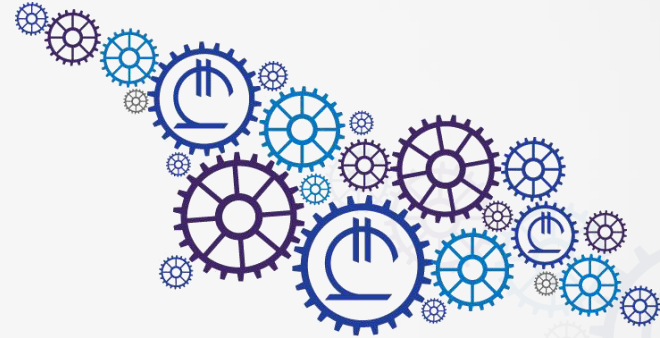


# Ministry of Economy and Sustainable Development of Georgia

## Enterprise Georgia



ENTERPRISE GEORGIA





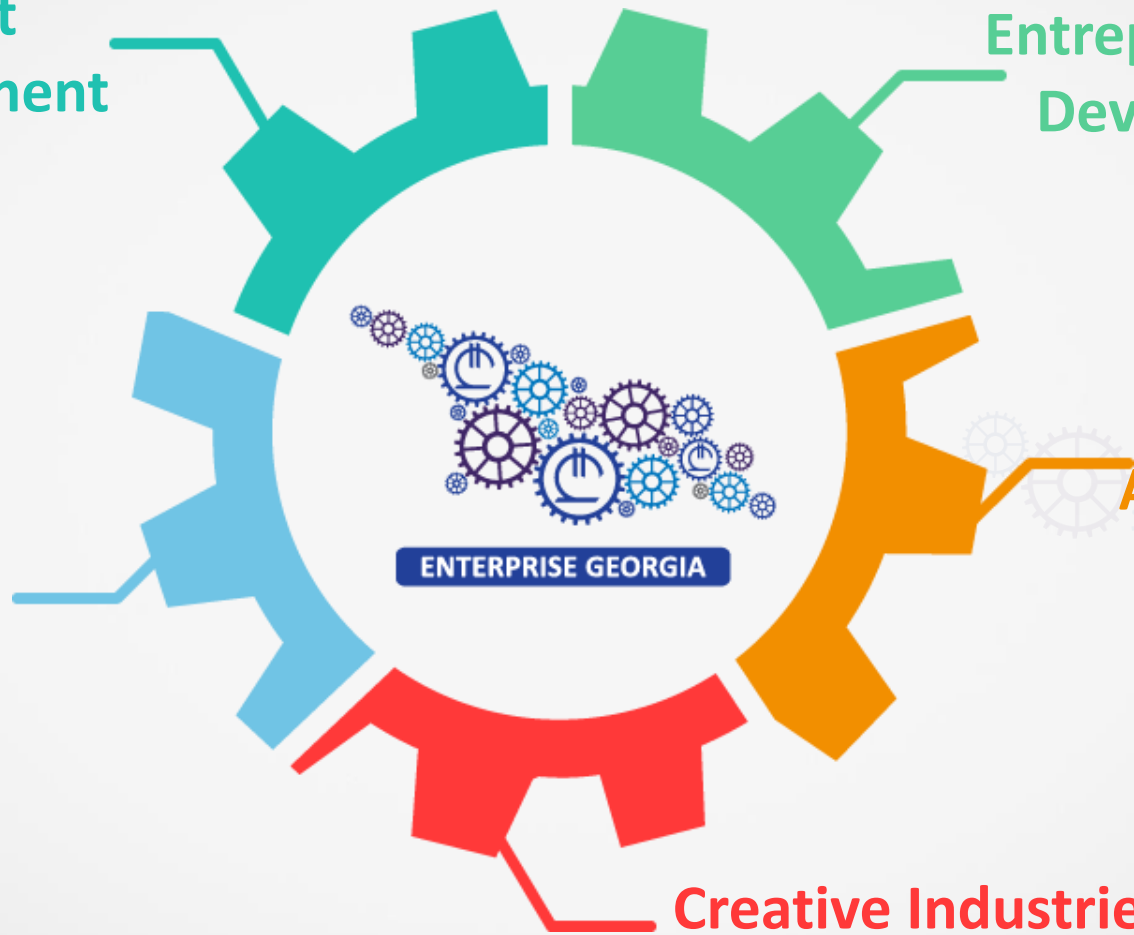
**Export  
Development**

**Entrepreneurship  
Development**

**International  
Relations and  
Awareness**

**Research,  
Analysis and  
Monitoring**

**Creative Industries**



**ENTERPRISE GEORGIA**



# Directions of support to private sector



**Access to the finance**



**Technical Assistance**



**Business Internationalization**



**Export Development/Facilitation**

# Access to Finance

„Produce in Georgia“

- **New production**

Interest rate on loans- **1-3%**

Partial collateral guarantee- **≤50%**

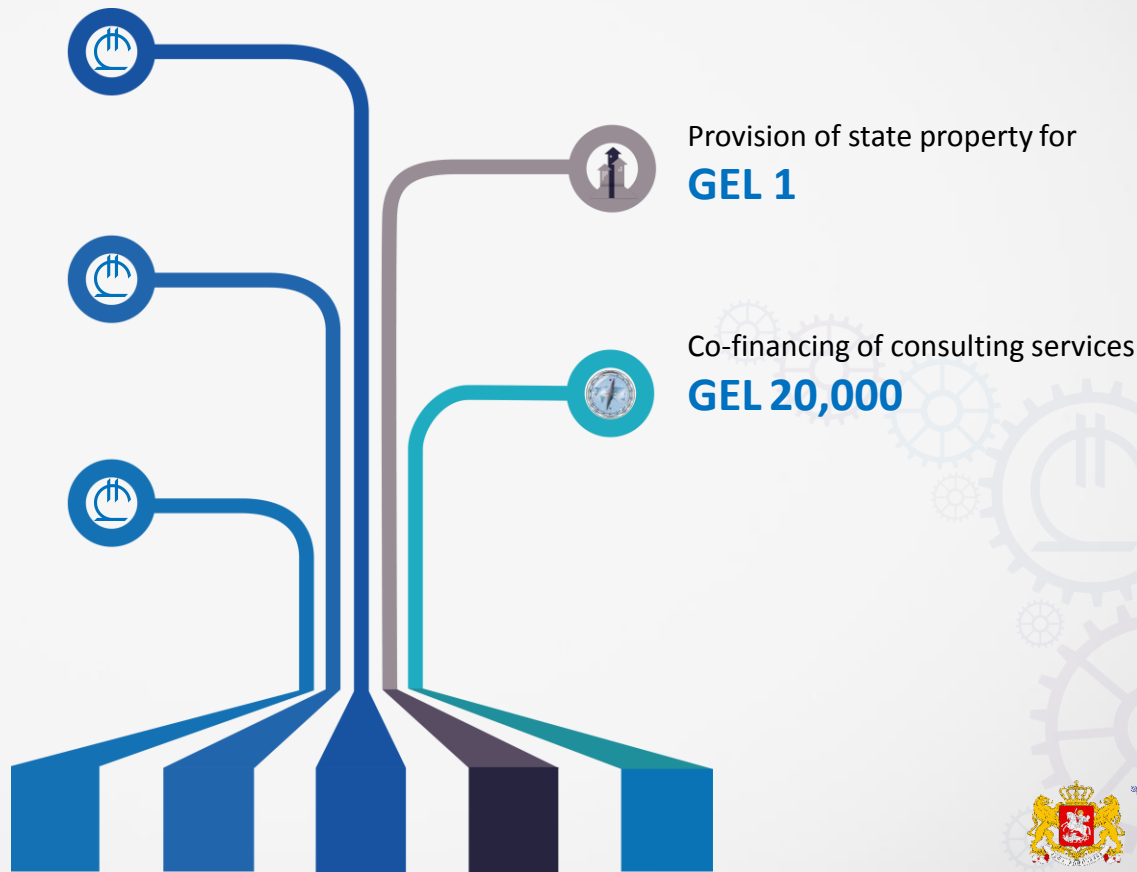
- **Expansion/Upgrade**

Interest rate on loans - **1-3%**

Partial collateral guarantee- **≤50%**

- **Leasing**

Interest rate on leasing - **1-3%**



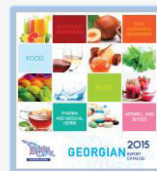
# Export Facilitation

Development of Georgian export potential

Popularization of Georgian export products

Technical Assistance: Consulting and provision of information

- **Promotion of Georgian companies and products**
  - [www.tradewithgeorgia.com](http://www.tradewithgeorgia.com)
  - Export catalogue
- **Certified Export Managers Courses**
- **Analysis of Export Markets**
- **Participation of Georgian Companies in International Trade Events**



# Technical Assistance

## ✓ Service Center

- ✓ Free computers (free WiFi),
- ✓ Free library with business literature,
- ✓ Free meeting and networking space,
- ✓ Hosts different events and trainings.



## ✓ Training Needs Assessment (TNA)

- ✓ TNA is a mechanism of an EU agency European Training Foundation (ETF),
- ✓ Trainings and capacity building for skill development for the employees.



## ✓ EMPRETEC

Entrepreneurship Training Workshops (ETW) – targeted entrepreneurship training sessions are available for promotion and fostering of entrepreneurship eco-system



# Technical Assistance

## ✓ MiniMBA

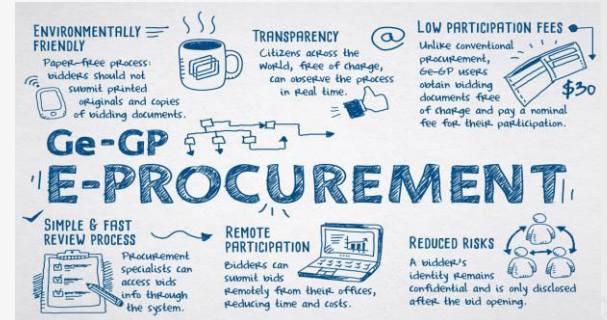
In 2015 year, Enterprise Georgia organized miniMBA program for the beneficiaries of “Produce in Georgia”. In total participated 20 companies.

## ✓ Georgian Procurement System

- ✓ Several trainings for Georgian SMEs ( in the regions) on state procurement system,
- ✓ Participated over 70 companies.

## ✓ Tbilisi Fashion Weeks

- ✓ Supported number of fashion shows in Georgia.
- ✓ Matched international brands and buyers with the Georgian designers.





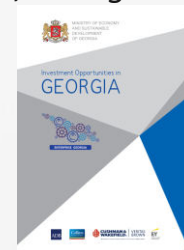
# Business Internationalization

Popularization of Georgian Private Sector  
Potential and establishment of linkages on  
foreign markets

Distributing / Increasing Awareness of  
Georgian Companies and Business  
Proposals

Technical Assistance: Skills Development,  
Cooperation with International  
Organizations

- ❑ Cooperation with International organizations and governments on development business –matching programs
- ❑ Investment Catalogues
- ❑ Major International Business Forums
  - 2014: “Georgia – Regional Hub and Asia’s Gateway to Europe”  
*Tbilisi, Georgia*
  - 2015: „EBRD Annual Meeting”  
*Tbilisi, Georgia*
  - 2015: „Tbilisi Silk Road Forum”  
*Tbilisi, Georgia*



European Bank  
for Reconstruction and Development

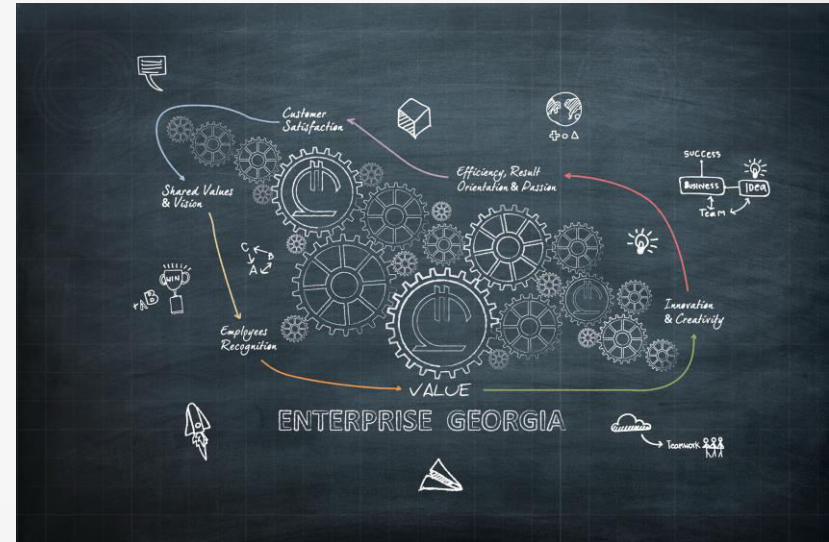


## Achievements for 2 years

- ✓ Total staff – 32 employees
- ✓ SMEs received financial support - ~2,000
- ✓ Trained SMEs – 3,500
- ✓ Facilitated Investments – USD 110 mln.
- ✓ Facilitated Export – USD 20 mln.
- ✓ Facilitated new job places: ~ 6,000
- ✓ Provision of information/consultations: ~10,000



Committed to excellence  
1 star - 2015



# Enterprise Europe Network - Georgia

## Consortium of EEN- Georgia

- ✓ Enterprise Georgia
- ✓ Georgia's Innovation and Technology Agency

### Our Services:

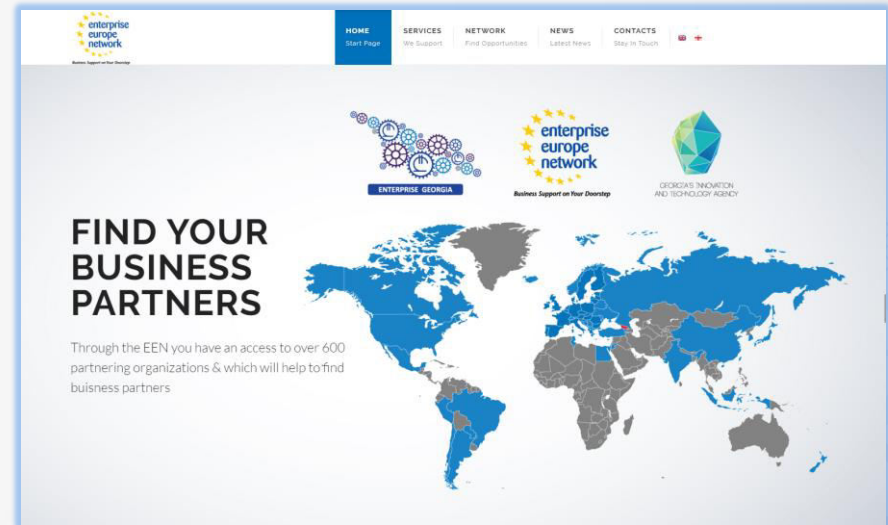
- ✓ Business matching/linkages
- ✓ Investment Promotion
- ✓ Internationalization of your business
- ✓ Export promotion of your products/services
- ✓ Technology transfer
- ✓ Facilitation of Research & Development
- ✓ Provision of information on markets



*Business Support on Your Doorstep*

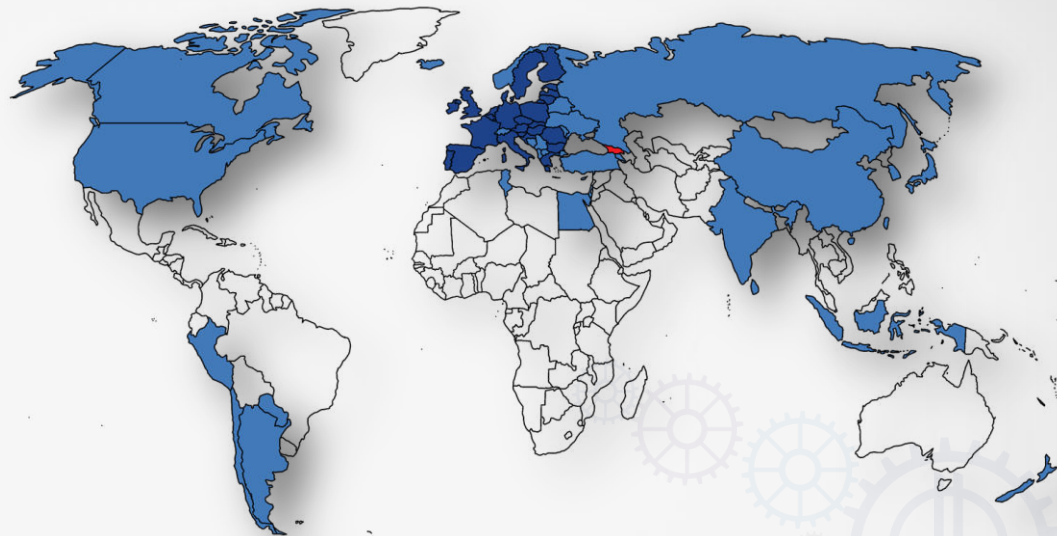


[www.een-georgia.ge](http://www.een-georgia.ge)



# Enterprise Europe Network - EEN

- ❑ 60 Countries
- ❑ 600 Contact Points
- ❑ Benefits of participation:
  - ✓ Upload and dissemination of business proposals in EU and other countries
  - ✓ Access to specific proposals and partnering opportunities of EU businesses
  - ✓ Access to information through 600 contact points in EEN member countries



*Business Support on Your Doorstep*





**Award winning  
UK Design company**

ROKOS



# Success Stories - EEN



## Products



## Success Stories - EEN

*Colin*  
DAL 1970 • SALUZZO

TESSUTI, BIANCHERIA E  
ARREDAMENTO PER LA CASA



# Georgia considered as a Partner



- Belgian company;
- Looking Trustworthy partner to manufacture;
- Golf bags.



- Turkish company;
- Seek distributors and commercial agents;
- Irrigation system solution.





# Expression Of Interest (EOI)

✓ Promotion:



✓ [www.een-Georgia.ge](http://www.een-Georgia.ge)



✓ Facebook;



✓ Direct contact.

✓ Georgia sought for partnership



Start



✓ We officially submit EOI on EEN



✓ Georgian company expressed interest



✓ Match → Negotiation process;

finish



✓ Positive answer



# Business Proposal from Georgia

✓ Georgian company Expresses interest

✓ Fill the application form

✓ Application reviewed by internal/external reviewer;

✓ Support to fill out

✓ Submit.

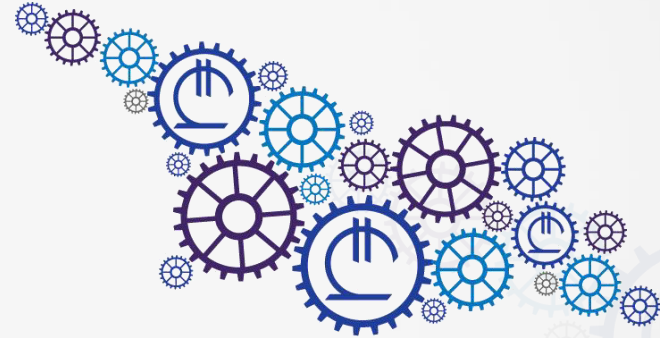
✓ Match → Negotiation process;

finish



# Ministry of Economy and Sustainable Development of Georgia

## Enterprise Georgia



ENTERPRISE GEORGIA

