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 SENTER** - 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

OTHER SECTORS:
• Products: Construction Materials, Pharmaceutical Products, Furniture Manufacturing.
• Services: High Education, Public Services, Franchising.
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
- Commercial Attaches from 2018 in six countries
- Researches for

BUSINESS CONSULTATIONS & MATCHAMIKING

- 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!