

# ENTERPRISE GEORGIA

Geneva

**3 May  
2018**

# 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
- Number of Employees: 64
- Office and Service Centre: Uznadze str. 18, Tbilisi, Georgia

# THREE MAIN PILLARS

- **BUSINESS** - Supports different access to finance and technical assistance programs in manufacturing and hospitality industries
- **EXPORT** - Facilitates export promotion and development in high export potential sectors
- **INVEST** - Promotes Georgia as an attractive investment destination
- **RESEARCH & DEVELOPMENT** - Supports Business, Export and Investment Components in researches and new programs development
- **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

# 6 PORTFOLIO MANAGERS



FOOD



BEVERAGES



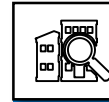
LIGHT INDUSTRY



ICT



BUSINESS  
CONSULTING



ARCHITECTURE &  
DESIGN

## LIGHT INDUSTRY:

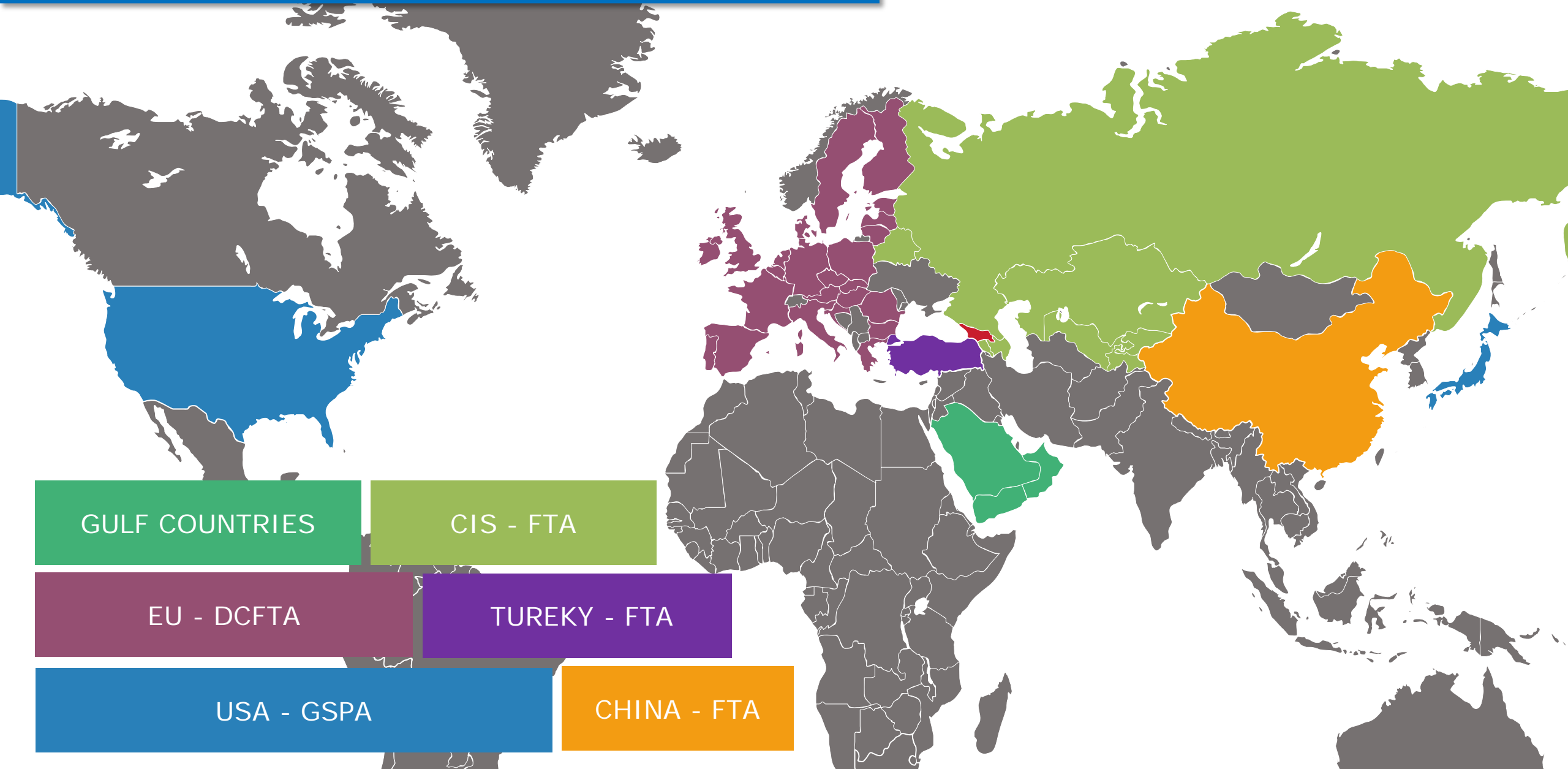
Apparel, Footwear, Bags, Leather,  
Jewelry,

Toys and Electrical Goods  
Manufacturing

## OTHER 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

- Planning, organizing and co-financing participation in international relevant trade-shows & conferences
- Planning, organizing and co-financing international targeted trade missions
- Export Catalogue
- Enterprise Europe Network (EEN)
- Online trade platform: [www.tradewithgeorgia.com](http://www.tradewithgeorgia.com)
- Commercial Attaches from 2018 in six countries
- Researches for

## BUSINESS CONSULTATIONS & MATCHAMIKNG

- Individual meetings with companies for providing consultations on exports and internationalization
- Export Readiness Test - categorizing companies to offer services based on a company's export capacity

## EDUCATION FOR EXPORT DEVELOPMENT

- Organizing and co-financing “Export Management Training Course” in partnership with Universities (twice in a year)
- Organizing and co-financing “Masterclasses and Workshops” in different subjects of business administration and trade related topics
- Online Trainings for MSMEs

## PLATFORMS

- Sectoral Meetings
- Regional Meetings
- Partnership with Universities and VETs
- B2B Meetings for strengthening local SMEs linkages



**Thank You!**