Conference Services

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ABOUT ENTERPRISE GEORGIA

• Established in 2014 under the Ministry of Economy and Sustainable Development of Georgia.

• Legal Form: Legal Entity of Public Law (LEPL).

• The Main State Institution Responsible for Private Sector Development Support with Focus on MSMEs

• Restructured in the middle of 2017 – “Invest in Georgia” merged under Enterprise Georgia; Increased focus on Export, identified new sectors and started working on them.

• Number of Employees: 60.

• Office and Service Centre: Uznadze str. 18, Tbilisi, Georgia.
THREE MAIN PILLARS

- **BUSINESS** - Offers different access to finance and technical assistance programs in manufacturing and hospitality industries.
- **EXPORT** - Export promotion and development of high potential sectors.
- **INVEST** - Promotes investment opportunities and offers aftercare services.
- **FILM IN GEORGIA** - Promotes Georgia to attract films production.
- **RESEARCH & DEVELOPMENT** - Supports Business, Export and Investment Components in researches.
- **INTEGRATED SERVICE CENTER** - Provides information about Government supported programs for SMEs development.

ENTERPRISE GEORGIA - EXPORT

**MISSION**

- Support to increase international sales of Georgian products and services
- Support to increase a scale and quality of internationalization of Georgian SMEs

**VISION**

- More added value
- On more international markets
- With more export stability

**PHILOSOPHY**

- Portfolio Management - direct cooperation with companies
- Inclusive Approach to Export Development - Improving synergy and coordination by increasing donors' and stakeholders' involvement
LIGHT INDUSTRY:
Apparel, Footwear, Bags, Leather, Jewelry, Toys and Electrical Goods Manufacturing

POTENTIAL SECTORS:
- **Products**: Construction Materials, Pharmaceutical Products, Furniture Manufacturing.
- **Services**: High Education, Public Services, Franchising.

STRATEGIC MARKETS:
- GULF COUNTRIES
- CIS - FTA
- EU - DCFTA
- TUREKY - FTA
- USA - GSPA
- CHINA - FTA
OUR SERVICES AND INSTRUMENTS

INTERNATIONAL MARKETS ACCESS

- INTERNATIONAL TRADE FAIRS
- OTBOUND AND INBOAND TRADE MISSIONS
- BUSINESS CONSULTATIONS
- EXPORT READINESS TEST
- [WWW.TRADEWITHGEORGIA.COM](http://WWW.TRADEWITHGEORGIA.COM) Online Catalogue of Georgian Products & Services
- MATCHMAKING
- ENTERPRISE EUROPE NETWORK (EEN)
- SECTORAL RESEARCHES
- EXPORT GUIDANCE - Document, Video
POTENTIAL DEVELOPMENT

- INTERNATIONAL RELEVANT CONFERENCES
- SECTORAL MEETINGS
- REGIONAL MEETINGS
- B2B PLATFORM
- B2C PLATFORM
- DONORS’ AND STAKEHOLDERS’ INVOLVEMENT

EDUCATION FOR EXPORT DEVELOPMENT

1. Organizing and co-financing “EXPORT MANAGEMENT TRAINING CERTIFICATION COURSE” in partnership with Georgian Universities.

2. “PARTNERSHIP WITH UNIVERSITIES PLATFORM” - supporting collaboration between academia and private sector.

3. Organizing “MASTERCLASSES AND WORKSHOPS” in different topics of business administration delivered by respected industry professionals.

4. Organizing and co-financing participation in “INTERNATIONAL INDUSTRY SPECIFIC TRAININGS”.

5. “ONLINE TRAININGS” in Export and trade related subjects. (will be available from later this year)
Thank You!