

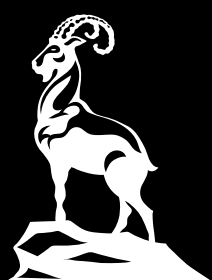
# EUGBC

## BUSINESS LINE



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## BUSINESS LINE

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Special thanks to this edition's General Partner, Company Sarajishvili

განსაკუთრებული მადლობა გამოცემის გენერალურ პარტნიორს – კომპანია „სარაჯიშვილს“

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ჟურნალ-კატალოგი

ISSN - 2720-8265



EU-GEORGIA  
BUSINESS COUNCIL

[www.eugbc.net](http://www.eugbc.net)



EUGBC Secretary General Zviad Chumburidze



## 15 years in the service of Georgia's European Road

I think 15 years is not a big time for history, but our organization has come a long and interesting way. In the early 1990s, it was hard to imagine free trade and visa-free travel opportunities from Europe. However, it is noteworthy that in this respect EUGBC has taken an active part in this historic process. I would like to mention the merit of the first founders of the organization, both from the Georgian and European sides, and highlight the merit of the first Secretary General Kote Zaldastanishvili, whose diligence is great in laying the foundation for the establishment and development of the Council. And as for the European founders - the role of BP is invaluable. BP Brussels and BP Georgia are important/key supporters and partners for our Council's European projects.

The Association Agreement has opened a new page in the history of Georgian-European relations, and our Council, as a European organization, serves to develop cooperation between European and Georgian business partners. It is a difficult process, full of challenges, but we do understand as well that there is virtually no alternative to economic cooperation with Europe. Experience has shown that partnership with the EU is vital for the development of our country's economy. The Council has brought together about 100 Georgian and foreign companies, whose goal is to develop a new type of business relationship with both European and other foreign partners. It is noteworthy that in this difficult period for the world when COVID 19 and the Russian-led invasion of Ukraine posed the greatest challenges to the world, our organization seeks to help member companies overcome the difficulties. I cordially congratulate all EUGBC members and partners on the 15th anniversary of the organization.

## Fight for freedom

Two months ago, I really could not imagine that in the 21st century, the entire world community would witness such barbaric and fascist acts on the continent of Europe. The aggression of the Russian Empire and the unprovoked war against Ukraine have created an unprecedented environment in Europe, and made all of us, supporters of European values, face a dilemma: to endure injustice, violence and fascism or to stand up and defeat the evil empire once and for all by all means available to us. The choice is clear, first of all each of us must realize the importance of this dilemma for the sake of our future generations. We, Georgians must show exceptional wisdom and patriotism, since Georgia is a victim of the Russian occupation along with Ukraine. In this regard, the results of active diplomatic cooperation and work on security issues with strategic partners are regrettably insufficient/unsatisfactory.

Today, when the Ukrainian people and their brave president have fundamentally changed the world political situation, I wish we defended our dignity and principles along with Ukraine...

## 15 წელი საქართველოს ევროპული გზის სამსახურში

ვფიქრობ ისტორიისთვის 15 წელი არც თუ დიდი მონაკვეთია, მაგრამ ჩვენი ორგანიზაციისთვის საკმაოდ ხანგრძლივი და საინტერესო გზა გავიარეთ. 90-იანი წლების დასაწყისში ძნელი წარმოსადგენი იყო ევროპის მხრიდან მიგვეღო თავისუფალი ვაჭრობისა და უვიზო მიმოსვლის შესაძლებლობები. ამ მხრივ მნიშვნელოვანია, რომ EUGBC ამ ისტორიული პროცესის ერთ-ერთი აქტიური მონაწილეა.

მინდა აღვნიშნო ორგანიზაციის პირველი დამფუძნებლების ღვაწლი, როგორც ქართული, ასევე ევროპული მხრიდან და გამოვყო პირველი გენერალური მდივნის – კოტე ზალდასტანიშვილის დამსახურება, რომელმაც ბევრი რამ გააკეთა საბჭოს დაფუძნებისა და განვითარებისთვის.

ევროპული დამფუძნებლების მხრიდან კი – BP-ს როლი. სწორედ BP ბრიუსელი და BP საქართველო არის ჩვენი საბჭოს ევროპული პროექტების მნიშვნელოვანი მხარდამჭერი და პარტნიორი.

ასოცირების ხელშეკრულებამ ახალი ფურცელი გააჩინა ქართულ-ევროპული ურთიერთობების ისტორიაში და ჩვენი საბჭოც, როგორც ევროპული ორგანიზაცია ევროპულ და ქართველ ბიზნეს-პარტნიორებს შორის თანამშრომლობის განვითარებას ემსახურება. ეს რთული პროცესია, რომელსაც თან ახლავს გამოწვევები, მაგრამ ასევე კარგად გვესმის, რომ ალტერნატივა ევროპასთან ეკონომიკურ თანამშრომლობას პრაქტიკულად არ აქვს. გამოცდილება გვიჩვენებს, რომ ჩვენი ქვეყნის ეკონომიკის განვითარებისთვის ევროკავშირთან პარტნიორობა სასიცოცხლოდ მნიშვნელოვანია.

15 წლის მანძილზე ჩვენმა საბჭომ შეძლო გამხდარიყო ქართული და ევროპული ბიზნეს წრეების ლობისტი და ინტერესების დამცველი.

საბჭოში გაერთიანდა 100 მდე ქართული და უცხოური კომპანია, რომელთა მიზანიც სწორედ ახალი ტიპის ბიზნეს ურთიერთობების განვითარებაა – ევროპულ და სხვა უცხოელ პარტნიორებთან.

აღსანიშნავია, რომ მსოფლიოსთვის ამ ურთულეს პერიოდში, როდესაც COVID 19-მა და უკრაინაში რუსეთის მიერ დაწყებულმა დამპყრობლურმა ომმა მსოფლიო უდიდესი გამოწვევების წინაშე დააყენა, ჩვენი ორგანიზაცია ცდილობს დაეხმაროს წევრ კომპანიებს შექმნილი სირთულეების გადალახვაში.

გულითადად ვულოცავ ორგანიზაციის 15 წლის თავს EUGBC-ს ყველა წევრსა და პარტნიორს.

## ბრძოლა თავისუფლებისთვის

ჯერ კიდევ ორი თვის წინ, ნამდვილად ვერ წარმოვიდგენდი, რომ 21-ე საუკუნეში ევროპის კონტინენტზე ასეთი ბარბაროსული, ფაშისტური ქმედებების მომსწრე გახდებოდა მთელი მსოფლიო თანამეგობრობა. რუსეთის იმპერიის აგრესიამ და დანაშაულებრივმა ომმა უკრაინის წინააღმდეგ, უპრეცედენტო გარემო შექმნა ევროპაში და ჩვენ ყველანი, ევროპული ღირებულებების მხარდამჭერი ადამიანები, დიღუღის წინაშე დაგვაყენა: შევეგუოთ უსამართლობას, ძალმომრეობას და ფაშიზმს თუ წინ აღვუდგეთ ყველა ხელთ არსებული საშუალებით და ერთხელ და სამუდამოდ დავამარცხოთ ბოროტების იმპერია. არჩევანი ნათელია, პირველ რიგში თითოეულმა ჩვენგანმა უნდა გავაცნობიეროთ ამ დიღუღის მნიშვნელობა ჩვენი მომდევნო თაობებისთვის.

განსაკუთრებული გონიერება და პატრიოტიზმი ქართველებს გვმართებს, ვინაიდან რუსული ოკუპაციის მსხვერპლი უკრაინასთან ერთად საქართველოცაა. ამ მხრივ, სამწუხაროდ, სტრატეგიულ პარტნიორებთან აქტიური დიპლომატიური თანამშრომლობის და უსაფრთხოების საკითხებზე მუშაობის შედეგები არაადამაკმაყოფილებელია.

დღეს, როდესაც უკრაინელმა ხალხმა და მათმა მამაცმა პრეზიდენტმა, ფუნდამენტალურად შეცვალა მსოფლიო პოლიტიკური ვითარება – ვისურვებდი, რომ უკრაინასთან ერთად ჩვენ ჩვენი ღირსება და პრიციპები დავიცვათ...



LBP Law Office, a law firm staffed by young lawyers, helps businesses to find completely innovative solutions to their difficulties. The company was founded in 2021 by three classmates - Mikheil Rekhviashvili, Saba Kevkhisvili, and Giorgi Shalamberidze, and today there are several dozen Georgian and international companies in the portfolio of LBP Law Office, both medium and large businesses. The company offers services to its clients in areas such as business law, technology law, investment law, intellectual property law, energy law, and construction law among others.

The main principle of the company is to maximally satisfy the interests of its clients and to see their problems not only from a legal point of view but also directly from a business perspective. LBP Law Office was entrusted by several of its clients with not only legal support but also with the management of entire business processes

In addition, LBP Law Office is working on the development of the investment funds market in Georgia with its partner Kudos Georgia. The company is also involved with various non-profit organizations in implementing Pro bono projects to safeguard intellectual property. The company is also focused on the professional development of law students. During the past year, ten young lawyers interned in the company.

In the near future, LBP Law Office plans to open branches in different regions as well.



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JUST THINK OF BEST  
როცა ფიქრობ მხოლოდ კარზე

# INTERVIEW

with director of the Dhabi Group  
**MR. ANDREW BESHAY**



**Dhabi group is a one of the largest investors in Georgia, what is the source and in which sectors do you invest?**

Dhabi group is the leading business group in the UAE and operates in many business sectors, including tourism, construction, real estate, development and management, production, banking and financial services and others. The Biltmore Tbilisi Hotel is the first huge investment for Dhabi Group in Georgia in the hospitality industry.

**Please tell us more about The Biltmore Tbilisi Hotel, What is the key factors for success?**

We are delighted to represent The Biltmore Tbilisi Hotel as one of the best accommodation in the city, ideally situated within the historic and cultural district, with 214 luxury rooms, various business venues, exceptional dining places and stunning spa center, is suitable for both business and leisure travelers.

The key of the success is the hard work of our dedicated team. Each member is in charge of ensuring customer satisfaction and for us every guest is of utmost importance.

**How pandemic has affected the business?**

The past two years have been full of challenges. The crisis has affect all sectors but particularly hard the tourism and hotel industry.

Despite many difficulties, in strict compliance with the recommendations of the Government and WHO The Biltmore Tbilisi Hotel has never stopped operating.

We can confidently say, that we managed to overcome this crisis with dignity.

**Did Georgia meet your expectations and how do you assess the business environment in Georgia? What is Georgia's potential for attracting foreign investments?**

Georgia is a county with healthy, safe and stable investment environment. The key to success of the Dhabi Group was a responsive approach to business and the management team's ability to recognize gaps on the market and adapt to them.

Presently, the business environment becomes increasingly attractive in Georgia. The government supports investors, all the legal processes move rapidly with a low level of bureaucracy.

**What are your impressions of Georgia? What would you say to your fellow investors about the country?**

I have been living in Tbilisi since 2012. I like the atmosphere in the country, it's very safe, the people are friendly and hospitable. Georgia is a very beautiful and interesting country, everything that you see around you is centuries-old glory and wealth.

The nature is beautiful, in this small country you can find so many different landscapes, like alpine zones, sea, protected areas and so on. My suggestion to fellow investors is to present a unique, high quality product with the optimal time management and the most importantly, to find the gap in the market – these are the main components for success.





# THE BILTMORE

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T B I L I S I

On behalf of The Biltmore Tbilisi Hotel we would like to congratulate EUGBC with 15<sup>th</sup> Anniversary.

We hope that our partnership will continue rooted in shared values and interests.

Ideally located in the heart of the city, The Biltmore Tbilisi Hotel is the perfectly positioned business venue.



In line with government guidelines we offer a safe and secure environment

For more details: [info.bhtg@biltmorecollection.com](mailto:info.bhtg@biltmorecollection.com) / +995 322 727272

# Georgia's Western Struggle

Making foreign policy choices is a comprehensive process. First, a complex interplay of internal and external factors guides the formation of the national consensus on how the society sees its interests and values. Second, based on identified interests and values, the society tasks the governments to translate the people's choices into an actionable policy. Third the people evaluate the government's ability to implement the policy and measures the success against the commonly agreed national priorities. In Georgia's case, the perpetual fight for survival, freedom, and security has always been the cornerstone of the interests and values. For past centuries, an existential threat from the Russian Federation has been the most crucial external factor affecting and directing multiple internal factors. Thus, to secure Georgia's interests, preserve its identity and not only maintain independence but primarily gain true freedom, a Western choice has become an urgent necessity. In other words, Georgian people have to choose between being part of the Russian orbit, endangering Georgia's freedom and security for centuries, or striving towards freedom and prosperity through pursue of Western integration.

The choice is obvious; however, it is not only about making a choice. It is about making an adequate effort to achieve the declared national priorities. There are specific rules and criteria's that every nation willing to join the community of free nations should abide by. In oversimplified terms, those criteria boil down to the ability to embrace democratic values through establishing a fair and inclusive political system, free elections, respect of human rights, independent judiciary, the rule of law, and transparent defense and security system. Nobody is perfect. There are different internal problems in all EU and NATO member countries. Primarily, the key and indispensable element of successful western integration is to demonstrate an apparent effort and progress in solving internal vulnerabilities. Thus, to make evidence-based conclusions on where Georgia stands on its European integration path, it is necessary to examine its records against some of the vital criteria of state building.

At this point, Georgia entered a state of constant crisis. Due to the deplorable level of polarization, there is no fair political opportunity structure in the country. Embassy of the US in Tbilisi spotted the root of the problem noting the «blurring of the line between the ruling party and the state.» The Georgian Dream party is ruling the country through a frequently misattributed philosophy of «who is not with us is against us». The government has chosen to marginalize opposition or minority groups and to target individuals with critical ideas. Hate speech, call for

violence, and widening divides in Georgia's already polarized society have become common in the contemporary political landscape. Even the official pre-election slogan of the government was to 'finish' opposition parties, civil society, and free media labeling all critical voices in the country as traitors and enemies of the state. The political system established in Georgia recognizes only the part of society that votes for the ruling party, leaving others with the only choice of street protests to get their voices heard. Constant tensions, political confrontation, and permanent protests don't allow for a standard political process to address population's grievances. This fuels tensions and raises the risks of civil unrest and internal instability. Such a political system is incompatible with European integration and entrenches the country in its vicious post-soviet past.

The electoral system in Georgia is another factor that further fuels polarization and hampers Georgia's European integration process. Due to many reported electoral ill practices, there is a strong perception that it is impossible to vote the ruling party out of the government and that the outcome is determined by the abuse of administrative resources and the central election committee, which is the extension of the ruling party. Even based on the officially declared dubious outcomes of the 2021 local elections, only 46% voted for the ruling party, meaning that more than half of the population lives outside the political opportunity structure without a chance to influence political processes through elections. The European Union recognized the electoral system as one of the critical areas during the EU mediated negotiations led by the Council's President, Charles Michel to defuse a severe political crisis following the controversial parliamentary elections in 2020. After the months of top-level engagement from the EU, Georgian Dream refused to implement much-needed reforms to bring the electoral system closer to European standards.

The EU has also been very active in finding solutions to the problems of the judiciary system in Georgia, which is widely recognized as one of the soft underbellies of Georgia's Europeanization standards. At this point, authorities are immune against the judiciary means of political fair play as they can always win any legal battle. The EU invested considerable resources in resolving vast differences between the estranged ruling party and united opposition on the ways to improve independence of judiciary as part of EU's mediation. In consultations with all local and international stakeholders, the EU side formulated a text of the agreement, which envisages a detailed plan on improvements of the democratic standards in corresponding key spheres



SHOTA GVINERIA, Fellow, Economic Policy Research Center (EPRC)

including in judiciary. All stakeholders seem to agree on the urgent need to implement those recommendations; however, due to the unprecedented levels of political polarization, and lack of political will from authorities in charge, the sides failed to sign and implement the agreement. Therefore, the issue of political influences and control on judiciary remains one of the main problematic areas for Georgia's rapprochement with the Western institutions.

Human rights record is another difficult area in Georgia's democratization process. Georgian Dream is widely believed to use anti-Western violent groups for oppressing political opponents and other critical voices in the country. One of the attacks of violent groups on peaceful demonstrations tragically led to the death of the journalist Lekso Lashkarava. Such attacks are allegedly coordinated with the authorities because even in the case of fatal consequences, no meaningful legal charges have been imposed on the organizers of the violence. The government also failed to adequately respond to the violent crackdown of the demonstration against the controversial arrival of the Russian-led inter-parliamentary group to Tbilisi in 2019. Scenically, then minister of interior Giorgi Gakharia, who acknowledged his political responsibility for the case, was promoted to the post of prime minister in a few weeks after. Impunity and lack of accountability of law enforcement leads to another aspect of the human rights violations in Georgia – using police, prosecution, and special services as a political weapon against the opponents. There have been many cases to discredit critical groups and individuals in the country through publicizing illegal tapes of private life. Most notoriously, one of

the recent leaks revealed that special services are spying not only on the most of the active representatives of the society but also on the diplomats of the Western countries accredited in Georgia. The case obviously damaged trust between Georgian authorities and EU.

The most recent release of the video footage showing the conditions of treatment of the imprisoned third president of Georgia is a vivid proof of poor human rights standards further complicating relations with the EU. Moreover, the way Georgian authorities handle president's case contributes to widening divides in Georgian society leading to more tensions in political discourse. Despite numerous calls of Georgia's strategic partners, the authorities fail to respect the fundamental rights of Mikheil Saakashvili by depriving him of the opportunity of receiving timely medical help and experiencing the right to free trial. The leaders of the Georgian Dream launched an open anti-Western offensive in response to the advice of the friend of Georgia. Hate speech and calls for violence have always been a crucial part of the Georgian Dream's internal political strategy; however, the recent violent stance against Western partners is a perfect indicator of the current state of affairs in EU-Georgia relations. The EU made it very clear what steps need to be taken by the leadership if there is a political will to bring Georgia closer to European standards through the detailed document proposed as a solution to the endless political crisis. However, so far the authorities have only demonstrated rollback in all the vital areas of Georgia's reform agenda. As a result, actions of Georgian authorities and their narratives drive the country in the opposite direction from the EU.

# German ProCredit Bank for You and Your Business!

## Overview

ProCredit Bank has been operating successfully in Georgia for 23 years. *'The bank has focused on the development of small and medium-sized enterprises (SMEs) for many years, and now, besides financing businesses, we also offer private individuals the benefits of our special DIRECT banking service. Furthermore, in all of our activities we pay significant attention to environmental initiatives. In customer relations, our priority always has been and will remain transparent communication along with responsible banking, all of which contributes to the healthy and stable development of the economy.'* says Alex Matua, ProCredit Bank's General Director.

## Business activities

ProCredit Bank continues to offer quality services to SMEs. The bank has been providing long-term and stable financial support to businesses ever since it was founded. The main priority during the pandemic years has been to strengthen and finance existing enterprises, both in terms of working capital and fixed assets, which quickly reflected on their business continuity and development.

## Technology and innovation

ProCredit Bank is continuing to enhance its DIRECT banking services for private individuals. The technologically advanced bank has fully digitalised its services, which means that from the moment customers open an account, they have online access to the bank's complete range of services. Private individuals and legal entities now have the opportunity to open an account and use ProCredit's services without even having to visit the bank. It is important to point out that ProCredit's **DIRECT banking model** provides customers with fast, easy and secure services through online channels – all included in a flat-rate monthly fee.

## Environmental protection

Social responsibility in general, and especially in terms of environmental issues, is an important element of the bank's business activities. In 2021, ProCredit Bank launched a solar power plant financing programme. This environmentally-friendly initiative helps businesses and private individuals to reduce their energy costs. The bank itself has a rooftop solar power plant and is the only bank in Georgia to have an EDGE-certified 'green' head office. Moreover, 100% of the bank's vehicles are electric, and the bank offers special financing opportunities for purchasing electric vehicles. In addition, ProCredit operates a network of EV charging stations throughout Georgia that are available free of charge to the general public.

ProCredit Bank Georgia, a bank with 100% German capital, takes advantage of its wide European experience to offer its customers a range of modern, fast and convenient services.



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პროკრედიტ ბანკი

ProCredit Bank  
for You and Your Business!

## პირველად საქართველოში: „შატო მუხრანი“ მსოფლიოს 100 საუკეთესო ვენახს შორის 58-ე ადგილს იკავებს

WORLD'S BEST  
VINEYARDS  
2021  
58<sup>TH</sup>



2021 წლის „საუკეთესო ვენახების“ რეიტინგით, „შატო მუხრანს“ მსოფლიოს 58-ე საუკეთესო მეღვინეობის საპატიო ადგილი ერგო, რითაც უკან მოიტოვა მსოფლიოს ბევრი პრესტიჟული კომპანია. ეს პირველი შემთხვევაა, როცა ქართული ვენახი იმ სიაში მოხვდა, რომელსაც ღვინისა და ღვინის ტურიზმის ექსპერტთა საერთაშორისო საბჭო ადგენს. ეს შეფასება „შატო მუხრანში“ სტუმრობის საერთო გამოცდილებას ეყრდნობა, რომელიც ადგილის დათვალიერებას, ღვინის დეგუსტაციას, გარემოს, კერძებს, თანამშრომლებს, ხედებს, რეპუტაციას, მისაწვდომობას და ყველა იმ კომპონენტს აერთიანებს, რომელიც მამულის მონახულებას დაუვიწყარსა და მომნიბლავს ხდის.

### საუკეთესოს წარმოჩენა

„მსოფლიოს საუკეთესო ვენახები“ ყოველწლიური სიაა, რომელიც მსოფლიოს საუკეთესო მეღვინეობებს წარმოაჩენს, – საუკეთესო ადგილებს, სადაც შესანიშნავი ღვინოების გასინჯვა და მეღვინეობა-მევენახეობის შესწავლა შეიძლება. „შატო მუხრანი“ საქართველოში პირველი და ერთადერთი შატოა რომელიც სიაში მოხვდა და მსოფლიოს ისეთი ცნობილი და აღიარებული ღვინის რეგიონების მეღვინეობები მოიტოვა უკან, როგორც ბიგაა ნაპას ველი, შამპანი, ბორდო და პიემონტი.



### ექსპერტთა შედეგანი სია

საკონკურსო სიის შედგენისას ითვალისწინებენ მსოფლიოს 600-მდე ღვინის, მოგზაურობის და ღვინის ტურიზმის ექსპერტის ხმებს. 2021 წლის სია ხუთ კონტინენტს, 18 ქვეყანას და 17 ახალ მარანს მოიცავდა. მათ შორის იყო საფრანგეთის, იტალიის, კალიფორნიის და ახლა უკვე პირველად - საქართველოს ლეგენდარული მეღვინეობა „შატო მუხრანის“ სახით.

ექსპერტთა საბჭო, რომელიც მსოფლიოს სხვადასხვა რეგიონს წარადგენს, სომელიეების, ღვინის ჟურნალისტების, მოგზაურობის ექსპერტების და ღვინის მოყვარულებისგან შედგება. ეს ადამიანები ხშირად მოგზაურობენ და თითოეულ მათგანს შვიდი ხმის უფლება აქვს. მონაწილეები ხმებს იმ მეღვინეობებს აძლევენ, რომელთაც სტუმრებისთვის საუკეთესო გამოცდილების მიცემა შეუძლიათ და რომლებზეც მეგობრებს თამამად გაუწევდნენ რეკომენდაციას.

### „შატო მუხრანი“ – წარსულის და აწმყოს დიდება

„შატო მუხრანში“ ღვინის დაყენების ისტორია 1878 წლიდან იწყება, როცა პირველი მოსავალი მიიღეს. ბაგრატიონთა კეთილშობილი გვარის მემკვიდრემ, თავადმა ივანე ბაგრატიონმა ღვინის დაყენების ნა-

ტიფი ხელოვნება საფრანგეთის ბორდოსა და შამპანის რეგიონებში შეისწავლა. საფრანგეთიდან დაბრუნების შემდეგ მან გადაწყვიტა, შატოს კონცეფცია საქართველოში დაენერგა. თავადმა ღვინის დაყენების თანამედროვე მეთოდები შემოიტანა და მუხრანის საგვარეულო მამულში საუცხოო ქართული ღვინოების წარმოება დაიწყო. მალე მუხრანის მამული ქართული და უცხოური ელიტის ბრწყინვალე წარმომადგენელთა თავშეყრის ადგილად იქცა.

დღეს „შატო მუხრანი“ თავისი მე-19 საუკუნის სასახლით, რესტორნით, მშვენიერი ბაღებით და მდიდრული ვენახებით საქართველოს ისტორიას თანამედროვე ღვინის ტურიზმთან და სტუმართმოყვარეობასთან აერთიანებს.

შატო თბილისთან ახლოს, ქართლის რეგიონში მდებარეობს. მისი ვენახები 102 ჰექტარ ფართობზეა გაშენებული, სადაც ყურძნის ქართული და საერთაშორისო ჯიშები იზრდება და მათ ორგანული მევენახეობის წესებით უვლიან. აქ წარმოებული ღვინოები სრულყოფილად ასახავს ქართლის ტერუარის ინდივიდუალობას და ხასიათს. ამის შედეგია ის, რომ „შატო მუხრანის“ ღვინობმა მსოფლიოს საერთაშორისო კონკურსებზე 200-ზე მეტი ჯილდო მიიღეს.

<https://www.worldsbestvineyards.com/list/51-100>

## Château Mukhrani awarded 58<sup>th</sup> position in the top 100 vineyards worldwide: a first for Georgia



Château Mukhrani has been honored by being named as the 58th best winery destination in the world, according to the World's Best Vineyards 2021 annual ranking, besting many prestigious establishments across the globe. This is the first time a Georgian vineyard has made the list, which is compiled by an international panel of wine and wine-tourism experts. The assessment is based on the overall experience of visiting a vineyard, including a tour, wine tasting, ambience, food, staff, view, reputation, accessibility, and all the things that make a vineyard visit delightful and rewarding.

### HIGHLIGHTING THE BEST

The World's Best Vineyards is an annual listing that highlights the very best winery destinations in the world – the top places to taste terrific wines and learn about winemaking and grape-growing. Château Mukhrani is the first winery from Georgia to make the list, even out-ranking many famous wineries in the world's best-loved wine regions, such as Napa Valley, Champagne, Bordeaux, and Piedmont.

### A LIST FROM EXPERTS

The list is created based on nominations from nearly 600 wine, travel, and wine-tourism experts from across







the globe. The 2021 list covered five continents and 18 countries, with 17 new names, including legendary wineries in France, Italy, California, and now for the first time, Georgia, represented by Château Mukhrani.

The panel, representing different regions of the world, is made up of sommeliers, wine journalists, travel experts and lovers of wine who travel frequently, each of whom have seven votes. Participants are asked to use their votes to nominate the wineries they deem to offer the best experience for visitors, and that they would recommend to friends.

**CHÂTEAU MUKHRANI – PAST AND PRESENT GLORY**

The history of winemaking at Château Mukhrani started in 1878 with its first vintage. It was Prince Ivane Bagration, a descendant of the noble Bagrationi family, who, after returning from France where he learned the fine art of winemaking in the Bordeaux and Champagne regions, decided to introduce the concept of a château in Georgia. He implemented contemporary winemaking methods and started producing wonderful Georgian wines on the ancestral Mukhrani estate, which became a gathering place for a glittering crowd of Georgian and foreign elites.

Today, Château Mukhrani, with its 19-century palace, restaurant, beautiful gardens, and lush vineyards, unites

Georgian history with contemporary wine tourism and hospitality.

The château, located in the Kartli region near Tbilisi, cultivates 102 hectares of Georgian and international grape varieties and practices organic viticulture. The wines created by natural fermentation perfectly express the individuality and authentic character of the Kartli terroir, which has resulted in Château Mukhrani wines winning more than 200 awards in international competitions worldwide.

<https://www.worldsbestvineyards.com/list/51-100>



# Russia and Turkey: Black sea Geopolitics

Oftentimes the Black Sea has been the arena of geopolitical discord of nations, that surround the shores of the Sea. Turkey and Russia have certainly played the most eminent role in the shaping of the margin. The two nations spend most of their histories in unpleasant rivalry, and each conflict was in one way or another motivated by the prices and interests in and around the Black sea. Though leaders and powers have changed over time, those prices and interests are still remain. The Kremlin's military interventions in Ukraine and Georgia implies that the control and dominance over the Black sea is still active and ongoing in the contemporary politics.

Therefore, this article explores and analyzes the geopolitical significance of the Black Sea region and the role of Russia and Turkey in it. The paper will try to answer the following question: What makes the Black Sea region extremely skirmish?

All littoral countries, even neighboring landlocked countries, rely on open access to the Black Sea for much of their imports and exports, thus the seemingly enclosed Black Sea connects and integrates nearby societies with the global community. Therefore, trade is the most common sea route. According to the Case study of the Ports evaluation in the Black sea (Bucur et al., 2018) there are at least 13 central maritime trading ports in the region, although the single most strategic space is the Sea of Marmara, an inland sea to the south that lies entirely within Turkey's borders. Beyond the Bosphorus and the Dardanelles, the Sea of Marmara connects the Black Sea with the Mediterranean (Map of Turkey, 2021). These valuable areas in the Sea of Marmara are completely controlled

by Ankara, and therefore any shift of power in the Black Sea region will immediately affect Turkey. The matter of the Turkish straits was resolved by the Montreux convention of 1936, which established strict mechanisms for the passage of naval warships. For instance, while merchant ships were guaranteed freedom of navigation, the passage of the military in terms of tonnage and length of stay was limited, even more so for fleets that are not local to the Black Sea (Art. 13 & 14 Montreux convention). The treaty also gives Ankara the legal right to restrict the passage of merchant and warships during an armed conflict (Art. 20 & 21 Montreux convention). However, the understanding of what constitutes an armed conflict is entirely up to Ankara, since they have complete sovereignty over the straits. Therefore, the Montreux convention provides Turkey with a legal level of protection in addition to its physical advantages in the Sea of Marmara, they decide who enters and who leaves. This gives Ankara leverage against Russia for preserving somewhat trivial yet important stability around the Black Sea.

To the north-east of Black Sea is Russia, the most powerful power on the Black Sea. Despite its huge size, Russia does not have a year-round warm-water port with open access to the World Ocean. There are Russian ports beyond the Arctic Circle and in the Far East, but they require expansive icebreakers to keep the waterways navigable in winter (The Maritime Executive, 2016). The only year-round shipping ports Russia has are located in the Black Sea, but they rely on Turkish straits to access the global community. Located between Russia and Ukraine, the Sea of Azov connects to the Black Sea via the Kerch Strait, a narrow strait about three kilometers wide at its narrowest crossing point, where a recently built Russian bridge connects the Russian mainland to the Crimean peninsula (National Security and Defense of Ukraine, 2018). Overall, the Sea of Azov and the Kerch Strait represent the soft underbelly of the Russian Federation, so control over these assets is extremely important. Crimea is of such strategic importance that the Kremlin took the region by force from Ukraine and then annexed it in gross violation of international law. When Russia controls Crimea, its soft underbelly near the Sea of Azov is safe, but in the event of a hostile force, Crimea can harass and interfere with the movement of the Russian military, perhaps even violating the state's defenses. Therefore, the Ukrainian occupation, particularly the entire coastline of Ukraine, is highly significant for the Russian northern-Black Sea dominance.



The main contenders for dominance in the Black Sea are Russia and Turkey. Geographically, Turkey is the main lever of influence on Russia, and even today tensions remain high. After the collapse of the Soviet Union, geopolitical real estate around the Black Sea was again in the spotlight. Ukraine's independence in 1991 deprived Russia of much of its coastline, and the Euromaidan revolution in 2014 opened the door for further NATO expansion (Cotorcea & Nicolae, 2018). The presence of NATO forces near the Sea of Azov was unacceptable to the Kremlin, thus the Russians forcibly annexed the Crimean peninsula and supported separatist groups in eastern Ukraine to increase their influence over the Kiev government. Russia then proceeded to build a bridge across the Kerch Strait, only the bridge was deliberately built with low clearance to restrict the passage of large ships in the Sea of Azov, all for safety reasons (Cotorcea & Nicolae, 2018). The stalemate in Ukraine remains risky, especially given the leverage on Turkey. If Russia continues to escalate further tensions on Ukrainian soil, NATO may decide to counter the Russians from the Black Sea, this pushes Turkey to act since NATO will call for a passageway through the Bosphorus. In such a scenario, Ankara will choose to support the Montreux agreement, which will certainly cause dissatisfaction and hostility from Russia, though such action will demonstrate another large solidarity toward Ukraine.

Apart from Ukraine, there are also strategic properties in Georgia and Romania. In 2008, Russian troops invaded Georgia, which at the time was considering joining NATO (Cotorcea & Nicolae, 2018). Russia, by analogy with Crimea, could not allow the presence of NATO in the Southern-Caucasus, especially near its southern-borders. Russia emerged victorious in this war, and gained access to new ports in Abkhazia along the Black Sea (Cotorcea & Nicolae, 2018). Consequently, this left Georgia with only two active ports and thus greatly reduced Georgia's chances of joining the NATO. Meanwhile, for Romania, the military presence of a strong Alliance within its borders is a guarantee of national security. The city of Constanta is also home to a major NATO air base, which serves as the headquarters for US forces in the Black Sea (McGrath, 2022). Therefore, making US presence in the region is also marginally significant.

All things considered, nations surrounded by the Black Sea trade with each other, however, the level of trust is very fragile due to some grievances that have arisen in the past. Russia and Turkey have the most complex re-



**Giorgi Bagdavadze**

lationship, competing and cooperating in different places and at different times. Russia's recent escalation in Ukraine started a massive war on the European continent and this war of conquest will topple millions of lives. Russian Federation under no circumstances will give up its imperialist ambitions. The lack of a reliable warm water port has been the driving force behind Russian geopolitics for centuries and it will continue to shape country's aggressive foreign policy. Moscow wants free access to the Mediterranean, for which it needs to force Turkey to give genuine guarantees regarding the rite of passage. However, Russian-Turkish rivalry cannot be overthrown by force; in terms of the amount of naval power, neither Turkey nor Russia has superiority in the Black Sea (Cotorcea & Nicolae, 2018). The battle between them in the Black Sea battlespace is likely to end in a stalemate.

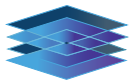
Consequently, the vying continues, and each side is vigorously trying to find a new angle, a new trump card to redefine the status quo, since on the geopolitical map the Black Sea is a space of mistrust, as it has always been.



## GEOSILKROAD – Experience as a guarantee of quality and reliability

In 2017, the Georgian and Kuwaiti partners established the universal business consulting, investment company GEOSILKROAD, which main activities are business consulting, offering a diverse range of investment projects, presenting Georgia's investment potential and attracting investments. The idea of GEOSILKROAD, functioning as a global holding company, is based on a close union of differently thinking professionals, which is ensuring international cooperation at a global level, close business and economic development, and the implementation of joint projects by partners.

**Based on many years of European experience, industry experts and qualified specialists of GEOSILKROAD provide legal, investment, financial, and accounting services to international companies.** In addition, GEOSILKROAD subsidiaries cover a wide range of fields:



გეოდეზიანი & ეონსტრუქციონი  
GEODESIGN & CONSTRUCTION

**GDC** - provides issues related to architecture, construction, interior and exterior design or rehabilitation services. The company aims to take into account the wishes of the customer during the design process and at the same time ensure proper planning, both architecturally and constructively.



გეოსილქ ტრანსლაციონი  
GEOSILK TRANSLATIONS

**GEOSILK TRANSLATIONS** - provides translation and editing services. The advantage of the company is the services of translators specialized in various fields, which provides translation of documents on various topics by professionals in the relevant fields. It should also be noted that GST has expanded its service area; now it offers different type of digital services as well.



გეორეიტინგი  
GEORATING

**GEORATING** - is an appraisal company which main activity is real estate appraisal. The company also assists clients in researching business entities and assigning relevant ratings to them, in strict accordance with international rating standards. The company is involved in buying and selling, renting and mortgaging, property dividing and other similar processes.



გეოვიზიტი  
GEOVISIT

**GEOVISIT** - offers interested people around the world to take part in business tours. MICE Tourism is a priority of the company. A group of professional and highly qualified specialists plans and carries out tourism activities, which includes the highest level of hospitality.



GeoCreative

**GEOCREATIVE** - is positioning in the marketing field. Its main areas are: branding, graphic design, photo / video shooting, making models and dioramas, managing social networks, copywriting, event planning and organizing, programming and installation of smart devices.

## GEOSILKROAD – The path of constant development

GEOSILKROAD, which was founded in 2017 year, was fully focused on the international market. In the winter of 2020 year, the spread of COVID-19 and the closure of borders posed important challenges to the Georgian economy, most of the companies including GEOSILKROAD. Despite the unforeseen problems, the holding managed to implement the anti-crisis plan and adapt to the new environment, which was accompanied by the implementation of new projects and modified strategies.

Among the many successful projects implemented by the holding’s subsidiaries are complex, technological designs by Geodesign & Construction, which are related to designing existing bus depots and obtaining construction permissions, owned by Tbilisi Transport Company, in Tbilisi. Besides, within the framework of the program implemented by the Asian Development Bank in 2020-2021 negotiations were successful with Jiangsu Nantong Sanjian Construction Group Co., one of the largest construction companies in China. The legal department of GEOSILKROAD successfully registered the branch of this company Nantong Sanjian Georgia, which is currently building sports complexes in Zugdidi and Akhaltsikhe municipalities. A significant achievement is the successful completion of business negotiations with Unal Akpinar Construction Industry Tourism Mining and Trade, one of the leading construction holdings in Türkiye, within the framework of this company successfully enters the Georgian market with the involvement of qualified specialists of GEOSILKROAD Legal Department, and based on the relevant agreement, plans to implement one of the construction projects and the construction of a hydroelectric power plant.

## Development plan

GEOSILKROAD acknowledges, that in the process of peacebuilding, as well as in the process of establishing economic and business relations, young generation play an irreplaceable role, that is why the company constantly gives young people the opportunity to gain practical experience and get a job in a holding company.

In addition, GEOSILKROAD aims to implement a project of national importance - “Educated young people for successful business”. The aim is to bring together young people from different ethnic origins in the region and to support and encourage them to start a common business.

GEOSILKROAD’s priority is to develop electricity generation from renewable energy sources. To achieve this goal, together with the Turkish company ENDÜSTRİYEL ELEKTRİK ELEKTRONİK SAN. ve TİC. LTD. ŞTİ., and its representation in Georgia - Green Energy Power, in the second half of 2022 year, it is planned to build a solar power plant, with ten (10) MW of capacity and conduct relevant processes.

For 2022-2023 year, GEOSILKROAD plans to establish a global translation network worldwide through its subsidiary translation company Geosilk Translation, within which the company’s representative offices will be opened in different cities of the world, successful translators and translation companies from around the world will also join the global network.

An important direction is the international plans of Geodesign & Construction, a subsidiary of GEOSILKROAD, in the context of the spread of Covid 19, the company is in significant negotiations with international reputable design companies to implement joint projects.

In this regard, GEOSILKROAD is actively negotiating with a number of foreign companies and trying to bring them to the Georgian market. During the operation of foreign companies in the Georgian market, the priority goal is to create a tourist infrastructure in the form of a network of hotels and various interesting restaurants.



**David Tsirdava**  
Executive Director



**Ali Amm Gholom**  
General Director

# „დიო“-ს 26 წელი თქვენს გვერდით



კარ-ფანჯრებისა და საჩრდილობელი სისტემების მწარმოებელი კომპანია „დიო“ 26 წელია ქართულ ბაზარზე ოპერირებს.

ვერტიკალური ჟალუზებით დაწყებული ბიზნესი ახლა ინტერიერისა და ექსტერიერის 70-ზე მეტი დასახელების პროდუქტს, 3 თანამედროვე ტექნოლოგიებით აღჭურვილ საწარმოს, 4 ფილიალსა (თბილისი, თელავი, ქუთაისი, ბათუმი) და მთელს საქართველოში ფართოდ წარმოდგენილ სადილერო ქსელს აერთიანებს.

„დიო“-ს განვითარების ყველა ეტაპზე მნიშვნელოვანი იყო ისეთი ბიზნეს მოდელის შექმნა, რომელიც მაქსიმალურად ერგებოდა მომხმარებლის მომსახურების მაღალ სტანდარტს; კორპორაციულ სოციალურ პასუხისმგებლობას, ინოვაციების დანერგვას; მომხმარებელთა, თანამშრომელთა და პარტნიორთა პასუხისმგებლიან, ლოიალური ურთიერთობებს. სწორედ ეს ფაქტორები განაპირობებს კომპანია „დიო“-ს სანდო, გამოცდილ და ლიდერ ბრენდად პოზიციონირებას.

კომპანიაში 80-ზე მეტი დასახელების პროდუქცია და ამავედროულად მომხმარებელი მუდმივად განებივრებულია ახალი, ინოვაციური და საჭიროებებზე მორგებული პროდუქციის შეთავაზებით.

„წლების განმავლობაში, საქმეს მაქსიმალური ძალისხმევით ვაკეთებდით, რამაც წარმატებამდე მიგვიყვანა. ჩვენს კომპანიაში ნებისმიერ თანამშრომელს რომ ჰკითხოთ, თუ როგორ გამოიყურება წარმატება მათი პასუხი ერთსულოვნად იქნება იდენტური: წარმატებაა როდესაც ჩვენს მიერ დადებული შედეგი არის უფრო მეტი ვიდრე მოლოდინი!.. ალბათ სწორედ ასეთმა შემართებამ, სიახლეებისადმი მიმდებლობამ, ცვლილებებისადმი მზაობამ, თავდაუზოგავად შრომამ და შესაძლებლობების მაქსიმალურად გამოვლენამ გვაქცია ბაზარზე ლიდერად და ისეთ კომპანიად, რომელსაც მომხმარებელთან წარმატებული ურთიერთობის 26 წლიანი ისტორია აქვს.

მადლობა გვინდა გადავუხადოთ თითოეულ ჩვენს დამკვეთს ამხელა ნდობისა და ერთგულებისთვის. მათზე ზრუნვა ჩვენთვის მთავარი პრიორიტეტია. სწორედ გამოცდილება და მუდმივად განვითარებაზე ზრუნვა განაპირობებს იმას, რომ მომხმარებელს

ტექნიკურად როგორი რთული შესასრულებელი პროექტიც არ უნდა ჰქონდეს ყოველთვის პირველი „დიო“ ასხენდება და აქვს განცდა, რომ კომპანია არცერთ ვითარებაში არ შეუშინდება სირთულეებს, მისი შეკვეთა კი კვალიფიციური გუნდის ძალისხმევით მაქსიმალურად ხარისხიანად, მოკლე დროში შესრულდება.

ჩვენ ყოველდღიურად ვცდილობთ კიდევ უფრო დავხვეწოთ ჩვენი შეთავაზება, მოვუსმინოთ ჩვენს მაღალკვალიფიციურ, განათლებულ და გემოვნებიან მომხმარებლის სურვილებს, განვითარდეთ, ევროპული სტანდარტების მომსახურება და ახალი, ინოვაციური პროდუქტები მუდმივად შევთავაზოთ.“ – აცხადებენ კომპანია „დიო“-ში.

კომპანიაში დღესდღეობით 200-მდე თანამშრომელია დასაქმებული, „დიო“ კი განსაკუთრებულად ზრუნავს მათი კვალიფიკაციის პერიოდულ ამაღლებასა და კიდევ უფრო მეტად ინფორმატიულობაზე, ამიტომ ხშირად ერთვებიან გადამზადებითი ტრენინგებსა თუ სხვადასხვა ღონისძიებებში, რაც თანამშრომლებისა და მომხმარებლების ურთიერთკმაყოფილებისა და პროდუქტიულის, წარმატებული პარტნიორობის ერთ-ერთი განმაპირობებელია.

„დიო“ ასევე გამოირჩევა CSR პროექტების განხორციელებით. განსაკუთრებით ყურადღება ექცევა ისეთ მიმართულებებს, როგორებიცაა: განათლების მხარდაჭერა, მდგრად განვითარებაზე ორიენტირებული პროექტები და სოციალური საწარმოების, ასოციაციების მხარდაჭერა.

კომპანია არაერთხელ გახდა ადამიანების ბედნიერებისა და გულწრფელი ღიმილის მიზეზი, ვინაიდან „დიო“-ს ერთ-ერთ პერმანენტულ საქმიანობას ქვემოქმედება წარმოადგენს და შესაძლებლობების ფარგლებში მრავალჯერ დაუდგა მხარში მათ, ვისაც ეს ყველაზე მეტად სჭირდებოდათ.

შეგახსენებთ, კომპანია „დიო“ მუდმივად ორიენტირებულია სიახლეებსა და მომსახურების მაღალ სტანდარტზე!.. ვითარდება სწორი მიმართულებით, სტაბილურად და დინამიურად. მისი სამომავლო გეგმები საკმაოდ მასშტაბური და სიახლეებით სავსეა, კომპანია ახალ პროექტებს ერთგულ მომხმარებელს მალე გაუზიარებს.

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Georgia – Ukraine Business Association was established in July, 2021. Currently, our association unites more than 25 companies, who have agreed to join in order to strengthen the bond between two strategic partner countries.

Georgia and Ukraine have a long history of friendship and cooperation. Both countries have gone through a very similar path since the Independence Day. The path, which was very difficult and even today is very rigid. As shown, price of independence is very expensive, nevertheless one thing is true, that no one can prevent the aspirations of Georgia and Ukraine for self-determination. Russian invasion in Ukraine today is an attempt by evil imperialism to suppress the free will of civilian population through war. But, like never before, the Ukrainian people have shown exemplary unity and bravery. 2022 has become a symbol of fight for independence and today, I strongly believe that Ukrainian people will successfully achieve victory against an enemy much larger in number.



Andrii Kasianov - Charge d'affaires, Embassy of Ukraine  
Giorgi Chumberidze SG of GEORGIA-UKRAINE BUSINESS ASSOCIATION

Georgian people have shown remarkable support and solidarity. We stand with our friends and pray for the war to soon end in favor of Ukraine. Once peace will be settled, We will use all of our efforts to support Georgian and Ukrainian companies to expand their opportunities of economic cooperation between our countries. Ukraine is one of the leading economic partners of Georgia and this positive tendency will continue to gradually increase in future.





EU4Business

EUROCHAMBRES

Building a sustainable tourism market between Georgia and Hungary

BSO partnership of the Chamber of Commerce and Industry of Pécs-Baranya (CCIPB) and the EU-Georgia Business Council (EUGBC) in Tourism Sector has been awarded grant by EUROCHAMBRES under EU4Business: Connecting Companies Project.

EU4Business: Connecting Companies (EU4BCC) is a project managed by EUROCHAMBRES and funded under the EU4Business initiative of the European Union. For more information about the project you can check the website: <https://connectingcompanies.eu/>

The EU4BCC project aims to support **sustainable economic development and job creation in the EaP countries by helping SMEs to grow** – especially by promoting increased trade, encouraging inward investment and fostering business links with companies in the EU.

The project title of the Hungarian-Georgian BSO partnership is “Building a sustainable tourism market between Georgia and Hungary”.

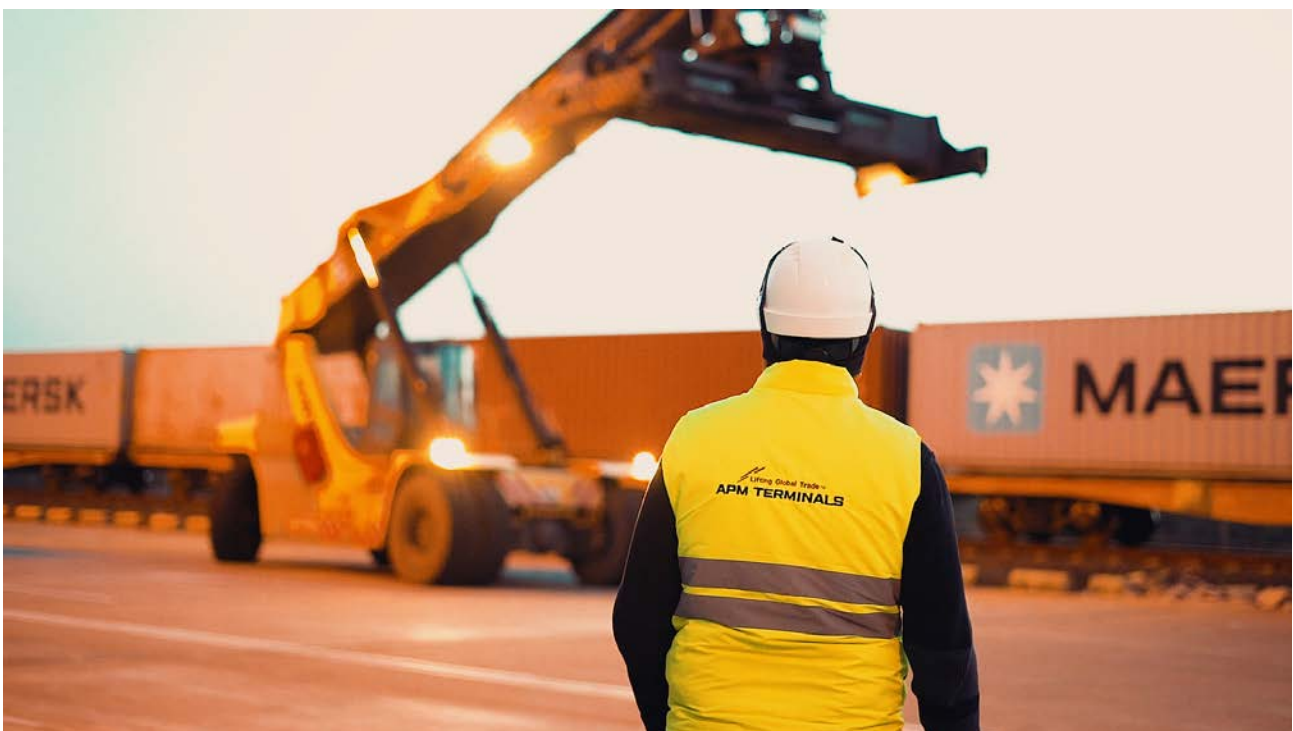
The project aims to establish economic relations and establish the basis for a sustainable value chain model in the Tourism sector on a mutually advantageous basis between Georgian and Hungarian companies while presenting further partnering opportunities through the involvement of the local BSO activities and building relationships between the different actors in each participating region.

Within the framework of the project EUGBC and CCIPB organized study visit of the Hungarian Delegation to Georgia covering Business Round Tables in Tbilisi and Telavi, as well as study visits to Chateau Mukhrani, Tsinandali Wine Museum, Ghvadzlashvili’s Marani, Shumi Winery and Tourist Center, Twins Wine House in Napareuli, Fabrika hostel and Sarajishvili Factory.





## APM Terminals Poti celebrates 10<sup>th</sup> anniversary





*“As someone who has been at the foundations of EUGBC, I wholeheartedly congratulate Georgia’s niche European business association on this noteworthy anniversary. It is no coincidence that these 15 years coincide with the period of our country’s fast-paced approximation with the EU, with key milestones reached by the Association/DCFTA Agreement and the visa-free regime with the Schengen zone. Throughout this process EUGBC has been at the forefront of Georgia’s effort to go back to its oldest European roots, be it by promoting bilateral trade and investment, helping Georgian exports find their way into the European markets, or voicing and advocating private businesses needs and concerns in Tbilisi and Brussels. I wish EUGBC continued success which is even more important at this juncture given our country’s declared ambition to become a well-deserved member of the big European family.”*

Nick Gvinadze, Managing Partner, Gvinadze & Partners, EUGBC Board Member



*I wholeheartedly congratulate EUGBC and all of its members with the 15<sup>th</sup> anniversary of establishment of this great organization. It has been a long ride with its ups and downs and as we come to this milestone, let us all look into the future with a great hope and readiness to move forward our country and EUGBC! Many more years to come!*

Lasha Gogiberidze, Senior Partner, BGI Legal, EUGBC Board Member



## Tier1 manufacturer of high-quality solar panels—AE Solar

**E**lectricity generation is the leading source of industrial air pollution in the world. Most of our electricity comes from coal, nuclear, and other non-renewable power plants. Producing energy from these resources takes a severe toll on nature, our environment and pollutes our air, water, and soil.

Renewable energies are sources of clean, inexhaustible, and increasingly competitive energy. They differ from fossil fuels principally in their diversity, abundance, and potential for use anywhere on the planet. Still, above all, they produce neither greenhouse gases—which cause global warming—nor polluting emissions. Their costs are also falling at a sustainable rate, whereas the general cost trend for fossil fuels is the opposite despite their present volatility.

With renewable energy booming and governments and corporations worldwide pledging for a greener future, it would be sensible to invest in renewable energy solutions. AE Solar is one of the world's most admired renewable energy companies to help you with your renewable energy needs. AE Solar is a Germany-based, award-winning brand in the renewable energy industry, providing high-quality new renewable energy products and services since 2003. The company is a key component supplier and project developer in solar-based renewable energy solutions. AE Solar is synonymous with high-performing, top-quality photovoltaic modules and has specialized in PV technology innovation, application, and system development.

of our products is our core advantage, that we have offered to the customers for years. We have worked on product improvement since the day of establishment. We worked hard to increase the performance warranty length from 12 to 15 years, a marvelous achievement for solar energy companies.

Our innovative technology is remarkable - NFC chips remain one of the most relevant innovations AE Solar offers its customers, partners, and distributors.

AE Solar's NFC chips and the app will ensure that partners and customers receive the original product quality, warranty, and guarantee. Another great advantage is that end customers can also interact with AE Solar, share their requests, and get feedback from professionals.

Another exclusive product we offer to our customers is Hot-Spot Free PV Modules. Extremely durable and resistant to harsh environmental conditions, including high ammonia, salt mist, sand, dust, and potential-induced degradation as per various industry-standard tests such as

### **Following excerpts are taken from the conversation with Dr. Alexander Maier, CEO of AE Solar**

#### ***How is AE Solar unique in every way?***

Primarily, the highest quality



*Dr. Alexander Maier  
Founder & CEO*

### **The visionary, leading AE Solar to the heights of renewable solar energy solutions**

Dr. Alexander Maier is the founder and CEO of AE Solar. Dr. Maier and his brothers founded AE solar in 2003 in Königsbrunn, Germany, as a family-owned PV systems installation company.

the IEC and CE. Unlike standard PV modules, which have one bypass diode per every 20-24 solar cells, the AE Solar smart shading resistant hot-spot-free module includes one bypass diode per every individual solar cell, making it more adaptable in terms of the percentage, shape, and directions of different shading conditions.

### ***How are you driven by both innovations in technology and effective brand strategy?***

Effective branding comes easy when the company allows it. We do not worry about what and how to pack because our products and services speak for the company. Our results are visible in more than 95 countries.

When you receive Solar Future Awards, when you become a reliable brand in Planet Category for its solution to halt solar industry-related global piracy, when your modules operate safely for at least 30 years (performance warranty) and a product warranty is 15 years, it creates the brand strategy itself, and our global marketing team is working on the rest (and I think they are doing great).

Our favorite bear, Albert, also talks about our brand identity. He fills memorable moments with fun and laughter. AE Solar's mascot has a significant storyline. Born and raised in Greenland, he was forced to leave his beautiful homeland to save the planet. Together we visit different countries and cities to acknowledge people about the worst future of the Earth - Climate Change.

The most important is that AE Solar's core values are essential for our international team. We all share

the same vision: A superior eco-friendly, riskless clean approach and safe energy source across the globe.

### ***What could be the characteristics of a successful company?***

A successful business uses human capital, financial assets, and inventory and operates effectively while at the same time staying environmentally sustainable.

First and foremost: Trust. AE Solar was founded in 2003. After that, our primary goal has been to develop solar energy around the world by top expertise in PV and serve our clients with cost-effective and efficient high-quality European products. Those values gain trust!

The second and also essential point that determines success is innovation. We are pioneering innovative solutions for the entire solar industry. A company that does not stop and constantly searches for innovation will always succeed. AE Solar's innovations have received numerous world-class awards and continue to amaze the world.

### ***What are your success habits?***

- Take challenges
- Transfer challenges into opportunities
- Listen and learn from loved ones
- Have an aim to achieve
- Do or die

### ***How do you push through your worst times?***

There are many ups and downs on every path. I always remember the

main thing – that each challenge is an opportunity. Every breakdown is a chance to learn about yourself, improve your skills and strengthen emotional intelligence.

Self-confidence (and definitely not an overestimation of one's ego) is an essential leadership characteristic.

Being vulnerable is not something you have to be ashamed of. Vice versa, it sometimes speaks about authenticity. You always have to know what makes you alive and keeps you going.

What exactly pushes me to stand up? Being myself always, in every situation, being honest to myself, my team, and being able to show my humanity.

### ***What leadership qualities should every leader have?***

A good leader must have a firm idea of where to go, how to reach the destination, and what their success looks like. A good leader clearly and passionately articulates vision and mission. They always have to ensure that the team understands how each individual's effort and contribution matter to reaching higher-level goals.

Good leaders know the price of credibility and respect the opinion of others.

The ability to make quick and tough decisions with limited information is critical. Great leaders take responsibility for their actions and understand the meaning of each and every step. A leader always gives the team stimulus, inspiration, motivation, and reason to believe in the company, product. Or service.

***“AE Solar is one of the leading brands in the renewable energy industry, providing high-quality new clean energy products and services since 2003”***

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**YOUR RELIABLE PARTNER IN CIS, EURASIA  
AND EUROPE SINCE 2001**



NH Logistics provides specialised, value added customs and Foreign Trade services to companies around the globe. Our focus is on shipments to and from the CIS countries



We have offices in Baku, Almaty, Chisinau, Tashkent, Tbilisi, Yerevan and Belgrade. We are also present in Venlo NL, Mettman DE, Wembley UK

NH Logistics acts as importer of record, exporter of record and handles DDP shipments for our partners



## IMPORTER OF RECORD IOR

We offer compliant, affordable solutions for companies looking to import goods into our regions but who do not have a direct presence; through NH Logistics Group you can import your products and provide after sales support service to your clients in Ukraine, Azerbaijan, Kazakhstan, Uzbekistan, Moldova, Georgia, Armenia, Serbia, the Netherlands, Germany and the United Kingdom



## EXPORTER OF RECORD EOR

Our Group has offices in 9 CIS countries plus in the EU and the UK. Most countries where NH Logistics Group has offices are considered “complex markets” because executing an export from these countries often requires more than just operating a valid business entity. In addition to having a business entity, there are different export authorizations, licenses, and permits that may be needed prior to the shipment being exported. But these complex markets are where we as EOR providers have found our niche – we provide companies the expert services needed to simplify their international supply chain



## DELIVERED DUTY PAID DDP

When Incoterm DDP is used, suppliers often turn to their logistics providers for a solution. NH Logistics Group offers tailormade solutions for each Client. NH Logistics has been dealing with DDP shipments since 2001 and has developed reliable systems for importing cargo through our Trading Houses. One of our companies acts as the Importer of Record IOR. We assist you with the calculation of the costs in advance, which traditional logistics companies cannot or do not want to do. Our companies offer fully transparent DDP services





## CUSTOMS CLEARANCE

Customs clearance is the core competence of NH Logistics. With more than 20 years of experience, we support our customers importing goods from any country into CIS and Eurasia. Our specialists ensure fast Customs clearance in compliance with current Customs regulations. Regardless of whether goods are transported by air, sea, rail or road, we at NH Logistics are the Customs clearance specialists. Our expert Customs brokers can provide you with bespoke solutions for all your import challenges



## SOURCING

The process of sourcing products or services is the first step in the supply chain. It is about finding the balance between the quality of products and raw materials you need and the affordability. The less you spend, the more profit you will make. Sourcing means finding the right suppliers that provide the quality you need at a price that gives you the margin you need. A strategic sourcing process can be a difference-maker when it comes to your bottom line. This is where NH Logistics Group can support you too; we are ready to assist you with the search for a suitable supplier in the countries where we have offices. We help you to overcome cultural and language barriers!



## FORWARD STOCKING LOCATIONS FSL

In all cities where NH Logistics Group has offices, we can offer our clients also storage space which can be used as Forward Stocking Locations. Combined with our IOR services, this offers our clients an option to keep stock of spare parts or replacement equipment close to the place where they are needed



**NH**  **Group**

✉ [info@nh-logistics.com](mailto:info@nh-logistics.com)

🌐 [www.nh-logistics.com](http://www.nh-logistics.com)

## **BDO's two nominations and one win at Meliora 2020 Responsible Business Awards**

BDO is the winner of Meliora 2020, Georgia's Responsible Business Awards in the category of Supporting Employees during Covid-19 Pandemic, large firm.

This year's event was dedicated specifically to recognizing corporate social responsibility projects and initiatives aimed at Covid-19 relief and support to business and communities.

BDO presented projects in two categories this year: Supporting Employees and Supporting SMEs and Most Suffered Sectors. Both projects were nominated for the award.

The winning project "Navigating the new reality - BDO's virtual office" was all about ensuring safe, comfortable, stress-free work environment for BDO people, and by extension their families, to keep them healthy and financially stable. The project aimed to boost the sense of togetherness, ensure constant flow of valuable information during the social distancing and help people overcome the shock of severe lockdowns and inevitable stress.

In the category Supporting SMEs and Most Suffered Industries BDO presented global RETHINK model, together with the crises response hub, thus collectively demonstrating BDO's exceptional effort in supporting businesses and community through quality information and resources. Both Rethink and crisis response hub are based on BDO's global initiatives directed strategically towards helping businesses and people through the phases of reacting to the pandemic, resilience and succeeding in the new reality.

This year the Center for Strategic Research and Development of Georgia (CSR DG) conducted the annual Corporate Social Responsibility Excellence Contest - Responsible Business Awards "Meliora" for the third time, with the support of European Union for Georgia and Konrad Adenauer Stiftung. The independent jury consisting of the leading Georgian and international experts in the field of corporate social responsibility and its separate areas evaluated nominations against the comprehensive scoring guide and evaluation criteria. The Jury members represented international organizations, civil society organizations, and Academia, that ensured high credibility of the evaluation process.



15 years of working tirelessly for the good of business and community, championing the right values - it is the path worth celebrating indeed.

Wishing you many more years of unparalleled success and prosperity. Congratulations on this special day. Happy anniversary EUGBC!

**Zurab Lalazashvili**  
Managing Partner, BDO



**BDO**

**გამარჯვებული კატეგორიაში:  
თანამშრომელთა მხარდაჭერა  
Covid 19-ის პანდემიის პერიოდში**

**ასევე ნომინირებული კატეგორიაში:  
"მცირე ბიზნესის და დაზარალებული სექტორების მხარდაჭერა"**

## BDO პასუხისმგებელი ბიზნესის კონკურსის MELIORA 2020-ის ორგზის ნომინანტი და გამარჯვებულია

BDO სტრატეგიული კვლევებისა და განვითარების ცენტრის მიერ ჩატარებული საქართველოს პასუხისმგებელი ბიზნესის კონკურსის "Meliora 2020"-ის გამარჯვებული მსხვილი კომპანიაა ნომინაციაში „თანამშრომელთა მხარდაჭერა Covid პანდემიის პერიოდში“.

წლევანდელი კონკურსი განსხვავებული ფორმატით ჩატარდა და კომპანიები დაჯილდოვდნენ იმ პროექტებისა თუ ინიციატივებისთვის, რომლებიც მათ თავიანთი კორპორაციული სოციალური პასუხისმგებლობის (CSR) ფარგლებში Covid პანდემიასთან საბრძოლველად განახორციელეს.

BDO-მ საკონკურსო პროექტი ორ კატეგორიაში წარადგინა: „თანამშრომელთა მხარდაჭერა“ და „მცირე ბიზნესის და დაზარალებული სექტორების მხარდაჭერა“. ორივე პროექტმა მიიპყრო ჟიურის ყურადღება და წარდგენილ იქნა ნომინაციაზე.

კატეგორიაში „თანამშრომელთა მხარდაჭერა“ კომპანიამ წარადგინა პროექტი: „ლავირება ახალ რეალობაში - BDO-ს ვირტუალური ოფისი“, რომელმაც პანდემიის ფარგლებში, BDO-ს საშუალება მისცა შეექმნა ჯანსაღი, კომფორტული, სტრესიგან თავისუფალი სამუშაო გარემო, სადაც უზრუნველყოფილი იყო თანამშრომლების ჯანმრთელობა და ფინანსური სტაბილურობა. პროექტი მიზნად ისახავდა სამუშაო პროცესის გამარტივებას, საერთო კორპორატიული გარემოს დისტანციურ რეჟიმში უზრუნველყოფას, თანამშრომლებისთვის კომუნიკაციის ერთიანი არხის არსებობასა და სამუშაო პროცესის ამ ვირტუალურ გარემოში გადმოტანას ისე, რომ ნაკლებად სტრესული და მტკივნეული ყოფილიყო თანამშრომლებისთვის.

კატეგორიაში „მცირე ბიზნესის და დაზარალებული სექტორების მხარდაჭერა“ კომპანიას წარდგენილი ჰქონდა საქართველოს ბაზრისთვის ადაპტირებული Rethink-ის მოდელი მთავარი ბირთვის სახით და კრიზისზე რეაგირების სპეციალური ჰაბი, სადაც თავს იყრის BDO-ს მიერ ბიზნესის და საზოგადოების მხარდაჭერის პროექტები და რესურსები. პროექტს საფუძვლად BDO-ს გლობალური ინიციატივები უდევს, რომელიც მიმართული იყო ბიზნესის სტრატეგიული მხარდაჭერისკენ და დახმარებისკენ კრიზისზე რეაგირების, მდგრადობისა და ახალ რეალობაში გარდასახვის გზაზე.

კორპორაციული სოციალური პასუხისმგებლობის საუკეთესო ინიციატივების საქართველოს პასუხისმგებელი ბიზნესის კონკურსი Meliora წელს მესამედ ჩატარდა საქართველოს სტრატეგიული კვლევებისა და განვითარების ცენტრის (CSRDG), ევროკავშირისა და კონრად ადენაუერის ფონდის მხარდაჭერით. კონკურსზე წარდგენილ პროექტებს აფასებდა დამოუკიდებელი ჟიური (გარე შემფასებელთა ჯგუფი), რომლის წევრები წარმოადგენდნენ საერთაშორისო და ადგილობრივ საზოგადოებრივ ორგანიზაციებსა და სამეცნიერო წრეებს და მოწვეული იყვნენ მიუკერძოებლობის, ცოდნისა და გამოცდილების გამო.

# Interview with Tamara Tevdoradze

## BGI Legal Partner

**You've been practicing law since 1998; this means you've been an active lawyer for almost a quarter of a century. Tell us about your path taken.**

I joined GCG as paralegal in June 1998, when I was still in law school. GCG – then by far the most dominant law firm in Georgia – soon became affiliated with Andersen Legal, the legal arm of the global giant. In 2002, with the demise of Andersen, GCG was acquired by Ernst & Young, which however, soon decided to exit legal services market. It was then, in early 2005 that core of our team decided to continue practicing law and assisting clients worldwide by setting up BGI. Since 2005 BGI has continued its proud tradition of leading the market. We have been top ranked in every service area by every international legal directory that covers our region. I am proud to say that we have travelled this path with our team, which takes its roots back in the 1990s and which has since been enriched by the brightest legal talents in our country. The path was difficult, but challenging and interesting at the same time, going through ups and downs along with Georgian political and economic situation.

**You hold two master of law degrees, one from Central European University and one from New York University. The latter one is a particularly interesting story. Why did you decide to do this after almost 20 years as a practicing lawyer? How was the enrolment process? Were the courses difficult?**

My first masters came soon after getting my undergraduate law degree from Tbilisi State University. After working with international clients for 20 years and growing along with the evolving challenges of the market, however, I came to a conclusion that more was needed to stay ahead of the pack. We frequently work with documents governed by foreign laws. In case of complex transactions, it is quite important to fully grasp the international context, not just risks stemming from Georgian law. Therefore, I decided to apply for Masters programs at NYU and Berkley. I was pleasantly surprised to get admission from both of these universities, along with scholarships. Making a decision on where I wanted to continue my studies was difficult. In the end I chose NYU, as I have been in love with the big apple for quite some time and living there as a student would be yet another adventure for me, even more so because I took my 12-year-old daughter with me to NYC. Attending classes, studying and finding time for my daughter was as challenging as it can get, but by now I was already an experienced lawyer and weathered the storm well.

**Generally speaking, how would you distinguish studying law here in Georgia and elsewhere we you attended universities? Would you recommend young lawyers taking your path?**

I would definitely recommend young lawyers to find ways to study abroad, especially in the US and UK. Learning to work with big corporations and small businesses, assisting clients in a commercially sensible way, gaining an unparalleled multicultural experience in negotiations – this is something one cannot get a in a local school, no matter how good. Plus, with all due respect to Georgian educational system, one year at NYU could give you more than several years in a top Georgian university. The courses offered and subjects taught are practical and needed to succeed in a modern fast-paced global economy. You can pursue your interests in clinics, attend workshops, seminars, engage in challenging discussions with professors and fellow students. The lectures are engaging and interesting. Overall, the year in NYU was rewarding in all respects even for someone like me, who was an experienced attorney before leaving for New York.

**A particularly amazing point of your carrier must have been taking a bar test at New York. Tell us about your experience. Is it really as difficult as people say?**

At first, I didn't believe that it was as difficult as people described, but the amount of information you have read and digest is unbelievable. I took only two months off from work to study and by week two I realized two months were not enough. It was already too late though, so I studied for 10-12 hours per day. Needless to say, it was exhausting, but passing the test was one of the most rewarding experiences in my life – a life not at all poor with experiences and achievements, a life of a single mom with three amazing kids.

**And now, you've been promoted into partnership at your firm. Tell us what does being a partner entail? Is it difficult being a lawyer and a partner at a law firm in Georgia these days?**

I would say that it is more interesting than difficult. You get to engage more with the clients, network, build relations. I feel honored to be a partner in BGI Legal. With all modesty aside, I do consider it to be the best law firm on the market with the most experienced, solution oriented and business minded team on board.

**As a woman and a leader in your field, what do you have to say to your aspiring lawyers that are now studying law in various universities.**

I would tell them to always set high goals for themselves and never stop working towards them. The profession of a lawyer can be as rewarding as you make it. You need to set your mind on your goal and strive towards it despite various social, economic, gender-based or other impediments. There may be some bumps in the road and at times, it may seem that it's not worth it. But believe me, it is! Don't let anyone or anything keep you from living your dreams.





AVB Ltd is the leading pro A/V, Broadcasting, Lighting and security systems distributor and system Integrator Company in Georgia. AVB offers an extensive portfolio of innovative, high-quality products, turnkey solutions, services and systems, featuring intelligent functionality and modular concepts that grow with your requirements. Founded in 2007 AVB is a fast growing company. Our strategy is to build long-term collaborations with our customers and partners. With their due support and our strong promotional strategy and efforts, we aim to maximize the potential of our business. We continue to develop and implement outstanding and trendsetting products, and to build impressive projects all over the region. Customers, suppliers and international vendors consider AVB as a professional, high reputed, reliable and flexible partner. AVB represents a large number of well-known leading international companies in Georgia.

Backed by a decade of experience and high professional standards of our partners and team members, we can meet the needs and expectations of our customers quickly and flexibly. Along with equipment distribution and providing solutions, company delivers professional project design, consulting, installation, supervising, aftersales support, maintenance and various other services.

Here at AVB we understand the importance of working closely with our clients to help them meet their exact needs.

AVB team firmly believes in individual approach to every project that we do, no matter large or small, to achieve the best possible results.



## GEORGIA TO HOST THE ANNUAL 'WOMEN IN WINE EXPO' TAKING PLACE FROM MAY 4-6 IN GEORGIA'S KAKHETI REGION.

Georgia will host the annual Women in Wine Expo, an international event featuring more than 70 women wine professionals from around the world who will gather to share their unique stories, exchange ideas and taste some innovative wines. International participants come from South-Africa, the US, the UK, The Netherlands, Sweden, Germany, Poland, Hungary, Turkey, Armenia, Russia and Kazakhstan.

In partnership with the Georgian National Tourism Administration and the support of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the Women in Wine Expo has been established as a truly gender-related event with its main purpose to promote women in the wine industry, improve wine education for women and create awareness about gender equality throughout the industry. Continuing the success of the inaugural Women in Wine Expo in 2019 in Rotterdam The Hague and Brussels, the organizers aspire to host a world-class wine celebration each year that shines the spotlight on the elegance and diversity of women wine-makers from all over the world. The events will take place at Château Buera at Lopota Lake Resort & Spa, a hub for wine-lovers, preserving the ancient traditions of Georgian wine production.



For more information about the Women in Wine expo, visit [www.womeninwineexpo.com](http://www.womeninwineexpo.com)





## **S** ADJARA GROUP

Adjara Group Holding is a leading Georgian company, which operates as a decentralized corporate structure uniting three directions - hospitality (Adjara Group Hospitality), development (Collective Development), and agriculture (Udabno).

For more than ten years, Adjara Group has contributed significantly to Georgia's economic development by implementing various investment projects. The company has gained worldwide recognition for creating and managing award-winning hotels, multifunctional spaces, and signature farm-to-table restaurants and bars. From 2010 to date, Adjara Group has invested up to \$130 million in Georgia, thus creating unique, multifunctional spaces through innovative approaches and employing thousands of people.

Ecosystems have been growing organically around each of Adjara Group's enterprises, which stand out for their trend-setting design and architecture. The company's every project promotes creative industries of Georgia and strengthens the country's creative economy.

Considering the latest global developments, the last two years were full of challenges and unforeseen developments for Adjara Group and all businesses around the world. However, this company dedicated this time to generating new ideas, and, consequently, Adjara Group has laid the foundation for implementing several large projects in 2021.

This year, the company put more emphasis on regional development and has expanded to new destinations in the country. Based on the principles of circular economy, Adjara Group is now developing projects in different districts of Tbilisi, as well as in Batumi, Rustavi, Kutaisi, Abastumani, and Kakheti. In total, Adjara Group will invest \$55 million over the next 2-3 years and employ an additional 1,500 people.

Adjara Group is a member of the United Nations Global Compact and a signatory to the UN Women's Empowerment Principles (WEPS). With a human-centered approach, the company has created an inclusive and diverse environment where employees have full support for their professional growth, skills advancement and well-being. As a result, In 2021, Adjara Group was recognized as the Best Employer of the Year by the State Employment Agency and received the UN Global Compact's Corporate Responsibility Award in Gender Equality. Moreover, Adjara Group received a Grand Prix of the Annual TBC Business Award 2021 for contributing to Georgia's economic development.



# Happy 15<sup>th</sup> Anniversary to EUGBC, Its Members and Friends!

Wishing You Many More Successful Years!

Dentons' Tbilisi Team

**Dentons, the law firm  
of the future is here.**

[dentons.com](https://www.dentons.com)



**Mr. Said Mohamed Salah Abdelrahman Ahmed, Founding Partner  
Golden Tower Group**

The economic stability of any country is, naturally, dependent on the evolution of various fields. Construction sector is one of them, and it plays an important role in the aforementioned process. The evolution of this particular field requires investments that will have long-term results.

We began operating in Georgia in 2021. We have already invested more than 5 Million US dollars. In the next 3 years, we plan to invest an additional 100 Million US dollars in the Georgian construction sector.

The ease of business-making, geographical location, an environment that is free of corruption, liberal tax politics and effective justice system

– these are the criteria that influenced our decision and interest in Georgia.

It has to be mentioned that the largest sum of annual foreign investments in the country are directed towards the construction sector.

Due to the crisis that followed the spread of COVID-19, there were new, unforeseen challenges in the sector. At times like this, the initiation and execution of the governmental assistance program for the construction sector by the Georgian government was admirable. This type of assistance was vital for the ensurance of financial resources of the sector.

Our work mainly concerns civil and industrial types of construction and encompasses the full specter of these fields. Our goal is to obtain an important place on the Georgian real estate market, which is achievable thanks to high levels of professionalism, innovative methods and strict quality politics.

The biggest challenge of this business must be mentioned – 80% of construction is concentrated within Tbilisi and Batumi. We plan to expand our work by executing important projects in different regions of the country, which will bring attention to these regions.

We hope that we can take part in the economic progress of the construction sector as well as that of the country at large. We would like to collaborate with companies that are connected with this specific sector, as well as ones that are not limited to it.



**Golden Tower**

**GROUP**



# ELIXIR GLOBAL

Elixir is an ecologically clean and bio-product made using European technology, exported to various countries around the world, helping to promote Georgian bio products on a global scale.

Elixir Global has been awarded an EU Bio Certificate, confirming compliance with EU bio product regulations and compatible for use in organic farming.

Elixir's hand sanitiser and disinfectant have shown to effectively destroy Corona virus, protecting the public during this pandemic. Our Coronavirus-eradicating formula has been proven effective by accredited German laboratory, HygCen.



Elixir produces products for 3 sectors:

- Elixir for Disinfection;
- Elixir for Agronomy;
- Elixir for Veterinary Use.

Elixir products target and destroy harmful microorganisms (bacteria, fungi, yeasts and viruses) to protect humans, plants and animals. The products designed for the sectors of agronomy and veterinary promote healthy growth of plants and animals, increasing yield and preventing the emergence of diseases.



REPUBLIC OF GEORGIA  
HEALTH BOARD




"I believe that Elixir Global products represent the modernisation of the industry - protecting consumers without posing any threat to humans, animals or the environment. I am proud to be leading this company and see it succeed on a global scale."


MARINA MACLAREN





In April 2021, Marina MacLaren was appointed Director of Elixir Global LLC. As a UK citizen, she is bringing international experience to the company which is adding to the export potential of Elixir Global. Marina has a background in politics, specialising in Eastern European relations. Under her direction, we are excited to see the company and staff grow and diversify further current practices.



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## **GINO HOLDING**

Gino Holding is a company operating in Georgia and Slovakia, with more than 500 employees. With a long history and experience it has transformed visions and ideas into realities. Gino Holding provides a broad of services related to large scale projects in the field of leisure, hospitality, construction and hotels management, food and beverage.

Holding has several ongoing constructions as in Tbilisi, the capital of Georgia, also in Beshenova.

One of the exquisite projects of the company, is development project in Georgia – Gino Green City. The total amount investments will about EUR 700 million. Now company launches construction process of Apart-hotels in both countries, with an elegant design and European quality.

Investor and founder of the company is an antreprenor Dr. Nodar Giorgadze. Who is the largest Slovakian investor in Georgia, as well largest Georgian investor in Slovakia.

Holding is proud of operating the largest water park in Caucasus, Gino Paradise with investments more than EUR 35 million. Gino paradise offers various types of pools for maximum relaxation and unforgettable experience. Each of every guest will find space they want to. With its high quality services and facilities the brand promises and guarantees recharging with pleasant emotions.





## HOTELS & PREFERENCE HUALING TBILISI

Hotels & Preference Hualing Tbilisi is a five-star property of the French international chain, Hotels & Preference. Located in a prestigious district, this business category hotel is only a few minutes away from Tbilisi International Airport and Tbilisi Sea.

The hotel gives guests the opportunity to escape the city rush and enjoy the beauty of Tbilisi's nature and fresh air.

The hotel offers a range of facilities to comfort and satisfy guests, and comprises of 246 contemporary style guest rooms, a spacious ballroom, six additional meeting rooms, outstanding sports bar, and a worldclass restaurant.

Hotels & Preference Hualing Tbilisi also features an exceptional recreation center which includes the largest indoor swimming pool among hotels in Georgia, along with a spa centre, the most innovative gym technologies, and a 3D golf simulator.



Hualing, Tbilisi Sea New City, Tbilisi Georgia.  
 +995 322 50 50 25  
[www.hotelspreference.ge](http://www.hotelspreference.ge); [www.hotelspreference.com](http://www.hotelspreference.com)  
[info@hotelspreference.ge](mailto:info@hotelspreference.ge)

# ღვარძელაშვილების მარანი Ghvardzelashvili Marani – Wine Cellar



რომელი ჯიშისგან მზადდება ღვინო: ჟღია, საფერავი, რქაწითელი, კახური მწვანე (ამ ეტაპზე, ვგეგმავთ ძველი ქართული ჯიშების აღდგენას, რაც უკვე საწყის ეტაპზეა).

მე ვარ გიორგი ღვარძელაშვილი, პროფესიით არ ვარ მეღვინე, მეღვინეობა ალბათ უფრო გენეტიკამ განაპირობა, ვცოხვრობდი თბილისში, მაგრამ დაუბრუნდი მამა-პაპისეულ მიწას, თელავის მუნიციპალიტეტში, სოფელ კონდოლში. ისტორიული სოფელია, ერეკლე მეორე ხშირი სტუმარი იყო ჩვენი სოფლის ადგილ-მამულების.

2014 წელს დავიწყე ეს საქმიანობა, ჩემი პაპის, შაქრო პაპის დანაბარები ავასრულე. მისი ნაქონი ქვევრიც კი მაქვს რელიქვიად ეზოში მიდგას და სტუმრებს როცა ვუბნები, რომ პაპის დანატოვარიათქო მათი სახეები უნდა ნახოთ... პირველად 800 ბოთლი ჩამოვასხი და ჩემი გვარიც მაშინ გამოჩნდა ასპარეზზე. ახლა 5000 ბოთლამდე ვარ ასული. ბევრი ჯილდო და მოწონება აქვს ჩემს ღვინოებს. მაქვს იშვიათი ჯიშის ყურძნები. ჟღია, რომელსაც საქართველოში მხოლოდ 4 მეღვინე ვაწარმოებთ. ვარ ასოციაცია „ბუნებრივი ღვინის“ წევრი, ვაწარმოებ ბიოლოგიურად სუფთა ქვევრის ღვინოს. არ გამოვიყენებ პერბციდებს და პესტიციდებს ყურძნის მოვლაში.

ჩემს გვარში პირველი მე ვარ ვინც ასეთი მასშტაბური მარანი ააშენა, თუ არ ჩავთვლით შაქრო პაპას ორ ქვევრიან მარანს.

2018 წლიდან ტურიზმშიც ჩავერთე. მსიამოვნებს ადამიანის კარგ განწყობაზე დაყენება. ამაში ხელს მიწყობს ჩემი გარემო და ღვინო. ჩემთან მოსული სტუმარი ყოველთვის საუცხოო განწყობაზეა და წასვლა აღარ უნდა. არიან ისეთებიც, ვინც მეგობრების რეკომენდაციით მოდიან. სასიამოვნოა როცა გუბუნებიან, თქვენთან ჩემი მეგობარი იყო და მეც მან მიირჩიაო. ან ღვინო მოსწონებიათ ბარში და ღვინოს გამოყოლიან და ბევრი სხვა...

მარანში, გაგიკვირდებათ და ყველაფერი ჩემი საკუთარი ხელით მაქვს გაკეთებული.

რომ არა ჩემი ოჯახი, მეუღლე და შვილები ვერაფერს გავხდებოდი. ჩვენ გვაქვს საათივით აწყობილი საქმეები. ჩვენი ხელით ვწურავთ, ვასხამთ ბოთლში და ეტიკეტსაც კი ხელით ვადევნებთ. ჩვენი მიზანია ხარისხი და არა რაოდენობა. ღვინოს ვაწარმოებთ ძველი ქართული წესით, ჩვენი წინაპრების მსგავსად სრულ ჭაჭა-კლერტზე. ღვინის გაფილტვრა ხდება ბუნებრივად.

ჩემი სტუმრები არიან, როგორც ადგილობრივები ისე უცხოელი ტურისტები. მარშან ავტობუსი ავტობუსზე მოდიოდა. მიხარია, რომ თითქმის ყველა ქვეყანას გავაცანი ჩემი კონდოლი და არა „ლონდონი“, ასე ვხუმრები ჩემს უცხოელ სტუმრებს.

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**თელავის მუნიციპალიტეტი, სოფელი კონდოლი/Telavi Municipality, Kondoli village.**



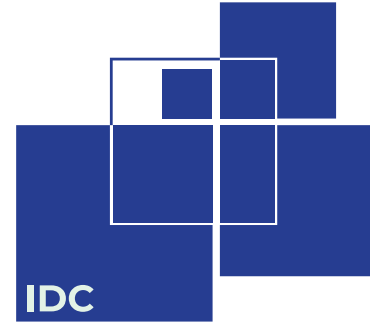


## HOTEL RIVER SIDE



## General Information about IDC Ltd

IDC Ltd is an engineering company incorporated in 2002. We are committed to delivering the highest level of value and services to our clients. IDC is working under international quality, safety and engineering standards, uses practical methods to meet specific needs of each project. We are proud of our list of satisfied clients and repeat contracts. Since the day of establishment, our company has accomplished hundreds of projects under international and local client requests. We provide services to all our clients based upon fairness, honesty and integrity.



## Company Philosophy

We, as a company, clearly recognize that our clients' success significantly depends upon our own success in providing the services. We strive to build a reliable partnership with our clients in order to expand our knowledge and capabilities to meet the increasing demand for variety of engineering services. We keep careful control over all aspects of our operations to maintain responsive and cost-effective services. Through hard work and dedication of our personnel, we are able to provide safe and quality services to our clients. We meet our goals by listening to our clients' needs and by paying strict attention to all aspects of our work.

### OUR PRINCIPLES

01. Identification and satisfaction of client needs
02. Project completed right the first time
03. Transparency
04. Teamwork
05. Continual Improvement
06. Respect and support to each other

## Management Team/Personnel

IDC is led by an experienced and professional management team. At that, we have assembled a team of highly skilled specialists in our industry - project managers, engineers, supervisors, foremen, support staff and craftspeople. Our key personnel bring years of progressive engineering experience to the company and, therefore, to each project. In accordance with specific requirements and scale of projects awarded, IDC additionally can provide highly professional specialists of relevant fields on part time basis.

## HSE and QA/QC

IDC is executing the works in compliance with international HSE and QA/QC standards. IDC has received numerous HSE awards from internationally recognized companies and has been certified with ISO 9001 certificate since 2010.

Overall Performance:



- Conceptual Studies
- Local Conditions Assessment
- Site Selection Studies
- Prefeasibility Studies
- Feasibility Studies
- Baseline Studies
- Environmental Impact Assessment

## STUDIES

01



## FIELD INVESTIGATION

- Topographical Survey
- Geotechnical Investigations
- Hydrological Survey

02



- Residential Houses, Public Buildings, Industrial Facilities, Structural Design of Various Types of Buildings, Roads, Water Supply and Sewage Systems, Erosion & Scour Controls, Temporary and Permanent Camps

## DESIGN

03



## CONSTRUCTION AND CONSTRUCTION SUPERVISION

- Residential Houses, Public Buildings, Industrial Facilities, Renovation of Buildings, Roads, Water Supply, Sewage Systems and WWTPs, Erosion and Scour Controls, Temporary and Permanent Camps, Hydro Power Plants, Wind and Solar Farms

04

## OUR CLIENTS



*IDC Ltd has been a member of EUGBC since 2008. During this period, IDC Ltd participated in numerous events at the invitation of EUGBC. Relationship with EUGBC has been very informative and beneficial for our company.*

*We consider activities of EUGBC as very important and positive for development of business in Georgia and thus, for the whole country.*

*We congratulate EUGBC with 15 years anniversary and wish you further success!*

*Vakhtang Razmadze - Managing Director of IDC Ltd*

## Moore abc – International audit company is in Georgia!

In a rapidly changing world, the successful development and support of business is the main focus. Reflecting this reality, the auditing and consulting company, Moore abc, has been operating successfully in Georgia for the third year consecutively.

Moore abc is an independent member of the global audit and consulting network “Moore Global Network Limited”, represented by 609 offices in 112 countries with more than 30,000 employees.

The managing partner of Moore abc, Mikheil Abaiadze, says that the auditing profession in Georgia has developed considerably in recent years. However, despite the fact that the country does not have many years of experience in the field of auditing, the highly qualified team members and their attitude towards the work gained the attention and trust from Moore Global. Since then, this Georgian company has been performing successfully at the local and international level under the international brand name.

Moore abc assists leading domestic and foreign businesses operating in Georgia by offering high-quality solutions. Mikheil Abaiadze talks about the advantages of Moore.

„Our priority is trust, quality, and a goal-oriented approach. Our goal is to help businesses grow and achieve their international and domestic objectives. Being a member of Moore Global makes our services more flexible – businesses are able to receive our support during the various financial decision making processes from our local and international experts. It is noteworthy that Moore abc recently obtained the Gold Status of an accredited employer from the ACCA (Association of Certified Chartered Accountants). This is another important reason why the company is one of the leaders in the Georgian market.”

Moore’s team offers a full package of services to customers including: property valuation, accounting, business outsourcing, tax, various consulting services, audits and assurance engagements. According to Mikheil, outsourcing services have become a common practice due to recent pandemic conditions. He hopes that the demand in this regard will continue to increase as it is possible to work remotely and at the same time with considerable efficiency.

„The company’s clients are small, medium, and large firms which are operating in different industries and wish to make their business transparent and attractive to investors and stakeholders as well”.

It is notable that the company is often involved in a variety of social activities. According to the managing partner, the team’s



**Mikheil Abaiadze**  
The managing partner of Moore abc

activities were extremely fruitful and of great value during the pandemic period.

„We want to be an effective company for the public. We are involved in different social activities. We pay special attention to education and awareness raising events. We have conducted a number of training seminars since our inception. Recently we introduced changes planned in the tax code of Georgia for 2021 to a large audience of interested parties completely free of charge. In parallel, we are working extensively to provide information about our services to students in order to help them decide upon their profession. We believe it is our duty to share our experience and knowledge with those who are pursuing their career objectives.”

Moore abc continues to move steadily and, despite the pandemic, the company is growing as planned. The Managing Partner links the success of the company to the experienced and highly qualified team which provides results oriented services.

“The team creates success. The desire of these people is to serve the economy and public”.

Moore’s goal is to gain a permanent place within the top 10 Audit and consulting companies in Georgia by providing high-quality service.

“We must take care of each other” – Mikheil Abaiadze sees the balance of work and personal life as the basis for achieving this goal.

“We want to achieve this without sacrificing personal aspirations or personal life – the pandemic has reminded us that happy people with a full-fledged life come together to form a successful team, a sustainable company and therefore a strong country”.



# MOORE

## საერთაშორისო აუდიტორული კომპანია საქართველოშია!

სწრაფად ცვალებად სამყაროში ბიზნესის წარმატებით განვითარება და მხარდაჭერა მთავარი ხედვა, რის მიხედვითაც აუდიტორული და საკონსულტაციო კომპანია Moore abc საქართველოში, ახალი სახელით მესამე წელიწადი წარმატებულად ოპერირებს.

მომრე ეიბისი აუდიტორული და საკონსულტაციო ფირმების გლობალური ქსელის “Moore Global Network Limited“-ის დამოუკიდებელ წევრია. ქსელი მოიცავს 609 ოფისს 112 ქვეყანაში, სადაც გაერთიანებულია 30,000-ზე მეტი თანამშრომელი.

Moore- ის მმართველი პარტნიორი მიხეილ აბაიძე ამბობს, რომ საქართველოში აუდიტის პროფესია ბოლო წლებში საკმაოდ განვითარდა. თუმცა, იმის მიუხედავად რომ ქვეყანას აუდიტის მიმართულებით მრავალწლიანი გამოცდილება ჯერ არ აქვს, გუნდის მაღალკვალიფიციურმა წევრებმა და მათი საქმისადმი დამოკიდებულებამ, გლობალური აუდიტორული და საკონსულტაციო კომპანიის ყურადღება და ნდობა დაიმსახურა. დღეს კი, საერთაშორისო ბრენდის ქსელის ქვეშ საქართველო, როგორც ადგილობრივ ასევე საერთაშორისო დონეზე სტაბილურად და წარმატებულად ასპარეზობს.

Moore მაღალი ხარისხის ბიზნეს გადაწყვეტილების შეთავაზების გზით, დახმარებას უწევს საქართველოში მოქმედ წამყვან, ქართულ და უცხოურ ბიზნესებს. მიხეილ აბაიძე Moore-ის უპირატესობებზე საუბრობს.

„ჩვენი პრიორიტეტი ნდობა, ხარისხი და შედეგზე ორიენტირებული მიდგომაა. მიზანია, რომ დავეხმაროთ ბიზნესებს ზრდაში, გლობალური და ადგილობრივი მიზნების მიღწევაში. ის რომ საერთაშორისო ქსელური კომპანიის წევრი ვართ, ჩვენ მომსახურებას მეტად მოქნილს ხდის - მომხმარებლებს როგორც ადგილობრივი, ასევე საერთაშორისო ექსპერტებისგან შეუძლიათ დახმარების მიღება სხვადასხვა ფინანსური გადაწყვეტილების მიღების პროცესში. აღსანიშნავია, რომ ახლახანს Moore-მა ACCA-ისგან (სერტიფიცირებულ ნაფიც ბუღალტერთა ასოციაცია) აკრედიტებული დამსაქმებლის ოქროს სტატუსი მოიპოვა. ეს კიდევ ერთი მნიშვნელოვანი მიზეზია რის გამოც კომპანია საქართველოს ბაზარზე ერთ-ერთი ლიდერია“.

Moore -ის გუნდი მომხმარებელს მომსახურების სრულ პაკეტს სთავაზობს, ეს მოიცავს ქონების შეფასებას, აუდიტს და მარწმუნებელ გარიგებებს, ბუღალტერიას, ბიზნეს აუთსორსინგს, საგადასახადო და სხვა საკონსულტაციო მომსახურებებს. მიხეილის თქმით აუთსორსზე მომსახურების გატანა პანდემიის პირობებში ტენდენციად აქცია. ის იმედოვნებს, რომ ამ მხრივ მოთხოვნა უფრო მეტად გაიზრდება, რადგან, როგორც აღმოჩნდა მუშაობა შესაძლებელია

დისტანციურად და ამავედროულად არანაკლებ ეფექტურად.

„კომპანიის მომხმარებლები არიან როგორც მცირე, ასევე საშუალო და მსხვილი კომპანიები. ისინი სხვადასხვა სექტორში მოღვაწე ქართული და უცხოური კომპანიები არიან, რომელთაც სურთ, რომ თავიანთი საქმიანობა გამჭვირვალე და მიმზიდველი გახადონ ინვესტორებისა და დაინტერესებული პირებისთვის“.

აღსანიშნავია, რომ კომპანია ხშირადაა ჩართული სხვადასხვა სოციალურ აქტივობებში. მმართველი პარტნიორის თქმით, გუნდის აქტიურობა განსაკუთრებით საჭირო და ნაყოფიერი პანდემიის პირობებში აღმოჩნდა.

„ჩვენ გვინდა, რომ საზოგადოებისთვის სასარგებლო კომპანია ვიყოთ. ვერთვებით სხვადასხვა სოციალურ აქტივობებში. განსაკუთრებით დიდ ყურადღებას განათლებისა და ინფორმირებულობის კუთხით ვიჩენთ. ამ დრომდე ჩაგვიტარებია არაერთი ტრენინგ/სემინარი. ახლახანს ფართო საზოგადოებას ვაცნობთ თუ რა ცვლილებები იგეგმებოდა საქართველოს საგადასახადო კოდექსში 2021 წლისთვის, ეს, რა თქმა უნდა სრულიად უსასყიდლოდ განვახორციელეთ. გარდა ამისა, აქტიურად ვმუშაობთ, რომ სტუდენტებს და მოსწავლეებს ჩვენი საქმიანობის შესახებ მივაწოდოთ ინფორმაცია, რათა დავეხმაროთ პროფესიის არჩევაში. ვფიქრობ, ეს ჩვენი მოვალეობაა, გავუზიაროთ გამოცდილება და ცოდნა მათ, ვისაც ეს ყველაზე მეტად სჭირდებათ“.

Moore სტაბილურად განაგრძობს წინსვლას და მიუხედავად პანდემიისა, კომპანია გეგმაზომიერად იზრდება, საქართველოს ბაზარზე მისი გაფართოების გეგმაც სწორედ ამაზე მეტყველებს. პარტნიორი, კომპანიის წარმატებას გამოცდილ და მაღალკვალიფიციურ გუნდს უკავშირებს.

„წარმატებას ქმნის გუნდი. ამ ხალხის სურვილი, რომ ემსახურობდნენ ეკონომიკას, საზოგადოებას“.

Moore-ის მიზანს საქართველოში ტოპ 10 აუდიტორულ და საკონსულტაციო კომპანიათა სიაში, თავისი ხარისხიანი მომსახურებით, მუდმივი ადგილის დამკვიდრება წარმოადგენს.

„ჩვენ უნდა ვიზრუნოთ ერთმანეთზე“ – მიხეილ აბაიძე მიზნის მიღწევის მთავარ პირობად სამუშაო და პირადი ცხოვრების ბალანსს ხედავს.

„გვინდა მიზანს მივაღწიოთ ისე, რომ არ შევწიროთ პირადი მისწრაფებები, პირადი ცხოვრება - პანდემიამ შეგვახსენა, რომ სრულფასოვანი ცხოვრებით ბედნიერი ადამიანები ქმნიან წარმატებულ გუნდს, მდგრად კომპანიასა და მაშასადამე ძლიერ ქვეყანას“.



# „დასაქმება ყვედასთვის ხედვისანვლოში უნდა იყოს“



**Dias Jalagania, CEO, "INTERNATIONAL MARITIME GROUP", Maritime Crewing Company**

„ნაუტიკა“, ბათუმის სახელმწიფო საზღვაო აკადემიის ბაზაზე, მსხვილ გერმანულ კომპანიების გემებზე დასაქმების მიზნით, შეიმუშავა 15-კვირიანი გადამზადების კურსი რიგითი მეზღვაურებისთვის.

პროფესიული უნარ-ჩვევების გამომუშავების გარდა, კურსი მოიცავს გაძლიერებულ საკომუნიკაციო ინგლისურ ენას. კანდიდატებს, რომლებიც წარმატებით გაივლიან გადამზადებას, შეეთავაზებათ სტაბილური დასაქმება, საწყისი ხელფასით \$1200-1550 -მდე.

„ნაუტიკა“ განსაკუთრებულ ყურადღებას აქცევს საქართველოში საზღვაო განათლების ხარისხს.

ცნობიერების ამაღლებისა და მეზღვაურის პროფესიის პოპულარიზაციისთვის ნაუტიკამ დააფუძნა საზღვაო განათლების ფონდი და წამოიწყო რამდენიმე მნიშვნელოვანი პროექტი, რომელიც მიზნად ისახავს საზღვაო განათლების ხარისხის გაუმჯობესებასა და რიგითი მეზღვაურებისთვის პროფესიონალური ტრენინგების ჩატარებას.



## Ketevan Vashakidze, President, Europe Foundation

The Europe Foundation’s mission is to empower people to effect change for social justice and economic prosperity through hands-on programs, helping them to improve their communities and their own lives. The Foundation has been partnering with the EU-Georgia Business Council (EUGBC) for over a decade to contribute to participatory decision making to achieve Georgia’s convergence with the European standards and practices.

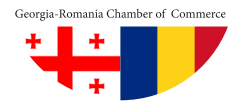
The studies on the Knowledge and Attitudes of the Georgian public toward the European Integration, which has been commissioned by the Europe Foundation biannually since 2009, identify the issue areas that require further attention in terms of transparency, civic participation and awareness raising. These observations allow us and our partners to identify and deliver relevant initiatives to communities and interest groups that should benefit from the EU-Georgia Association Agreement (AA). The studies show that every other year the group of stakeholders benefiting from the Georgia’s European Integration is gradually expanding. Recently, more people identify the business community as a group that directly benefits from the advantages of the Deep and Comprehensive Free Trade Agreement (DCFTA). However, the official statistics give us a different picture. In order to bridge this gap and increase the knowledge and access of small and medium-sized (SME) businesses to opportunities offered by the DCFTA, the Europe Foundation partnered with the EUGBC to deliver a series of presentations and share guidelines with SMEs in the regions of Georgia.

The EUGBC organized eight seminars in ten municipalities - Kutaisi, Batumi, Zugdidi, Gori, Marneuli, Akhaltsikhe, Akhalkalaki, Telavi, Rustavi, and Tbilisi. The EUGBC representatives and invited experts shared with local business associations, SMEs and representative of local government information on the ongoing reforms under the AA as well as the specific opportunities and instruments available for Georgian SMEs through the DCFTA. The EUGBC focused their presentations on the sanitary and phytosanitary standards and requirements for manufacturing industrial products under the DCFTA. The short guidebooks on production standards, market placement, and export of food, agricultural and industrial goods were prepared in Georgian, Armenian and Azeri languages.

We are glad that our partnership has been successful over the years. I am confident the EUGBC platform will continue to support cooperation of its members for Georgia that is democratic, inclusive and with civically engaged citizens and socially responsible businesses.



GEORGIAN PHARMACISTS ASSOCIATION









# NUTRIMAX

## კომპანიის შესახებ

„ნუტრიმაქსი“ 2009 წლიდან წარმატებით საქმიანობს ქართულ ბაზარზე. მისი დანიშნულებაა საშუალო და მცირე ზომის ფერმერთა ცხოველებისა და ფრინველების უზრუნველყოფა უმაღლესი ხარისხის საკვებით, მისი დანამატებითა და კვების თანამედროვე მეთოდებით.

## მისია

გავხადოთ ხარისხიანი საკვები ყველა ადამიანისთვის ხელმისაწვდომი

## ნუტრიმაქსის საქმიანობა

ნუტრიმაქსი მუშაობს, რომ ადამიანებს ჰქონდეთ წვდომა ჯანსაღ საკვებზე - ხორცის, თევზის, კვერცხის და რძის პროდუქტების მიმართულებით. ამ მიზნით კომპანია ქმნის მაღალი ხარისხის ცხოველთა საკვებს, ხელს უწყობს ფერმერებში ცოდნის გავრცელებას და თანამედროვე ტექნოლოგიების ინტეგრაციას.

## კომპანიის ხედვა

ნუტრიმაქსი გახდება სანდო პარტნიორი მსოფლიოს სხვადასხვა კუთხეში მცხოვრები ფერმერებისთვის. უზრუნველყოფს მათ თანამედროვე ცოდნით, ტექნოლოგიებით და ხარისხიანი საკვები პროდუქტებით.

თანამედროვე, მაღალტექნოლოგიური კომბინირებული საკვების საწარმო 2016 წლის სექტემბერში გაიხსნა „ნუტრიმაქსი“-ს თანამედროვე, მაღალტექნოლოგიური კომბინირებული საკვების საწარმო, რომლის წლიური წარმადობა დაახლოებით 50 000 ტონა საკვებია ცხოველების, ფრინველებისა და თევზებისათვის. პროექტი განხორციელდა Trouw Nutrition-ის (მსოფლიო ლიდერი ცხოველთა კვების ინდუსტრიაში) აქტიური ჩართულობით და კონსულტაციებით, რაც უზრუნველყოფს ახალი ქარხნის შესაბამისობას თანამედროვე სტანდარტებთან.

## პროდუქცია და მომსახურება

დღეისათვის ნუტრიმაქსის პროდუქცია წარმოდგენილია როგორც საქართველოში, ისე აზერბაიჯანსა და

სომხეთში. კომპანია ასევე ახორციელებს ექსპორტს აფრიკის მიმართულებით. პროდუქციის ფართო არჩევანის გარდა, კომპანია მომხმარებელს სთავაზობს უფასო ლაბორატორიულ მომსახურებას, რომლის მეშვეობითაც შეძლებენ საკუთარი საკვებისა თუ ნედლეულის ხარისხის შემოწმებას.

კომპანია „ნუტრიმაქსი“ მუდმივად ითვალისწინებს მომხმარებელთა ინტერესებს და სთავაზობს მაღალი სტანდარტებით წარმოებულ პროდუქციას.

## ხარისხის კონტროლი

ყველა პროდუქტი გადის ხარისხისა და ქიმიური შემადგენლობის მკაცრ კონტროლს. კომპანია ასევე მუდმივად აგზავნის წარმოებულ პროდუქციას Trouw Nutrition-ს შვილობილი კომპანიის Masterlab-ის ლაბორატორიაში. Masterlab ევროპის წამყვანი ლაბორატორიაა, როგორც ცხოველთა, ასევე ადამიანთა საკვებისა და ფარმაცევტული პროდუქციის კონტროლის სფეროში.

## მომხმარებლები

„ნუტრიმაქსის“ მომხმარებლები არიან საქართველოს მცირე, საშუალო და მსხვილი ფერმერები. მათ წარმატებულ საქმიანობაზე ზრუნვა მთავარი ამოცანაა. კომპანია ფერმერებს სთავაზობს როგორც მზა საკვებს, ასევე საუკეთესო ხარისხის პრემიქსებსა და კონცენტრატებს სასოფლო-სამეურნეო დანიშნულების ფრინველებისა და ცხოველების ეფექტიანი ზრდისათვის. მათ აქვთ უფასო კონსულტაციების მიღების შესაძლებლობაც, საქმიანობის გაუმჯობესების მიზნით.





#### **ABOUT COMPANY**

Nutrimax, established in 2009, produces the farm animals and poultry feed and feed additives. The company aims to provide the farmers with high quality compound feed, concentrates and modern feeding methods.

#### **MISSION**

To make high quality food available for all the people.

#### **BUSINESS**

Nutrimax is working to ensure that people have access to the healthy food such as meat, fish, egg, and milk products. For this purpose the company produces high-quality animal feed, facilitate sharing of the knowledge among farmers, and integration of advanced technology in farming.

#### **COMPANY VISION**

Nutrimax will be a reliable partner for the farmers living in various parts of the world, provide them with modern knowledge, technology, and high-quality feed.

#### **MODERN, HIGH-TECHNOLOGY FEED MILL FACTORY**

The company owns a modern, high-technology Feed Mill with output of 50,000 tons per year. The Feed Mill project

has been implemented by active involvement and consultations of Trouw Nutrition (worldwide industry leader). This factor ensures compatibility of the new plant with modern European standards and premium quality products.

#### **QUALITY CONTROL**

All products go through strict quality control and chemical composition. The company constantly sends its production to Trouw Nutrition's subsidiary Masterlab Laboratory, where highly qualified specialists inspect and analyze products. Masterlab is Europe's leading laboratory in the animal nutrition, human food and pharmaceutical products in the field of control.

#### **CONSUMERS**

"Nutrimax" consumers are small, medium and large farmers of Georgia. Main task is to focus on their successful performance. Company offers farmers as a compound feed, as well as the best quality premixes and concentrates for the effective growth of poultry and animals. In order to improve their performance, "Nutrimax" also provides farmers with free consultations.

# DTS Logistic Services

## Why Georgia and what are the goals of DTS Logistic?

In 2015 we have initiated our expansion plan for DTS Romania. The main goals are to create not only new profit centres but also reliable and active branches to offer support to the mother company. We intend to establish our own network that supports our principals. Why Georgia? Well, after conducting a thorough market research, we identified our values and goals with the existing needs in the Eastern-European zone. Therefore, after opening our office in Tbilisi, we successfully applied our working principles and strategies in a novel environment, with which we are highly impressed. We appreciate the Georgian citizens' skills and open-mindedness to new opportunities and their capacity to quickly adapt. Up to the present day, it seems like the reality exceeded our expectations.

## What are the main services you provide?

Our main area of expertise is to provide liner agency and freight-forwarding activities in countries such as Romania, Georgia and others. As our company's slogan shows, we provide 24/7 "Dedicated Transport Solutions" at a high professional level, treating each inquiry with devotion, responsibility and professionalism.

(That's why we are proud to offer "Dedicated Transport Solutions" as our company's name, DTS, stands for.)

## What is the most valuable experience you have gained during the crisis?

Our story in the maritime world begun in the late 90s, whilst we proudly introduced DTS Logistic on the market 15 years ago.

I believe that the 2008 crisis taught us to rapidly adapt to a volatile market hence to sail through difficult periods towards the light. This past challenge made us not only stronger and well-prepared but also more prudent, having 'installed' a fine-tuning radar to prevent any upcoming storm. When COVID hit the world in 2019, it heavily affected the day-to-day business activity. However, we were ready to deal with it, thanks to our Business Recovery Plan, which we immediately applied and has been in force ever since. Even though these tough times are yet not concluded, we hold on to each other, acting like one hand, one team. If the pandemic taught us something, it is that solidarity stands as the only solution to any unforeseen event rapidly aiming towards us.



**Mr. Octavian Dragomir**  
DTS Logistic Founder, Director

## What does the road ahead look like?

Our philosophy is to always think positively, to hold the steering wheel firmly and to keep looking forwards to new ventures, heading to new waypoints. When it comes to DTS Georgia, you should stay tuned for the upcoming "tools" which are yet to be launched. We have recently developed our 2022 Business Plan, which aims the Georgian subsidiary to expand its activity alongside with its sales team. For instance, we are planning to offer new products such as out of gauge transportation, shipping agency for tramp navigation, liquid logistic using ISO tanks. More details are to follow soon!

## How can your potential clients contact the DTS team in Romania and Georgia?

I would like to invite you to visit our website, where you can find more information about the DTS branches and its contact details for any inquiries in Romania, Georgia, and Azerbaijan. We are open 24/7, we do never close.

We would be glad to offer more details about our operations, services and setup by using the conventional channels, participating to conferences, actively meeting players from our industry, and nevertheless getting involved in local communities as social partners. Nonetheless, we welcome your initiative and we are deeply honoured to be one of the members of the Romanian-Georgian Chamber of Commerce in Bucharest.



შ.პ.ს. ექსპრეს ტრანს-შიფმენტ სერვისეზ დაარსდა 1996 წელს, თუმცა მისი დამფუძნებლების გამოცდილება გაცილებით დიდია და სათავეს იღებს 1962 წლიდან, იმდროისათვის საქართველოში არსებული ერთადერთი გადამზიდავი კომპანიის „სოიუზ ვნემტრანსი“-დან.

1997 წლიდან ექსპრეს ტრანს-შიფმენტ სერვისეზ გახდა საერთაშორისო ექსპედიტორთა ასოციაციის (FIATA)-ს ოფიციალური წევრი.

კომპანია აწარმოებს ნებისმიერი ტიპის გადაზიდვებს და მომხმარებლებს სთავაზობს ლოჯისტიკური მომსახურების სრულ სპექტრს. ორგანიზაციის თანამშრომლებს აქვთ დიდი გამოცდილება ლოჯისტიკის და გადაზიდვების ინდუსტრიაში, რაც გუნდის მრავალწლიანი ოპერირების შედეგია.

**ჩვენს გთავაზობთ:**

- საჰაერო გადაზიდვებს.
- საზღვაო გადაზიდვებს
- სარკინიგზო გადაზიდვებს
- საავტომობილო გადაზიდვებს - საქართველოს, აზერბაიჯანის, სომხეთის და ცენტრალური აზიის ქვეყნების ნებისმიერ წერტილში.
- საბაჟო პროცედურების წარმოება
- ტვირთის დასაწყობების სერვისს, კომპანიის მფოლობელობაში მყოფ ტერმინალებზე.
- ტვირთის დაზღვევის სერვისს

**დაარსებიდან დღემდე ჩვენი კომპანია სწრაფად იზრდება და დღესდღეისობით ფლობს და მართავს:**

- სათაო ოფისს საპორტო ქალაქ ფოთში;
- ფილიალებს თბილისში;
- წარმომადგენლობით ოფისებს ბაქოში (აზერბაიჯანი) და ერევანში (სომხეთი);
- ცარიელ და სავსე საკონტეინერო ტერმინალებს, რომლებიც თანამედროვე ტექნიკითა და დაცვის სისტემით არის უზრუნველყოფილი
- კომპანიის საკუთრებაშია გადამზიდავი ავტომობილები, რომლებიც იდეალურ ტექნიკურ მდგომარეობაშია.

ჩვენ ვთანამშრომლობთ მაღალი კვალიფიკაციის მქონე აგენტებთან ევროპასა და აზიაში, რაც საშუალებას გვაძლევს მომხმარებელს შევთავაზოთ კონკურენტუნარიანი ტარიფები.

# Euxinus Pontos – The Hospitable Sea

## The Black Sea as a bridge for the Caucasus to the EU

Ancient Romans and Greeks called the Black Sea Euxinos Pontus/Pontos - the hospitable sea, but no one would imagine that with 189 ferries operating in the Baltic Sea in 2019, we would only have 6 regular units in the Black Sea. It is the last undeveloped sea in Europe in terms of ferry network and routes.

Serving as a gateway for the Caucasus to the EU and the Balkan, for Turkey to Ukraine and Russia the real potential of it has never been used, instead, the transportation companies suffer by land routes with multiple border crossings, complicated procedures, long queues, unstable weather conditions, costing time and money.

How do things work? – whether you are an importer or exporter, it is essential, that you control your stock of goods. With faster turnover lower margin and higher profit can be achieved, but once you rely on container services, which is, of course, the main source of transportation, but mostly for low-cost products and on the other hand rely on land routes for high-cost products, you are stepping into the ungrateful business of predictions. Goods need to arrive on time so that you have enough stock to supply your customers, but once the delivery periods are uncertain, or long, you invest more and freeze more money into stocks in order to secure timely supply, the reason for it is that container delivery from Central and Western Europe takes around 6 weeks, and a truck with a trailer back and forth shall need not less than 21 days (in practice and based on interviews with transportation companies it is 25-28 days, so half for one way). With ferry service, this time shall decrease for Central and Western Europe both ways down to 10-12 days only, subsequently 5-6 days for one way and with just 11 port closing days throughout the year caused by storms, delay and deviation from the scheduled time could just be 1-day maximum if the ferry arrives on that certain day to the port and needs to wait in the open sea for favorable weather conditions. So as a result, a business is capable to plan precisely its operations, manage stocks, etc. This could mean much more efficient usage of their assets, trucks, and trailers. With a ferry, one can just send the trailer, w/o truck, and driver, thus achieving even higher efficiency of asset usage.

So, implementation of a reliable, time and cost-efficient ferry route is essential and could boost the trade and the development of the Black Sea countries. I will not surprise the reader with the statement, that a stable liner service of ferries is needed. As transit time, safety, cost, and reliability is a cornerstone in trade and transportation, ferry services could play a key role in achieving these goals. The current number of ferries does not really reflect the demand and the potential of these services, so what is the problem, where are the barriers and why do we not have more ferries serving various routes?

In this article, I will try to answer these questions in reference to the Georgia – EU route, or from the port of Poti (Georgia) to the port of Constanta (Romania).

There have been a couple of attempts of establishing ferry services on the Poti - Constanta route, all of them failed. Some of them, either was too early, when the trade back in 2013 between the Caucasus region and EU and Balkan states was on a low level, in a later period insufficient activity and dedication for analyzing of the barriers as business killers.

I would outline 3 major obstacles for ferry service development:

### **Number 1 - the infrastructure and bureaucracy:**

Ferry business is costly and it is vital to have a fast port turnaround, discharge, and load in the shortest possible time. If we compare with the giant operators in the EU, those who manage it within 2 hours, the ferry types operating in the Black Sea, which are half the size, considering additional customs procedures, as EU states have no customs procedures involved, the turnaround for a ferry in Georgia or Romania, should also be close to that time, but the discharge and load in Poti, or in Batumi takes in the best case 14 hours, stretching often to unbelievable 20 hours. This is caused by the lack of suf-

efficient parking area for trucks inside the port zone, as well as low coordination between the border crossing services (operated by the Police), customs services (operated by the Revenue Service), and the operators of the ferry companies.

## Number 2 – administrative and port fees:

In a closed circle, the port operators have high fees, as there are not many ferries operating and berth occupancy periods are long, and there are no ferry services, as fees are high and port turnaround time is very long. When comparing the fees along the Black Sea coast, as well as with Mediterranean and Baltic Sea ports, the results are astonishing, for the same type of ferry we shall be charged \$ 20 k in Georgia when in other parts of the Black Sea in Turkey, Romania, or even Ukraine it would cost around \$ 7-10k and for same services we would pay \$ 2-3 k in the Mediterranean or in the Baltic seas.



**Paata Daiauri, CEO/Partner, Pontos Maritime Consulting LLC**



## Number 3 – lack of investors:

above mentioned 2 reasons, cause low interest of investors, this is a costly start-up business and the investment flows into the operations, not in the assets.

So what are the solutions?

Pontos, the company my partners and I have established back in 2018 has set a goal of solving above mentioned obstacles and since then, we have accomplished complicated phases of the feasibility studies, in order to define problems and find solutions, so the answers on the questions asked above are:

- With a help of the Ministry of Economy, the department responsible for transportation, and the bright-minded head of the Maritime Agency Ms. Tamara Ioseliani, we have solutions for administrative fees, which is a common worldwide practice, specifically - captains operating the ferry, shall pass relevant exams and shall be exempted from costly pilotage and tug boat services/fees.
- New infrastructure project of PACE in Poti, widening the port area creates sufficient space for fast discharge and load parking of more than 2 ha of the territory dedicated for trucks and trailers, same referring to the side of Constanta and the new berth development by the DP World, accomplishing in 3rd quarter 2022.
- Loyal, strategic investors, such as the Georgia Regional Development Fund (SEAF), ready to participate in such an important project for the region, thus contributing, with a long run history to the development of business and infrastructure in Georgia and the region.

In conclusion, we are optimistic about starting a direct, time and cost-efficient ferry service by the end of 2022. This shall contribute to better development and competitiveness of regional transportation companies, as well as to the economic stability of the region, increase in trade, decrease in costs for the end consumer. With different perspectives opening after establishing the ferry route, such as multimodal transportation, great success examples of such services make us confident that the trailer could be delivered to any point in Europe by a combination of ferry and train, which is even greener, safer, and cheaper for business and transportation companies.



## Georgia - How far from the EU Membership?

Membership of the EU seems to be “an eternal” foreign policy priority of Georgia. A priority demands mobilization and effective use of all resources the country disposes to achieve the goal. International experience shows that to achieve a success on the European way for a small country apart from the fulfillment of the well-known “Copenhagen Criteria” and securing satisfactory level of the democratic and market reform demands the presence of EU’s eventual interest towards the sub-region the country belongs to.

Intention to integrate CEE states into the EU was reassured by signing in 1991-1997 of Association agreements (AA), in which the status of a candidate country for future members was explicitly recognized.

Current wave of the EU enlargement is also featured by a regional approach. On 2001 EU signed Stabilization and Association agreements with six Western Balkan countries openly recognizing their membership perspective. Indeed, despite of the equal offer and conditions set for all aspirant countries EU has differentiated them on the accession stage and this happened during both above-mentioned waves of the enlargement. EU

was accurately observing each country in terms of their progress in democratic and market reforms, institution building in line to the Copenhagen criteria. There were two stages of accession during the fifth enlargement wave. First eight CEE countries joined EU in 2004 and the remaining two – in 2007. In the case of ongoing Western Balkan’s enlargement Croatia has fully acceded EU in 2013, Serbia and Montenegro will, apparently, join in few years and the rest latter on, when all necessary reforms are completed and due level of Europeanisation ensured.

Notwithstanding the membership is not the most important result of the process, but transformation of the aspiring country, its development and functional integration with the Union – the outcome which practically any of them finally attains.

From this experience we can conclude that for Georgia, being associated with the EU without any promise of membership, existence of two factors/conditions is crucial: a) the country’s identification area fitting to the EU’s future enlargement ambition; b) swift and effective implementation of all reforms increasing its attractiveness and compatibility with the EU.



As regards to the first condition, Georgia from EU perspective belongs to the Eastern Partnership space, which apart from those openly aspiring the EU membership (Moldova and Ukraine) also includes Armenia, Azerbaijan and Belarus – the countries with notably different priorities.

Evidently, Georgia’s regional identity associated with the mentioned space divests the country per se of a realistic perspective of coming into the EU’s enlargement area.

Nevertheless, the features of the differentiation, notable in the mentioned space can hopefully lead towards the formation and recognition of a new sub-regional identity for Georgia-Moldova-Ukraine. Signing on May, 2021 of the trilateral memorandum by ministers of foreign affairs, establishing so called TRIO cooperation format was a step forward in this direction.

Joint declaration made by the Presidents of three partner states on July 2021 confirmed the will of the three states to closely coordinate their EU integration efforts. But, the cooperation attempt promises more than joint advocacy actions deployed in EU institutions and promoting the European perspective for the TRIO partners. These initiative may lead towards the creation of a regional block with the aim of deepening trade and sectoral cooperation, cultural links, synchronization of reforms envisaged by their bilateral AAs with the EU.

TRIO as a format is important either for Moldova or Ukraine, but is essential for Georgia being geographically distanced from the rest of Europe. Development of the TRIO into a regional format of cooperation will bring Georgia into shared economic and political space with two other countries and increases chances for the country to become a target for EU’s new regional enlargement ambition.

As regards to the second condition - reforms and transformation, despite of successful steps in approximation of the legislation to the EU Acquis and implementation of other commitment derived from Association Agreement, setbacks are observed in number of important areas. Diminished speed in democratic reforms is of special concern. Judicial reform, that was not completed and no institutional guarantees for its independence and impartiality created have become a matter of sharp critics from side of the EU. Equally damaging for the realization our European aspirations was the fact of annulation of the 17th April interparty agreement as well as so called 5th July violence that revealed grave problems related to the protection of minority rights and the freedom of media.

The mentioned context raises doubts about the reasonability of the government’s pledge to put forth in 2024 the application for EU membership. To apply is easy, but what the EU will respond? That is the question.





## PASHA Bank fully financed the construction of the Park Hotel Tsinandali Estate

PASHA Bank Georgia fully financed the construction of the Park Hotel Tsinandali Estate. In the historical estate of Tsinandali, Park Hotel was opened in 2019 by Silkroad Group. The hotel hosts both local and foreign guests from around the world.

The hotel, ideally suited to the tastes and requirements of modern youth, is also the main host of the annual Tsinandali Music Festival. Accordingly, music, street art, bright colors and minimalist, interesting design were chosen as the concept of Park Hotel.

Park Hotel is located on the territory of the Chavchavadze Palace, which is surrounded by a park planted with centuries-old trees. Behind Hotel's attractive appearance, stands a young Georgian Interior Designer – Tamara Valishvili, who has devoted her expertise to the overall visual appeal of the hotel. Honored Georgian

artists – Ketii Davlianidze and Giorgi Katsarava have cleverly synthesized their work techniques into the walls of the hotel. Katsarava has spent his time combining music with street art. While he drew portraits of distinguished classical music composers, Davlianidze painted the contours of the Caucasus Mountains, Cupid's arrows, and musical notes.

Tsinandali, a little village in the Kakheti region houses an estate, once lived by the princely family of the Chavchavadze. Chavchavadze Palace has the status of a cultural heritage monument and has become even more of a must-see destination today, as it hosts many festivals and cultural events.

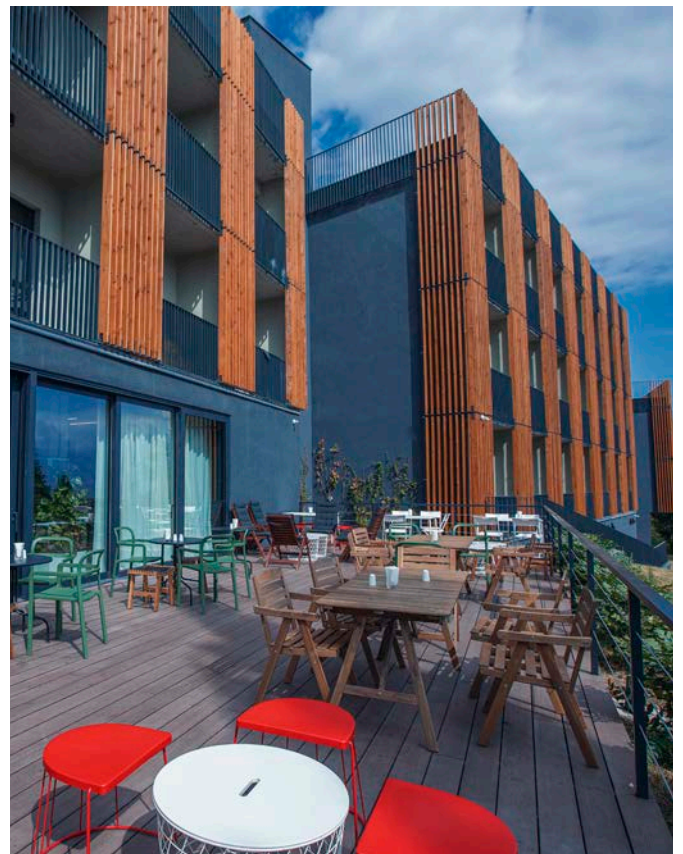
“It's with great pleasure that we continue our relationship with PASHA bank, which supported our very successful Park Hotel Tsinandali. Our mutual investment in Park Hotel has proven to be very successful (even in



pandemic times) and further strengthens the foundation for our further growth within the hospitality sector. This is one further step towards our vision of developing regional areas into quality tourism destinations, creating jobs, and boosting local economy.” – said Jordi Kuijt, CEO of Silk Hospitality.

“Tourism is one of the main driving components of our country’s economy. We are glad that PASHA Bank has been given the opportunity to contribute to the development of tourism and hospitality sector. Park Hotel is a really outstanding project, which has been successfully fulfilling its goals since the opening day. PASHA Bank supports the development of the business environment in Georgia, and I hope we will be able to successfully implement projects that will contribute to the development of the country’s economy in the future.” – said Zviad Kajaia, Head of Corporate Banking Department of PASHA Bank.

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





**AVAILABILITY OF 300 ha LAND PLOT  
NEAR TO POTI SEA PORT**

**POTI FREE INDUSTRIAL ZONE**

[www.potifreezone.ge](http://www.potifreezone.ge)

**POTI FIZ**  
**ENTRY POINT TO THE SHORTEST LINKS BETWEEN EUROPE AND ASIA**

Poti FIZ is the first free industrial zone in Georgia, and the pioneer who introduced the concept of free industrial zones in Georgia, developed and participated in the preparation and adoption of the main legislative bases related to Free Industrial Zones; it was the first who introduced the advantages of free zones to the Georgian society and the Caucasus region for the first time, and to create an important platform for the further development of other Free Zones in Georgia.

For the creation of the first Free Industrial Zone, the most strategically important location was chosen not only in Georgia, but in the Black Sea and Caucasus Region, as it is the center of the Silk Road and International transport and logistics corridors. Its location is one of the distinctive advantages in relation to other free industrial zones in Georgia.

Poti FIZ offers a number of tax and business registration incentives which include full tax exemption from corporate profit, dividend, property, import/export tax and VAT; business startups with simplified registration, a number of operational advantages such as rail and road handling facilities and services on site, availability of power, water, and natural gas connectivity at low cost, low utility costs and cheap labor for electricity and labor sensitive industries.

Our goal is to transform Poti FIZ into a regional center of trading and production, where various types of Georgian products will be created and exported to a local and international markets. In turn, it will promote employment of locals, which is very important for the development of the Georgian economy.

Recently Poti FIZ had an honour to be named as official representative in Georgia by such an authoritative international organization as World Free Zones Organization (World FZO), which is an important lever to expand relations with investors and increase our position in the world market.



At present, there are approximately 120 companies operating in Poti FIZ, which successfully execute production and trade businesses: import / re-export / export in a wide range of industries including electrical equipment, construction materials, industrial machinery, food products, textiles, pharmaceuticals etc.

The number of companies and processed/handled cargo is increasing every year, which of course indicates the growth of Georgia's role as a transit corridor and distribution hub.





# რუსთავის მეტალურგიული ქარხანა

2012 წლის იანვრიდან რუსთავის მეტალურგიული ქარხანა იმყოფება შპს „რუსთავის ფოლადის“ მმართველობასა და მფლობელობაში. შპს „რუსთავის ფოლადის“ მიზანია ახალი სიცოცხლე შესძინოს ქალაქ რუსთავში ფოლადის წარმოების საამაყო და ხანგრძლივ ტრადიციას, რომელიც სათავეს 1948 წლიდან იღებს. რუსთავის მეტალურგიული ქარხნის ახალმა მენეჯმენტმა მასშტაბური რეკონსტრუქციისა და განვითარების კურსი აიღო, რათა შეიქმნას თანამედროვე ქარხანა, რომელიც მაღალი ხარისხის პროდუქციას აწარმოებს ჩვენი ერთგული მომხმარებლებისათვის, როგორც საქართველოში, ასევე მის საზღვრებს გარეთ.

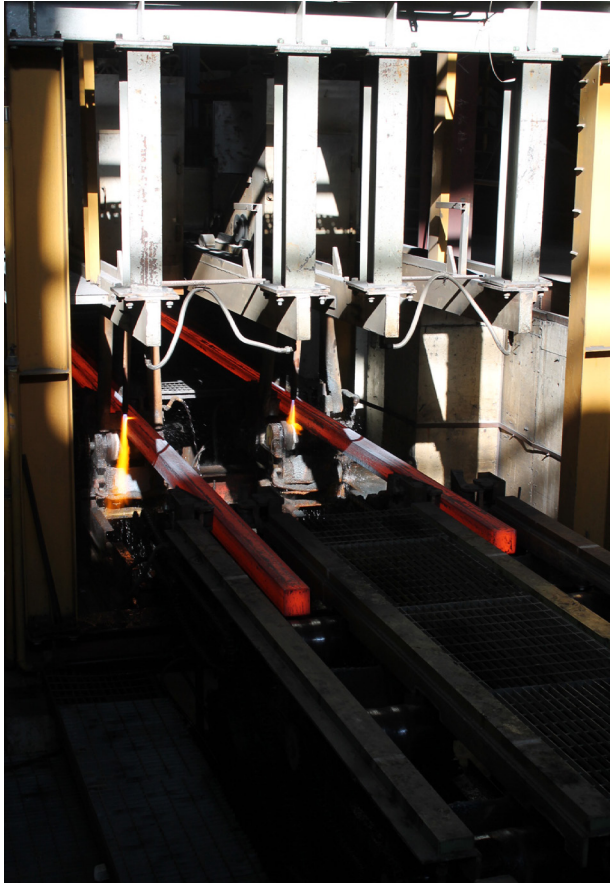
რუსთავის მეტალურგიულ ქარხანაში დანერგილია და მოქმედებს ხარისხის მართვის სისტემა, რომელიც სერტიფიცირებულია საერთაშორისო სასერტიფიკაციო ორგანოების მიერ ISO 9001 და API Spec Q1 სტანდარტების მოთხოვნების შესაბამისად.

ჩვენი ქარხანა აწარმოებს 168-დან 426 დიამეტრის უნაკერო მილებს, რომელიც სერტიფიცირებულია ევროპული, ამერიკული და რუსული სტანდარტების შესაბამისად. მილები გამოიყენება როგორც მანქა-

ნათმშენებლობასა და სხვა სახის მშენებლობაში, ასევე ნავთობისა და გაზის წარმოებაში. ჩვენ ასევე ვაწარმოებთ ყველა ზომის არმატურას სამშენებლო ინდუსტრიისთვის, რომლის რეალიზაციაც ხდება საქართველოში და ასევე გადის ექსპორტზე მეზობელ ქვეყნებში. ქარხანა ასევე აწარმოებს 8-32 არმატურას, რომელიც სერტიფიცირებულია ევროპული სტანდარტის შესაბამისად. რუსთავის ფოლადის არმატურით შენდება ბევრი მნიშვნელოვანი პროექტი, როგორც ინფრასტრუქტურული ისე დეველოპერული.

რუსთავის მეტალურგიაში გვაქვს სიახლე, დამონტაჟდა 35 ტონიანი ღუმელი, რომელიც მოგვცემს საშუალებას ვაწარმოოთ კვადრატული და მრგვალი ნამზადი არმატურის და უნაკერო მილების წარმოებისთვის, თანამედროვე ტექნოლოგიების გამოყენებით.

კომპანიის ხელმძღვანელობის მიზანია განამტკიცოს რუსთავის მეტალურგიული ქარხანა, როგორც ერთ-ერთი წამყვანი ინდუსტრიული საწარმო რეგიონში და გაზარდოს მისი რეპუტაცია საერთაშორისო მასშტაბით.



# MEET YOUR EVERY OBJECTIVE WITH RADISSON MEETINGS

We believe that Every Moment Matters and we're as committed as you are to making your event a success. That's why, when choosing any of our 3 hotels around Georgia, you can be confident that you will benefit from a memorable experience, every time. Our dedicated team, attention to detail, and outstanding facilities in Tbilisi, Batumi and Tsinandali ensure the success of your meetings and events.

## YOUR SAFETY IS OUR PRIORITY

One of our highest priorities is the health, safety, and security of our guests, team members, and business partners. COVID-19 has fundamentally changed the way we travel and meet and it has redefined the rules of the events industry. In response to this, we are adjusting our daily operations. Together with the team of experts, we have reviewed our existing health and safety processes and developed a new safety protocol. This in-depth cleanliness and disinfection protocol is designed to ensure your safety and peace of mind from check-in to check-out.

## RADISSON HOTELS - YOUR TRUSTED PARTNER FOR SAFE AND MEMORABLE MEETINGS AND EVENTS

### Radisson Blu Iveria Hotel, Tbilisi

Found in the heart of Tbilisi, this hotel is nestled between the beautiful Mtkvari River and nearby mountain ranges and is the best destination for business or leisure travelers.

The Radisson Blu Iveria Hotel, Tbilisi presents flexible, state-of-the-art, indoor and outdoor meeting and event facilities and is ideal for both corporate and private events. Choose from 9 fully equipped, professionally designed meeting spaces - giving you the necessary tools and space desired to build your best event possible. If you want natural daylight for a meeting, you can choose from 6 of our rooms that offer large windows and lovely views of the city and nearby mountains. Our professionally trained team is there to listen and to support you every step of the way, to help you plan and execute your meeting flawlessly.







### Radisson Blu Hotel, Batumi

Located a hundred meters from the sea shore, with its high quality service, modern design and delightful views over the city and sea, Radisson Blu Batumi hotel is the perfect place where guests can enjoy all four seasons.

Designed for comfort, our 168 bedrooms feature trendy and modern interior design and perfectly suit to both business or leisure travelers.

With the beautiful Black Sea in the background, the hotel's meeting rooms make ideal venues for all kinds of events. We offer 7 flexible meeting rooms, which include 2 boardrooms that can host up to 12 people and a ballroom that spans 350 square meters. Equipped with the newest LCD projectors, most of the meeting rooms come with free high-speed, wireless internet, large windows for natural daylight and great views of the charming city.



### Tsinandali Estate, Radisson Collection Hotel

Radisson Collection Hotel is located in the heart of the most famous Georgian wine region – Kakheti. It is the first 5-star international brand hotel in the region, which became a harmonious part of the estate thanks to its graceful architecture and exceptional design.

You can make every event a success in our unique venues; We have a fit for every meeting and every occasion. And we make sure that your expectations are exceeded.

Along with Amphitheater with retractable roof, which is designed by Xavier Fabre, the founder of Fabre Speller Architects, well known for engineering of the new Philharmonic of Paris and the Mariinsky Theater stage in St. Petersburg, there is the Ballroom - a roofed spacious Theater and a pre-function room in Radisson Collection Tsinandali. In addition, we have in place 3 meeting rooms, ideal for breakouts and focused meetings with a dedicated secret room for coffee-breaks and access to the public lounge area.





It was a difficult challenge, years ago and even now a company, headed by a woman and women, still faces a significant challenge. A family business, which was initially a small business, is currently present in the market as a holding combining four organizations.

The main thing is using intellectual resources appropriately. Therefore, the most sought-after interpreter in Georgia, George Askurava and his wife Eka Chochua decided to introduce themselves to a wider audience. It was the Training Centre first, later the organizations which are currently interdependent in terms of meaning and objective. It was Ms Eka Chochua, the wife and business partner of George Askurava, who started the business and who has been striving for years to appropriately direct the inexhaustible intellectual resources of her husband.

It is difficult to be a female manager and to trust with and delegate management of major directions of a company to women as well, to meet daily challenges and appropriately compete with similar organizations headed by men, while maintaining a leading position in the market.

It is difficult, but it is not impossible.

Currently, GAI-Holding offers its customers full organization of conferences and business meetings, conference equipment, MICE-tourism, simultaneous, consecutive and written translation from and into all languages in demand in Georgia, notarization of translated documents, teaching foreign languages based on simplified simultaneous translation methodology, programs for foreigners- offering teaching Georgian language as well as other languages.

#### **A question to Ms Eka Chochua:**

Ms Eka, 2020 proved to be quite a difficult year for the world as well as for Georgia, many businesses could not handle the crisis caused by the pandemic. Considering the fact that the major direction of your business is organization of conferences/events and translation service, how did your company cope with it and what challenges did you face?

Yes, our business faced quite serious challenges early in March 2020. Planned and fully organized conferences

and translations were cancelled each day.

For me the priority was health and safety of my team, so we took into account the recommendations and switched to a fully remote working mode. Nobody could have imagined that everything would literally stop one day, when you have already assumed certain social, moral or financial responsibilities towards your team. This was the team that stood by me for years in most difficult situations and it played an important part in the success of our business.

The pandemic affected us financially of course, but it can be stated that our business has met the challenge to the extent possible. One explanation for this is that our holding is multi-profile. Ever since the start of our business, we have been trying not to be just a single direction, we wanted to cover the entire field, join the organizations which were interdependent in terms of meaning and objective. Even today, we focus not only on the development of the existing directions but on bundling the entire service, offering more comfort and higher quality standards to our customers.

One of the directions of the holding – Foreign Language Centre – was transferred to a remote mode when the pandemic started and it has been quite successful ever since. Our teachers already had remote teaching experience and this was not a new thing for them. One of the most important projects we felt most responsibility for, which was carried out in cooperation with the Embassy of the United States, did not stop during the pandemic and we successfully completed it remotely.

I have coped with all this with the help of my two deputies. They manage different directions of the holding. They will speak about these directions in more detail.

#### **A question to Ms. Anna Sadradze,**

Ms Anna, one of the major directions of the holding is written translation, how did the Holding cope with the pandemic crisis in this context?

Our company is a contractor of a number of local and international organizations. The pandemic declared in the country early in March affected us in this respect. Many projects were suspended, thus our services stopped for a certain period of time.

By winning international tenders we become contractors of foreign companies or their branches in Georgia. Obviously, the world couldn't stop, so this direction returned to a normal regime relatively quickly. In fact, the work took place online even before the pandemic so the existing sit-



uation did not change much in this respect and we didn't have to think how to adjust to a remote working mode.

It is very good that the holding has several directions. It can be said that written translation direction has coped with the crisis and has met this new challenge.

I would also like to mention that even during the pandemic we managed to win several really important international and local tenders.

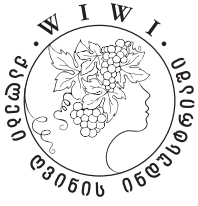
**A Question to Ms Nino Lursmanashvili:**

Ms. Nino, as the CEO of the company noted, the direction you are leading in the company, most affected by the difficulties caused by the pandemic, and please tell us about: how you went through this period and what is the current situation in the company in this direction?

The challenges posed by the pandemic have indeed been found to be very difficult for businesses operating in terms of organizing conferences and business meetings. In fact, the functioning of gathering places in the country was stopped, foreigners could not enter the country and this activity was completely stopped. At the beginning, nobody could have imagined that we would have such a long pause in our business direction. Absolutely all planned events were cancelled early in March for indefinite period. We had

to give the staff unpaid leave which was very painful and stressful, because nobody knew how long this would last. We observed how the new reality would change and what needs came to the fore in this direction. Our goal was not to give up and find new ways to adapt to the new reality. Communication is very important in any reality. The role of communication in business and any business direction is also an important factor. There was a demand on the market for organizing conferences and meetings online. Our technical team stood by us during this period with great enthusiasm and attitude, for which we thank each of them. Together we managed to adapt to new reality, learned how to manage all the required online platforms and successfully organized not a single important and responsible online local and international conference during the pandemic. To date, we have to organize both hybrid and fully virtual events. I would say that we have faced the challenge as much as we could and today we still hold one of the leading positions in the market in this business direction.

We would like to congratulate the EU – Georgia Business Council on the anniversary. It is a great honour for us to be your member. A number of honorary members of the association has been increasing each year and many interesting and important activities are carried out for supporting business. We are proud of that and we are ready to facilitate this extremely important activity on our part.



# ქალები ღვინის ინდუსტრიაში



ქართული ღვინის პოპულარიზაციისა და ცნობადობის ამაღლების მიზნით 2019 წელს ქართველი მეღვინე ქალები (12 მეღვინე) გავემგზავრეთ ქ. როტერდამში და ბრიუსელში, სადაც გაიმართა ღვინის ინდუსტრიაში მოღვაწე ქალთა კონფერენცია. მსოფლიოს ყველა კუთხიდან, მეღვინეობის სფეროში სუსტი სქესის სიმრავლემ ნათელ ჰყო, რომ ფემინიზაცია თანდათან მეღვინეობის სფეროსაც შეეხო და დაიწყო ღვინის ინდუსტრიაში ქალის როლის გაზრდა გლობალური მასშტაბით. დღეისათვის პრიორიტეტად პროფესიონალიზმი იქცა და არა რომელიმე სქესი, თუმცა სტერეოტიპების ნგრევის ეტაპზე, წინააღმდეგობებიც მრავლადაა, სწორედ აქედან გამომდინარე მომწიფდა გაერთიანების იდეა. ღვინის ინდუსტრიაში ათეული წლების გამოცდილებების გათვალისწინებით, თანამოაზრესთან – მაია კაციტაძესთან ერთად, 2020 წელს დავაფუძნეთ მეღვინეობის სფეროში მოღვაწე ქალთა ასოციაცია: „ქალები ღვინის ინდუსტრიაში“ (WIWI). რომელსაც შემდგომ

საპატიო წევრად შემოუერთდა “Women In Wine“-ის დამფუძნებელი ქალბატონი შენაი ოღუემირი, ასოციაციამ მიზნად დაისახა ქართველი მეღვინე ქალების პოპულარიზაციის გაზრდა.

2022 წელს საქართველოში ჩატარდება “Women In Wine -2022“ რომლის მასპინძელი იქნება ასოციაცია „ქალი ღვინის ინდუსტრიაში“, სადაც მონაწილეობას მიიღებს მსოფლიოს მრავალი ქვეყნიდან ჩამოსული ქალები, რომლებიც ღვინის ინდუსტრიაში მოღვაწეობენ, ეს კიდევ ერთი კარგი მანსია ქართველი მეღვინე ქალებისა და ქართული ღვინის პოპულარიზაციის.

ისტორიულად ქართული მეღვინეობის სფეროში სქესთა ფუნქციები მკაცრად იყო განსაზღვრული. ქალებს ეკრძალებოდათ ღვინის დამზადება, ქალი ვენახში მხოლოდ დამხმარეს როლს ასრულებდა და გარკვეულ ტექნოლოგიურ საკითხებში მისი ჩარევა აკრძალულიც კი იყო. ითვლებოდა რომ ქალი, ღვი-

ნის შემოქმედების პროცესში უარყოფით გავლენას მოახდენდა. ხარისხიანი ღვინო პროფესიონალიზმისა და გამოცდილების გარეშე არ არსებობს, რაც დიდი გამოწვევის წინაშე აყენებს ღვინის მწარმოებელ ქალბატონებს. რათა თავიანთი ენთუზიაზმით, საქმისადმი უსაზღვრო სიყვარულით დაამტკიცონ, რომ ქალებს შეუძლიათ კარგი ღვინის შექმნა.

ქალების მიერ შექმნილი ღვინის გამა მრავალფეროვანია, თითქმის ყველა რეგიონში შეიძლება შეხვდეთ, ქალივით ნაზ, ელეგანტურ, მომხიბვლელ, მისტიკურ, გიჟმაჟ, ეშნიან, ხალისიან, დახვეწილ ღვინოს, რომლებიც გამოირჩევიან ინდივიდუალიზმით, რადგან ღვინო შემქმნელის შინაგანი სამყაროს ანარეკლია. ქალები არ უშინდებიან სხვადასხვა ტიპის ღვინის დამზადებას ეს იქნება: ევროპული, კახური ტრადიციული, ქვევრის ღვინო რომელიც მეტად შრომატევადია.

საქართველოდან ქალი მეღვინეების მიერ წარმოებული ღვინის ექსპორტი შეიძლება ითქვას, რომ ძალიან ნელი ტემპით იზრდება, სწორედ ამ მიზნით ცდილობს ასოციაცია, მეღვინეობის სფეროს ყველა მიმართულებაში მოღვაწე ქალბატონების საერთო ცოდნა და ძალისხმევა მიმართოს საქმის საკეთილდღეოდ.

საქართველოში არაერთი გაერთიანების არსებობის მიუხედავად, ვფიქრობ, რომ ყველას ერთი საერთო მიზნისაკენ სწრაფვა ამოძრავებს, თუ ამ ყოველივეს ჯანსაღი კონკურენციის თვალთ შეხვდავთ და ქალბატონები უფრო სოლიდარულები ვიქნებით ერთმანეთის მიმართ, დასახულ მიზანს, მეტი პოპულარიზაცია გავუწიოთ ქართულ ღვინოს, მივაღწევთ.



დამეთანხმებით, განვითარებისათვის აუცილებელია ქვეყნის სტაბილურობა და ეკონომიური სიძლიერე, რაც პირდაპირპროპორციულია პროდუქციის რეალიზაციისა.

თუ დღევანდელ მდგომარეობას გადავხედავთ, ტენდენცია ნამდვილად მზარდია. მომავალი თაობის წარმომადგენლები გაბედულ და თამამ ნაბიჯებს დგამენ სპეციალობის არჩევის მხრივ, ახალგაზრდებში დრომოჭმული სტერეოტიპები დანგრეულია და გენდერული დისბალანსი მომავალ თაობებში მეტნაკლებად აღარ შეიმჩნევა. თუმცა აქვე დავძენდი, რომ მართლ სურვილი იმისა, რომ შეაბიჯო იმ სფეროში სადაც უხსოვარი დროიდან მამაკაცები დომინირებდნენ არ არის საკმარისი. კარიერული წინსვლა დამოკიდებული უნდა იყოს პროფესიულ მომზადებასა და პროფესიულ უნარ-ჩვევებზე, ქალბატონები ახალი გამოწვევების მოყვარულები აღმოვჩნდით და ქალების მიღწევებმა ჩვენს მიმართ უსამართლო კრიტიკა ჩაახშო.

მე და ქალბატონ მანანას, როგორც უკვე მოგესხენებათ, ღვინის ინდუსტრიაში მოღვაწეობის საკმაოდ დიდი გამოცდილება გვაქვს, სხვადასხვა გამოფენებზე და ღონისძიებებზე ერთმანეთს ხშირად ვხვდებოდით და ვუზიარებდით ჩვენს სფეროში დაგროვილ ავსა თუ კარგს. 2014 წელს დიუსელდორფში ღვინის მსოფლიო გამოფენაზე ვიმყოფებოდით, სადაც ჩვენი ყურადღება მიიქცია გერმანელი მეღვინეების (კოოპერატივის) სტენდმა, გაგვაოცა მათმა ერთსულოვნებამ, მაღალმა პროფესიონალიზმმა ურთიერთპატივისცემამ, ისინი თავიანთი პროდუქციის წინ წამოწევით კი არ იყვნენ დაინტერესებულნი არამედ დიდ რეკლამას უკეთებდნენ გერმანულ ღვინოს. სწორედ იქ დაიბადა იდეა გავერთიანებულიყავით მხოლოდ რამდენიმე მეღვინე ქალი, თუმცა აღმოჩნდა რომ გაერთიანების სურვილი საკმაოდ ბევრმა ღვინის დარგში მოღვაწე ქალბატონმა გამოთქვა, ამიტომ დიდი ფიქრისა და მსჯელობის შემდეგ, ვაცნობიერებდით რომ რთულ საქმეს ვკიდებდით ხელს 2020 წელს ოფიციალურად დავაფუძნეთ ასოციაცია, მართალია მალე პანდემია დაიწყო და აქტიურ მოქმედებაში ხელი შეგვეშალა, მაგრამ გეგმები დიდი გვაქვს და იმედია შევძლებთ ჩვენი ჩანაფიქრის სრულად რეალიზაციას.

გაწევრიანება შეუძლია ყველა მსურველს, მეღვინეობის სფეროში მოღვაწე ქალბატონებს, განურჩევლად პროფესიისა, ვისთვისაც მისაღები იქნება ჩვენი ხედვები და პრინციპები.

# We give immortality to wine. Each harvest will be saved forever!

Let us introduce Tamar Abuladze – Georgian entrepreneur and founder of brand – Wine Diamond. Her job and education are directly linked to wine, therefore she is interested in everything that involves wine and winemaking. Tamar has decided to create completely distinctive and unique wine-themed accessories that have no analogues.

Wine Diamond is Georgian brand, which makes extraordinary product – jewelry made from the highest-grade silver and wine crystals. It was founded in 2021 during pandemic.

We had to overcome many obstacles, before reaching the desired result, as every experienced winemaker would convince me that it was impossible to make jewelry out of the wine crystals. This obstruction and a great desire to bring my idea to fruition gave me somewhat an invisible strength and after several unsuccessful attempts, we were able to make beautiful and most importantly, natural colored jewelry from a wine crystal.

## What is a wine crystal?

These little crystals that oenologists call Tartrate, wine enthusiasts – wine crystals and some – wine diamond, in fact are potassium salts of wine acid. Wine/Tartrate acid is the kind of acid that is found naturally in all wines, created by grapes, and it generates the structure, balance and aroma of the wine. These crystals are being produced in Kvevri (Georgian traditional vessel for wine keeping), bottle or barrel, while the temperature of the wine falls drastically. They remind us of diamond crystals. Sometimes they appear on the bottom of the dish, sometimes on the plug and they never dissolve in wine. Similar to wine acid, Potassium as well, is found naturally in wine. It is very healthy element and richer the wine in Potassium, the healthier the wine is. As for the color of a wine crystals – they obtain shades from wine pigment called Anthocyanin. The color of the wine is the same as the hue of the wine crystals. For instance: Rkatsiteli – is of a yellowish tone, whereas Saperavi – is dark purple.



Tamar Abuladze, Founder / General Director, Wine Diamond

## Our mission

We believe that besides creating things, a brand should be source of intangible wealth and goodness. For that reason, we have three important missions:

1. To give immortality to the harvest of the year of which wine stone is placed in our jewelry.
2. Give 3% of the value of our every item sold from Facebook to Hospice – Peristsvaleba, organization that helps elderly people who live alone and those with terminal illnesses.
3. Introduce Georgia to the world and Georgian vines and wine, which has about 500 endemic grape varieties and a history of 8000 years.

Our creations are successfully sold both in Georgia and abroad. Each comes with the branded packaging and passport that tells the story of us and the wine crystals.

Wine Diamond is an unforgettable gift that will make wine enthusiasts, as well as lovers of beautiful and unique jewelry happy.

## Georgia is homeland of wine!





Georgian pharmaceutical company “**DAVATI**” was founded in 1998. Close partnership that the company established with “**INVET**” in 2005, caused the shift of the company’s focus to the production of vet drugs. At present, Davati produces a wide range of medical as well as vet drugs.

Thanks to the permanent renewal of technologies and the equipment, also investing in provision of professional trainings to the personnel the quality and volume of Davati’s production is constantly on rise.

“**DAVATI**” has successfully participated in numerous pharmaceutical expositions and fairs. After gaining the firm position on the Georgian market, the company is making serious efforts in order to start exports of its products to neighboring countries.



Officina Ltd was established on October 27, 1999. It has been operating in the pharmaceutical business since its inception, namely:

- purchase
- storage
- supply
- export
- import and re-export of pharmaceutical products.

Company has many years of experience in pharmaceutical production, as well as retail and wholesale.

At the moment, the pharmaceutical production is functioning, on which “OFFICINA” Ltd has received the relevant permit certificate N000223

on the basis of which it has the following activities:

- Production of solutions for external and internal use;

- Primary and / or secondary packaging of unpackaged pharmaceutical products;
- Production of ointments, creams, gels, liniments, suppositories.

At present, the Agency for Regulation of Medical and Pharmaceutical Activities of the Ministry of Labor, Health and Social Affairs of Georgia has registered 28 (twenty eight) names of medicines.

**MORE THAN 10 MEDICAL NAMES ARE IN PROCESS OF REISTRATION**

In addition to the above, registration procedures are underway in Tajikistan, Azerbaijan, and Turkmenistan, and in these countries

OFFICINA Ltd. has been conducting export operations since 2015.



Eliava BioPreparations company is developing and manufacturing therapeutic and prophylactic bacteriophage preparations for the treatment and prophylactic of bacterial infections. Currently, the company is producing six standard bacteriophage products, that are available on the market, together with several costume products, for use in a wide variety of applications. The aim of EBP is to use the unique knowledge and experience of the Eliava Institute to produce highly effective and safe bacteriophage preparations for use in human health, veterinary and environmental care.

Eliava BioPreparations Company is the direct successor of the phage production that was operating at the Eliava Institute during the period of almost 70 years. EBP employs more than 30 scientists and phage production specialists, who work or used to work at the Eliava Institute. Phages are part of nature.





რეპროდუქციული მედიცინის ცენტრი

# „უნივერსი“

ყველა სახის რეპროდუქციული დარღვევების, მათ შორის უშვილობისა და ორსულობის განმეორებითი დანაკარგების მიზეზების დადგენა და მკურნალობა.

**კლინიკა უნივერსი - უზრუნველყოფს ნანატრი შვილის დაბადებას**



TWINS WINE HOUSE  
IN NAPAREULI

# Ancient art of Winemaking



# TWINS WINERY AND WINE



Twins winery produces wine brands; “Qvevris Mze”, “Twins”, “Firuzi” and “Tavankara”



„Qvevris Mze “- In Georgian means the sun (mze) of the Qvevri (wine-making jar).  
Our consumers believe that our wine is as pure and as joyful as the sun.



Wine “TWINS” is produced by twinning of two winemaking methods that makes the wine unique. First method used is an ancient Georgian winemaking method using Qvevri (Clay vessel), with maceration (skin contact) for three months. Second method of winemaking is European approach to age wine in oak barrels, in case of “TWINS” it is aged for a year. Thus, merging those two winemaking approaches we have unique wine “TWINS” that is well balanced with deep and rich characteristics



„Firuzi”- wine is a recently created bio/organic wine brand. Wine is made according to EU standards and is certified by relevant Georgian and EU organisations. It is created in honour of a family ancestor - Firuzi. Interestingly, the name Firuzi (or Phiruzi) in Georgian also means a gemstone Turquoise



"Tavankara" is a top layer of a Qvevri wine. In Georgian Tavankara means pure , top quality wine. This layer is naturally filtered and separated from rest of the Qvevri wine. This type of wine can be made from approximately 30% to 40% of the total Qvevri volume. The winemaking was facilitated by the unique transparent Qvevries at Twins Wine House where the Tavankara wine can be observed



**VA RENEWABLE ENERGY, LLC**  
IS A SUBSIDIARY OF GV DESIGNS, LLC  
THAT HAS BEEN IN OPERATION FOR OVER 40 YEARS

VA Renewable Energy offers global implementation of the latest innovative technologies for the production of environmentally-friendly, renewable energy sources.

### **Mini Hydroelectric Stations VA-MHS.**

These Stations can be installed in water channels with hard coatings. With certain parameters of water volume and speed, such stations can generate 100 kW/h to 1 MW/h of electricity and more. No dam construction needed. No dam and reservoir constructions are required.

### **"Waste to Energy" Plant.**

The CBT-P plant is an innovative, flexible, modular plant that can process almost any type of waste; municipal, commercial, industrial, medical, construction and agricultural. Inorganic and medical waste is processed in our special Level 5 Pyrolysis Reactor, while organic substances are processed in Bioreactors. CBT-P recycles

100% Municipal waste and nothing goes to landfill. CBT-P can process old, already buried waste into reliable sustainable source of electricity and other beneficial by-products



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Tel. 1-215- 947-5404  
Email: [info@gvdesigns.net](mailto:info@gvdesigns.net)



Recommended by  
European Commission



# ფაგიის წარმოება 1934 წლიდან

ბიოქიმიკარმი ქართული ბიოფარმაცევტული კომპანიაა, რომელიც ფაგის ტექნოლოგიაზე დაყრდნობით ქმნის (R&D) და აწარმოებს ანტიბიოტიკების ბუნებრივ და ინოვაციურ ალტერნატიულ საშუალებებს. კომპანია დაფუძნებულია ბაქტერიოფაგის ინსტიტუტის სანარმოო ბაზაზე 1999 წელს და ფლობს 80 წლის განმავლობაში დაგროვილ გამოცდილებას ფაგის პრეპარატების წარმოებისა და კვლევის მიმართულებით. საქართველოსთან ერთად, ბიოქიმიკარმის მიერ წარმოებული პროდუქცია რეგისტრირებულია და მათი ექსპორტი ხორციელდება რეგიონულ და საერთაშორისო ბაზრებზე. კომპანიის მისია ანტიბიოტიკების ირაციონალური გამოყენების აღმოფხვრა და გლობალური პრობლემის, ანტიბიოტიკორეზისტენტობის დამარცხებაა.

# რომივერია

როდესაც იტალია შეხვდა საქართველოს



“ROMIVERIA” არის ახალი საწარმო, სადაც იტალიური ტექნოლოგიებითა და ქართული ღირებულებების შერწყმით იქმნება პროდუქცია, რომელიც ახალისებს და მრავალფეროვანს ხდის მომხმარებელთა კულინარიულ გამოცდილებას.

კომპანია „რომივერია“ დაარსდა 2019 წელს და ახორციელებს თანამედროვე სტანდარტების საცხობის და ნახევარფაბრიკატების პროექტს თავისუფალ ინდუსტრიულ ზონაში.

მისი ჯამური ღირებულება 1.000.000 ევროს აღწევს, საიდანაც კერძო ინვესტიცია შეადგენს 650.000 ევროს, ხოლო ბანკის ფინანსური ჩართულობა - 250.000 ევრო. ობიექტზე დასაქმებული იქნება 35 ადამიანი.

საწარმო „რომივერია“-ში ინტეგრირებულია ISO:22000 და HACCP- ის სისტემები. ასევე, სრულად არის გათვალისწინებული სურსათის ეროვნული სააგენტოს მიერ გაცემული მითითებები.

საწარმო აღჭურვილია საერთაშორისო დონის დანადგარებით, რომლებიც ფლობენ სერტიფიკატს - EUR-1.

პირველ ეტაპზე საწარმო მომხმარებელს სხვადასხვა სახეობის იტალიურ ბრტყელ პურს, პიადინას, შესთავაზებს, მეორე ეტაპზე კი განხორციელდება ნახევარფაბრიკატების წარმოების პროექტი: ასორტიმენტში იქნება მზა სენდვიჩები, დაჭრილი ლორი და ყველი, ასორტი ღვინისთვის ქართული ყველით, ჩირქულით და თხილით.

საწარმო „რომივერია“-ს პროდუქციის რეალიზაცია განხორციელდება როგორც შიდა ბაზარზე, ასევე გავა ექსპორტზე.

პიადინა არის კლასიკური იტალიური ბრტყელი პური, ტრადიციული რეგიონისთვის ემილია-რომანია, რომლის ისტორია იწყება 1371 წლიდან.

დღესდღეობით არსებობს პიადინას ნაირსახეობები: ცხვილი ფქვილით, გლუტენის გარეშე, სხვადასხვა გემოებით (ჭარხლის, ისპანახის, ტომატი&ორეგანო და ა.შ.).

პიადინა შეგიძლიათ მიირთვათ როგორც პური, ასევე მოათავსოთ პიადინაში თქვენი საყვარელი ინგრედიენტები (გადაკეცოთ ან შეახვიოთ), ან მოამზადოთ უგემრიელესი პიცა სულ რაღაც 5 წუთში!



# ROMIVERIA

WHEN ITALY MEETS GEORGIA

# კირკე კერამიკა • kirke Ceramics



გამარჯობა, ჩვენ ვართ კერამიკული კომპანია „კირკე“. ჩვენი ბრენდის კონცეფცია მოიცავს მხოლოდ ქართული ხელნაწერის, ქსოვილის, ოქრო-მჭედლობის, კედლის მხატვრობის და სხვა კარგად ნაცნობი და ახლობელი წყაროებიდან აღებული შთაგონებით შექმნილ ნამუშევრებს. ჩვენი მიზანია, უფრო მეტად ახლობელი და შემეცნებითი გავხადოთ, როგორც თვითონ მასალა თიხა, ასევე მასზე გადატანილი ქართული მოტივებით შექმნილი ნახატები და ფორმები. როგორც ქართული, ასევე უცხოელი დამთვალიერებლისთვის. ჩვენი პატარა კომპანია შეიქმნა 2021 წლის 1 დეკემბერს. სწორედ ამიტომ ჩვენი პირველი წარდგენა საზოგადოებასთან მოხდა საშობაო კოლექციით.

**დამფუძნებლები – მამო ზალდასტანიშვილი, მარიამ ჯაფარიძე, ნათია ჭიდიტაშვილი**





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# EUGBC in the vanguard of promotion of EU-Georgia economic cooperation

Signing of the EU-Georgia Association Agreement/DCFTA has brought the political association and economic integration of Georgia with the EU into a formal legal framework, which is an important step taken towards the process of European integration.

Once fully implemented, the DCFTA is expected to have a significant contribution to the economic development of Georgia, as it will implement three out of four freedoms, on which the internal market is based: goods, services and capital will move freely between Georgia and the EU.

However, there are numerous challenges linked to the implementation AA/DCFTA in Georgia, and the EU is committed to support the Government of Georgia in facing them. More than seven years after the signing of Association Agreement with the EU, Georgia is not yet effectively using the opportunities offered by DCFTA. In contrary, our northern neighbour grants easy access to the Georgian products to its market, despite the quality of the goods.

**It should be emphasized that, due to the “Covid 19” pandemic, the business sector of Georgia, as well as in the EU countries has faced great challenges in recent times. However these challenges might be converted to the new opportunities.**

Realising advantages of the EU market due to its stability and predictability, EU-Georgia Business Council, with its very clear objective to encourage investment and trade between Georgia and the EU, will further contribute to strengthening this relations.



EUGBC has been very active player during last years, with highlights on organizing series of Georgian Business Delegation visits to the EU Countries, Business Forums, Expos, Trade Seminars and Publications

**It should be emphasized that EUGBC ever was, and is, and will be in the vanguard of promotion of EU-Georgia economic cooperation.**

Despite of pandemic, in the period from July to September, 2021, EUGBC managed to organize seminars on SME Opportunities for Georgia within the framework of the Deep and Comprehensive Free Trade Agreement (DCFTA) between the EU and Georgia

The aim of the seminars was for local small and medium-sized businesses to become more familiar with the ongoing reforms under the EU-Georgia Free Trade Agreement (DCFTA) in order to use all opportunities for successful export of their products and business development.



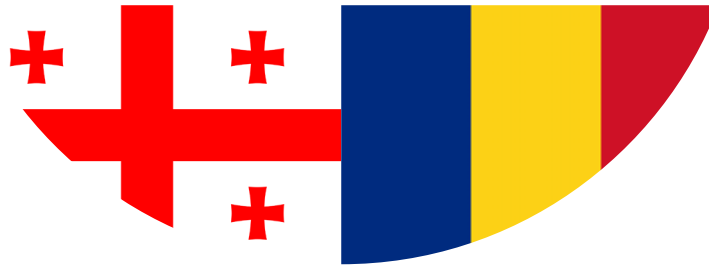
The seminars were conducted by EUGBC with the support of the European Foundation. The seminars covered 10 municipalities of Georgia (**Kutaisi, Batumi, Zugdidi, Gori, Akhaltsikhe, Akhalkalaki, Telavi, Marneuli, Rustavi and Tbilisi**) and were attended by up to 80 representatives of civil society organizations, business associations and local authorities.

Within the framework of the project EUGBC prepared two PSA's regarding "EU trade helpdesk" and "Enterprise Europe Network", as well as "Guideline for the Production, Market Placement and Export of Food, Agricultural and Industrial Products under the Deep and Comprehensive Free Trade Agreement with the European Union".in Georgian, Azeri and Armenian languages

*Note: This publication has been commissioned by Europe Foundation through grant provided by the Swedish International Development Cooperation Agency (Sida) and the Danish International Development Agency (DANIDA). The views and opinions expressed in this publication are those of EU-Georgia Business Council and the authors and should in no way be taken to represent those of EPF, Sida or DANIDA. Any mistakes or omissions are the responsibility of the author*



## Georgia-Romania Chamber of Commerce



Georgia-Romania Chamber of Commerce (GRCC) is a non-profit organization founded in Tbilisi in March 2021. The purpose of the Georgia-Romania Chamber of Commerce is to promote investments and trade, as well as to contribute to the process of strengthening bilateral and strategic cooperation between Romania and Georgia.

It should be emphasized that Georgia-Romania Chamber of Commerce was a partner of the Annual Conference **“Black Sea – Georgia’s Opportunities and Challenges”** organized by EUGBC on December 9, 2021 in Tbilisi

It is important that Both Georgia and the European Union have declared transport connectivity across the Black Sea to be a priority.

GRCC will pay paramount attention to implementation of two EIP flagship initiatives for Georgia, namely:

Flagship 1: **Black Sea connectivity – improving data and energy connections with the EU**

Flagship 2: **Transport connectivity across the Black Sea – improving physical connections with the EU**

It should be emphasized that **Georgia-Romania Chamber of Commerce has much to offer its members. GRCC services include:**

- Advocating your company’s fare interests through various means (communication with High representatives of Executive and Legislative Authority, if necessary arrangement of press conferences, issuing GRCC statements etc.);
- Assistance in finding potential partners;
- Member to members benefits/ networking;





- Promoting company among the other activities, by organizing Site Visit, in which are invited Ambassadors and Economic Counselors from the EU member and other states, GRCC members. The Site Visit is publicized by Georgian media and TV channels;
- Regular meetings and dialogue with the representatives of the Government of Georgia;
- Participation in Business Forums/B2B platforms in Georgia and Romania, for the purposes of establishment direct contacts with potential partners;
- Regular meetings and dialogue with the diplomatic corps accredited in Georgia;
- Invitation to GRCC branded events in Georgia or Romania;
- Regular updates on the projects and activities of GRCC.

Contact: Email: [info@grcc.ge](mailto:info@grcc.ge); Web-page: [www.grcc.ge](http://www.grcc.ge); Tel: +995 (599) 05 01 55 (Tbilisi); +40730643 222 (Romania)

# Bread for life



*Asmat Lali Meskhi  
Chairperson, Board of Directors  
Georgian Wheat Growers Association*

*The 'Georgian Wheat Growers Association' was formed in 2017 to safeguard Georgia's treasured endemic wheat species and landraces.*

**We support:**

- High quality seed production and certification;
- Reproduction and distribution, returning indigenous species to their places of origin;
- Revival of wheat farming and bread-baking customs and traditions, especially in the touristic mountainous regions of Georgia;
- Popularisation of the Georgian Wheat and Bread culture;
- Professional on-the-job training.



**We grow heritage grains in a profitable, sustainable and environmentally friendly way.**

Georgian identity is largely related to wheat and bread culture that embraces a set of farming and baking customs, knowledge of nature and universe, festive events, oral expressions, performing arts and craftsmanship.

Georgia, the cradle of agriculture, is one of the main centres of wheat origin from Neolithic times. Artefacts from archaeological sites Arukhlo, Khrami Didi Gora, Shulaveri and Imiri (VI millennium B.C.) provide evidence of wheat domestication and continuous use for over 8000 years on the territory of Georgia.

Wheat diversity is remarkable, fifteen out of twenty wheat species known to the world are present in Georgia and five out of those fifteen are endemic. The prominent Russian academician N. Vavilov acknowledged that Georgia played a special role in creating numerous forms and varieties of wheat.

Endemic Georgian wheat species: Makha (*T. macha*), Colchic Asli (*T. palaeocolchicum*), Chelta Zanduri (*T. timopheevi*), Zanduri (*T. zhukovskyi*), Dika (*T. carthlicum*) are invaluable breeding material due to their high-immunity, resistance to fungi, adaptability, stable yields, nutritional value and exceptional taste. They are also important for studying the origins, evolution and domestication of wheat.

These valuable species are in need of safeguarding nowadays; their unique 'Bread for Life' role was almost lost due to intensive industrialisation during 1960-70-ies, the Soviet Government banned growing indigenous wheat species, labelling them 'low -yield'.

Georgia, known for its delicious heritage wheats is almost unnoticed by the rest of the world and is hardly recognised by wheat researchers as one of the main wheat origin centres.

This is why in 2019 we initiated and prepared documents for UNESCO to be nominated for inclusion on their list of intangible cultural heritages in need of urgent safeguarding;

Produced and obtained certificate of quality for seed material of Meskhuri tsiteli [red] doli (bread wheat) and tetra [white] dika, in 2021;

Began reproduction of endemic species and landraces in geographical areas of their origin: macha and zanduri (hulled wheat) in Racha-Lechkhumi, dika (naked tetraploid) in Samtskhe-Javakheti and Tusheti;

Revitalized ancient local farming and baking customs including the First Furrow Blessing at the spring or autumn equinox with holy breads and holy wine;

Tested new tourist products: 'Wheat Furrow' and 'Bread Route' to introduce the rich wheat and bread culture to the world.

**Mob: +995 599 53 90 03 | E-mail: [geowheatgrowers@gmail.com](mailto:geowheatgrowers@gmail.com)**



# TIKA TOURS

Life changing travel experiences

Tika Tours is a Georgian luxury tour operator for discerning travelers seeking life-changing travel experiences. Established in 2001, we pioneered the concept of luxury travel in Georgia and the Caucasus region. In 2016, Tika Tours became a member of EU-Georgia Business Council. Tika Tours takes travelers to places of extraordinary culture and history, geographical diversity and startling beauty. We offer unforgettable trips to multiple countries, but our most important destination is Georgia, a country that until recently, was still very much not known to the world.

Unique experiences of Georgian wine making traditions and insights into Georgian cuisine at the company owned Chateau , private extraordinary dining experiences at the company owned Marani restaurant, relaxation at the company-owned (oldest fully preserved) the 5th century Queen`s sulphur bath-house,

We offer a wide array of tours styles such as wine and gourmet tours (unique experiences of Georgian wine making traditions and insights into Georgian cuisine), adventure, cultural, religious, hiking and cycling, MICE, group leisure and VIP luxury tours. In addition to Georgia, we offer packages including Azerbaijan and Armenia.



## TEANATEA

Enjoy a unique and exclusive tea tasting experience with an incredible tea expert; Although Georgia is mostly known for its long history of winemaking, it is also a great tea emporium. Teanatea, owned by Tika Svanidze Vancko Estate, is a premium producer of natural tea, distinguished by its exotic characteristics. Handpicked in the tea plantations of Nagomari, western Georgia, TEANATEA is one of the most natural tea brands in the world, strictly forbidding the use of harmful additives, preservatives and colorants



## Tika Svanidze Vancko Estate

Welcome to its Excellency, the homeland of wine, and may your journey be unforgettably delicious accompanied by company owned TSV Estate's exclusive Georgian wines.

We stay true to our roots and traditions. Our wines come from the finest grape fields. Tika Svanidze Vancko Estate offers a wide variety of distinct Georgian wine varietals. Every wine bottle tells a story from ancient Georgian wine-making culture and history.



TIKA SVANIDZE VANCKO ESTATE



## Tika Svanidze Vancko

Tika is founder and president of the Tika Tours. She was born and raised in Georgia, before studying, living, working, around the world including the Netherlands, Singapore, Chicago, and Switzerland. Tika studied tourism and law in the Netherlands. With her previous senior roles in the luxury travel industry and destination management, she has amassed a wealth of experience. She strongly believes that travel can change lives, and most importantly builds bridges between people.

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Visit us at: [www.tikawine.com](http://www.tikawine.com); [www.tsvholding.com](http://www.tsvholding.com)



Enjoy a unique and exclusive tea tasting experience with an incredible tea expert of TEANATEA-special product exclusively created for TIKATOURS Georgia Travelers.

# THE SHUMI WINERY



“**SHUMI**” meant “the best wine” in ancient Georgia. It still means the same!

In 1997 the **Shumi** Wine Company started its activities with the cultivation of vineyards in several historical micro-zones of Georgia.

In 2001, **Shumi** built its winery facilities located in the Tsinandali village, viticulture center of Kakheti, which borders the National Park and Museum named after A. Chavchavadze.

The **Shumi** Company produces a wide range of products and alcoholic beverages, some of them are made using its own unique and, in some cases, patented technologies, which exist nowhere else in the world.

**Shumi** successfully exports its outstanding and high-quality products to 32 countries all over the world. The high quality of **Shumi** products is also confirmed by its awards, which have earned more than 450 prestigious international awards.

The **Shumi** Winery is the first company in Georgia, which:

used a bio and bio-dynamic methods of vine cultivation and applied the “green harvest” in its vineyards;





produced bio wine;

created the Museum of Wine in Georgia, the age of ancient artifacts of which is more than 6000 years;

created the Private Comprehensive Varietal Collection Vineyard in Georgia, considered the largest private collection in the world.

The Comprehensive Varietal Collection Vineyard, serving as a foundation for International scientific research, is included in the list of the United Nations Food and Agriculture Organization and has its own unique code. Also, by the experiments on rarest grape varieties of collection vineyards, **Shumi** winemakers create unique beverages;

offered to the guests eno-gastronomic service.

In 2002, the **Shumi** Tourist Complex was created, which is completely unique and has no equivalent analogues all over the world both in terms of infrastructure and service.

The Complex spans nine hectares, with diverse infrastructure.

The Complex numbers 38 locations, including:

The First Wine Museum in Georgia;

The First Comprehensive Varietal Collection Vineyard in Georgia;

The Marani;

The Enoteca;

The Georgian Ethnographic Pavilion;

Gastronomic zones with a restaurant and terraces, cafes, verandas, pavilions and tasting areas;

The Wine Shop, showcasing a wide assortment of different products and alcoholic drinks including Company **Shumi**'s exclusives produced using our own unique technologies;

The Decorative Garden, with sculptures made by famous Georgian and international artists.

The **Shumi** Winery has won the following awards in the field of tourism:

In 2019, **THE MOST BEAUTIFULL VENUE IN GEORGIA** at the "Clear Region" contest.

In 2020, **THE BEST LOCATION FOR GASTRONOMIC REGIONAL TOURISM** and **THE BEST WINE TOURISM AWARD** in the framework of WELCOME TO GEORGIA National Tourism Award.

In 2020, the **Shumi** Wine Company was awarded **TRAVELERS CHOICE** status at the TripAdvisor Awards.

In 2021, **THE BEST WINE TOURISM AWARD** in the framework of WELCOME TO GEORGIA National Tourism Award.

In 2021, **THE BEST PRACTICE RELATED TO ARCHAEO-BOTANICAL IN WINE TOURISM 2021** at the international competition in Sicily organized by the Council of Europe.

ბორჯომი

მაცოცხლებელი წყალი,  
ცოცხალი ლეგენდა

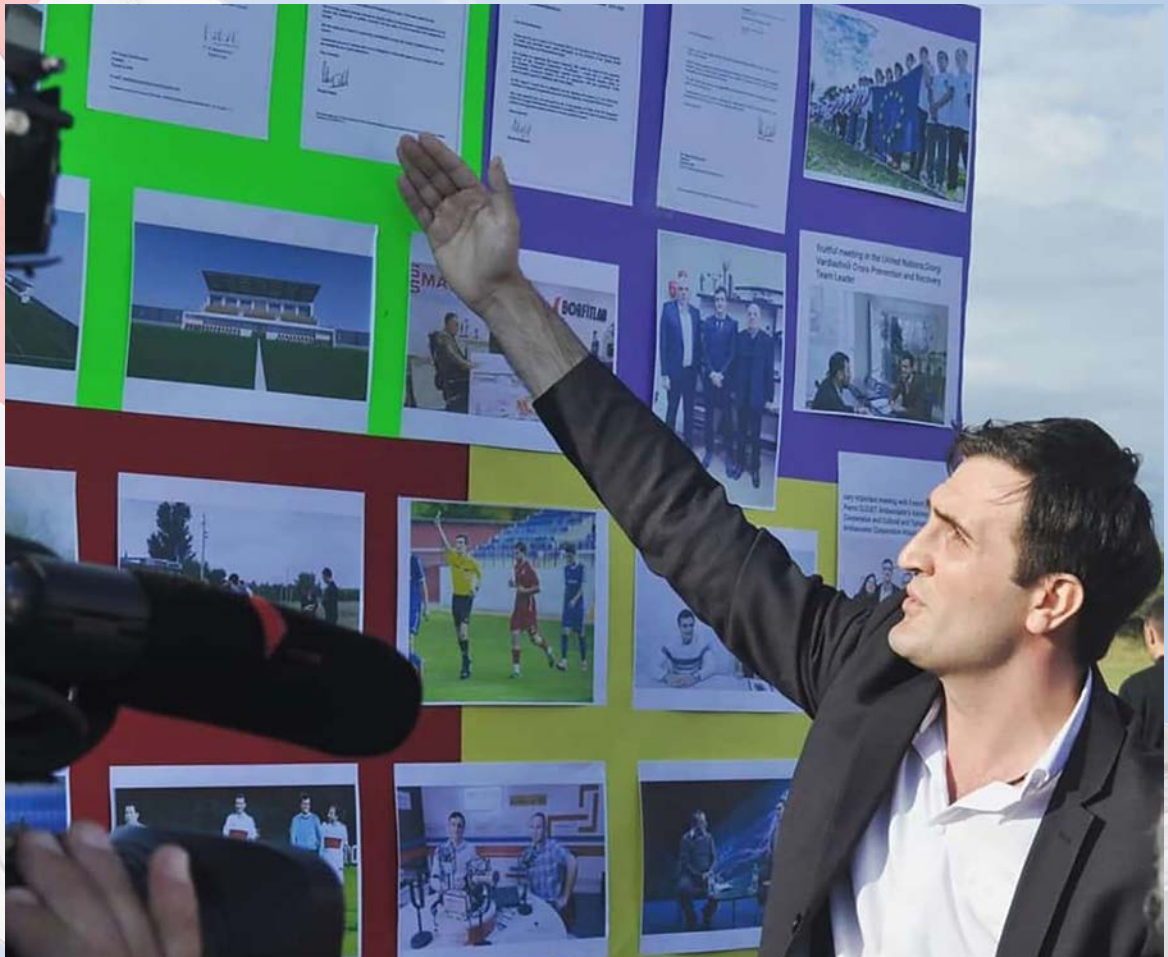




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# სამშვიდობო პროექტი ერგნეთი Peace Project Ergneti



მომავლის პროექტი რომელიც  
უნდა განხორციელდეს!

The Project of the future  
to be implemented!

# Welcome to Holiday Inn Telavi

Holiday Inn Telavi, an IHG® Hotel, is a first International business style hotel in the heart of Georgia's leading wine region Kakheti, just one and a half hours drive from Tbilisi. The 85 rooms property is located in a XIX century historical building, in the city centre of Telavi, This is the first international branded hotel in the city. Right next to the hotel stands The Palace of King Erekle II. In a five-minute walk you can explore Telavi Theatre, the most ancient theatre in the Caucasus Region.

## At a Glance

- 85 Styled Rooms
- 3 Conference Rooms (10 - 80 Pax)
- 24h Business Center
- 24 sqm Indoor Swimming Pool (with convertible roof)
- Treatment Room
- Steam Bath
- Sauna
- Gym
- Lobby Bar
- E-Bar
- Georgian Restaurant Batontan
- Terrace



## GUEST ROOMS

Enhance your stay in our elegant air-conditioned rooms with free WI-FI. Experience great sleep on a comfortable bed with premium cotton linen. Enjoy complimentary hot drinks, satellite TV, safe, bathrobe & slippers. Free access to the gym and rooftop pool will make your stay memorable.

- 57 standard rooms (26 connected)
- 21 premium rooms (14 with terrace)
- 5 suite rooms
- 1 corner suite with 25 sqm terrace
- 1 accessible room

After strolling the beautiful Telavi streets take a dip in the rooftop pool and take in the stunning views. In the heart of Telavi, Holiday Inn Telavi welcomes you with genuine hospitality!





2, Rustaveli Avenue, 2200 Telavi (Georgia) | Tel: +995 322 611111 | Email: [info@hi-telavi.com](mailto:info@hi-telavi.com) | [www.holidayinn.com](http://www.holidayinn.com)

  
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# *The Netherlands - Georgia Business Forum*



2022

**მაღე გაზაფხული მოვა...**



**SPRING ALMOST IN...**