



NEWSLETTER

July - September 2020





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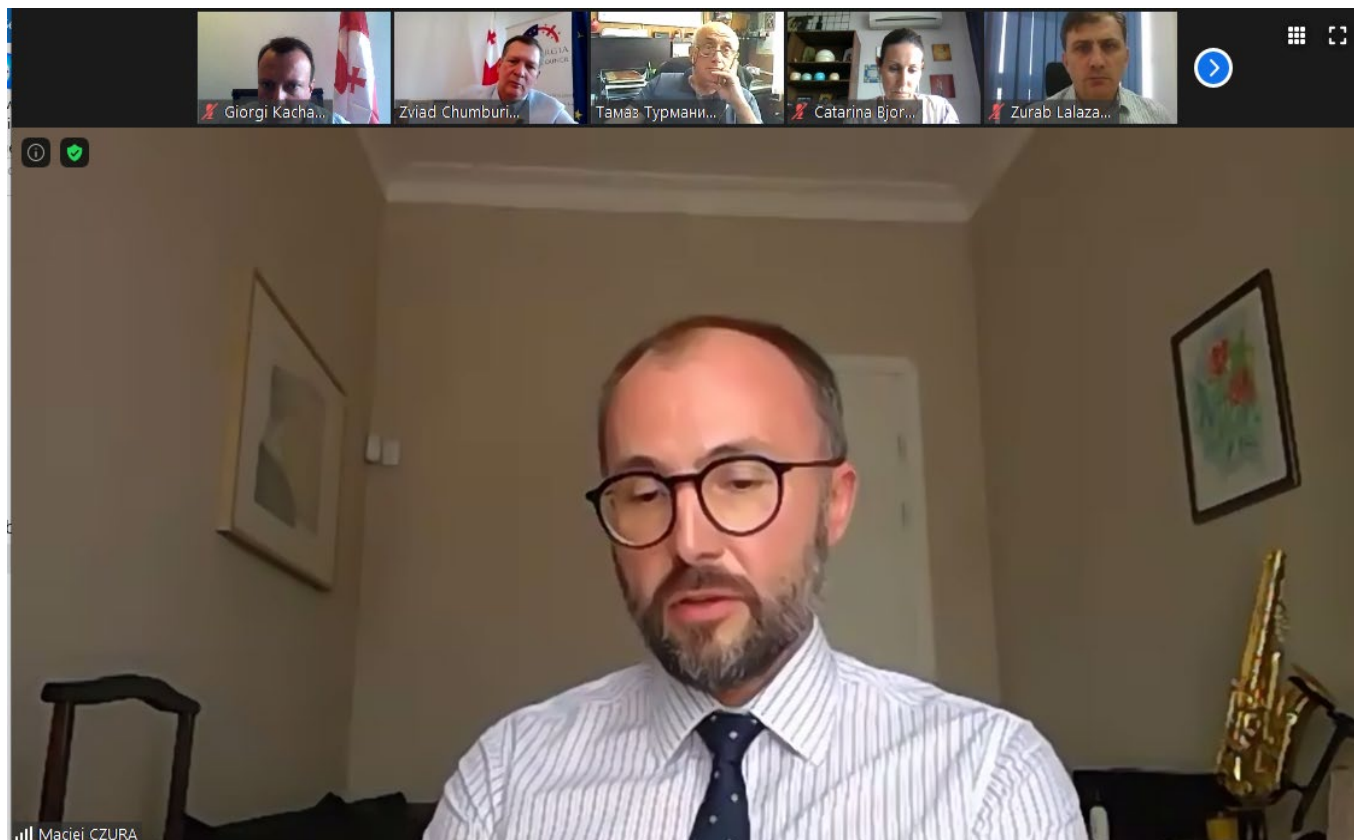
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Online Meeting of Senior representatives of IFI's with Business Sector



On July 1, EU-Georgia Business Council (EUGBC) organized Online Meeting of Business Sector with Mrs. Catarina Bjorlin Hansen - Regional Director for Caucasus, European Bank for Reconstruction and Development; Mr. Maciej Czura - Head of European Investment Bank's Regional representation for the South Caucasus and Mr Andreas Berkhoff, Senior Banker, Lending Operations in the EU Neighbouring Countries, Financial Sector (EIB).

Main topics of the meeting were: IFI's support to the Government and Private Sector in Crisis times; types of support EU offer to SMEs in terms of access to finance to withstand the crisis; Local currency loans with investment grants; Special credit terms in partnership with selected Georgian banks - SME Finance Facility, DCFTA Facility; Business support services by IFI's.





Ambassador of Austria to Georgia met EUGBC members

On July 2, 2020, H.E. Mr. Arad Benkö, Ambassador Extraordinary and Plenipotentiary of the Republic of Austria to Georgia met in online format EUGBC Member companies.

The meeting was organized within the framework of regular consultations of EUGBC Business Companies with foreign and Georgia's diplomatic community.

H.E. Ambassador briefed participants about current situation in Austria in terms of results of fight against COVID 19, also covering details about Travel measures.



Following Ambassador's address, the meeting continued in Q&A format.

Dialogue with Business

Business development prospects and ways to overcome the crisis

On July 16, 2020 EU-Georgia Business Council organized a meeting – attended by the

- ✓ Deputy Minister of Economy and Sustainable Development of Georgia, Genadi Arveladze
- ✓ Deputy Minister of Finance of Georgia, Zurab Dznelashvili
- ✓ Head of Labor Inspection Department at Ministry of Health, Beka Peradze
- ✓ Director of Agency “Enterprise Georgia”, Mikheil Khidureli
- ✓ as well as representatives and top management of EUGBC member companies and partner Business Associations.



Press the
picture to see
👉 the video

Following issues were

- Updated programs by the Government of Georgia to support business
- New challenges faced by business sector due to COVID19 pandemic
- Necessary activities/additional steps in order to minimize the losses and recover the economy
- Monitoring implementation of recommendations given by the Ministry of Labor and Health of Georgia
- New prospects of business development.





Online meeting with EUGBC member company STREGI on Brand and Business Development issues



EUGBC, in close cooperation with marketing consulting agency STREGI - started series of the online meetings in response to the current global/local challenges, aiming to contribute to development and survival of organizations brands, as well expansion capabilities on export markets, managing companies' successful digital transformation.

On September 18th the meeting has been organized on Brand and Business Development issues covering the following topics:

- ✓ Brand Strategy, as an instruction of Commercial Strategy
- ✓ Brand Challenges and ways for development
- ✓ Brand Strategy Implementation within Organization

Topics were covered by Strategic Branding and Marketing Consultant and co-founder of STREGI-
Kakha Samkharadze



Online meeting with the Ambassador of the United States of America to Georgia



On September 15, 2020, H.E. *Kelly C. Degnan*, Ambassador Extraordinary and Plenipotentiary of the United States of America to Georgia, met in an online format with the EUGBC Board and Member companies.

The meeting was organized within the framework of regular consultations of EUGBC Business Companies with the international and diplomatic community in Georgia.

Ambassador Degnan briefed the participants on the United States' wide-reaching programs to support Georgia's democratic, free-market, western orientation, also covering assistance in terms of the fight against COVID-19.

Following the Ambassador's address, the meeting continued with a Q&A facilitating an exchange of views on questions of common interest and prospects of strengthening the bilateral economic cooperation between two countries.



Round Table “Georgia’s Economic development perspectives and necessary reforms in 2020-2024”



ON SEPTEMBER 24 - EUGBC ORGANIZED A MEETING - WHERE LEADERS AND REPRESENTATIVES OF LEADING POLITICAL PARTIES IN GEORGIA WERE PRESENT, AS WELL AS HEADS OF DIPLOMATIC MISSIONS ACCREDITED IN GEORGIA, ECONOMIC ATTACHES, BUSINESS ASSOCIATIONS AND BUSINESS SECTOR REPRESENTATIVES, ECONOMIC EXPERTS AND JOURNALISTS TOOK PART AT THE ROUND TABLE.

LEADERS OF THE POLITICAL PARTIES HAD THE OPPORTUNITY TO PRESENT THEIR VIEWS ON THE EXISTING PROSPECTS AND THE NECESSARY REFORMS.

AFTER THE PRESENTATIONS, THE MEETING CONTINUED IN Q&A MODE



*Press the
pictures to
see the
videos*



Business Formula - Interview with the Secretary General of EUGBC Zviad Chumburidze on the subject of Round Table Meeting

1 TV on – EUGBC organized Meeting with the political parties





EUGBC introduces to you new member – STREGI

Solution

Brand and Business Development

Brand Strategy
Sales Development
Organization Culture Development
Management Consulting
Investment Marketing

Brand Identity Development

Brand Design
Naming Services
Domain Consulting
Web Design

Digital Transformation of Organizations

Ecommerce Development
Website Development
SEO Audit & Consulting
ERP System Integration
CRM Platforms

Outsourcing Services

Ecommerce Marketing Management
Social Media Campaigns
Search Engine Marketing (Google, Yandex, Bing)
Web Support



STREGI is marketing agency powering the success of brands and digital transformation for various industry representatives. STREGI's existential mission is to provide 'Worthwhile Marketing Power' to various brands, products, people, companies, events

Meaningful Difference

STREGI supports organizations to implement projects that has overall commercial success. Cases and solutions are been analyzed in global terms, in-line with company's business processes, resources and potential.

STREGI's Meaningful Moment

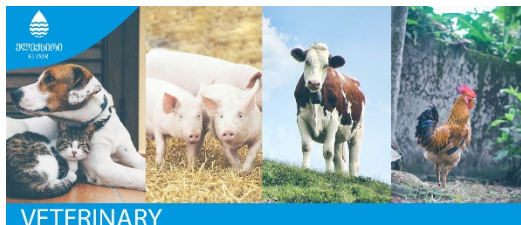
- 2020 - STREGI became EBRD marketing partner
- 2019 - STREGI partnered with global agencies in ecommerce services (Magecloud & Golden Team)
- 2019 - STREGI became a winner of Georgian Innovation and Technology Association
- 2019 7 July - STREGI started executing its mission in Georgia



ELIXIR GLOBAL LLC is a Georgian based company which strives for innovation and the betterment of human life, as our motto states: “Elixir – Water for life”.

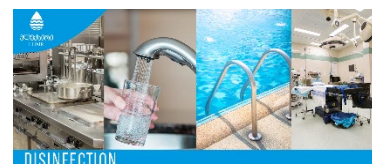


ELIXIR GLOBAL



The high-tech solution ‘Elixir’ is an innovative product used for humans, animals, birds, plants, hygiene, sanitation and disinfection. Elixir's products do not contain toxic pesticides or agrochemicals and are harmless to the environment, humans and other organisms.

Elixir effectively combats and instantly destroys harmful microorganisms due to its high levels of oxidative-restorative potential.



Elixir products for the Agro sector are auxiliary to the healthy and productive development of animals, and Elixir disinfectants are ideal for sanitary-hygienic purposes in industry and in everyday life

Elixir products have been awarded an InfoXgen certification, one of the most important licenses in Europe for the production of bio products.

Elixir is fully compliant with requirements and has a range of 38 products. Some examples: Elixir’s bioenergy drink is designed to be a healthier, energy-efficient beverage that will mobilize human resources, leading to increased energy flow. Helps to heal the body, strengthens the immune system, kills harmful microorganisms in the stomach and regulates pH balance in the body. It is also safe for people with diabetes.



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





Member company news

"DIO" has started production of pergolas in Georgia



for the first time in Georgia! The company "Dio" has started local production of pergolas! Pleasant evenings, open-air hospitality, romantic environment, closeness to nature, use of the terrace or veranda at any time of the year, happiness in all four seasons - such a comfort and cozy

environment provides a rolling roof - pergola!

The company "Dio" has been offering imported pergolas to customers for more than a year.

Demand and interest in the product has been growing over time, so the company decided to start manufacturing pergolas in Georgia, the decision was made soon, and as a result the customer already has the opportunity to get an innovative, sustainable design of durable, trendy and automatic rolling roofs in a short time with less price product – Pergola!



"Development of Georgian production is one of the main priorities for our company. As you know, the business environment is often changeable, which is why it is necessary to constantly strive for innovation in order not to lag behind progress. We are always ready to fully use the available resources to the interests and needs of customers, to be a creative and tailored company. "In response to these circumstances, we approached the issue in a complex way and started manufacturing the pergola in Georgia. We called it" Four Seasons of Happiness " – say in company



It is important that in "Dio" the customer can choose all the products that are needed for use in all four seasons of the terrace: both the pergola and its glazing with various types of rolling systems, heating systems, interior curtains and blinds for glazing. However, the warranty applies to almost all products.



Recall that "Dio" counts 25 years of customer relations, and during these years the main motivation for the continuation and development of the company was the care, loyalty and satisfied feedback from customers



ProCredit Bank installs its own solar power plant



ProCredit Bank has undertaken another innovative green project. A 500 m² solar panel array has been installed on the roof of its head office building in the centre of Tbilisi at 21 Alexander Kazbegi Avenue, and is already generating electricity. This green investment should result in 130,000 kWh of clean energy being generated annually, which means that 12% of the bank's total electrical power consumption will be produced with alternative energy. The bank's contribution to environmental protection, in particular from the solar power plant project, will be made clearly visible. Data on solar energy generation, reduced emissions and other saved resources will be collated in real-time and displayed on a special-purpose screen on the side of the building, thus making the information available to everyone. It is well-known that eco-orientation plays a strategic role in ProCredit Bank's activities; this is expressed not just in its everyday banking operations but also in its wide range of environmentally friendly customer services and credit facilities with good conditions as well as the solar power plant that is now going on stream.

"We try our best to promote environmentally friendly initiatives by introducing them into our activities. Our demand for energy is growing day after day. Therefore, we decided to make a significant and sustainable investment in this new solar power plant. Unlike fossil fuels, renewable energy is inexhaustible and more environmentally friendly. Alternative energy is the country's future and ProCredit Bank can boast yet another successful example of investing in this future", said Alex Matua, General Director of ProCredit Bank.



News from International Maritime Group



International Maritime Group, Ltd. announces Company Name Change to Nautica, LLC

International Maritime Group Ltd. announces that the company will begin operating under a new name and will be known as Nautica LLC, effective immediately. This rebranding strategy reflects both the evolution of the company as well as its fresh vision. Along with this, a newly redesigned company logo has been adopted and a new website is planned to launch in November which will prominently feature the company's focus on innovations and new online platform. The company's ownership and staff have not changed.

CEO, Dias Jalagania stated "2020 marks an important point in the evolution of the company. We are very excited about the introduction of our new company name and logo. Our leadership team believes it was appropriate to rebrand the company to better represent our business to our clients."

Nautica LLC is a crew-manning agency based in Batumi, Georgia, with 12 years of experience providing top class manning services to the leading ship managers. As of May 2019 Nautica LLC is a full member of INTERMANAGER, an International Association of Ship Managers that aims to improve standards in ship management industry.

For more information regarding this announcement, please contact:

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INTERVIEWS

საქმიანი დილის ეთერში, გიორგი კაჭარავა საუბრობს კომერციული ატაშეების ინსტიტუტის გაუქმების საკითხთან დაკავშირებით



George Kacharava covers the issue of GMP standardization in an interview with TV 1





EUGBC Secretary General Zviad Chumburidze discussing the need of dialogue with business in an interview with Check Points



Secretary General Zviad Chumburidze on the subject of judiciary reforms





[Zviad Cumburidze
commenting on
FDI issues](#)



[Giorgi Kacharava about business recommendations to future Members of Parliament](#)



EU-GEORGIA
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EUGBC, 2020