



ENTERPRISE GEORGIA

Uznadze #18, Tbilisi

Tel: +995 32 3 99 10 44/ 2 99 11 28

Web: www.qartuli.ge; www.enterprise.gov.ge

Email: info@enterprise.gov.ge info@qatruli.ge



Supporting Georgian Enterprises in Increasing Profits and Becoming Globally Competitive



Vision

**Export
Development**

**Entrepreneurship
Development**

**International
Relations and
Awareness**



**Research,
Analysis,
Monitoring**

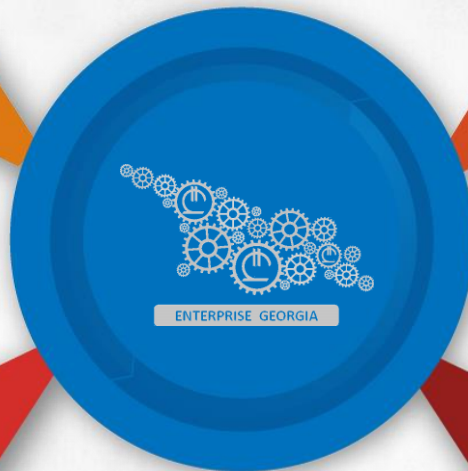
Administration

**“Produce in
Georgia”**

**Technical
Assistance**

**Access to
Finance**

**Popularization of
Georgia**



Entrepreneurship Development

Technical Assistance:

- ✓ Diagnostics
- ✓ Mentoring
- ✓ Business Planning
- ✓ Trainings in tax concessions

Coordination:

- ✓ Professional education centres (MCG)
- ✓ Existing business networks (EEN)
- ✓ IFI's, donors pooled resources
- ✓ Call-Centre feedback

Facilitating Access to Finance:

- ✓ For start-ups
- ✓ For business development
- ✓ For business expansion

Export Development

Technical Assistance:

- ✓ Facilitating access to Export Education
- ✓ Assisting preparation of marketing & export plans
- ✓ Mentoring/Coaching
- ✓ Product compliance support

Raising Awareness of Export Promotion:

- ✓ Matchmaking with trade partners
- ✓ Trade missions (inwards/outwards)
- ✓ Organizing/participating in local and international trade fairs, expos

Facilitating Access to Finance:

- ✓ Trade financing (through commercial banks)
- ✓ International marketing coordination
- ✓ Information support

Research, Analysis, Monitoring

Research and Analysis:

- ✓ Sector studies
- ✓ SME Reports
- ✓ Business Intelligence
- ✓ Analysis of problems
- ✓ Internal Audit

Help Desk:

- ✓ Information Provision
- ✓ Coordination
- ✓ Research Provision

Technical Assistance:

- ✓ Writing best practice cases;
- ✓ Evaluation of existing TA components;
- ✓ Statistics for companies.

International Relations and Awareness

Raising Awareness (Internal)

- ✓ Media Monitoring
- ✓ Press Releases
- ✓ Promoting Georgian Produce
- ✓ Raising awareness on DCFTA

Raising Awareness (External)

- ✓ Marketing EDA
- ✓ Marketing Issues of interest to Georgia
- ✓ Promotion of Georgian Produce
- ✓ Raising awareness on DCFTA
- ✓ Communication best practices and success stories, using different media channels

Coordination:

- ✓ Coordination with donors and Fundraising
- ✓ Policy Advocacy: PPD (Public-Private-Dialogue) and policy feedback
- ✓ Coordination with other stakeholders (Government, NGOs, private sector)
- ✓ International networking

Thank you!



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