's Automobile Industry Leader in the Region

The FINANCIAL

by MARIAM PAPIDZE

Tegeta Motors, the largest auto company in Georgia, is planning to open more branches in the country and conquer new markets in other countries in the Caucasus and Central Asia.

"Today Georgia is the leader in the banking and tourism fields. Our goal is to make Georgia a leader in the automobile industry too. I am sure that we will achieve this goal and the year 2017 will be the start of this ambitious initiative," said Giorgi Mshvildadze, Deputy General Director of Tegeta Motors.

The year has already started very promisingly for the company. This year Tegeta Motors has opened a new branch in Baku, Azerbaijan, and expanded its presence in Georgia. Mshvildadze mentioned that new important contracts were also signed with partner companies this year.

Tegeta Motors offers its corporate and retail customers a full range of auto services, including light and heavy vehicles, bus, construction and specialised equipment diagnostics and repair with special authorised programmes.

About 1,500 people are employed at the company. It serves up to 10,000 corporate clients, up to 2,000 overhaul objects and about 250,000 loyal customers. The company is distinguished for its subtle commercial infrastructure and unites 21 branches in Tbilisi, Batumi, Rukhi (Zugdidi), Poti, Kutaisi, Akhaltsikhe, Gori, Telavi, Marneuli and Akhalkalaki. The company is successfully represented in the Transcaucasian market.

After 22 years of excellence on the Georgian market Tegeta Motors was recognised for contributing to the development of the country's automobile industry by local experts, who awarded the company a Golden Brand. Furthermore, Tegeta Motors was awarded the title of Best Employer Company in Georgia.

"Tegeta Motors has been operating



GIORGI MSHVILDADZE, Deputy General Director of Tegeta Motors

on the Georgian market for 22 years already. During this time the company annually has been taking care of high technological development supported by world leading brands, with western knowledge, by sharing experience and with the introduction of all the above-mentioned into its own activities," said Mshvildadze.

"Tegeta Motors is permanently quality-oriented, and the unchanged motto of the company reflects this: 'It is time to choose quality'. Tegeta Motors is the first company to create a multi-service auto centre in Georgia which has no analogue in the Caucasus," he continued.

"We are market leaders in Georgia, setting the highest standards of service and implementing a new culture of auto service in the country. Our aim is to export unique know-how, created by us through multi-year successful development," Mshvildadze added.

Q. This year you received the Golden Brand award for two nominations. While naming your company as their favourite brand, the experts took into account the utmost success Tegeta Motors achieved in 2016. Could you please highlight

the most important developments of the previous year?

A. Tegeta Motors completed the year 2016 with 20 percent growth. Despite the challenging economic environment where the competition was very high, the total growth of the company reached 50 percent. However, in another direction growth even reached 80 percent.

Last year we opened new branches and expanded the existing ones in the capital Tbilisi; Black Sea town Batumi; Georgia's third largest city Kutaisi; and in Rukhi, a village in the western Georgian city of Zugdidi.

As a result the daily flow of cars has increased by 300 cars and today Tegeta Motors branches serve more than 1,200 cars.

The number of our loyal customers has increased by 21 percent and today the company serves about 250,000 loyal customers.

Last year we also significantly developed the distribution network and enjoyed a higher number of corporate customers.

Q. One of the reasons Tegeta Motors won Golden Brand this year was the highest standards of service that have been introduced by the company in Georgia. Please tell us, what unique service has Tegeta Motors brought to the Georgian market?

A. The high-level service and service-centres of international standards preconditioned the fact that Tegeta Motors (for the first time in Georgia) in the field of sales and service received international quality certificates of the following standards: ISO 9001:2000, ISO 9001:2008 and then ISO 9001:2015.

With the purpose of automation of business-processes and increase of work efficiency, Tegeta Motors in Georgia was the first to introduce the automated modern programme for business management and business processes administration - SAP.

Tegeta Motors introduced 'service plus', which includes the following services: Tegeta Comfort, Tegeta Card, Pre-reservation Service, My Car History.

Our company always looks to deepen knowledge and seek new opportunities. Innovativeness, dynamics and a constant striving for improvement are our daily life's work.



THE LEADING COMPANY IN GEORGIA
in the field of automobile products and services

ლიდერი კომპანია საავტომობილო
საავტომობილო პროდუქტებისა და მომსახურების დარგში

Laboratory My Home and Georgian Restaurant Tabla Win Golden Brand

The FINANCIAL
by MARIAM PAPIDZE

International Corporation ICR is one of the largest and most stable organisations in the retail business in Georgia. The company represents international brands of shoes, clothes, accessories, as well as furniture and restaurants. Two of ICR's brands - 'Laboratory My Home' and Georgian restaurant 'Tabla' have become Golden Brand Award winners this year. "Tabla won Golden Brand because it is an innovative project. It has continuously developed and transformed in the last three years. We have good customer service, amazing dishes in terms of both taste and presentation. There is a favourable attitude towards every customer, thus we have a growing loyal customer base," said the Director of ICR Nani Andiashvili. "I am grateful to every expert who took part in the judging process and valued our hard work. We are ready to offer new developments and innovation to our customers. The competition on the market is harsh and we want to maintain Tabla's Golden Brand status," she added. "As for Laboratory My Home, its nomination is also due to its innovative nature and constant developments. It has been just three years since we first introduced the brand to the market. I want to express my gratitude and thank the employees of ICR because if it was not for all of their hard work, loyalty and dedication, we would not have been able to accomplish this much," Andiashvili said.

Q. How has ICR developed on the Georgian market over the years?

A. In July 1990, my friends and I gathered together and decided to



NANI ANDIASHVILI, Director of ICR

start something useful for us and for our country. We wanted to create something new and interesting. Back then, I never imagined that our company would grow and develop this rapidly. If we had known this, it would have been harder to make certain decisions.

It was a difficult period, the governmental regime was changing and every step we made was connected to certain risks. Fortunately, everything went in the right direction.

In November 1991 we established TBC Group. I remember the day we registered the company as if it was yesterday. It was a spectacular day, we were one team, with the same interests.

After this we started planning the future development of our business. Soon we decided to establish a bank and then retail shops. That is when we presented the international brand 'Bata' to the Georgian market. The first Bata shop opened in Tbilisi on 9 August, 1993. It is still the largest and most popular footwear brand and chain in Georgia.

In 1995 we established the network of perfume shops 'Voulez-Vous' and the first hypermarket 'Babiloni', fol-

lowed by advertising agency 'Alma TBC' in 1996.

After that, Heineken Group became our partner, we imported beer from Holland and opened a bar on Chavchavadze Ave.

The company started to grow and expand fast. Managing different sectors was hard for one group, thus we decided to divide it and manage business areas according to our interests. Kakha Khazaradze (Chairman of the Supervisory Board of ICR) and I stayed in the retail business. Luckily for us it turned out to be a successful venture, despite a rocky start.

Times were tougher, we needed large credit resources and had to run a company at a young age. Fortunately, we embarked on the right path, analysed each step in the process and understood that we had to take risks, not based on emotions and spontaneous choices, but rather rational ones. Our diligence was well appreciated and the company grew so fast, we didn't even realize it.

Q. What are the main business areas ICR operates in today?

A. Our largest direction is the footwear business. We represent several international brands on the local market, such as Bata, Geox, Ecco, etc, and have multi-brand shops: 'Studio by Shoes Gallery' and 'Laboratory Shoes Gallery'.

This is a successful direction and yields good results. We also manage successful clothes and accessories brands: Okaidi Obaibi; Jacadi and Parfois.

We are a leading company on the retail market. Diversification is the key to our success, further development and expansion.

In 2002, we entered the furniture business and thanks to our stylistically diverse products we attained a loyal customer base.

Competition in the furniture industry is high, thus in order to stay competitive on the market it is crucial to innovate and systematically provide customers with new offers. This is what prompted us to create Labora-

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TABLA GEORGIAN RESTAURANT GOLDEN BRAND 2016

GOLDEN BRAND 2016

Restaurant Tabla is a perfect guide into the Georgian culture and cuisine. Delicious Georgian meals, elegant interior, outstanding service and traditional Georgian entertainment program make Tabla a must visit restaurant for guests of Tbilisi.

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www.icr.ge | icrcorporation | Restauranttabla

Laboratory My Home and Georgian Restaurant Tabla Win Golden Brand

Continued from p. 18

tory My Home, which helps customers to create a unique lifestyle.

This undertaking was interesting and hard at the same time. Laboratory My Home has been a successful brand on the market since its opening. I think that a business has to withstand time and be resilient to many external changes. The longer you are represented on the market, the bigger the responsibility to grow with your own customers.

When we saw that we had reached a level of success in the furniture business, we started to think about a new direction for our business. This was the food and restaurant business.

Nowadays, we own four brands: Italian restaurant Pomodorissimo; French bakery La France; Café Laboratory; and Georgian restaurant Tabla.

I would like to highlight the fact that Tabla is one of the most popular Georgian restaurants in the city for both Georgian and foreign guests. At Tabla we have a good representation of Georgian dishes, music, as well as our culture and traditions.

Last year, under the brand Tabla we developed two sub-brands - 'Tabla Saloon' and 'Tabla Duqani', which offer different tastes and experiences to guests. Additionally, we have a successful catering service which works from the base of our restaurants.

Q. What would your advice to women in business be?

A. Women's involvement in the business sector is crucial and beneficial to business development.

Women are cautious and diplomatic, have the ability to multitask and take on a diverse range of responsibilities, which insures a business against any risks. Women have more sense of moderation than men.

I think it is crucial to have women in the governing body of a business, because they are better at solving conflicts and dissolving difficult situations, so that it benefits the business in the end. Men find it harder to acknowledge their mistakes which de-

lays solving problematic situations. However, when it comes to successful endeavours, men are more prone to talk about it, while women mostly stay at the side.

What would I advise women in business? You should love the work you do and it will never tire you. My advice would be to do your job correctly, with love and care and you will get good results. Otherwise it will take on a form of obligation, it will get boring and you will constantly be in an unpleasant mood.

When you see the growth of your company, it gives you pleasure. Thus, I would recommend learning to love what you are doing, loyally serving your job and expressing your gratitude towards your co-workers and partners.

Our company showcases the importance of women in business. Out of 700 employees, 76 percent are women, and on the managerial level out of 88 employees - 61 percent are women.

This data illustrates once again that the company is successful. On a final note, I would advise women to use humour in daily situations. This is a helpful trick.

Q. Can you tell us about the human resources of the company and the skills required for future professionals?

A. I am really proud about the number of people working at ICR. The company, which started with 20-22 employees, today has more than 700 people.

The company is still expanding and in two years' time it might go up to 1,000 employees.

It is also pleasant to know that these people feel secure at ICR. Many of our employees have worked here for 5-10 years. We also have an employee who has been with us for 20 years and has matured with the company.

Our employees perceive that they are working in a stable and reliable company, where their rights are protected and they have the ability to grow, develop and acquire higher positions. I encourage employees to be oriented towards their own self-development, to be independent, know

their job well and be loyal to it.

In my opinion, a company is strong when everyone in the team is equally strong and share the responsibilities as well as the successes. Otherwise, you might make many mistakes.

A company is sustainable when it has a strong human resource. I always ask my employees to do their job independently and with honesty, take part in being a member of the team and respect each other. I believe that one individual alone cannot reach success without a strong team. The stability of a company is determined by its social capital, its employees.

At ICR we have around 700 employees, out of which 24 percent have been with us for more than 10 years. About six percent have worked at the company for more than 15 years. This 24 percent have a very important role in determining the strength and stability of the company.

Quality of workforce is linked with the education system which has to be implemented in a way that guarantees preparation of innovative, analytical people with a narrow field of expertise and specific skillset. Today, students graduate from universities and are unable to find a specific job they can take on. If in parallel with the theoretical studies students had the opportunity to turn acquired knowledge into practice, it would give us a better picture.

Before one takes on the position of financial manager, it is better to start with lower levels and develop basic capabilities in practice. The wish to take on a higher position one is not ready for, is incorrect. After finishing school, young people choose professions instinctively, study them and then change. It is not required to go to university right after one graduates from school.

I started learning finance four years after I finished school, before that I was studying on a humanitarian degree. At some point I realised that finance was actually not that far from me. It is important to understand what you want. Practical work will help you understand what you are passionate about and what you want to learn in the future.



SPACE FOR EXPERIMENTS TO CRAFT YOUR LIFESTYLE

D. Agmashenebeli Alley 12th km, 0131 Tbilisi

Security Company **Algani** Opens New Headquarters with Training Centre

The FINANCIAL

by MARIAM PAPIDZE

Algani, one of the leading security companies in Georgia, is building a new headquarters in Georgia's capital of Tbilisi, where a new training centre will also be located.

The new headquarters will be located in the Saburtalo district of Tbilisi, which will be opened in October this year.

Meanwhile, Algani is continuing its regional expansion, opening new offices all around the country.

"Our team and business have increased significantly and we saw the need to move into a new headquarters. We are also expanding our activities and opening a training centre in the headquarters. It is there that the bodyguards will be able to improve their qualifications after proper trainings. Georgian as well as foreign specialists will conduct these trainings," said Valeri Gogaladze, Director of Algani.

"This process has not finished yet. Every year we enter new regions of Georgia and expand our activities on the market. Algani is the largest security company in Georgia today, and employs about 1,500 people," he added. The successful activities that were introduced by Algani last year were crowned by receiving one of the most prestigious and influential business awards this year - Golden Brand.

Security company Algani has been protecting the property and lives of thousands of customers in Georgia for 13 years already. During this time Algani has gained rich experience and established cooperation with leading Georgian companies and citizens.



VALERI GOGOLADZE, Director of Algani

Algani is proud of its high-quality service, modern high-tech security systems, professional staff and its modern management principles. Thanks to all of these advantages Algani is not afraid of the growing competition, believing it will keep its leading position in the capital Tbilisi as well as in the regions of Georgia.

Q. Last year Algani introduced a new service which involves securing the transportation of cargo. How high in demand has this service become?

A. We have actively started working on this new direction, which involves securing the transportation of cargo. The service has become very highly demanded as there was a need for this service on the market.

Last year we had only one large importer company who used this new service. But this year we have already served several famous international transport companies and secured the transportation of their cargo.

Also we have signed the contract with Armenian Railway and we secure the trains on the route Batumi-Erevan on the territory of Georgia.

Last year we also started several innovative projects which are developing successfully. The projects are about

technological and programme development. We are still in the development process and we will release more detailed information once the projects are completed.

Q. You won Golden Brand thanks to your successful operations in 2016. Please summarise the year 2016 and tell us what the most important achievements of that year were?

A. Despite the fact that there was economic crisis in the country, the year 2016 ended very successfully for Algani. Compared to the previous year we had significant growth in our number of customers. That year we also gladly welcomed GPC pharmacy network and ICI Paris perfume network to our client list.

We opened regional offices in several towns in Georgia such as Kutaisi, Gori, Khashuri and Akhaltsikhe in 2016. Regional expansion remains the main direction for the company. This year we have already opened new offices in Telavi and Marneuli.

We are also proud to secure one of the most strategic projects of Georgia - the Qartli Wind Farm, which was constructed by the largest international company VESTAS. After the completion of the project VESTAS and the EBRD positively assessed our service and gave us the highest rating, which we are very proud of.

Q. You said that the number of your customers has increased. By how much?

A. As of today we protect the properties and lives of about 4,000 customers. This is a 30 percent increase compared to the previous year.

Q. Which famous companies are among your customers?

A. First of all I want to say that all of our customers are very dear to us and we provide an equally high standard of service to all of them.

As for the famous ones, there are: Tbilisi Mall; m2 real estate; Expo Georgia exhibition hall; Bank of Georgia; Imedi L; Aldagi; McDonald's; Bitfury Data Centre and many others. And we are very proud of our customers and would like to thank them for their loyalty and for choosing us.

ALGANI
SECURITY COMPANY



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12 YEARS!

LUTECIA Group

Enters New Segment, Opening Tea House in Tbilisi

The FINANCIAL

by MARIAM PAPIDZE

LUTEZIA Group, one of the largest companies engaged in beauty business in Georgia, is entering a new segment, opening the French Palais des Thés tea house in the capital of Tbilisi this September with this simple idea: to help people discover the rich world of tea and introduce them to its many pleasures.

Palais des Thés is a tea company founded in Paris in 1987. It has 45 special tea shops in France, Japan, Israel, Ireland, Norway, Belgium, Germany and now in Georgia. The company specializes in direct tea sourcing and the commercialization of more than 300 teas as well as tea gifts and accessories.

Located on Chavchavadze Avenue, the Palais des Thés store will be designed to encourage sharing, discovery and discussions. With a cup of tea in hand, all guests will be welcomed at the store and guided through a scented journey that will offer a glimpse into the rich selection of teas from all over the world.

"During the last five years, our company properly evaluated the Georgian market and we saw that there was an empty space on the market. We saw there was potential in the segment of premium teas and we decided to open a store. I know there is still a lack of culture, for example people still do not know how to prepare real tea. We will introduce this culture in the store as well as guarantee the freshness and quality of tea.

With Palais des Thés, we invite you to discover the cultures of the world," said the founder and President of LUTECIA Group, Vakhtang Pkhakadze.

While introducing the best teas from all over the world, Pkhakadze is also considering negotiations with local tea brands to offer Georgian tea alongside world famous teas.

"We see that tea plantations have been developing in Georgia recently and there is potential to produce high quality tea locally. I have already



VAKHTANG PKHAKADZE, President of Lutecia Group and The General Director at Pasha Bank Shahin Mammadov

negotiated with the Paris office to include Georgian tea in our store in the future. This means that Georgian tea will be sold not only in Tbilisi's store but in all of the stores which are opened worldwide under the brand Palais des Thés," Pkhakadze said.

As an innovation-oriented company LUTECIA Group has won its first Golden Brand this year.

"We always strive to be innovators. LUTECIA was the first company to open large-format stores where cosmetics and fragrances are presented on the shelves. Previously, all stores were spread over about 100 m². We were the first to open the 300 m² stores of LUTECIA. Some people thought it was crazy to open such large stores but later our competitors also started doing the same. We try not to do things that have already been done in this country. That's why we received the Golden Brand this year," said Pkhakadze.

"Also, we were the first and the only

ones to have introduced 'niche brands' on the market, ones that are easily distinguishable from other products. All of the niche brands are available in the Aromateque Niche Boutique - the first niche boutique which LUTECIA Group opened this year in the Ambassador hotel in Tbilisi," he added.

Kilian, Tiziana Terenzi, Tom Ford, Penhaligon's London, Juliette has a Gun, CREED, CASAMORATI, Sospiro, Eccentric Molecules and PARFUMS de MARLY are just some of the niche brands that customers can find at the Aromateque Niche Boutique.

Meanwhile, this year perfume network LUTECIA will be expanding in Georgia and adding two new stores - one in Tbilisi and the other in the Black Sea resort town Batumi. As of today, LUTECIA is positioned with 10 stores in Georgia.

Continued on p. 25

GOLDEN BRAND 2016

Continued from p. 24

"We are planning regional development. Step by step we will cover all the major cities of Georgia. We choose the locations very carefully, so it takes time and proper planning to expand with new stores," said Pkhakadze.

Perfumery trade network LUTECIA has the rights of exclusive distribution in Georgia of world famous trademarks such as Estée Lauder, Clinique, DKNY, Zegna, Michael Kors, Tom Ford and many others.

LUTECIA group has a 20 years history of being on the Georgian perfumery market. Besides the perfume stores LUTECIA Group is also running Yves-Rocher, Calzedonia, Intimissimi, Camiccissima, and MAC cosmetics.

Q. How has the business environment changed in Georgia and what are the current challenges?

A. The business environment has improved in Georgia over the years. Today the country is safe and our investments are also safe, protected.

As a citizen, and not only a businessman, I can see how things are being changed in Georgia; how tourism is growing; how my friends are becoming active and willing to do more and more business. Today there is such huge potential on the market and empty spaces. I

would encourage the youth to find these empty spaces and use this potential, start their own businesses and benefit from it.

The only thing I would like to be changed is that the market needs to be protected from falsification. This should be regulated and the customers should know that they will not be buying fake production. Those companies who do not have right to be the official importers of specific products, should not be allowed to bring the production into the country.

Q. How did the sales volume of LUTECIA Group increase last year and what are your expectations for this year?

A. Since 2012 the sales volume of LUTECIA has increased by 500 percent.

Every year we have about 20-25 percent increase in sales. This year we expect 25 percent growth.

Q. What does good service mean for LUTECIA? How welcome are customers made to feel at LUTECIA stores?

A. In 2012 we decided to change the concept of the service completely. We raised the role of consultants in the stores and they became more appreciated. We started to encourage hardworking consultants by giving them bonuses and sending them abroad for holidays.

Eleven consultants of LUTECIA will soon be flying to Italy where they will be spending a nice time with their loved ones. They won the competition which

revealed them to be the best consultants of the year. We conduct several similar types of competitions periodically, reveal the winners and send them abroad on holiday. The only criteria of the competition are how the consultant serves customers.

We also involve our consultants when ordering products. They know better what our customers want, which products are most in demand. As a result, we provide all the products that customers need and are increasing our sales volume. This is beneficial for the customers, for us and for our consultants, as they certainly get bonuses for their good work.

As for the customers, we constantly offer them discounts, bonus cards and special 'brand days', during which people get discounts on specific brands of production. Furthermore, we came up with the idea to establish direct communication with our customers and invite them to our 'LUTECIA Party'.

The first LUTECIA Party was held in 2014. This year the LUTECIA Party was held at the Georgian National Opera Theatre, where more than 500 of our customers were invited to attend a performance of Nino Ananiashvili (the Georgian ballet dancer).

The LUTECIA Party is a way to say thank you to our dear customers for their love and loyalty. Every year the number of our guests is increasing and I am very happy to see this.



Georgia's First 4-Season Resort Kokhta-Mitarbi Wins Golden Brand

The FINANCIAL

by MARIAM PAPIDZE

After a 30-year break Georgia's Kokhta-Mitarbi mountain resort, located in East Georgia just four kilometres away from the country's iconic Bakuriani winter resort, is starting a new life.

Developing Georgia's Bakuriani and Mitarbi winter wonderlands into four-season mountain resorts is the focus of a GEL 100 million development project, which is being implemented by the local company New Mitarbi. This is one of the largest investments in the revival of mountain tourism in Georgia.

The Government of Georgia and "Georgian Reconstruction and Development Company" signed a Cooperation Memorandum in 2015 which foresees development of the adjacent territory to Kokhta Gora (Kokhta Mountain) in Bakuriani and in Mitarbi and supports further promotion of mountain tourism and resorts.

The first stage of construction of the hotels and the complex of residential apartments has been commenced and is in progress in the territory adjacent to Kokhta Gora. The first phase will be concluded by the end of 2017. Herewith, construction of new hotels, residential-type apartments, cottages, public and entertainment facilities, and new ski tracks are all scheduled.

The reason for developing the area is to cater to the needs of growing tourist numbers.

The four-season mountain resort concept will offer tourists different attractions at all times of the year.

"Georgian and French architects teamed up and worked together to design the territory development plan, which includes development of road infrastructure and green zones. This was the initial stage of the resort's development. For us it is very important to keep the nature and trees in place and construct less buildings in the area," said the Director of the company New Mitarbi, Zurab



ZURAB CHARBADZE, General Director of Kokhta Mitarbi

Charbadze.

New ski lifts have already been installed at Mitarbi allowing holidaymakers, tourists and visitors to travel 2,300m above sea level. Additionally, new hotels, hotel-style apartments, cottages, as well as restaurant and entertainment facilities catering for up to 500 units will be built in the nearby area.

"Our purpose is to develop a new, modern and healthy lifestyle for families, recreational zones and a brand new resort in a unique location, for all four seasons," Charbadze said.

Q. What can Kokhta-Mitarbi resort offer visitors today? At what stage is the development process?

A. The project's development is in a very active phase and by the end of this year construction of the first block of residential apartments will be completed.

According to the project, first the Kokhta mountain area will be developed and Mitarbi will be the second step.

As for spending holidays in Kokhta-Mitarbi, people have been invited to

visit the area since December 2015. They are able to use the new ski lifts, while the hotels and apartments will open their doors in 2018.

The first phase of the resort's development includes construction of 500 apartments and a 100-room hotel. As for Mitarbi's development, our company owns 280,000 sq.m of territory for which we are creating a master plan that includes a 'green village' concept.

Also, we have already negotiated with famous Georgian hotel network "Rooms Hotels" to be our project partner and operate a new hotel at Kokhta Mountain. We will be formalising the deal in the nearest future.

Q. The company New Mitarbi is striving to support the concept of a healthy lifestyle. Can you tell us the specific activities which will promote a healthy lifestyle?

A. Having a healthy lifestyle is very important and we are very proud to be contributing to creating an ecologically clean environment.

Throughout the four seasons we are planning different sports events and activities. These activities will include ski competitions, cycle racing, children's activities and children's game zones.

The Kokhta-Mitarbi area is not the only territory where we try to protect nature. Our company also contributed to restoring a burnt forest near central Georgia's resort town Borjomi, where 260 hectares of forest got burnt down in August 2008.

We joined the campaign 'Aghadgine' ['restore' in English] and planted trees in the forest.

We are striving to become the leading green company in Georgia and plan corresponding activities for the future.

We can definitely say that the environment is one of the main priorities of our company. Introducing a plan of regulations for development serves as encouragement for creating a concept, based on keeping and protecting the local nature; which will create resort development standards. Our strategy is to keep the already-existing trees and plants and at the same time plant new trees, of which we already have successful experience.



KOKHTA-MITARBI
RESORT

Four seasons of happiness



British Concept PSP Pharmacies Will Be Available All Over Georgia in 2017

The FINANCIAL
by MARIAM PAPIDZE

The Georgian medical company PSP Group is continuing to make healthcare affordable and accessible to Georgian people with a new format, which guarantees better service in a more comfortable environment.

"After 22 years of operating on the Georgian market, PSP Group now offers a new concept to its customers. The renewed PSP has three zones: beauty, health and family care zones," said Director of the Pharmaceutical Company PSP Group, Gocha Gogilashvili.

"The beauty zone is raspberry-coloured and offers the highest quality beauty products from French and other European producer companies. The family care zone is painted yellow and is attractive for those with children, while the health zone is full of pharmaceutical products and is painted green," he added.

The new concept stores for PSP are design by British experts and have no analogue, neither on the Georgian market nor in any post-Soviet Union country.

"Thanks to British experts we created an innovative PSP and have called it 'more than a pharmacy'. PSP has always been an innovation-oriented company. It was one of the first companies in Georgia that appeared on the market with its own logo and today PSP's logo is synonymous with high-quality products and service," said Gogilashvili.

"Keeping the leading position and a prestigious image on the market for such a long time is no easy task, but PSP always manages to achieve this goal thanks to the hard work of our highly professional employees and innovative decisions," he added.

The first new concept store of PSP was opened in May 2016. Since then over 40 new concept stores have been opened all around the country.

"This year we have already opened our stores in those areas where we have not been represented before. These areas are Sachkhere, Bakuriani, Dedoplistskaro, Akhalkalaki. All the new stores are designed according to the new concept. We plan to complete



GOCHA GOGILASHVILI, Founder of company PSP

the rebranding process this year," said Gogilashvili.

The name of the company - PSP - is an abbreviation of the Latin expression 'Paulatim Summa Petuntur', which in English means 'step-by-step to the peak'. And the company constantly strives to justify the main idea of its name.

The company always strives to be an innovator and implement new decisions on the market.

It is possible to buy PSP products from PSP's online store and mobile application. More than 30,000 users have downloaded the mobile application so far, however buying products via mobile application or online store is not in high demand nor particularly popular yet in Georgia. In recognition of its successful and innovative activities PSP won its 12th Golden Brand at the 12th awards ceremony, meaning that PSP has never let the award go to any other company operating in the same field.

Q. The 'My Family Card' of PSP is marking its 10 year anniversary this year. Thanks to this card PSP

Group received Golden Brand in a second nomination. What are the main advantages of the 'My Family Card' and how did it become so successful?

A. 'My family card' is an accumulative card, on which customers accumulate 'smiles' per every item purchased at any pharmacy of PSP. The accumulation of smiles is possible with the purchase of any product, including discounted products. By accumulated smiles, consumers are able to build up to getting 'gifts' from any of PSP's pharmacies as well as from its online catalogue.

It has now been 10 years since the 'My Family Card' first became available to customers. Thanks to them our customers have received many benefits.

At first the main function of the card was to accumulate smiles and people could get gifts by spending these smiles instead of money. Later we started a lottery to encourage those customers who owned a 'My Family Card'. They are also able to choose gifts from an online gift catalogue which is available at the website cards.psp.ge.

This year the 'My Family Card' acquired a new function and became a discount card too. Besides the accumulation of smiles owners can get six percent discounts on any products at any store of PSP.

Today 1,600,000 people have a PSP card, of which more than one million are active customers.

Q. Which new products have you introduced recently?

A. PSP is much more than just a pharmacy, offering the best solutions for health and beauty.

We have recently added the production of Solgar, which is a world famous producer of vitamins, herbs, supplements and more; French producer Bioderma, Spain - Lea and many others.

This year we have added seven new products to the GMP pharmaceutical enterprise production. To remind readers, PSP Group started drug production within its daughter company GMP in 2000 and manufacturing more than 150 title of medicines. Medicines produced in Georgia are already exported to more than ten countries.

As of today, PSP offers over 30,000 products in total. We will continue to add new products in the future as well.

PSP GROUP
N°1 GEORGIAN PHARMACEUTICAL COMPANY
SINCE 1994



PSP is a abbreviation of Latin proverb "Paulatim Summa Petuntur", which is the motto of company and means "Step by Step to the Peak".

Involved in the total supply chain medical services including pharmaceuticals Production (GM pharmaceuticals), Distribution and Retail (PSP Pharma), New Hospitals, PSP Insurance.

Our mission is to make health care products for everyone more accessible and affordable.

Our main goal is to be the best pharmaceutical company in Georgia.

Guaranteed quality and customer satisfaction are the major priorities of PSP during 23 years.

That's why 2 000 000 customers per month trust PSP pharmacy. Pharmacy chain all over Georgia, about 200 pharmacies in every district of Tbilisi and all regional centers of the country make more than 30 000 high-quality medicaments, hygienic and cosmetic products available to everyone at the cheapest price!



The first Georgian pharmaceutical factory of GMP standards is one of the most successful projects of PSP. During 17 years more than million patients have been cured with its help outside Georgia as well. The popularity of medicaments manufactured in Georgian pharmaceutical factory has spread beyond the Georgian borders. Every year the export volume doubles thus the company makes significant contributions to the development of the Georgian economy and pharmacy development.

From 2010 PSP Insurance has been added to PSP group. PSP insurance has more than 110000 corporate insurants at 100 companies. PSP insurance is distinguished by comfortable and quality service, with large variety of dental and multi-profile clinic- providers.

New Hospitals is the most recent product of PSP group. From September of 2011 New Hospitals has the capacity to receive 1000 outpatients. The hospital is for 150 inpatients. The hospital represents innovative and high-tech hospital, which offers western type inpatient and outpatient service to the society. The staff is represented by qualified doctors who have acquired working experience in European and American leading hospitals.



In 2016 PSP represent innovative pharmacy rebranding project. The new concept has changed consumer's behavior and has made visits to PSP rebranded stores a lifestyle and not merely a necessity. With innovative concept considered for the whole family and adjusted to modern lifestyle. The new conceptual retail stores consist of 3 zones : Beauty, Family care, Health.

A Beauty Zone is completely adjusted to the customers' experience. Skin care courses, PH value detecting and hair diagnostics have been introduced to the rebranded stores.

The Family Zone is the second zone of the rebranded chain is distinguished from other zones different flooring that gives customers a homey feeling. New educational programs for first time mums and oral care educational programs have been introduced through the retail chain in order to improve knowledge and health of PSP customers.

A Health Zone which includes a full assortment of medicine includes a health bar where customers can measure BP, cholesterol, identify height an weight and get recommendations from the staff .



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Vivus.ge - Most Trustworthy Company in Georgia's Online Loan Industry

The FINANCIAL
by MARIAM PAPIDZE

Vivus.ge is cementing itself as the most trusted digital finance company in Georgia, offering the best conditions for online loans in the country.

With years of experience, Vivus.ge has built a strong, satisfied, and trusted customer base by paying special attention to the requirements of our customers and by meeting their financial needs.

For these reasons Vivus.ge has recently received the Golden Brand 2016 award as the most trustworthy and responsible company in the Online Loan industry for the third year in a row.

“As a consumer finance company, our brand Vivus.ge is built around values such as transparency, honesty and constant progress. We are glad to receive the Golden Brand award for the third year in a row. This award is a result of our teamwork, and the fast, convenient and trustworthy service we offer our customers,” said Lasha Bzarashvili, General Director at 4Finance Georgia.

Vivus.ge is a member of 4Finance Group, which is a market-leading provider of short-term loans to customers throughout the world with recent expansions into new continents. The company entered the Georgian market in 2013, with the brand name Vivus.ge and gained a leading position in just a year and a half.

“4Finance Company started in Latvia and over the years has accumulated more than seven million customers in 15 countries including Georgia. Vivus.ge has become a leading player in the Georgian online loan niche because of its unique value proposition, fast performance and flawless customer service combined with the lowest interest rates compared to competitors,” Bzarashvili said.

Vivus.ge offers customers short-term online loans from an increased limit which is now GEL 100 up to GEL 1,200, while earlier it was from GEL 50 up to



LASHA BZARASHVILI, General Director of Vivus.ge

GEL 650. The repayment term is from one to 30 days.

“This year we made changes and increased the limit of loans and decreased the commission of loans as well as the commission of rescheduled loans. From this year our customers can get a loan from GEL 100 up to GEL 1,200 at only 5.4 percent. Thanks to these efforts we have been getting positive feedback from customers which makes us very happy and more motivated,” said Bzarashvili.

The customers of Vivus.ge vary between the ages of 20 and 65. However, those in the 25 to 45 age category are the most active customers, said Bzarashvili.

Q. What new services/products has the company offered to clients recently?

A. Besides the above-mentioned developments in the company, we continue to promote the ‘Get cash in hand’ project which we launched at the beginning of 2015.

At the current moment, the ‘Get cash in hand’ service is available in Tbilisi, Batumi, Kutaisi and Zugdidi. The service desks in all of these cities are located in shopping areas, so, if a person needs

the money at that specific moment, they can easily reach our salespeople, who will help them to fill in the application form and receive the requested amount within a couple of minutes.

Q. The demand for online requested loans is increasing. What do you think is the reason for such growth? Can we assume that the reason lies in the low income in Georgia?

A. With the fast-moving pace of technological development, the number of customers using online services is increasing rapidly. Thus, the number of people taking out loans online is also growing. Furthermore, I do not think there is a correlation with low income.

This product is popular in developed economies as well, for example in Scandinavian countries. I would rather associate it therefore with the comfort, speed and simplicity this product brings. We enable customers to better manage their cash flow with fast access to funds.

In most cases people need to take out an online loan when they run out of money and there are only a few days left before their salary comes in. In this case an online loan is the best solution as people can get it quickly and easily.

Most of our clients take out online loans to cover emergency and unexpected expenses like repair bills, holiday trips, electronics, shopping etc. If a client has difficulty repaying a loan, we try to find a solution and offer the client the best way to repay his/her liability.

Q. What was the main challenge for Vivus.ge in 2016?

A. Vivus.ge faced new challenges last year as the company changed its status and became a micro financing company. Fortunately, Vivus.ge successfully overcame all challenges and continued its operations with better positions on the Georgian market.

In general, for us the challenge will always be to stay fresh and innovative. Vivus.ge is part of a global company, hence from the very first day we launched the business we implemented the best practices from our companies across the European Union. We set high bars from the beginning and it was challenging to go beyond them. However, I can confidently state that we still had progress in a number of areas.

Simple
Convenient
Transparent

თანხა	250 ლ
საკომისიო	13,5 ლ
ფასი	89,6 %
ჯამი	263,5 ლ
სესხის დაფარვის თარიღი	24/05/2017

სესხის ვადა არის ფიქსირებული 30 დღე

სესხის აღება

თუ უკვე ბრძანდებით დარეგისტრირებული, თქვენი ლიმიტის სანახავად გთხოვთ შებრძანდეთ თქვენს პროფილში.

Georgian Lift Company

Elevating Service to the Next Level



VATO CHKEIDZE, Founder of Georgian lift company



WELCOME TO THE NEXT LEVEL

www.elevator.ge

The FINANCIAL
by MARIAM PAPIDZE

Georgian Lift Company is bringing modern technologies and solutions to the Georgian market, offering customers a large range of elevators, escalators and various lift equipment, with differing price ranges, from economic to exclusive. Starting from the design of the

building requirements, including exploitation services, Georgian Lift Company offers a full range of high quality services. Georgian Lift Company has been operating on the Georgian market since 2008 and year-after-year the company has been constantly bringing innovative ideas to the local market. For this reason Georgian Lift Company received one of the most prestigious and influential business awards in Georgia - Golden Brand. "With the support of our partners,

our staff regularly improve their qualifications directly on the producer's site, which allows us to offer high quality service. Our company is distinguished for its quality, its aspiration to be always innovative, and for being a responsible company. We are glad that these efforts have not gone unnoticed by the Golden Brand team and that they have recognised our company with this special award," said the Director

Continued on p. 34

Georgian Lift Company

Elevating Service to the Next Level

Continued from p. 32

of Georgian Lift Company, Vato Chkheidze.

While Georgian Lift Company received the Golden Brand for its utmost successes and developments in 2016, the company is continuing the implementation of new projects this year as well.

“First of all, our company has recently introduced a European-standard security approach. We now completely follow European standards. Also, we are now renewing the fast payment system to make it more comfortable for customers,” Chkheidze said.

“The latest project that we have offered customers is our mobile application Tbilisi Lift, which is available to customers who own an Android or Apple mobile. Through this application customers will be able to send an automatic message to our operator notifying them of any lift’s damage. Our goal is to further improve service quality and reduce the time it takes to react to customer complaints,” he added.

Q. Could you please summarise the year 2016 - both the main challenges and the main developments?

A. The year 2016 was very fruitful for our company.

We implemented a number of important projects such as a specialised elevator for the culverts tunnel of the Zhinvali hydroelectric power plant. We also completely upgraded the elevator of Tbilisi TV Tower.

This was a very complicated, but at the same time very interesting, project. We are proud to be the only company in Georgia to have managed to implement such a complicated project.

Last year our company moved to a new office at 61 Paliashvili Street, where we have set up a showroom as well.

These are the most important developments that Georgian Lift Company achieved in 2016. As for the challenges, the main challenge was the implementation of the above-mentioned difficult projects, which we ultimately overcame successfully.

Finally, I want to mention that Georgian Lift Company has already implemented over 200 projects.

Q. How would you assess the first quarter of 2017? How successfully has the year 2017 started for Georgian Lift Company?

A. We can say that customers’ needs and tastes have improved and this is as a result of our hard work.

We constantly offer customers high quality, distinguished products and service. With time customers have come to accept these, and accordingly this has influenced their taste.

We are seeing positive developments in terms of customers’ attitudes towards elevator servicemen.

During the most recent period customers have been frequently using the service of our daughter company Tbilisi Lift which provides elevator servicing. Tbilisi Lift provides service to more than 300 objects.

Overall, I would positively evaluate the first part of 2017 and am more optimistic about the end of this year.

Q. How many people are employed at Georgian Lift Company and how does your company take care of its staff?

A. 30 people are employed at our company, though we also add employees during the implementation process of individual projects.

We have a very flexible and comfortable environment at our company.

From the company’s side, employees are always motivated with a bonus system. We constantly care about the improvement of their skills and offer them different important trainings.



YOUR SAFETY AND COMFORT

www.elevator.ge

Caucasus Travel

Becomes Official Representative of British Concierge Company in South Caucasus

The FINANCIAL
by MARIAM PAPIDZE

Caucasus Travel, incoming tour operator in Georgia, Armenia and Azerbaijan, is proud to announce that the company has become an official representative of a British concierge company, Quintessentially Group in Georgia and in the whole South Caucasus.

"2017 is a year of grand progress of Caucasus Travel as the company has become an official representative of Quintessentially exactly this year. This is a global lifestyle and concierge service provider company that is oriented on high class customers and luxury services. We are very honoured and proud to be Quintessentially's official representatives in the whole South Caucasus," said Maia Kiknadze, Director of Caucasus Travel.

Also, Caucasus Travel organised number of introductory tours in Georgia and road shows around the world. Caucasus Travel has been a leading incoming tour operator specialised in cultural, adventure and tailor-made tours for groups and independent travellers to Georgia, Armenia and Azerbaijan since 1991. Today, Caucasus Travel is the company of choice for more than 200 tour operators, travel agencies, incentive houses, conference organisers and professional associations all over the world. Caucasus Travel offers all-inclusive tours: cultural; adventure; religious; photography and filming; ecological; wildlife; scientific expeditions; youth camps; 4X4 Jeep Safari; agricultural; wine tours, etc. At the same time, Caucasus Travel is diverse in terms of its services. Cruises, Business Travel Assistance & FIT services offer hotel reservation,

From last-minute restaurant reservations and bespoke travel itineraries, opera and theatre tickets, to international property searches and accessing private schools and tutoring - Quintessentially is the preferred service chosen by those who are keen to enjoy the very best life has to offer. From now on Caucasus Travel will offer the same service to its dear customers in South Caucasus. Meanwhile, Caucasus Travel has been actively involved in advertising campaigns on international markets. The Company participated at about 30 exhibition-fairs in different countries, such as ITB Berli, WTM London, TTG Rimini, Holiday Fair Brussels, IMEX Frankfurt, IBTM Barcelona, KITF Kazakhstan, ATM Dubai, COTM China, ITE & MICE Hong Kong, Top Resa France, Ferien Vienna.



MAIA KIKNADZE, Director of Caucasus Travel

guide service, car rental, technical assistance, and Management of Incentive Groups. After successful completion of the year 2016, for which Caucasus Travel won a Golden Brand Award for the second time, the company started the year 2017 with high expectations.

Q. Georgia finally enjoys the visa-free regime with the European Union. What positive developments to you see on the market since then?

A. Visa liberalisation itself is a very positive achievement for Georgia. Despite the fact that our company is involved in incoming tours and visa waiver does not affect us directly, it still influences our business in a positive way.

Visa liberalisation raised the awareness of Georgia on international level and importantly improved its image. It brought the feeling of reliability and stability among the customers.

Visa waiver eases the international communications. Now there is no need to plan your business trip long time earlier and the procedures are also easier.

Q. How many tourists did Caucasus Travel host in 2016 and mainly from which countries?

A. About 10,000 tourists arrived in Georgia thanks to our company last year, which was about 10 percent growth year-on-year. Mostly tourists came from the United States, Great Britain, Germany, Spain, France, Italy, Russia, Japan.

We offer them to explore capital city Tbilisi and some of iconic areas of Georgia such as Mtskheta, Kazbegi, Kakheti, Gori, Uplistsikhe, Svaneti - which is favourite destination - Adjara region, Kutaisi.

Tourists are mostly attracted by human factors, communication, hospitality of Georgians. Georgian cuisine is their favourite with Georgian wine of course.

Tourists easily fall in love with Georgia's historic-cultural sightseeing, nature and landscape.

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Tourists easily fall in love with Georgia's historic-cultural sightseeing, nature and landscape.



CAUCASUS TRAVEL

SINCE 1991

The symbol
of Georgian Tourism



- The first private enterprise for incoming tourism business in Georgia and the South Caucasus
- The company of choice for more than 300 partner travel companies all over the world
- More than a hundred thousand customers, fallen in love with Georgia

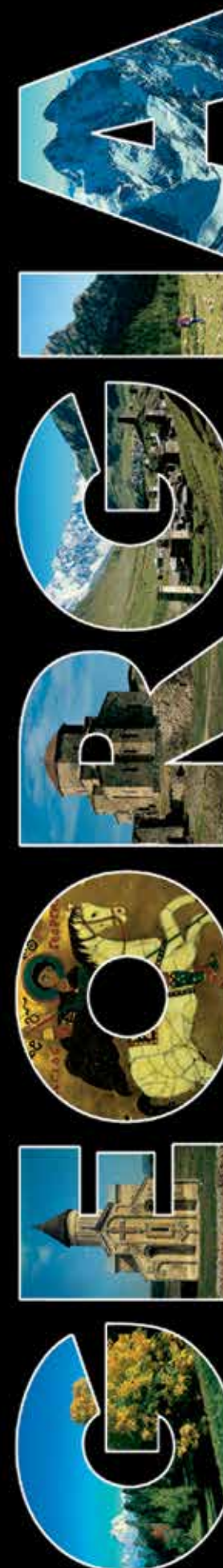


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RC
cola

Georgian Beer Company

to Introduce New Products and Conquer New Markets in 2017

The FINANCIAL

by MARIAM PAPIDZE

Georgian Beer Company is taking actions to introduce new products this year and further develop on both the local and export markets. In the coming months, Georgian Beer Company will be offering these drinks to Georgian customers: RC Orange, an orange-flavoured soft drink. This product comes from American company Royal Crown Cola's portfolio, which is already represented on the Georgian market with its RC Cola soft drink and energy drink RadRain thanks to Georgian Beer Company, which got the right to produce these drinks in 2016.

Recently, Georgian Beer Company introduced its first natural juices Chero, which are made from local raw materials and produced using the latest technology of 'aseptic'. Aseptic bottling allows for the possibility of maintaining the fruits' vitamins and precious components. There is no analogue of this in Georgia, nor in any of its neighbouring countries.

Bavaria beer is also one of the latest brands that Georgian Beer Company has introduced in Georgia.

After one year of successful operations on the Georgian market, Bavaria and RadRain received Golden Brand awards this year.

"Both products are distinguished by their quality. Also, both brands are successful on international markets and it is no surprise that the Georgian market is no exception," said company General Director Kakhaber Kotrikadze



KAKHABER KOTRIKADZE, Director General at Georgian Beer Company

Q. This year, Georgian Beer Company started to increase its portfolio and expand its activities. Please tell us more about the new directions and how successfully they are developing?

A. We are well-known as a beer producer company. We are striving to contribute to developing local production in Georgia. We want to act as an example of how local production is strong in this country, and that Georgia can produce high quality production that is in demand worldwide.

By developing local production, more job places will be created in Georgia. Furthermore, by developing this segment, other related segments will also be developed. For example, we decided to develop the natural juice segment in Georgia which will encourage local farmers to plant more fruit trees. In brief, I want to say that every link of the chain will be more motivated to develop further.

We also want to help the country to replace import with export.

Q. Let's further develop this

topic and talk about how the Georgian Beer Company is conquering new markets and which export market is most successful for the company?

A. We have the ambition to enter more and more markets. By increasing the range of our portfolio we are able also to increase the share of export of our production.

We are mainly represented in post Soviet Union countries, because it is easier for us to offer them our production. They know Georgia, they know our company and they know how Georgian products taste. So we face less barriers in these countries.

Georgia's neighbouring countries are also our targets because by exporting to Armenia, Azerbaijan and Russia the transportation fee is low and we sell our production cheaper there.

We also export our products to Europe, the United States and Eastern countries.

Georgian Beer production is exported to about 20 different countries already.

**GOLDEN
BRAND
2016**

შვიდი



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DATA LOADING: COMPLETE

KORNSPITZ
 KORNSPITZ MIX: 16%
 RYE FLOUR: 9.2%
 WHEAT FLOUR: 70%
 OTHER: 4.8%

ANALIZING

DATA LOADING: COMPLETE

ICE CREAM
 MILK: 16%
 SUGAR: 8.2%
 STRAWBERRY PASTA: 3%
 STABILIZER: 0.5%
 OTHER: 71.3%

DATA LOADING: COMPLETE

ZACHER
 ZACHER MIX: 74%
 CHOCOLATE COATING: 18.5%
 OTHER: 7.5%

GRAVITY-OFF



ელიტ ელექტრონიკსი
ELIT ELECTRONICS

GOLDEN
BRAND
2016



Elit Electronics

Strengthens Leading Positions On Georgian Market

The FINANCIAL

by MARIAM PAPIDZE

Elit Electronics is continuing its mission to provide advanced technologies and electrical appliances to each family in Georgia with a wide range of technologies produced by world leading brands. Thanks to the utmost success the company achieved throughout 2016, Elit Electronics received a Golden Brand Award, and in doing so became the favourite brand of many.

Through innovative, reliable products and services, talented employees, a responsible approach to business, and collaboration with world-leading brands, Elit Electronics is also further expanding on the Georgian market.

"This year we are opening two stores in Georgia. Meanwhile, last year we opened three new stores. Elit Electronics offers unique concept stores in Georgia, where customers are able to choose their favourite technologies in a very comfortable environment. Thanks to the new stores and developments, the company experienced 15 percent growth in sales last year over 2015," said Salome Gozalishvili, Head of Marketing Department of Elit Electronics.

"Sales of mobile phones increased by about 30 percent last year and in the small domestic appliances direction sales increased by 20 percent. In terms of profitability the company recorded the highest rates last year," she added.

"We have started the year 2017 with ambitious plans and are going to fulfil all of them successfully," Salome Gozalishvili.

Elit Electronics is continuing to provide the Georgian market with a wide range of technologies produced by world-leading brands. One of the promises is that this year Elit Electronics will offer an exclusive line of the German giant Bosch.

Furthermore, the company will soon add a new service which will enable customers to buy whole kitchen appliances.

"First of all, we have developed the kitchen direction and started cooperation with a leading brand in Israel. As a result we are now ready to offer customers a new service, where they can see kitchen appliance samples at our store at East Point shopping centre, choose their favourite design and the right technology with us," said Head of Marketing Department



SALOME GOZALISHVILI, Head of Marketing Department at Elit Electronics

ment Salome Gozalishvili.

Additionally 'Kitchen Academy' will be arranged at Elit Electronics stores where customers will be able to try their favourite technologies on site and make the choice which one is right for them to make purchase.

"In this way we will improve the service standards before and after a customer purchases"; said Gozalishvili who also promised that Elit Electronics would introduce a number of innovative projects this year.

Meanwhile, the company is continuing its mission to expand in the South Caucasus and provide advanced technologies and electrical appliances to each family in the region.

Elit Electronics started its operations on the Georgian consumer market 12 years ago. The area of activities of the company covers retail and wholesale trade with TV sets, audio and video devices, home appliances, computers and cell phones.

Elit Electronics supplies the Georgian market with the latest technologies of the following international brands: Bosch; Apple; Samsung; LG; Sony; Gorenje; Hitachi; Philips; Acer; Lenovo; and Hitachi. Elit Electronics is an authorised partner of Apple and Samsung, exclusive and sole representative of Bosch, Siemens, Gorenje and Hitachi and official retail partner LG in Georgia.

"Today Elit Electronics manages the

largest trade network of home appliances on the Georgian market. Supplying the best products, a wide and constantly-updated assortment, warranties and after-sale services, delivery of purchased products and top-quality service - all of these aspects strengthen the name of Elit Electronics on the Georgian market," said Gozalishvili.

"The company constantly tries to create a comfortable environment for shopping and that is why we are distinguished with high standards of service in Georgia. I think all of these reasons have helped the company to win Golden Brand several times. Elit Electronics has allocated itself as a prestigious brand and company in Georgia," she added.

"The main advantage of Elit Electronics is that we have multi-brand stores, which means that customers can buy any technology available on the Georgian market. This creates very favourable conditions for our company and gives us a competitive advantage over others. At the same time we are proud to be the exclusive representatives in Georgia of Bosch and Gorenje," Gozalishvili said.

The company is also proud to offer the best service in Georgia. 'Elit Service', which was introduced last year, aims to better serve customers. 'Elit Service' was created to provide technical assistance to customers.

This year Elit Electronics started the creative campaign 'For You Only', the campaign is oriented on smartphones and computer technologies covering Generation Y. Via this campaign Elit Electronics launched Samsung S8 and Huawei P10 onto the Georgian market.

"The main idea of the campaign is the fast technological development in the XXI century, when the robots are created, but no matter how robots develop, humans will still remain perfect and unique creatures. That is why human possibilities and feelings play a special role in the process of the introduction of new technologies," said Gozalishvili.

"The goal of our campaign is to offer young and ambitious customers a product that is suitable for them in terms of functionality. Elit Electronics is the first company on the Georgian market in terms of sales of IT technologies and smartphones. So we have much to say in this direction," she added.

Gozalishvili promised that Elit Electronics will continue deepening ties with its customers and offering huge development in their shopping experience.



NABEGHLAVI
GEORGIAN NATURAL MINERAL WATER

Bakhmaro
SPRING WATER FROM CAUCASUS

Healthy Water

to Open EUR 30 million Plant in June with New Production

The FINANCIAL
by MARIAM PAPIDZE

JSC Healthy Water (Tskali Margebeli), the producer of mineral waters Nabeghlavi and Bakhmaro in Georgia, is opening a new plant worth EUR 30 million in June 2017, with the products manufactured by the new plant due to appear on the market during the summer.

Spread over 16,000 sq.m, the new plant will be located in Georgia's Guria region, in the village Nabeghlavi on the old plant's territory.

At this stage, modern equipment is in the process of being installed at the plant and soft drinks are being bottled in a test regime. Besides traditional products, natural juices and nectars by the Austrian brand Rauch will also be getting bottled.

"We have completely modernised the old plant and added new technologies and new directions to the plant. We can say that a modern and universal plant will be created in Georgia, distinguished by its advanced technologies," said Avtandil Svimonishvili, General Director of Healthy Water.

"The plant is currently able to produce not only the famous brands of JSC Healthy Water (Nabeghlavi and Bakhmaro), but also 100 percent natural juices, iced tea, lemonades and other non-alcoholic beverages," he added.

"Products will be mainly exported to foreign markets, predominantly to the Commonwealth of Independent States (CIS) countries, however, we are also considering eastern markets, including China, South Africa, the United Arab Emirates and so on," Svimonishvili said. In addition, it will be the first Greenfield project in the region, meaning that it will use alternative energy for heating, cooling and ventilating.

Meanwhile, JSC Healthy Water is planning to maintain stable growth throughout 2017 and cement its position on the local as well as its 28 export markets. The company's management aims to cement the popularity of the



VIKTORIA ZHIZHKO, Head of Public Relations Department at JSC Healthy Water

Georgian spring water Nabeghlavi everywhere that it is currently available.

Q. In February this year the company sent the first container of Nabeghlavi mineral water to Japan. How many bottles of Nabeghlavi did you export and how has the new product been accepted by the Japanese market?

A. We have sent a test consignment of Nabeghlavi to Japan. We hope that after a certain amount of time Nabeghlavi will grow to be loved by Japanese consumers.

As of today Nabeghlavi mineral water is available in 28 countries: in Armenia; Azerbaijan; Belarus; Cambodia; Canada; China; Cyprus; Estonia; Germany; Greece; Iran; Iraq; Israel; Italy; Kazakhstan; Kyrgyzstan; Latvia; Lithuania; Moldova; Poland; Russia; Tajikistan; Turkey; Turkmenistan; the United States (US); Ukraine; the United Arab Emirates (UAE); and Uzbekistan.

Our product is most highly demanded in CIS countries. Export is also developing successfully in the US, Turkey and the Baltic States. Accordingly, we will try to strengthen our positions in Asian countries.

While some Georgian exporters remain dependent on CIS countries, Nabeghlavi

remains devoted to its long-term strategy - market diversification. We will continue to conquer new markets. We believe that the unique features and distinctive quality of Nabeghlavi will guarantee its further successful development in different countries.

Q. What will be the biggest challenge for the company this year?

A. While referring to the challenges I would like to mention that positive trends are already visible for the first quarter of the year in Georgia and in the export markets of our company.

As for the challenges, this year our new products will be a challenge for us - how to position them on the market or how to export them.

We are also striving to increase the assortment of export-oriented products and maintain the high quality.

Q. How actively is the company involved in PR and marketing activities?

A. We support a healthy lifestyle and always try to encourage the young generation, our future. We launch different activities whether it be in education or sports activities.

Furthermore, we often cooperate with students and help them organise different events.



LC Waikiki

to Beautify Homes in Georgia with its New Line - LCW Home Textile

The FINANCIAL
by MARIAM PAPIDZE

Global clothing brand LC Waikiki, offering accessible fashion for fashion lovers in Georgia with its mission 'Everyone deserves to dress well', is now greeting customers with a new face in the form of LCW Home Textile.

From 2017 homes in Georgia will be beautified by LCW Home Textile, including different concepts appealing to every style and budget. LCW Home will plan to meet the entire needs of a house, from the kitchen to bathroom, bedroom to living room.

In addition, the company is also planning to introduce two more stores in Georgia this year.

"This year we have already opened the eighth store of LC Waikiki in Tbilisi [the capital of Georgia]. We also opened one store in Batumi [the Black Sea resort town in Georgia] in May this year. Opening these stores helped us to increase our sales volume. We have many loyal customers after five years of operations in Georgia. The main goal of our company is to meet our customers' needs," said LC Waikiki Director of Georgia and Armenia Giorgi Dalalishvili.

Sales increased by 42 percent in 2016 compared to 2015. This year the company is expecting a higher sales volume thanks to new stores and more customers.

Expanding in the Georgian market was also a priority for the company in 2016, during which LC Waikiki opened two new stores in Tbilisi - one on Pekini Avenue and the other in the City Mall shopping centre.

Waikiki is available in Georgia's most important markets, such as Tbilisi, Batumi, Zugdidi and Kutaisi, which is the third largest city in Georgia.

Born in France and fostered in Turkey, LC Waikiki is a multi-cultural fashion brand with global appeal. LC Waikiki



TINATIN PANIASHVILI, LC Waikiki's client representative in Georgia

entered Georgia five years ago and the business has been successfully developing since then. The clothing brand has managed to become established in the Georgian retail business.

Designed with comfort in mind, LC Waikiki offers clothes and accessories for men, women and children of all ages, including babies.

"The largest share (or 40 percent) of the sales volume is comprised of the children's segment. In general, the affordable price, high quality and wide choice of our collection are the factors that determine the popularity of LC Waikiki in Georgia," said Dalalishvili.

Customers are able to enjoy updated collections every week. All collections are delivered from Turkey.

About 3,000-5,000 people visit LC Waikiki's stores in Georgia on a daily basis. Dalalishvili said that the number of customers is increasing in relation to the number of new stores that LC Waikiki has.

As of today LC Waikiki holds one third of Georgia's market-space thanks to its 11 stores on the market.

LC Waikiki is a proud winner of the most prestigious and influential business awards in Georgia - Golden Brand, for the third year in a row. Dalalishvili explained that the utmost success which LC Waikiki achieved in 2016 has not gone unnoticed by the more than 100 local experts who recognised the company as Golden Brand worthy.

"The year 2016 was very successful for the company. Our main challenge was to bring the brand closer to customers. That is why we opened more stores in the country. This way we have created more comfort for our customers," said Dalalishvili.

"This year LC Waikiki won Golden Brand for the third time. The reason for winning Golden Brand is the right management and hard work of each employee of the company. Different factors such as inflation have not affected the price and quality of LC Waikiki production. In this way we have ensured stability for our customers and proved once again our belief in the main motto of our company, which is 'Everyone deserves to dress well'," he added.

LC Waikiki is also positioned in Armenia where the brand entered in 2015. As Dalalishvili said, LC Waikiki has been becoming a favourite brand in Armenia as well.

"LC Waikiki has gained the loyalty of customers in Armenia in the shortest period of time. Accordingly, annual turnover and company income have been increasing in Armenia year after year. This allows us to open more stores in this country. Turnover in Armenia exceeded the planned 14 percent growth for 2016," said Dalalishvili.

LC Waikiki is also very actively involved in PR and marketing campaigns in both countries.

During 2016, the company was cooperating with different TV channels in Georgia such as 'Iberia', 'Maestro' and 'Rustavi 2'.

This year the company will continue its cooperation with TV channels to promote its collection among customers.



Tbilisi mall – Aghmashenebeli Highway
Tbilisi Central Mall – Station Square, 2
Rustaveli Avenue, 32
Gldani Mall – Akhmeteli metro station
Ist Point – Aleksandre Tvalchrelidze, 2
Pekini Street, 12
Gldani City Mall – Khixabavri str, 7
Agmashenebli Avenue, 91
Kutaisi – Cisperyanwelta, 5
Batumi – Zviad Gamsaurdia str, 42
Batumi – Lech and Maria Kaczyński, 1

LC waikiki
Better With You



Lithuanian Bakery

Opens New Plant, Adding New Products, to Start Export in nearest future

The FINANCIAL

by MARIAM PAPIDZE



The winner of Golden Brand the healthiest Product of 2016

Lithuanian Bakery, a company producing traditional Lithuanian bread in Georgia, is planning to open a new plant equipped with modern technologies and add new products to its existing assortment. "This will be a modern plant, equipped with the latest technologies - the only one in the Caucasus region in terms of its scale and quality. This will be the biggest base for the export preparation of our products," said Salome Bibilashvili, Marketing Manager at Lithuanian Bakery. "Meanwhile, this year Lithuanian Bakery will introduce new products onto the market. From June we will offer premium-class white wheat bread made from an old Roman recipe, and a very delicious cherry pie," she added. As of today, Lithuanian Bakery offers four different lines of bread products: rye bread; white bread; buns and rolls; and crackers. "I would like to single out some of the most distinguished breads of Lithuanian Bakery. Our Bran Bread strengthens the immunity by absorbing toxins and allergens. This bread is rich in cells, proteins and vitamins. Bread Marge is another very healthy bread by Lithuanian Bakery which consists of linen grains and does not contain sugar or yeast. Our Bread Monadiruli/Ludis Puri is made with 'Megrelian Ajika' [a hot and spicy Georgian sauce] and Lithuanian rye bread. And then there is our bread Gurmanebisvits. This is a rye bread with a garlic aroma which can help one to defeat viruses. Our diet bread is also



SALOME BIBILASHVILI, Marketing Manager at Lithuanian Bakery

a much-loved product from the assortment of Lithuanian Bakery," said Bibilashvili. For offering healthy products to Georgian customers Lithuanian Bakery received one of the most prestigious and influential awards in Georgia - Golden Brand.

Q. Why are the breads of Lithuanian Bakery special and why should customers buy them?

A. Founded in 2005, Lithuanian Bakery is the largest producing company of rye breads. The breads are baked according to the oldest Lithuanian traditions and technologies and are 100 percent natural rye breads, without any chemical supplements.

B3, K, A, B1, E, B12 - the breads of Lithuanian Bakery are rich in these vitamins, which are vital for a healthy organism.

Q. Food safety has become a prioritised direction for Georgia since the country became a signatory of the Association Agree-

ment with the European Union. What positive developments can you highlight in this direction?

A. Regulations have been stricter recently and this is good for the customers as well as for honest enterprises.

There have been cases where dishonest and plagiarised enterprises have damaged the image of our company but we always strive to fight against such cases and continue our development on the market without any hassle.

Following the new regulations we have already renewed the label of Lithuanian Bakery production. Part of our products already have the new label while the rest of the products will have it in the coming months.

Q. How would you summarise the year 2016 for the company and what are your plans for 2017?

A. Lithuanian Bakery is a growing and fast-developing company. In 2016 Lithuanian Bakery employed 40 percent more people than in 2015.

We added new modern stoves which helped us to grow the production volume.

The distribution network was also developed further and now the products of Lithuanian Bakery are available throughout Georgia.

Last year we got a license from Georgia's Ministry of Health and Labour to produce diabetic bread.

Lithuanian Bakery registered its trademark so we are now able to fight against the companies who use similar labels and confuse customers.

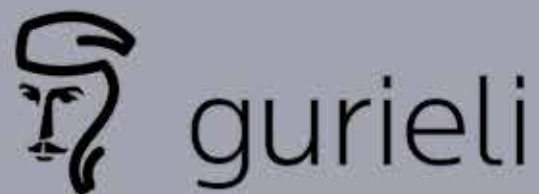
Finally, we are proud of our sales statistics as the sales volume increased by 30 percent in 2016 compared to 2015.

This year we will open a new plant this year and offer higher standard products to customers.

We plan to start the export of Lithuanian Bakery products.

The year 2017 will be a crucial year for the company and will bring it one step closer to its main goal - to become the number one bread-producing company in Georgia.





gurieli

born in georgia



Gurieli Tea

Strengthens Position in Online Platform

The FINANCIAL

by MARIAM PAPIDZE

Geoplant LLC, producer of Georgian tea under the brand name Gurieli, is planning to better position itself online, promising to redesign and renew its website to provide greater clarity about its role and its products.

Furthermore, Gurieli is developing its presence on social networks to have better direct communication with customers. First Facebook and now Gurieli has its official account on Instagram already, where the company shares photos of its delicious tea brand.

Founded in 1996, Geoplant LLC is currently the largest Georgian tea-producing company. The company owns tea plantations as well as processing and packing facilities, and is therefore a 'one-stop shop' for the entire tea production process.

The company has close relationships of many years with both private and state-owned tea-producing companies around the world, including Sri Lanka, India, Indonesia, Kenya, and Turkey. These liaisons are constantly nurtured by sharing scientific, technological, and practical experiences, and are the key elements for endless innovation, quality control, and expertise in the industry.

It is safe to say that, with its rich resources of raw materials, processing/packing facilities, scientific potential, and potent brand development, Geoplant LLC is a leading producer of tea both in Georgia and all of the South Caucasus.

As of today Geoplant LLC produces the following teas in Georgia: Prince Gurieli, Gurieli Classic, Gurieli Fruit Tea and Gurieli Herbal Tea. Gurieli teas are available in tin boxes as well as in pyramid teabags and pyramid teabags in individual envelopes.

As Mikheil Chkuaseli, CEO at Geo-



VLADIMIR MESKHI, Administrative Director of the company Geoplant

plant, said, in line with world trends, black tea in teabags is the most highly demanded product. "However, interest towards herbal and fruit infusions is quite high, which is a positive change and hopefully sales in this direction will increase as well," he added.

As of today Gurieli tea is exported to Ukraine, the Czech Republic, Russia, Germany and the Netherlands as well as to various other European countries by private exporters. Geoplant LLC has recently won a Golden Brand Award for its successful activities in 2015.

Q. Could you please summarise the year 2016 and the first part of 2017?

A. The year 2016 was very successful for our company and we are satisfied with the results.

Last year we experienced 11 percent growth in sales compared to 2015.

Also, last year the main challenge for Gurieli was to enter new objects and we have completed this goal successfully.

The revenues totalled GEL 4.7 million (Georgian national currency Lari) last

year.

I would say that every year we have new challenges and new achievements. We always strive for the next year to be more successful than the previous one. To achieve this goal our company and all employees work very hard. This is the only way to reach success.

Q. How does Gurieli tea attract clients and retain its competitive advantage?

A. Every year we introduce new products, varieties or packaging, positioning ourselves as an innovative brand aimed at development.

The fact that Georgian consumers appreciate our products is our best competitive advantage.

Unfortunately, we do face significant problems with some cafés and restaurants, who give preference to imported products as the majority are working on a 400 percent margin. That is why they avoid selling Georgian tea.

However, a lot of our customers remain loyal to, and supportive of, Gurieli and Georgian products in general.

Q. Your goal is to revive the tea industry in Georgia. How are you contributing to this process?

A. Geoplant has been operating in the business since 1996, when Georgian tea was practically erased from the international map. We started selling bulk tea to famous tea producing companies. Afterwards the idea of establishing a Georgian brand of tea developed in 2008 and the birth of Gurieli can be regarded as a turning point, when the closed factories continued to work and the plantations followed after.

Shortly after the launch, the brand became popular and has established itself strongly on the local market, gaining about 20 percent, when initially imported products held 98 percent of the market.

Many people are employed in the business, which in turn supports increasing welfare in the regions. Production of quality tea, creation of our successful brand, and our overall performance in Georgia is beneficial for the development of the agricultural sector and the overall economy of our country.



თამარ მეფე კოლექცია

ნაკეთობა - ბეჟედი, ვენჯელი - გვიჩინს დიდება.

შთავიწყება - სამეფო გვარის დიდებულები მომდიანარეობს, როცა დავით IV აღმაშენებლის მიერ შემკვიდრებით მოძებული სავეარეულო სამკაული თამარ მეფის ზარდახში ღირსეულ ადგილს იკავებს და შემდეგ ასევე შთამომავლობით გადადის შეუფასებელი შემკვიდრების სახით.



ზარაქსანა

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Zarapxana

to Promote Rich Georgian Jewellery Traditions Abroad

The FINANCIAL

by MARIAM PAPIDZE

Zarapxana, the leading jewellery manufacturing company in Georgia, is continuing to bring new life to the country's centuries-old jewellery traditions and further promote them beyond Georgia.

Zarapxana also intends to broaden its chain by opening a new shop in the capital Tbilisi. Furthermore, the company is taking actions to improve its existing collections as well as create new ones.

The company currently operates five fashionable shops in Georgia, which are visited by about 10,000 customers. These stores offer a rich choice of collections, including: a bridal collection; a church collection; souvenirs created based on the motifs of antiquities found at Georgian archaeological excavations, such as lions, deer, rams, etc; and the Mtskheta collection, which is inspired by the exhibits kept in this ancient city of Georgia.

"Right now we are working on a unique collection, which will be the new word in art jewellery by combining Zarapxana's refined style with artistic taste," said Ketevan Gognadze, Director of Zarapxana.

Meanwhile, Zarapxana plans to open a training centre in the jewellery field, which will be the first of its kind in Transcaucasia.

"We are actively involved in restoring and reviving the ancient jewellery technological processes such as filigree, dewing, and drawing on stone. We also plan to open a Museum of Jewellery, where the best samples of Georgian jewellery goods will be showcased. Georgian as well as foreign visitors will be welcomed at the Museum," she said.

Zarapxana has been making all these efforts since a new management group came to the company, starting a new stage of development for the company.

"In 2016-2017 a new management group started running Zarapxana and accordingly, we have changed the direction of the company and the



KETEVAN GOGNADZE, Director Of Zarapxana

way it is positioned on the market. We are in the process of renewing and improving the technological process which is directly linked to the company's strategic plans. These plans are developing the corporate segment and presenting the Zarapxana brand abroad," said Gognadze.

"We will introduce an original loyalty programme in the nearest future, which will be a novelty not only for Zarapxana but for the whole of Georgia's jewellery field," she added. Refined jewellery goods built upon the best jewellery traditions is something that was highly appreciated by the more than 100 experts which named Zarapxana a Golden Brand winner company this year.

Q. What is Zarapxana's contribution to developing Georgia's jewellery market?

A. Our mission is complicated as well as pleasant. Since 1939 Zarapxana has been preserving and developing the jewellery heritage of Georgia.

Using natural and precious, as well as

semiprecious and un-precious stones, Zarapxana creates its gold, silver and copper jewellery based upon the best jewellery traditions.

In spite of fruitfully implementing those traditions and adhering to the rich historical heritage, Zarapxana never fails to be up-to-date. This refers to both aspects of jewellery pursuit: the manufacturing techniques as well as the product design.

While creating a new collection Zarapxana also takes fashion trends into account, and as a result creates contemporary jewellery perfectly seasoned with national elements.

Moreover, Zarapxana offers different kinds of exclusive services to its customers. We started collaboration with local fashion designer Irakli Nasidze, who designed a special collection for Zarapxana based on the motif of birds. This was the first precedent, but the company plans to continue collaborations with other famous Georgian designers.

In general, the collection at Zarapxana is renewed twice a year.

Q. What are the service standards that are introduced by Zarapxana? How are customers welcomed at Zarapxana stores?

A. Zarapxana has been in the service of developing Georgian jewellery culture for several decades. Customers are always met by very friendly and experienced professionals who are always ready to help them.

Zarapxana offers its customers exclusive services, like for example an individual service, where customers are able to create their 'dream jewellery'. Customers can create their own designs and concept by themselves or with the help of our professional advisors, who will make some changes to our initial designs.

At Zarapxana stores the customers are served by highly qualified, professional consultants.

Today, about 100 people work at Zarapxana. The company constantly cares about improving their skills. Periodically, we invite local or international consultants to share their experience with our staff. Also, our employees often participate in international jewellery exhibitions where they catch up on the latest trends and developments of the industry.



Aspria Fitness

Helps People Achieve Athletic Goals in Tbilisi and Now in Batumi

The FINANCIAL
by MARIAM PAPIDZE

Aspria, the fitness centre network in Georgia, is striving to offer its members the best fitness equipment, workout options and the perfect environment to keep fit in. Aspria provides safe, effective, efficient, and enjoyable exercise programmes for professional sportsmen as well as fans of healthy living. Thanks to a good environment, professional trainers and all types of fitness equipment, Aspria has become the leader on the Georgian market and became the winner of Golden Brand Awards for the second time in a row.

“Taking into account the fact that we are recognised as a company which creates a healthy lifestyle trend, it is not surprising that we received a Golden Brand,” said shareholder and General Director of Aspria, Leván Kajaia.

“Aspria’s role in establishing healthy lifestyle in Georgia has not gone unnoticed by the Golden Brand experts. Another factor is that Aspria is never satisfied with its achievements and always sets itself new goals to achieve; this is a developing company oriented towards innovations. Aspria is a company that offers customers such service which is not available in other fitness centres: 24/7 service throughout the whole chain and unlimited access to all gyms in Tbilisi and Batumi; professional trainers and sports nutrition products and supplements for athletes of all kinds imported from Europe and the United States,” he added.

“Despite the fact that Aspria Fitness has the most advanced offers, the main reason is our passion - we want you to succeed. We want you to see the results: whether it be in the mirror, standing on the scales, or just in the surprised and admiring glances of people around you. That



LEVÁN KAJAIA, General Director of Aspria

is how we measure our success. That is how we succeed together with our members and clients,” Kajaia said. Aspria has been on the Georgian market for five years already. The first Aspria centre opened in 2012 while today Aspria is positioned with four centres in Georgia’s capital Tbilisi and one in the Black Sea resort town Batumi.

Located in the most populated parts of the city - Saburtalo, Gldani, Didube and Vake - Aspria has become easily accessible for customers. Furthermore, working out at one of Aspria’s fitness centres is also financially affordable for people. Starting from GEL 15 (per one-day visit) everyone can use Aspria’s services. Unlimited membership for a one-month period will cost GEL 99, while annual unlimited access costs GEL 799. With unlimited membership you can visit any branch, at any time, 24/7 with no limit on entrance, even several times a day. As of today, more than 38,000 people have visited Aspria fitness centres to perfect their bodies, of which 6,000 people are active members. The majority of them are men. Out of

Aspria’s clients, 70 percent are men and 30 percent are women. Most of the people who work out at Aspria are between the ages of 18-35. Our number of clients increased by 15 percent in 2016 compared to 2015.

Q. What are the recent developments at Aspria Fitness?

A. First of all I want to say that the company made quite a large investment in Batumi by opening the biggest fitness gym there, which is spread over a 900 square meter area. Investment in the project came to GEL 2 million. Like in Tbilisi, Aspria Fitness is available every day 24-hourly in the Batumi branch as well. And of course the centre is equipped with high quality Life Fitness appliances.

By opening the Batumi branch we became the first regional fitness centre in Georgia.

Aspria also started workout video tutorials to raise awareness of a healthy lifestyle in Georgia and give professional advice and recommendations on how to work out. Aspria Fitness is the best place for people to work out following the recommendations they get from the video tutorials.

We also have a competition called ‘Best Member of the Month’, which aims to promote a healthy lifestyle. In this way we encourage our clients to work out harder and become the winner of the month.

Q. What workout programmes does Aspria offer and have you added any new programmes recently?

A. We started offering very effective and popular TRX Training courses. This is the original, best-in-class workout system that leverages gravity and your bodyweight to perform hundreds of exercises. You are in control of how much you want to challenge yourself on each exercise - because you can simply adjust your body position to add or decrease resistance.

Aspria Fitness has also launched basic training courses where clients can learn how to work out correctly. We are planning to offer interesting complex group trainings in the near future. Also, we will enable our clients to register, make or cancel a reservation and pay online.

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Saburtalo Branch: 74 Burdzgla str.

Gldani Branch: vicinity of Akhmeteli subway

Didube Branch: 2 Tsereteli Ave. Dinamo Arena, Gate 22

Vake Branch: 37L Chavchavadze Ave.

Batumi Branch: 88 Gorgiladze str, Batumi Mall IV floor

www.aspria.fitness

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Noki is the place where company offers swimming pools construction since 2004 with high quality technologies and 100% European production.

Experienced specialists of Noki will help you to choose an appropriate swimming pool for you, make project fitted on you, install all necessary equipments and suggest you all accessories connected to the pool..

In the showroom of Noki you will see high quality products of leading European brands, such as: Vagner Pool, Berndorf, MaperGlas, Passionspas and e.t.c.

Check the quality of Noki pools and become a member of company family!

NOKI -

Proud Newcomer to Golden Brand Awards

The FINANCIAL

by MARIAM PAPIDZE

NOKI, Georgia's leading swimming pool designer and constructor, is establishing standards on the Georgian market, offering the highest quality services to about 100 customers already. Years of experience and the highest quality of service; a variety of services; flexible schedules; individually-chosen projects; a well-mannered, professional, experienced and responsible staff - are what make NOKI a distinguished company in its field on the market.

"Over the course of several years on the Georgian market NOKI has built dozens of swimming pools and with that has also built strong consumer trust," said Zurab Glonti, Director of NOKI.

This is why NOKI was named a favourite brand by more than 100 local experts this year and won a Golden Brand Award - the most prestigious award in Georgia. "NOKI has been operating on the Georgian market for about 15 years already. During this time the company has been offering all the modern technologies that are necessary for swimming pools. I think the high quality of the service, professionalism and activeness are what made NOKI a distinguished company and noticeable to Golden Brand experts," Glonti said.

Q. Who are NOKI's customers and how have their numbers been increasing over the years?

A. Our customers are everyone who is interested in modern swimming pools, European standard materials and qualified service.

Everything related to swimming pools falls within the competence of the NOKI company, official representative of the famous Czech company



ZURAB GLONTI, Founder of company NOKI

Vagner Pool, specialized in swimming pools in the Czech Republic.

Customers are able to receive various services from NOKI, such as: selecting the design of a swimming pool that is best tailored to the customers' personal needs; design and construct, as well as carry out its hydro-isolation and pavement; install water filtering and heating systems; install water attractions and provide the customer with all possible accessories; select and install pool roofing or cover construction; provide the customer with chemicals that control water quality; provide the customer with any service relevant to your swimming pool; offer the customer efficient discount conditions; and carry out warranty service.

We should also highlight our price policy. The policy means that Georgian customers should be able to purchase certain products or services at the same price as they are available in other European countries.

All these efforts are highly appreciated by our customers. We see the

number of customers increasing and we are also proud to have loyal customers as well, who always choose NOKI.

Q. You said that Czech company Vagner Pool is the partner company of NOKI. Which other partner companies do you have?

A. Vagner Pool is our major partner with whom we have been cooperating for 14 years already.

We have very close cooperation with Berndorf Baderbau, Europe's premier stainless steel pool manufacturer; also with BWT, which is Europe's leading water technology company; IPC Group, which consists of a system of companies, products, business units and services able to provide global solutions to the needs of the professional cleaning sector; Maper Glas - engineering in retractable roofings and facades; and Speck, which is specialized in swimming pool pump products.

Our suppliers are such famous brands as Kripsol; FIP; Saci Pumps; Pentair; Chemoform Group; Zodiac and many others.

Q. How would you summarize the year 2016 and how the year 2017 has started for NOKI?

A. Since its establishment the company's economic indicators have been increasing and the year 2016 was no exception in this regard. Furthermore, the utmost success NOKI achieved last year resulted in its recognition by the Golden Brand Awards.

However, there were several challenges that the company faced and these challenges were mostly related to the currency crisis and unstable currency rate. However, thanks to our partner and supplier companies we managed to maintain stability on the market.

The year 2017 season has just begun and we are ready for new projects. Several new products will be introduced this season for sure.

We are planning to increase the assortment of our production and increase the number of our specialists. As of today 15 people are employed at NOKI. All of them are well-trained and have certificates.





KORDZADZE LAW OFFICE
 კორძაძის სანდუქო-კანონიერი გიურაო



Kordzadze Law Office: Professionals Oriented at the Best Results

The FINANCIAL

by MARIAM PAPIDZE

Kordzadze Law Office, one of the leading law firms in Georgia, strives to contribute to the development of the Georgian legal market as well as support Georgian art through financing different projects. Through Kordzadze Law Office's long-term cooperation with its partners, the firm provides its clients with services such as notarial, translation, execution, auditorial and arbitration services. A wide choice of qualified legal assistance is available to all - local and foreign legal entities, organisations and physical persons. Throughout the history of its activity Kordzadze Law Office has gained the reputation of a reliable, ethical and highly professional law firm. And it is this very reputation that brought it its ninth Golden Brand win this year from the leading business awards ceremony in Georgia.

Zviad Kordzadze, the managing partner and attorney of Kordzadze Law Office, explained that the company has been faithfully following three main principles for the last twenty years in its aim to achieve success. "These principles are: to keep oriented at the interests of its clients; to protect and achieve the clients' interests by every mean permitted by law and by strictly following ethical norms; to provide clients with qualified services. During the long history of its activity, Kordzadze Law Office has gained the reputation of being a reliable, ethical and highly professional law firm. Highly-qualified professional lawyers with the highest legal and specialised educations are employed at the office," Kordzadze said.

Q. Kordzadze Law Office is supporting the Art Palace of Georgia. Could you please tell us about this cooperation?

A. Together with Kordzadze Law Office and Georgian Post, Art Palace of Georgia is implementing a project aimed at publishing the 1917 Scientific Expedition Catalogue. This year we will mark the 100 year anniversary of the expedition



ZVIAD KORDZADZE, Managing partner and attorney of Kordzadze Law Office

that was arranged by Ekvtime Takaishvili [a Georgian historian, archaeologist and public benefactor] on the territory of Tao-Klarjeti [a historically Georgian region, now in modern-day Turkey].

During this expedition unique samples of Georgian architecture were studied and measured. They took photos of dozens of monuments, made copies of frescoes (icons). A large part of the archival material is kept in the Art Palace of Georgia. Now the Art Palace professionals are preparing to publish these unique documents.

My initiative was to create computer fonts of Ekvtime Tajaishvili in accordance with his manuscript. It is a very interesting and useful project aimed at the popularisation of Georgian writing with the new generation.

Q. Kordzadze Law Office is contributing to raising a new generation of lawyers in Georgia. What activities do you carry out in this regard?

A. Kordzadze Law Office has been actively cooperating with the law clinics of Tbilisi State University and Ilia State University to provide a practice course for students at its office and implemen-

tation of student programmes.

This student programme is aimed at giving the chance to young people who are willing to become lawyers and to improve their skills and gain knowledge through the practice course at our law office over the course of three months.

Students are chosen through a special competition.

We have also been actively cooperating with the Georgian-American University. Several graduates of Georgian-American University have been granted the possibility to undergo a practice course at Kordzadze Law Office.

Q. Kordzadze Law Office is the possessor of a "Quality Mark". What does good quality mean in terms of legal activity?

A. Kordzadze Law Office has been the holder of a Quality Mark since 2011. The main idea of the quality mark is that any company existing under its logo should be a guarantee of confidence for customers, in our case - clients. For us, as a legal company, possession of the quality mark underlines the professionalism of our team and the high qualifications of our service which is a priority and significant for us.





სამორინე შანგრი ლა

სამორინე „შანგრი ლა თბილისი“-ს საქართველოში ყველაზე თანამედროვე და გამორჩეული სათამაშო დანესებულებაა. მდიდრული ინტერიერი, მაქსიმალური კომფორტი აზარტული თამაშების მოყვარულთათვის, კეთილგანწყობილი ატმოსფერო უმაღლესი კლასის სერვისით თავისუფალი დროს გასატარებლად საუკეთესო ადგილია, თქვენი ფსონის სიდიდის მიუხედავად. „შანგრი ლა“-ს კომპლექსში შემავალი კლუბი X.O. მაღალი ფსონების მოყვარულებს სთავაზობს განმარტოვებულ თამაშს მდიდრულ ატმოსფეროში და უმაღლესი კლასის სერვისს.

რესტორან „შანგრი ლა“-ს სტუმრებს შეუძლიათ დააგემოვნონ ქართული, ევროპული და აზიური სამზარეულოს უგემრიელები კერძები და ამასთანავე დატკბნენ მტკვრის სანაპიროს ულამაზესი ხედიით.

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(მშვიდობის ხილთან)

Stylish Casino Shangri La Wins Golden Brand

The FINANCIAL

by MARIAM PAPIDZE

The modern, stylish and top-service gaming facility in Georgia, Shangri La Casino Tbilisi is continuing to provide comfort, friendliness and superior customer service, inviting everyone to try their luck in its luxurious atmosphere.

Shangri La Tbilisi is a part of Shangri La casinos family, managed by Storm International – a world-famous gaming business operator with more than 25 years of history and reputation.

Located in one of the most historic and picturesque areas of Tbilisi near Bridge of Peace, Shangri La Casino offers both table games (various kinds of Poker, American Roulette, Blackjack, and Punto Banco) as well as state-of-the-art slot machines by the world's best manufacturers.

Shangri La is a classic casino and introducing new games is not its core principle, but sometimes, when new trends are obvious, Shangri La definitely brings them to Georgia, which happened recently when it introduced new poker varieties: Three Card Poker and Ultimate Texas Hold'em.

“With optional ways to play and win, Three Card Poker is becoming the hottest table game nowadays. This is a comparably new game in the casino world, but players are very attracted to it because of its simplicity,” said Marketing and PR Director at Shangri La, Lavrentiy Gubin.

The company upholds all the established international gaming standards along with excellent service and security. This year Shangri La has been awarded by the most prestigious and influential business awards in Georgia – Golden Brand.



GOCHA MURUSIDZE, General Director of Georgian Casino Group

The contribution of Shangri La to the Georgian economy is impressive as it is among the top-100 largest taxpayers in Georgia.

“Our positive influence on the Georgian economy is not only through paying taxes, but also by bringing money to other businesses. There are dozens of companies who receive substantial business from us – suppliers, service providers, transport, hotels and so on. We are in the list of the largest taxpayers in Georgia only being just a single casino and not a huge company with many branches. We pay GEL 5 million every year for our license and almost the same money in gaming tax, which is GEL 40,000 per quarter for every gaming table and GEL 4,000 per quarter for every slot machine, we also pay taxes on lotteries and salaries. By the way we have over 400 employees and our salaries are higher than the average available on the market. So we contribute impressively to the development of the Georgian economy,” said Gubin.

Q. What are your main challenges as a business in Georgia?

A. We pay really high taxes and license fees, while operating in a very competitive market. There are lots of gaming venues in Tbilisi and sometimes we have to work really hard to cover our expenses, especially in the low seasons.

We have low seasons several times a year during such months like February and August and during the period after Novruz – a traditional Muslim holiday which celebrates the New Year and the coming of spring in Azerbaijan and Iran.

Time after time we hear speculation from politicians that casinos should be closed in Georgia, or moved to a specific place, or be regulated more strictly. How easy is it for Shangri La to operate here and how is the industry regulated?

Every developed country has casinos and every developed government understands that it is absolutely impossible to prohibit the gaming business. Otherwise it will go underground and will cause more trouble, like corruption, illegal operations and growth of crime, as it becomes absolutely uncontrolled. In this case government needs to spend more state money on fighting crime instead of not having these problems and getting additional income from gaming tax. So it is better to have properly regulated gaming business rather than a prohibited one.

In Georgia gaming business is already well-regulated. We have quite clear rules of operations. There is age control, regulations of gaming rules, payments, video surveillance, security, cash operations, etc. Everything is already in place and works well. The industry is strictly controlled by corresponding authorities to exclude any illegal actions. We may say that nowadays Georgian gaming law may be used as an example for many countries.

The Gaming business often becomes a target for some politicians because it is easier to target casinos and blame them for something instead of working with real problems. The main reason for it is the fact, that according to the statistics not more than five percent of the population have ever been to a casino, so 95% have absolutely no idea about casinos and can believe anything they are told about it.



აშორებს 100%-მდე ლაქებს მხოლოდ 3 დღეში



SHAKIRA

* ლაქების ზედაპირული მოშორება

რას ნიშნავს ჯანსაღი პირის ღრუ?

შეიძლება თეთრი ღიმილი ჯანსაღად გამოიყურება, თუმცა ამ დროს დამალულმა ბაქტერიებმა და ნადებმა შესაძლოა პირის ღრუ დაგიზიანოთ და გამოიწვიოს კარიესი, ღრძილების პრობლემა და ცუდი სუნი. ნამდვილად ჯანმრთელი პირის ღრუ საჭიროებს ეფექტურ, გრძელვადიან გამოსავალს, როგორცაა ბლენდ-ა-მედ პრო ექსპერტის კბილის პასტა - ისეთი ღიმილისთვის, რომელიც შიგნიდანაც ჯანმრთელია.

რას ნიშნავს ძლიერი კბილები?

ძლიერ კბილებს აქვს უფრო ძლიერი მინანქარი, რომელიც მდგრადია საკვების მჟავების მიმართ. დამტკიცებულია, რომ ასეთი კბილები დიდხანს ძლებენ.

ნაღები

ფტორის კომპლექსი, რომელსაც ბლენდ-ა-მედ პრო ექსპერტის კბილის პასტა შეიცავს, ებრძვის ნადების გამომწვევ ბაქტერიას კბილის ირგვლივ დამცავი ფარის შექმნით. ეს ახდენს ნადების წარმოქმნის პრევენციას.

ის ასევე ამცირებს ნადების მჟავების წარმოქმნას ახდენს ბაქტერიების ერთობის და კბილზე მიკრობიოტის პრევენციას ნადების დათხელებით წებოვნების შექმნის შემცირებით.

ბლენდ-ა-მედ პრო ექსპერტის კბილის პასტა საოცარ შედეგებს აჩვენებს. ჩვეულებრივ კბილის პასტებთან შედარებით, მისი გამოყენებიდან 12 საათის შემდეგ 33%-მდე ნაკლები ნადები წარმოიქმნება.

მინანქრის სიძლიერე

სტაბილური ფტორის კომპლექსი ქმნის გრძელვადიან დამცავ ფარს დენტინის და მინანქრის ზედაპირზე და საუკეთესოდ იცავს მჟავებისგან. ღვინის მჟავა პოლიფოსფატი (ნატრიუმის ჰექსამეტაფოსფატი) იცავს ღვინის მჟავას წარმოქმნისგან

ლაქები

პოლიფოსფატი (ნატრიუმის ჰექსამეტაფოსფატი) აქვს ნევატიური მუხტი, რაც ხელს უშლის ლაქებს, რომ ჩაჯდნენ კბილის ზედაპირში და აადვილებს მათ მოშორებას.

ჯანსაღი სუნთქვა

ძირითადად ბაქტერიებით გამოწვეული ცუდი სუნი პირის ღრუში სტომატოლოგიური დაზიანების ძიების ყველაზე ხშირი მიზეზია.

ბლენდ-ა-მედ პრო ექსპერტის ფტორის კომპლექსი მიზანმიმართულად ებრძვის სუნი გამომწვევ ბაქტერიებს.

ბლენდ-ა-მედ პრო ექსპერტის კვლევებმა აჩვენა, რომ ჩვეულებრივ კბილის პასტებთან შედარებით მომხმარებელს 71%-მდე გაუმჯობესდა პირის ღრუს სუნი მხოლოდ და მხოლოდ 3 კვირის გამოყენების შემდეგ.

ბლენდ-ა-მედ პრო ექსპერტ კბილის პასტა ფტორის კომპლექსით არის უფრო ჯანსაღი პირის ღრუს და უფრო ძლიერი კბილების საიდუმლო. როდესაც იყენებთ ბლენდ-ა-მედ პრო ექსპერტ კბილის პასტას მაშინვე გრძობთ შედეგს, რომელიც დროთა განმავლობაში უმჯობესდება. ეს იმიტომ, რომ ის გიცავთ ისე, როგორც ეს ჭირდება უფრო ჯანსაღ პირის ღრუს და უფრო ძლიერ კბილებს.

მომენტალური შედეგი და გრძელვადიანი გაუმჯობესება რომელიც, თქვენმა სტომატოლოგმა აუცილებლად უნდა შეამჩნიოს. მარტივია!



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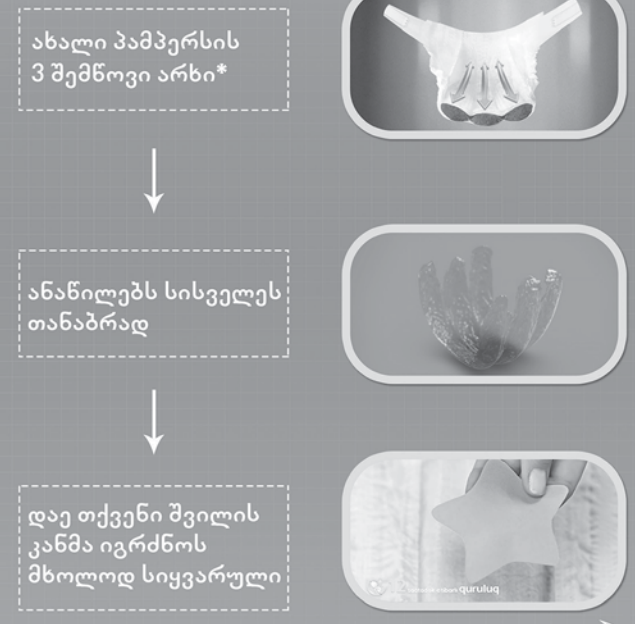
როგორი მშრალია.
ნეტავ სად გაქრა
მთელი სისველე?



3 შემწოვი არხი
სისველეს თანაბრად ანაწილებს

12 საათამდე სანდო სიმშრალე

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	★	★	★	★	★	★	★

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შეარჩიეთ თქვენი პატარისათვის შესაფერისი საბავშვო საფენი:

	1	2	3	3+	4	4+	5	6
	ზომები: ჩვილს, მამი	მამი	მამი	მამი პლუსი	მამი	მამი პლუსი	ჯუნიორი	ჯუნიორი ლარჯი
Premium Care კანის 5 ვარსკვლავიანი დაცვა	>2-5 კმ	3-6 კმ	4-9 კმ		7-18 კმ		11-25 კმ	
Active Baby 12 საათამდე საიმედო სიმშრალე	>2-5 კმ	3-6 კმ	4-9 კმ	5-10 კმ	7-14 კმ	9-16 კმ	11-18 კმ	<15 კმ

არ დაგვიწყდეთ სველი საფენის შექმნა

ნაკლები წმენდა, უფრო ფაქიზი სისუფთავე

1 ბარიცხვაში დაქების საოცარი მოზორიება



თქვენი ტანსაცმლის უმაღლესი ხარისხის

რეცხვა და მათზე ზრუნვა.
შინარჩუნეთ თქვენი
ტანსაცმლის სილამაზა.
საიდუმლოს არ წარმოადგენს ის
ფაქტი, რომ ქალებს უყვართ
ტანსაცმელი და საყიდლებზე
სიარული. მაგალითისათვის,
სამიდან ორი ქალბატონი (67%),
წელიწადში დაახლოებით 20
აბალ ტანსამოსს იძენს.
ქალების 40% აღიარებს, რომ ამა
თუ იმ ნივთს მხოლოდ
სილამაზის გამო ყიდულობს და
სულაც არ ფიქრობს იმაზე, თუ
როგორ მოუაროს მას,
შინარჩუნოს მისი სასიამოვნო
სურნელი, კომფორტულობა
და სილამაზე.

	არიელი პოდ 3 l-ში	არიელი გელი	არიელი სარეცხი საშუალება
გამოაქვს ლაქებს რეცხვით	✓	✓	✓
გამოაქვს ლაქებს და ანთებს პანკრეატის	✓	✓	✓
გამოაქვს ლაქებს ცივ წყალში კი	✓	✓	✓
კანაზღერის სწრაფი გამოხატვის რეცხვისას	✓	✓	✓
პრეტეკული გამოხატვის რეცხვისას	✓	✓	✓
დედოფლის რეცხვისას	✓	✓	✓
გაუქმდებიან სუპერ-სუპერ-დედოფლის რეცხვისას	✓	✓	✓

დაქების საოცარი მოზორიება 1 ბარიცხვაში.

მოდით შევუროთ ზეთი,
ჭარხლის წვენი,
და კარამელის სოუსი

შემდეგ ჩავდით მასში 3
ბამბის ხელთათმანი და
ჩავაღბოთ მასში

ლაქა 3ვერ ძლიერად
არის ჩაემჯღარი
ხელთათმანში

შემდეგ ვრეცხავთ მათ
ARIEL-ის სარეცხი ფხვნილით
45 წუთის განმავლობაში

ეხებათ 30 წამის
განმავლობაში

ერთი გარეცხვით
ARIEL-მა ლაქები
არაჩვეულებრივად მოაშორა

New

არიელის ახალი თხავადი ფხვნილი

ფხვნილი 1* და გელი 1 საშუალებაში

არიელი წარმოადგენს სრულიად ახალ პროდუქტს,
რომელიც არა მხოლოდ გაასუფთავებს თქვენს
ტანსაცმელს, არამედ შეუნარჩუნებს მას ფერების
სიხასხასეცად.

არიელის თხევადი ფხვნილის „ღრმა წმენდის ფორმულა“
არის ენჯინების, გამწმენდი საშუალებებისა და ხსნადი
ნივთიერებების მძლავრი მიქსი, რომელიც
უზრუნველყოფს თანამედროვე ქსოვილების
გასუფთავებას. ამ საშუალების გამოყენებით, არ
მოგიწევთ არჩევანის გაკეთება ლაქების უფექტურ
მოშორებასა და ტანსაცმელზე ზრუნვას შორის

რეკომენდებული ინოვაცია

გარეცხვის წინ გამოსაყენებელი
თავსახური, რომელიც ამორებს ლაქებს

- დაასხით მცირე ოდენობის არიელის სითხე ლაქას.
- ოპტიმალური შედეგის მისაღებად, გაანაწილეთ სითხე
ლაქაზე უფექტურად თავსახურის მეშვეობით.
- გამოიყენეთ სპეციალურად შემუშავებული თავსახურის
ბუსუსები ლაქის მსუბუქად გასაბეზად, რაც უზრუნველყოფს
საშუალების ღრმად შეღწევას პროდუქტის ბოჭკოებში.
- არ დაგვიწყდეთ, რომ საუკეთესო შედეგების მისაღებად,
გარეცხვის წინ გამოსაყენებელი თავსახური უნდა ჩადეთ
თქვენს ტანსაცმელზე, პირდაპირ სარეცხ მანქანაში!

ახლა კი დასხედით და დაისვენეთ.

3ლ = 20 = 3კგ

დაქების საოცარი მოზორიება 1 ბარიცხვაში





KAKHETIAN TRADITIONAL WINEMAKING



Kakhetian Traditional Winemaking is the largest producer of Georgian wine. The company owns several highly equipped wineries in Eastern and Western parts of Georgia and operates under international standards. Combining ancient winemaking traditions and modern technologies highest quality Georgian wine, brandy and chacha are produced in the wineries of KTW.



Brandy "Nena" is one of the Subsidiary company of KTW group. "Nena" includes up to 40 types of fruit confitures, jams, thermal jams and stewed fruit, juices, as well as 4 sorts of sauces and pelamushi (traditional Georgian dessert). All the products are ISO 22 000 certified.

TASTE OF GEORGIAN FRUITS!



KTW GROUP'S TOURISTIC FACILITIES



GURAMISHVILIS MARANI. (Village Saguramo). Tel.: 595 52 43 44; Facebook: Guramishvili's Marani/გურამიშვილის მარანი



THE CHAMBER OF GEORGIAN WINE: Mtskheta City, Agmashenebeli Avenue 89. Facebook: 336601970 230606 336606 The chamber of Georgian Wine. Tel.: 595 52 92 99

VELISTSIKHE VERANDA. II, Bari Tavdara st. vlg Velistsikhe, Gurjaani. Facebook: 32019000106 0062693 Tel.: 595 93 75 17

KTW Group

Opens Representative Office in China in 2017, Boosting Wine Export to Asian Nation

The FINANCIAL

by MARIAM PAPIDZE

Georgian wine company Kakhetian Traditional Winemaking is expanding further beyond Georgia and opening a representative office in China - one of the most promising markets for Georgian wine export. "This will help us to conquer the Chinese market easier. At the same time we are improving our presence in Georgia and plan to open branded wine saloons in the big cities of the country," said Zurab Chkhaidze, Director of Kakhetian Traditional Winemaking. Kakhetian Traditional Winemaking is one of the biggest companies producing wine and brandy in Georgia.

By merging modern technologies and ancient traditions of wine-making the company can preserve the old, unique taste of wine and create its own unrepeatable style. Kakhetian Traditional Winemaking bottles wine in glass and also clay vessels made in a traditional way. The clay vessels give the wine a medicinal quality and ennoble its taste. Each clay vessel is unique, is made by hand and has got a special design, which is created exclusively for Kakhetian Traditional Winemaking. In general the wine producer company produces premium class Georgian wine, brandy and 'chacha' [a strong spirit similar to vodka or brandy which some people refer to as vine vodka, grape vodka, Georgian vodka or Georgian grappa] in accordance with international standards and by using the most up-to-date technology in order to preserve the centuries-long tradition of Georgian winemaking and deliver a superior product to its customers. "We produce more than 100 varieties of wine, brandy and Georgian chacha. Dry and semi-sweet red wines are in demand on local as well as export markets. Also, the brandy Old Kakheti is very popular," said Chkhaidze. Wines of Kakhetian Traditional



ZURAB CHKHAIDZE, Founder and General director of Kakhetian Traditional Winemaking

Winemaking are exported to the United States (US), Sweden, Russia, China, Malaysia, the Czech Republic, Germany, Lithuania, Ukraine, and different European countries.

"Last year we started exporting our wine to the US and Sweden. We also signed a memorandum with our partner company in China to export one million bottles of Georgian wine to China. In general, the largest portion of our wines is exported to Russia, Ukraine and the Czech Republic," said Chkhaidze.

Last year the exports of Kakhetian Traditional Winemaking wines increased by 15 percent over 2015.

"This year we plan to conquer Japan's market," promised Chkhaidze. Recently Kakhetian Traditional Winemaking has been awarded the Golden Brand 2016 Certificate by Europe Foundation for the Best Food Enterprise of the year (2016) Competition.

Q. Was 2016 successful for the company Kakhetian Traditional Winemaking and what was your biggest challenge and achieve-

ment this year?

A. Last year we added a new spirits distillery complex to an international standard grape processing plant that we built three years ago in Velistsikhe, a village of Georgia's wine region Kakheti. The plant is equipped with technologies that come from Italian company Della Toffola.

Thanks to Italian winemaker Vittorio Fiore we have created two new wines from the Iveria line - Mukuzani and Tsinandali. Also last year we made three varieties of sparkling wine with a classic champagne method at Guramishvili wine cellar which has been restored and renovated by the KTW Group.

Our company also produced classing and oaking wine.

The sales of KTW Group increased by 17 percent in 2016 compared to 2015.

The year 2017 started quite successfully. Compared to last year we have already felt a significant increase in sales and new competitors on the market.

This year we are expecting a harvest from Georgia's Kartli region for the first time. With these grapes we will produce different sorts of new wines.

Q. Your company is involved in wine tourism. What are the recent developments in this direction?

A. Wine tourism is one of the most important directions for us. Touristic objects of KTW Group have been operating very actively in Western and Eastern Georgia.

One of our successful projects is restoring the historical Wine Cellar of Thadeoz Guramishvili in Saguramo. The project - which includes a modern wine processing depot, a tasting room and other amenities - allows tourists to learn more about Georgia's famous wine.

Our company offers both wine and culinary tours in the ancient town of Mtskheta, where, for the first time in Georgia, The Georgian Chamber of Wine was opened.

Unique wine cellar 'Velistsikhe Veranda' hosts a number of visitors today 'Velistsikhe Veranda' is actively taking part in Georgian wine tours. Wine Cellar hosts local and foreign guests and offers the degustation of Georgian wine and brandy with different kinds of entertainment programmes.

We are now developing new touristic objects such as Aragvis Guli, Akhasheni Resort, and Royal Askana - which will be operational next year.



გემრიელი და
სასარგებლო

სლობა®

გაიქნაღარი საჭურჭელი





ANNIVERSARY LOTTERY

PSP CARD IS 10 YEARS OLD



PSP Card Celebrates the 10th Anniversary of Its Existence

- It's already 10 years the consumers have been taking advantages of the benefits with "My family Card";
- In the very beginning the function of the card was only to accumulate "smiles" which used to enable customers to choose various gifts from constantly updated catalogue;
- For further encouragement very soon PSP offered the cardholders a lottery;
- The prizes of the lottery are updated annually according to the customers' interests and surveys;
- For loyal consumers, 19 sponsored lotteries of PSP have already been held since 2008. 46 owners of brandly new cars, 8 owners of 2000 GEL - Salary during a year and 8 lucky owners of apartments have already been revealed and 140 families have been given expensive gifts from PSP.
- The catalogue of smiles collected on the card is constantly updated; In recent years, the selection and order of gifts from the electronic catalogue has been available through the web-site: - cards.psp.ge.
- Since 2017 the card has acquired additional function - "My Family Card" has become the largest discount card. The cardholders can enjoy not only choosing gifts with the accumulated smiles but getting benefits from exceptional discounts in PSP network throughout Georgia.
- In the current period cardholders receive an additional 6% discount on any stock product, including discounted days on Tuesdays, Wednesdays and Fridays.

Renovated Apartment in Saburtalo, Tbilisi

Learning in The UK

25 000 GEL

The Newest Automobile

2000 GEL monthly salary during the whole year

PSP 2000

GET ONE LOTTERY TICKET FOR EACH PURCHASE WORTH 10 GEL

* elective prizes will have been given a person if he will answer a phone call