



# AUMENTA



The project is co-funded by the European Union's COSME Programme.

# Fact-finding mission: Georgia

18 October 2021 | 13:00 – 15:00 CET

## Welcome and introduction

---

Starting hour 13:00h CET Hours in the agenda provided in CET

(Starting hour 15:00h Georgia time) / (Starting hour 14:00h EET for Baltic countries)

13:00 - 13:05 CET	Welcome Speech / Gateway&Partners
13:05 - 13:10 CET	Opening Remarks / Anna Rozenfelde, Food Products Quality Cluster

## Presentation 1

---

13:10 - 13:40 CET	<b>Georgian Chamber of Commerce and Industry</b> <b>Giorgi Vekua, Director of Business and Regional Development Department</b> <ul style="list-style-type: none"><li>• Services of the chamber of commerce</li><li>• Relations between Georgia and the European Union</li></ul>
-------------------	--

## Presentation 2

---

13:40 – 14 :00 CET	<b>Georgian Distributors Business Association</b> <b>Nana Berishvili, Head of PR Department</b> <ul style="list-style-type: none"><li>• About association</li><li>• Attitudes toward EU companies in Georgia</li><li>• Market entry procedures</li><li>• Statistics</li><li>• Segmentation (EU company consumers)</li><li>• Positioning on the market</li></ul>
--------------------	--

## Presentation 3

---

14 :00 – 14 :20 CET	<b>Georgian ICT Cluster</b> <b>Mariam Sumbadze, Director</b> <ul style="list-style-type: none"><li>• ICT Cluster presentation</li><li>• Opportunities for potential collaboration</li></ul>
---------------------	--

## Presentation 4

---

14 :20 – 14 :40 CET

**Spar Georgia**

**Miranda Manjgaladze, Managing Director of “Food mart”**

- Market selection
- Market entry strategy
- Challenges and difficulties on the market
- Development/expansion

## Discussion and farewell words

---

14:40 - 15:00