



ENTERPRISE GEORGIA

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OUTCOMES OF THE GOVERNMENT PROGRAM “PRODUCE IN GEORGIA” SUMMARIZED

The one year results of the government program “Produce in Georgia” were summarized at exhibition center Expo Georgia, attended by the Prime Minister of Georgia, Irakli Garibashvili and Vice Prime Minister, Minister of Economy and Sustainable Development of Georgia, Giorgi Kvirikashvili.

Within the framework of reviewing of the program, the Prime Minister delivered a speech regarding the significance of the program in terms of entrepreneurship promotion in Georgia as well as the priorities of the state. At the same time, the Prime Minister thanked all those who had so far participated in entrepreneurship development and spoke about the government’s priorities.

The summarizing event was also attended by Vice Prime Minister, Minister of Energy of Georgia Kakhi Kaladze; Minister of Finance of Georgia, Nodar Khaduri; Deputy Minister of Agriculture of Georgia, Levan Davitashvili, as well as members of the Georgian Government and Parliament, businessmen, non-governmental and international organizations.

During the event, a comprehensive presentation was given, by the Director of the LEPL Entrepreneurship Development Agency (Enterprise Georgia) under the Ministry of Economy and Sustainable Development of Georgia, George Tsikolia, offering detailed results of the activities undertaken within the program. Mr. Tsikolia introduced the results of one year’s hard work that demonstrated the importance and success of the program.

Vice Prime Minister Kvirikashvili mentioned the implementing activities and discussed the further development of the program - “We have summarized the one year results of the program. More than 80 companies have already benefitted. This means that about 5,000 new jobs will be created only within the framework of this program during the next year. The State Program “Produce in Georgia” has expanded to include the development of a hotel network in the region, as well as



a film industry promotion program in Georgia,” Kvirikashvili said.

According to Prime Minister Garibashvili, the government’s goal is to replace import with local production. “I’m not talking about tropical fruits and suchlike, which cannot be cultivated here, but what we can cultivate in Georgia should be produced here and replace the imported low-quality products. I want to emphasize that we are not against imports. On the contrary. But our main concern is the development of local industry and the employment of our citizens,” noted the PM, highlighting that reasonable usage of the country’s resources is needed and that not a single inch of Georgia’s land should remain uncultivated. “We should maximize the use of existing resources. We have studied the regional resources across the

country and held presentations. We can start active work on this project together with the entrepreneurs. The state is not able to offer anything better than “Produce in Georgia” or cheap agricultural loans, within which we subsidize 10% of a loan and an entrepreneur shall only pay 1% or 2%. We are giving entrepreneurs a factory or a parcel of land for a symbolic price - one GEL. In addition, the state will issue a letter of credit for banks to 50% of the amount. This is a great assistance. Now, it’s the entrepreneurs’ turn to be active. There is a stable environment and business is intact. We are committed to helping the business sector as much as possible,” PM Garibashvili said.

More specifically, during the first year of the program, numerous large-scale events were implemented on the national and international level.

Important steps were taken in terms of popularization of national products at leading international exhibitions as well as the promotion of local manufacturers worldwide.

Since June 2014, within the program, 90 industrial projects with a total investment volume of more than 250 million have been started; Commercial banks have issued 122 million Lari worth of loans to the private sector; and the program has employed more than five thousand people.

The government program “Produce in Georgia” was initiated by the Prime Minister of Georgia in June, 2014, and is being implemented with the coordination of the Ministry of Economy and Sustainable Development of Georgia and the Ministry of Agriculture of Georgia. The program sets its main objectives as the following: the development of entrepreneurship in Georgia via the establishment of new enterprises/expansion or upgrade of existing ones and promotion entrepreneurial culture in the country. Further, the program focuses on increasing the competitiveness of the private sector as well as export potential.

“Produce Georgia” is constantly adjusting to market needs. Since its launch, the program has become more accustomed to the requirements of the business sector. Through the initiative, entrepreneurs have the opportunity to benefit from the co-financing of loan collateral and interest rates, leasing, access to finance, infrastructure and consulting.

Furthermore, the program exploits the country’s potential, creates possibilities for new job creation, resourcing locally, which in itself naturally results in economic development in the regions.

In conclusion, according to the overall results, facts and statistics, the program has been a clear success. Analyzing the outcomes of the first year since the launch of the program, it can be confidently stated that the set principles of the program adequately match the market needs.

GEORGIANS DISPLAY NATIONAL PRODUCTION AT “THE SUMMER FANCY FOOD SHOW”

On June 28-30, in coordination with the LEPL Entrepreneurship Development Agency (Enterprise Georgia) under the Ministry of Economy and Sustainable Development of Georgia, Georgian companies represented national production at America’s largest specialty food trade show – “The Summer Fancy Food Show” 2015, which is the largest trade event in North America and the leading showcase of industry innovation, bringing specialty food’s top manufacturers, buyers, and leaders together under one roof for three days of delectable discovery. The show featured more than 180,000 products, 25,000 buyers, and 2,500 exhibitors.

The showcase, displaying hundreds of cutting-edge products, enabled the meeting of the industry’s wave of innovators in the New Brands on the Shelf pavilion, and discovery of the finest specialty foods

and beverages in various categories.

The Fancy Food Show takes pride in hosting the best networking and educational events that create opportunities for participants to keep up-to-date on the latest trends and to discover new business ideas.

Within the framework of the Show, Georgia presented an innovative take on the traditional products of the Caucasus region. Highly in-demand hazelnuts were dressed in ready to eat snack packs; organic pomegranate was transformed into a power house juice; famous black tea from the plantations along the historic Silk Route were enriched with romantic jasmine, and the highest quality fruits and vegetables were carefully blended into ethnic jams, spreads and sauces.

At the Fancy Food Show Georgian companies had a unique chance to display their own produc-

tion. The following companies took part: Aroma Product with Organic Juices, Jams, Sauces, and Frozen Fruits; Campa with a unique line of fruit juices; Geoplant with black and wild herbal teas from the Silk Road; Georgian Product Renaissance with rare retail and bulk packed hazelnuts; and Kula with all natural juices, jams and sauces.

The event was a clear success for Georgia. Important ties were made between the Georgian companies and importers, as well as the overall feedback from media being highly positive. Following the exhibition, a meeting with representatives from the Georgian companies was held at the Consulate General of Georgia in New York. The Counsel of Georgia expressed his supportive attitude towards the exhibitors and, in case of necessity, offered them full assistance.

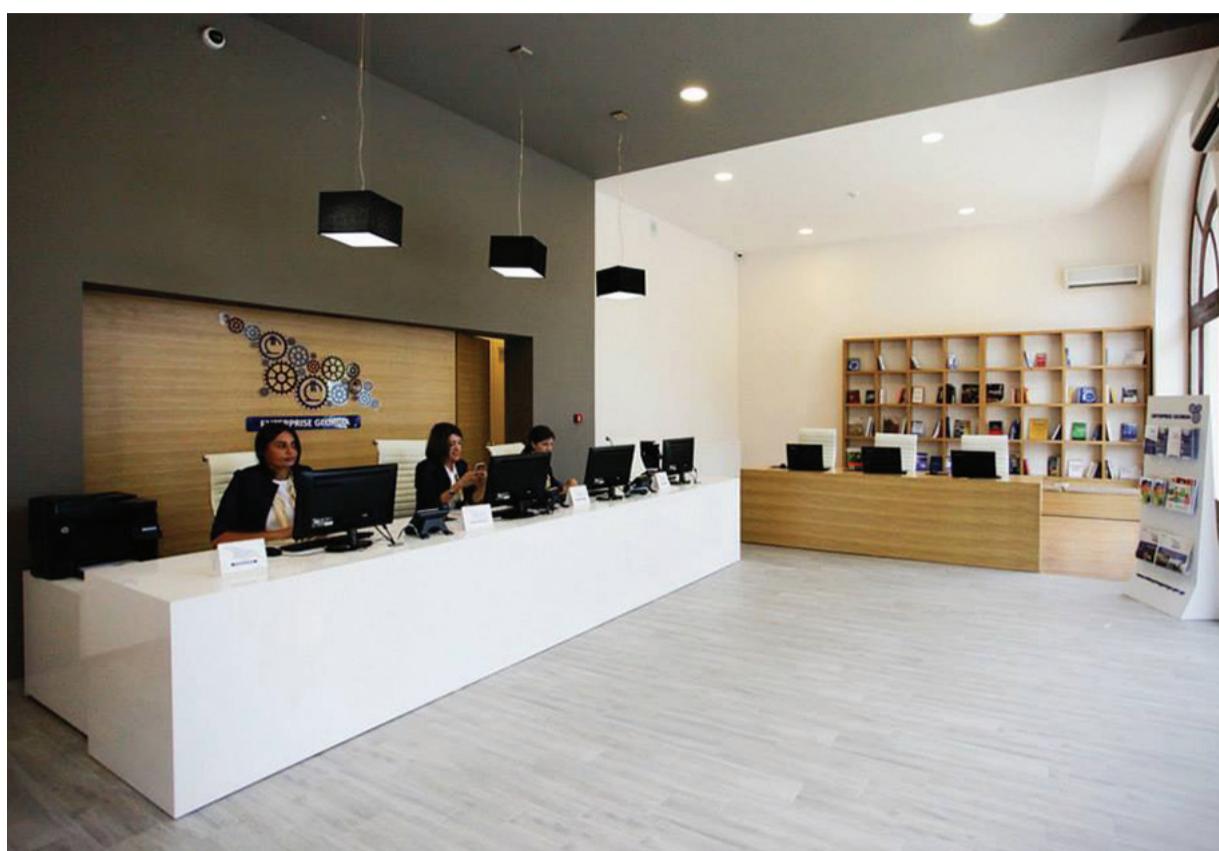
More specifically, within the framework of the Show, Enterprise Georgia selected a consultant to facilitate connections between the representatives from Georgian companies and the importers, brokers, distributors and the representatives of supermarket chains. During the three day exhibition, each Georgian company meet with about 50 companies, in particular: Walmart’s, Sam’s Club, Trade Jo’s, the TJX Companies, Fine Foods, Costco Wholesale, and Whole Foods.

The significance of the event is quite sizable. “The Summer Fancy Food Show” opens up new opportunities for Georgia in terms of increasing export potential, at the same time creating a proper platform for the popularization of Georgian national products through the establishment of new connections and making Georgian products more accessible and affordable to interested parties, which in itself highlights Georgia’s export potential. Channels for growth of export into the various large markets can be further explored.

Throughout the year, within the frameworks of future planned exhibitions, the LEPL Entrepreneurship Development Agency is giving the opportunity for exporter Georgian companies to conduct B2B meetings with the representatives of the world’s largest networks.



SERVICE CENTER OF ENTERPRISE GEORGIA OFFICIALLY OPENED



ON-GOING: "MICRO AND SMALL BUSINESSES PROMOTED IN REGIONS OF GEORGIA"

In June 2014 the Ministry of Economy and Sustainable Development, together with the Ministry of Agriculture, launched a new state program "Produce in Georgia," aimed at the further development and encouragement of enterprises.

Within the framework of the governmental program "Produce in Georgia," initiated by the Prime Minister of Georgia, Micro and Small Business Promotion in Regions continues and from the June 29, 2015 will cover the other remaining regions across the country, in particular, Kakheti, Mtskheta-Mtianeti, Shida Kartli, Samegrelo-Zemo Svaneti, Guria and Adjara.

In general, the Micro and Small Enterprise Support Project is being implemented under the government initiated program "Produce in Georgia" and aims at developing micro and small businesses across the country through the provision of financial assistance and capacity building training courses.

The project is designed solely for the regions of Georgia and envisages increased competitiveness of regional businesses, increased spending of revenues in the region, diversification of regional products and services, an increase of awareness of contemporary business practices in the region, and mitigation of the economic imbalance between the capital city and regions.

The goals of the program are the development of entrepreneurship in Georgia, the establishment of new enterprises/expansion or upgrade of existing ones, alongside the increase of competitiveness of private sector and export potential through simplification of access to real property and modern

technologies as well as provision of consultations.

Within the framework of the program for raising awareness of the citizens in the regions, the Head of Enterprise Georgia, George Tsikolia, regularly conducts meetings with local citizens alongside other representatives from the Agency, as well as the Deputy Head of the Ministry of Economy and Sustainable Development of Georgia, Ketevan Bochorishvili and the representatives of the implementing organizations. Through presentations and a Q&A format, the audiences at such meetings have an opportunity to get comprehensive information about the program as well as the procedures regarding involvement in that project.

For the implementation of the project 20,000,000 Lari was allocated from the central budget of Georgia and the duration of financial support of the program determined as 26 months.

The project incorporates assistance towards the establishment of Micro and Small Businesses –Startups and expansion of existing Micro and Small Businesses. In the Project Implementation Stages, before being able to receive co-financing from the government, a beneficiary should proceed through several steps:

- Business Idea Contest, aimed at identifying the best business undertakings at the first stage via submission of an application form.

- Business Plan Writing Training, whereby authors of the best business ideas will be given an opportunity to take special trainings in order to draft a professional business plan;

- Business Plan Contest, in which authors of the best business plans will be

selected and gain co-financing.

The financing scheme for the selected entrepreneur of the business ideas contest of the Micro and Small Business Promotion Program means that one entrepreneur receives financing up to 5,000 GEL; Groups of two entrepreneurs receive financing up to 10,000 GEL and Group of three entrepreneurs receive financing up to 15,000 GEL; Moreover, all beneficiaries will be able to go through capacity building training courses. Consultancy assistance envisages individual and group consultations; Business Plan Drafting training as well as training in Business Administration related issues. At the same time, all participants should meet concrete requirements, in particular, participants should be citizens of Georgia, 18 years of age and older; not working in the Civil Service sector; have no outstanding overdue tax indebtedness; provide at least 20% of co-financing after successfully completing all stages of the project; Upon successfully passing the business idea competition, the beneficiary is obliged to register as an entrepreneur and obtain one of the following statuses: fixed taxpayer, micro entrepreneur, or small entrepreneur.

For effective implementation of the project, implementing organizations were selected. Interested parties may visit the Enterprise Georgia Partner organization offices in the regions at the following locations:

Imereti, Racha-Lechkhumi and Kvemo Svaneti regions: NNLE "Organization of the Scout Movement – SCOUTS"

Samtskhe-Javakheti, Kvemo Kartli regions: NNLE "Regional Development Association" (RDA)

- Adjara, Guria, Samegrelo – Zemo Svaneti regions: LLC GMCG-INNOVA

- Kakheti, Mtskheta-Mtianeti and Shida Kartli regions: LLC "Tbilisi Business Training Center"

For information, from 2 June, 2014 entrepreneurs have been permitted to approach banks for loans. For more program-related information, interested persons can call the hotline: 2 99 10 44/ 2 99 11 28 or e-mail at: info@qartuli.ge

Support to Micro and Small Enterprises

www.qartuli.ge

2 99 10 44 / 2 99 11 28



A service center of the LEPL Entrepreneurship Development Agency under the Ministry of Economy and Sustainable Development of Georgia has been opened at Uznadze St. 18, Tbilisi by the Vice Prime Minister, Minister of Economy and Sustainable Development of Georgia, Giorgi Kvirikashvili. The Deputy Minister of Economy and Sustainable Development of Georgia, Ketevan Bochorishvili also visited to the service center and participated at the opening ceremony.

The new service center aims to provide beneficiaries with detailed information within the framework of the government initiated program "Produce in Georgia". The new center will provide any interested person with necessary and useful information regarding issues that fall within the competence of LEPL National Agency of State Property, LEPL Entrepreneurship Development Agency, LEPL Georgia's Innovation and Technology Agency and LEPL Agriculture Projects Management Agency. Alongside this, entrepreneurs can use the service center as a place for meetings.

"Every entrepreneur can obtain

information on the questions that may arise within the framework of the state programs. More than 80 entrepreneurs have used our program which means that more than 80 enterprises will be open by the end of the year and throughout the year to come. [The center] will promote the creation of new jobs. This is a pilot project, after which larger center is going to be opened which will include services of the programs existing within the framework of the Ministry of Economy and Sustainable Development of Georgia, as well as Ministry of Agriculture, Ministry of Energy and other offices. It may also include registrar so that every service related to public registry can be placed here," Vice Prime Minister Giorgi Kvirikashvili said.

At the same time, anyone who wishes can use the Center's internet free of charge, those interested can access electronic and print resources and use the library and business-oriented literature.

Interested persons can visit the service center at the following address: Marjanishvili St. №5/16-18, 0102 (Uznadze St. 18) or call the hotline: 2 99 10 44/ 2 99 11 28

ENTERPRISE GEORGIA AND EUROPEAN TRAINING FOUNDATION (ETF) DEVELOP TRAINING NEEDS ASSESSMENT (TNA)



LEPL Entrepreneurship Development Agency (Enterprise Georgia) was established in March, 2014 under the Ministry of Economy and Sustainable Development of Georgia with the mission to accelerate the country towards attaining its economic goals through improvement of private sector competitiveness by stimulating the establishment of enterprises (that can expand rapidly), boost sales and attract venture capital financiers for further growth and internationalization.

Enterprise Georgia boosts SME performance in three main directions - access to finance, technical assistance and export promotion. SME internationalization can be grasped with intensive technical assistance that will improve management and professional skills of entrepreneurs, enhance their entrepreneurial spirit and help prolong the lifecycle of businesses overall. To achieve its goal and objectives, Enterprise Georgia needs to provide its clients with better access to capital and

education and build their awareness on national and international levels. To this aim, Enterprise Georgia has initiated a new project aiming at improvement of knowledge and skills in different sectors of Georgia in order to facilitate private sector development.

Enterprise Georgia, in close cooperation with the European Training Foundation (ETF), has started development of a Training Needs Assessment (TNA) concept paper included its methodology alongside tools such as questionnaires and other necessary materials essential for guiding training needs assessment and analyzing results.

The above-mentioned will encourage the improvement of private sector skills. In this regard, on July 1st, 2015 the first workshop was conducted with the participation of various stakeholders. The main pillars of the TNA concept paper was agreed on during the meeting and the next steps were planned. Additionally, three pilot directions for carrying out the assessment were identified.



ENTERPRISE GEORGIA PARTICIPATES AT GEORGIAN-SLOVAK JOINT BUSINESS FORUM



On June 19, 2015, the President of Georgia opened the Georgian-Slovak business forum in Bratislava, organized by the Ministry of Economy of Slovakia together with the SARIO Slovak Investment and Trade Development Agency.

The aim of the forum was development of investment and trade relations, business opportunities between the countries as well as the establishment of new, bilateral business relations for Georgian and Slovak companies.

Within the framework of the Forum, organized by the Ministry of Economy of Slovakia in cooperation with LEPL Entrepreneurship Development Agency, representatives from Georgian national companies, headed by the CEO of Enterprise Georgia, George Tsikolia, took part in the forum in terms of export promotion issues.

During the event, Mr. Tsikolia gave a presentation regarding Georgia's economic and investment potential and prospects, after which the Director of the Enterprise Development Agency and General Director of Business Association of the Republic of Slovakia, Branislav Šafárik, signed a memorandum of cooperation.

The Georgian-Slovakia Business forum was attended by business representatives of the two countries. The Georgian business delegation consisted of around thirty companies, including the representatives of the fields of agriculture, food, construction and pharmaceuticals, who held business meetings with the Slovak side following the forum. This in itself contributed to the promotion of acceptance, and strengthened cooperation and partnership, between the two countries, as well as helped to establish firm collaboration.

Prior to the forum, Georgian President Giorgi Margvelashvili held a meeting with the Minister of Economy of

the Republic of Slovakia, Vazil Hudák, in which the friendly relations and economic cooperation between Georgia and Slovakia were highlighted. The importance of the ongoing business forum and the prospect of business partnership between the two countries, supported by the mentioned forum, were especially emphasized.

The President of Georgia and the Minister of Economy of Slovakia delivered their speeches to the public at the forum. President Margvelashvili highlighted the investment opportunities in Georgia and the potential that the country has, especially on the basis of the Deep and Comprehensive Free Trade Agreement.

"I am confident that today's event will support and stimulate even more fruitful cooperation between Georgia and Slovakia in important directions for the countries, such as business, mutually beneficial bilateral projects and economic development. Georgia has passed through an important way of thorough changes. We improved the health, education and social protection systems. We are a country with one of the most simple and flexible tax environments in the region and, in terms of business production, it takes the world's leading rating positions. Georgia managed to overcome the problem of corruption and it is one of the leading countries in



terms of the fight against corruption," stated the President of Georgia.

In addition, during the meeting, impressive steps were taken toward the development of Georgia's economic environment. Georgia's important role in the region was also emphasized by President Margvelashvili. Last year Georgia signed the EU Association Agreement and the Deep and Comprehensive Free Trade Agreement, which further advanced the economic, business cooperation and partnership opportunities between Georgia and EU member states. At the same time, Georgia concluded free trade agreements with CIS country, Turkey, a result of which was a discussion on the business environment in Georgia and in its neighborhood. It is clear that all those who invest in Georgia, invest not only in a small country of 4 million citizens, but in the markets having free trade opportunities around Georgia. This is another remarkable opportunity offered to partners by Georgia, a country of economic investments.

President Margvelashvili spoke about the important transit and communication role of Georgia in the region, which, as a cohesive center of Asia and Europe, has been active as such since regaining its independence.

The Minister of Economy of the Republic of Slovakia highlighted the establishment of future cooperation prospects: "I think Slovakia will be a good partner for Georgia, as we are an EU member country and have connection with the European market. Slovakia managed to transform from a socialist to a market economic regime. We all know that Georgia has also succeeded in the development of the democratization of the market economy. So, I think that our countries have a good opportunity for successful economic cooperation in the issues of production export and a joint access to the third market. I firmly believe that today's business forum will further boost and accelerate these processes," Vazil Hudák said.

SCHOOL PUPILS HEAD TO PENNSYLVANIA SCHOOL FOR GLOBAL ENTREPRENEURSHIP



Within the framework of the program developed by the LEPL Entrepreneurship Development Agency under the Ministry of Economy and Sustainable Development of Georgia, and with the support of the Vice Prime Minister, Minister of Economy and Sustainable Development of Georgia, Giorgi Kvirkashvili, two School pupils living in the regions spent one month at the Pennsylvania School for Global Entrepreneurship at Lehigh University, USA.

In frames of the Entrepreneurial Education Access Program, Mr Kvirkashvili met with Elene Charkviani and Gvantsa Tsutskhashvili and wished them success, and stressed the value and significance of an entrepreneurial education.

The participants of the program, 16 year-old Elene Charkviani from Tokhliauri, Sagarejo and 15 year-old Gvantsa Tsutskhashvili from №41 Public School of Kutaisi, were selected as winners of an Olympiad organized by the LEPL Rustaveli National Science Foundation of the Ministry of Education and Science of Georgia.

The Global Entrepreneurship program (PSGE) was established in 2001 and is an experiential learning environment at Lehigh University. Seventy six students were selected for the 2015 program. The purpose of the PSGE program is to expose students to the topics of entrepreneurship, globalization, team building, project management, leadership and working within a culturally diverse environment and to ignite the students' spirit of creativity, innovation and learning.

Sessions are facilitated by Lehigh faculty members as well as entrepreneurs and leaders of the local and international business community. The applied curriculum includes core and elective courses, entrepreneurial exchanges with leaders from business and industry, global exchanges, country presentations by international interns, business excursions to New York City and Harrisburg, team projects with

local business partners, and a variety of other interactive experiences and activities. In past years, student project teams have partnered with both profit and non-profit Lehigh Valley companies such as Just Born, Martin Guitar, JF Magic, Air Products, AAA, Current Concepts, United Way, PPL, Arts Quest, Rodale, and more. The students are housed in Lehigh University dormitories and enjoy food and recreation using facilities at Lehigh and throughout the Lehigh Valley.

Additionally, the modules offered to the students give them an opportunity to think creatively and seek efficient ways for solving problems. The knowledge and skills gained through the course significantly affect the creation and future development of entrepreneurial awareness.

Through such programs and activities for youth, Enterprise Georgia aims to promote enterprise development by increasing the availability of education. The agency works to establish various mechanisms, including implementation of events implied through the program. Students are given the opportunity to participate in short-term entrepreneurship programs in the world's top universities, develop their skills and raise awareness in term of the essence and significance of entrepreneurship. This will further popularize entrepreneurship education and spread information in that regard.

The Global Village for Future Leaders of Business and Industry is a five week intensive program on the Lehigh University campus. The two Georgian students will learn and live among a culturally diverse group of over 100 peers from more than 45 countries.

During the course Georgian participants will spend one day at the most successful American companies and will share their impressions with the other participants. A cultural event is also planned in which the Georgian participants will demonstrate the traditions and cultural background of their native land, Georgia for the audience.

ENTERPRISE GEORGIA SIGNS MEMORANDUM OF COOPERATION WITH GEORGIAN EMPLOYERS ASSOCIATION (GEA)



On June, 30 the Director of the LEPL Entrepreneurship Development Agency under the Ministry of Economy and Sustainable Development of Georgia, George Tsikolia, took part in an event organized by the Georgian Employers Association (GEA) and signed a memorandum of cooperation. Additionally, within the framework of this event, a meeting between members of the Association and representatives from partner companies was arranged.

The memorandum aims to enhance cooperation between Enterprise Georgia and the business sector, to promote information exchange, as well as provide a coordinated working process with the support of the GEA as the intermediary. For further strengthening of the existing ties, a Coordination Group will be established. If necessary, the Group will be mediator and will coordinate the preparation process of various business projects, which in itself is one step

forward towards the encouragement of the new component of the government program "Produce in Georgia"- Tourism Promotion. It will promote the entry of International Brands to Georgia together with improvement of services and infrastructure within the Georgian hotel industry.

During the working visit, the CEO of Enterprise Georgia, George Tsikolia, gave a presentation on: "Entrepreneurship Development Agency: Overcomes, Ongoing and Planned Projects" that aimed to deliver comprehensive and detailed information on the working process of Enterprise Georgia to entrepreneurs for enabling involvement of the business sector in ongoing projects so creating opportunity in terms of overall business atmosphere advancement.

In general, the government initiated program "Produce in Georgia" sets its main objective as the following: development of entrepreneurship in Georgia via the establishment of new enterprises/ expansion or upgrade of existing ones

and the promotion of entrepreneurial culture in the country. Furthermore, the program focuses on increasing the

competitiveness of the private sector as well as enhancing the country's export potential.



ENTERPRISE GEORGIA AND HOTEL NETWORK “MGZAVREBI” SIGN A MEMORANDUM OF COOPERATION

On July 3, 2015, within the framework of governmental program “Produce in Georgia,” the directors of the LEPL Entrepreneurship Development Agency under the Ministry of Economy and Sustainable Development of Georgia (George Tsikolia) and the Hotel Network “Mgzavrebi” (David Tseretvadze) signed a memorandum of cooperation.

The memorandum is valid until December 31, 2016 and aims to promote the development of entrepreneurial skills through the provision of qualitative service. In particular, the agreement concentrates on supporting beneficiaries

working in Hotel Network “Mgzavrebi.”

In accordance with the signed agreement, “Mgzavrebi” expresses its readiness to hold consultations for target groups regarding guesthouse arrangement, in particular to provide:

- Trainings and consultations on hotel service related issues;
- Trainings and consultation on administrative issues;
- Selection of personnel, management and control of hotel booking sales and financial issues;
- Control of cleanliness and technical functionality, room control, infrastruc-



ture maintenance;

- Food related issues, creating/composing a menu and nutrition in

Guesthouses.

The agreement signed between the sides expresses the commitment of the

signatories to improve the qualifications of the beneficiaries as well as to create proper mechanisms for cooperation. Altogether, through close partnership, cooperation will promote development of entrepreneurship and encourage micro and small business start-ups. Most importantly, the agreement creates opportunities for beneficiaries to gain a theoretical knowledge together with practical skills and raise their qualifications within the segmented directions, share the example of a successful company and use their acquired knowledge properly.

HOW THE GOVERNMENT PROGRAM “PRODUCE IN GEORGIA” WORKS

“STARCO FOOTWEAR” TO OPEN NEW FACTORY IN COOPERATION WITH ENTERPRISE GEORGIA LTD.



Within the framework of the Government Program “Produce in Georgia,” and with the assistance and support of the LEPL Entrepreneurship Development Agency under the Ministry of Economy and Sustainable Development of Georgia, “Starco Footwear” Ltd. will be opening a new factory in the territory of the Rustavi No.16 penitentiary institution and aims to provide employment to 120 inmates accused of petty crimes.

“Starco Footwear” Ltd is participating in a social project announced by the Ministry of Corrections of Georgia, in the frames of which they have already built said factory with 2,000 square meters of space and in line with the requirements of Ltd. “Starco Footwear”.

“Starco Footwear” Ltd. focuses on bringing new technologies to the shoe manufacturing industry and is oriented toward special cloth production, in co-operation with partners from the United States of America, “Starco Footwear” is able to import apparatus made by the military and functioning American shoe company “Original Footwear” and its subsidiary company “Ro-Search”.

The mentioned technology allows for

a perfect shoe production to be achieved. The activities and working processes of “Starco Footwear” Ltd will be implemented under the technical supervision of their American partners. There is also expectation of support from them regarding the exporting process.

The project creates the opportunity for inmates of the Rustavi No.16 penitentiary institution to be employed which in turn eases their everyday hardship and promotes their future re-socialization as well as being a big step forward in terms of rehabilitation. Therefore, the mentioned project has great value in which the contribution of the Enterprise Development Agency is also appreciated.

“PRODUCE IN GEORGIA” ENABLES LOCAL COMPANY “LITEX-SERVICE” LTD. TO EXPAND PRODUCTION

Within the framework of the government program “Produce in Georgia,” and with the assistance of the LEPL Entrepreneurship Development Agency under the Ministry of Economy and Sustainable Development of Georgia, the company “Litex-Service” Ltd. is to finish the construction process of a new factory which will open by the end of September, 2015.

The main manufacturing area of the company is production of hygiene products (toilet paper, hand-cleaning Z paper, laser hand-cleaning paper, and napkins) and has realization market plans in commercial entities, state agencies, as well as other types of organizations alongside retail sales.

Due to the increase in the scale of activities, the total amount of the imple-

mented project equals USD \$160,000. Through expanding and re-equipping the company focuses on future enlargement and aims to gain competitive advantage compared with other similar companies. Additionally, via the purchasing of latest equipment, producing high-quality products, maintaining a high productivity level and producing branded manufacture, “Litex-Service” plans to establish itself as one of the leading companies in that direction.

In general, the government program “Produce in Georgia” incorporates four components, implemented by the different agencies, one of which involves leasing by co-financing, the annual interest rate charged on the subject of leasing within the first 24 months. The program is also committed to enhancing the ef-



ficiency of SMEs, supporting export diversification and helping Georgian companies become more competitive on both local and global markets. All the above results in the creation of new working places and fast economic growth.

“GEORGIATURI” LTD. TO ESTABLISH A NEW FACTORY WITHIN FRAMES OF “PRODUCE IN GEORGIA”



ENTERPRISE GEORGIA

Within the framework of the government program “Produce in Georgia,” and with the assistance of the LEPL Entrepreneurship Development Agency under the Ministry of Economy and Sustainable Development of Georgia, the company “Georgiaturi” Ltd. is set to establish a new factory in Zestaponi, Imereti region of Georgia, at the end of October, 2015.

“Georgiaturi” plans to expand its sphere of activity towards the manufacturing of frozen food products. The total investment for this project equals USD \$376,000. Company aims to sell its production throughout Georgia, and at the same time plans to export products across the borders.

It should be emphasized that due to its interoperability with international standards, “Georgiaturi” carried out building condition improvement that aims to offer to consumers flexible prices and production of high quality, which in itself allows the company to be distinguished from its competitors and so become more competitive on

PROJECT GRADUATE EXPORT MANAGERS CERTIFIED



The Director of Enterprise Georgia, George Tsikolia, awarded graduates of the Export Managers certified project.

Within the framework of the export promotion program, in cooperation with the Caucasus University and with the support of the German Society for International Cooperation (GIZ), the Certified Export Manager course started from March, 2015 and, due to a show of great interest from exporter companies, the project was planned into two phases. As a result, about 40 employees of exporter companies were retrained.

The first phase of the course ran from March 2 to 27 while the second wave took place April 20-22. The project aimed at training the Export Managers and, through the course, the employees of the companies were given an opportunity to gain the proper theoretical

knowledge in terms of export directions, as well as gaining practical skills for use in the near future.

With the purpose of encouraging exporter companies, the cost of the course was financed by LEPL Entrepreneurship Development Agency. In general the program focuses on the necessities of the companies and concentrates on the following issues: Export Terminology, Quality Infrastructure, Marketing and labeling, Business Communication, Sales, Organizing of International exhibitions, Market Research, Trade with goods within the framework of the DCFTA, Budget Planning for export, as well as Export logistic related issues.

Successful completion of the course allowed participants to advance their effectiveness and increase their capabilities, so impacting positively and directly on the increasing of export sales and diversification.



“ANUGA 2015”
10-14 OCTOBER,
GERMANY



“RIGA FOOD 2015”
2-5 SEPTEMBER,
LATVIA



“POLAGRA FOOD
2015”
21-24 SEPTEMBER,
POLAND

21-24 SEPTEMBER,
POLAND



“CPHI WORLDWIDE
2015”
13-15 OCTOBER,
SPAIN

