

NEWSLETTER

APRIL 2025

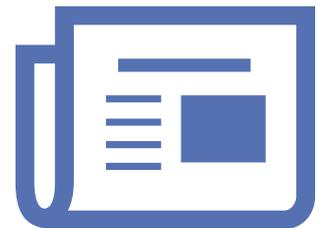
#EBACONNECTINGEUROPE



ACTIVITY REPORT



APRIL HIGHLIGHTS



MEMBER NEWS

EBA BOARD

We are proud to present the newly elected Board of the European Business Association, following an engaging election process participated by our esteemed member companies. This election marks an important moment in the continued development of the EBA, reflecting the strength of our community and the shared commitment to shaping a prosperous business environment in Georgia.

BOARD OF THE EUROPEAN BUSINESS ASSOCIATION



The EBA Board plays a vital role as the strategic leadership body of the Association. It is entrusted with defining our long-term vision, setting key policy directions, and advocating on behalf of our diverse membership. With deep industry knowledge and a forward-looking mindset, the Board works to ensure that the voice of the business community is heard, respected, and impactful in shaping economic and regulatory frameworks.

We would like to express our sincere gratitude to all EBA members who took part in the electoral process. Your engagement in this important democratic exercise is what makes our Association dynamic, representative, and inclusive. It is through your involvement that we continue to build a strong foundation of transparency, collaboration, and shared purpose.

Our warmest congratulations go out to the newly elected Board members! We are excited to begin this new chapter of cooperation, innovation, and leadership. Together, we will work to further strengthen Georgia's business landscape, drive sustainable growth, and promote a fair, competitive, and welcoming environment for all.

QI STAKEHOLDER MEETING



High standards and quality are top priorities for the members of the EBA. Therefore, the Association, in collaboration with its partners—the EU and GIZ—organized the conference "From Standards to Success: QI Stakeholder Meeting."



The event brought together key players from the quality infrastructure sector, including private sector representatives, international organizations, QI experts, and service providers. Discussion explored the importance of standards in driving business success, the current state of quality infrastructure in Georgia, and the opportunities it presents for private sector growth.



The event also served as a dynamic platform for meaningful business-to-business (B2B) interactions, enabling participants to engage in in-depth discussions that fostered the development of new strategic partnerships, collaborative ventures, and long-term business relationships.



A special thank you to all speakers, panelists, and participants for contributing to such an engaging and impactful dialogue. EBA will continue working actively on this topic and is open to cooperating with all interested companies and stakeholder to further strengthen quality standards in Georgia.



LUNCH WITH THE AMBASSADOR



EBA members had the pleasure of attending an exclusive lunch with H.E. Robert Gerschner, the Ambassador of Austria to Georgia and Ms. Lena Koppensteiner, Deputy Head of Mission and Consul of Austria to Georgia at EBA member Rooms Hotel Tbilisi.



The event also highlighted the growing importance of building connections between the private sector and diplomatic missions. Such interactions provide invaluable insights that pave the way for cooperation and productive partnerships across industries.



The event offered a valuable opportunity for insightful discussions and meaningful networking with the Ambassador and key stakeholders from the business community.



Special thanks to H.E. Robert Gerschner and the Austrian Embassy team for their cooperation and continued support. We look forward to further strengthening our collaboration through future EBA events.



EBA HOSPITALITY COMMITTEE



The EBA Hospitality Committee meeting took place at Pullman Tbilisi Axis Towers, gathering key stakeholders from the hospitality and tourism industries. The event provided an opportunity to discuss the sector's challenges, uncover growth prospects, and align on strategic objectives that cater to the needs of EBA members.



Khatuna Bolkvadze, HR Manager at Hilton Batumi, addressed a pressing issue within the industry—skills mismatch—and emphasized the importance of aligning workforce capabilities with sector demands. This topic led to a productive exchange of ideas during the open discussion segment.



The meeting kicked off with opening remarks by Mariam Kuchuloria, Managing Director of EBA. This was followed by an insightful presentation from Vincent Dujardin, Chair of the Hospitality Committee and General Manager of Pullman Hotel, outlining the committee's key priorities for the future.



Hospitality Committee will continue to work on the important topics identified during the meeting, focusing on solutions that address the sector's challenges and drive growth. We sincerely thank all attendees for their valuable contributions and participation. A special thanks to Pullman Hotel for their warm hospitality.



EBA MEMBERS VISIT PSP PHARMA'S GDP-CERTIFIED WAREHOUSE

EBA Healthcare Committee members had the opportunity to visit PSP Pharma at its GDP-certified distribution warehouse. For the second time, PSP successfully passed the Good Distribution Practice (GDP) compliance audit and renewed its certification. This certification ensures that the quality and safety of medicinal products are maintained throughout the entire supply chain — from production to the final consumer.



During the visit, EBA representatives — including member companies, the association's leadership, and EBA President John Braeckveldt — were introduced to the warehouse's structure and operations by Mamuka Bregvadze, Administrative Director.



Giorgi Glunchadze, Deputy Administrative Director of PSP, provided guests with a comprehensive overview of the company's remarkable 30-year history. He outlined PSP's major milestones and company's lasting contributions to the strategic developments of the pharmaceutical industry in Georgia.

The guests had the opportunity to observe the full logistics process: from receiving and sorting to storage, order assembly, quality control, and distribution. The tour also showcased PSP's integration of digital innovations and modern technologies that ensure GDP-compliant warehousing and operational excellence.



PSP has been a pioneer in upholding pharmaceutical standards in Georgia. It was one of the first companies to receive GDP certification when the standard became mandatory in 2022. With more than 30 years of experience, PSP continues to prioritize customer well-being and access to high-quality health and beauty products.



During 30 years, PSP's top priority has been customer well-being. That's why we constantly improve product accessibility—physically, geographically, and financially—while aligning with global best practices.

The renewed certification once again confirms PSP's leadership in quality, innovation, and responsible distribution.

EBAYOUTH ACADEMY



The EBAYouth Academy is progressing successfully, offering students hands-on learning experiences and practical knowledge in real-world settings. As part of the program, EBA member companies are exclusively hosting the sessions, providing unique access to industry expertise and professional environments.



At GITA · Tech Park, EBA member December32 LLC hosted a dynamic workshop led by co-founders Julia Schwarz and Miles Lalor. The session covered international business, branding, innovation, and career tips, with a strong focus on communication and personal branding.



At Pullman Tbilisi Axis Towers, students attended a session on "Soft Skills for the Labor Market", led by Salome Chkonia, Head of HR. The training offered valuable advice on job applications and workplace readiness, followed by a tour of the hotel's state-of-the-art facilities.



Tegeta Motors also welcomed students for an insightful session on marketing, presented by CMO Elenka Kokhraidze. Alongside the presentation, students toured various departments to get a behind-the-scenes look at one of Georgia's leading automotive company.



NEW MEMBER

GASTRONOME

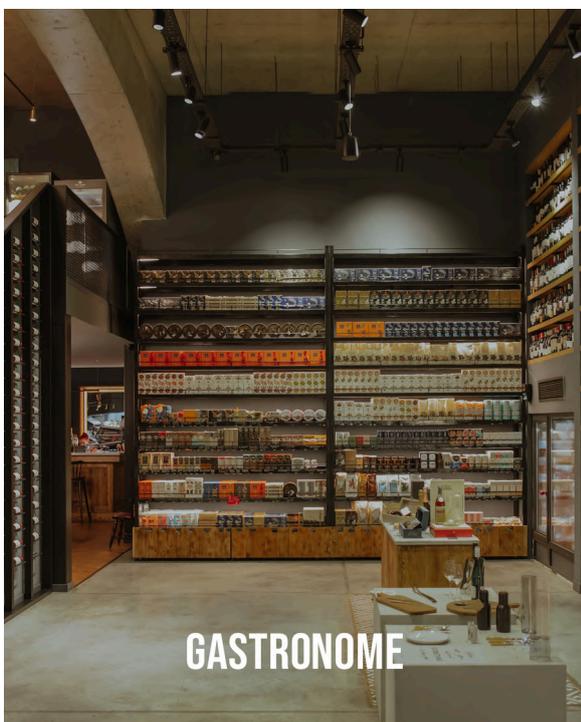
Founded in 2019, Gastronome began as a pioneer in Georgia's gourmet food sector, introducing the country's first premium food store experience. Today, with seven stores, The company continues to uphold the highest standards in quality, service, and expertise, while fostering an exceptional work environment for its team.

Building on this success, Gastronome Georgia LLC expanded into the restaurant industry, offering high-quality dining experiences that reflect its commitment to excellence. Over the years, Gastronome brand has evolved beyond food and hospitality, growing into new sectors while maintaining the same dedication to craftsmanship and innovation.

As part of this evolution, the company introduced Kitchen & Living, two concept stores featuring designer home decor and kitchen accessories, followed by Brunch, a healthy food delivery service specializing in fresh sandwiches and salads. Most recently, Gastronome Georgia LLC expanded into fashion with Tartine et Chocolat, the official franchise store of the renowned French kids' fashion brand, bringing a touch of Parisian elegance to Georgia.

At Gastronome, their mission is to bring only the finest products and experiences to Georgia, shaping a refined lifestyle and elevating both the industry and the mindset of the population.

EBA warmly welcomes its new member, Gastronome Group, and wishes them success in all future endeavors and collaborative initiatives



MEMBER NEWS



TAX DISPUTE RESOLUTION – PROTECTING YOUR BUSINESS INTERESTS

At Andersen Georgia, we recognize that tax disputes can pose substantial challenges for businesses. As tax regulations evolve, and enforcement becomes more rigorous, effective representation and a well-considered strategy are essential for safeguarding your interests.

Our Tax Dispute Resolution Team, led by Lasha Adamashvili and Giorgi Khanjaliashvili, brings unmatched experience and strategic insight into resolving tax controversies at every stage - from audit defense and administrative appeals to court litigation.

Lasha Adamashvili, Head of Tax and Advisory, has over 10 years of experience in tax advisory and dispute resolution. Lasha's expertise includes debt management in tax cases and providing comprehensive tax consultations. Before joining Andersen, he led the Litigation Division at the Revenue Service of Georgia, overseeing a vast portfolio of tax cases. Lasha has been involved in some of the largest tax litigation cases in Georgia, including cases exceeding 200 million GEL, and has extensive experience in assisting multinational companies in tax disputes.



Giorgi Khanjaliashvili, Tax Manager, has extensive experience in Georgian and international taxation, with an Advance Diploma in International Taxation (ADIT). He specializes in tax advisory, dispute resolution, assisting companies with tax planning and establishing legal presence in Georgia. Giorgi has represented clients in state authorities and courts, obtained Advance Tax Rulings, managed insolvency proceedings, and planned import/export procedures from a tax perspective. Before Andersen, Giorgi worked in the Revenue Service's Dispute Resolution Department and as a Senior Tax Consultant at a Big4 firm.

Our Tax Dispute Services Include:

- Consulting and representing clients in tax audits and disputes
- Developing and implementing tailored tax dispute strategies
- Drafting and filing complaints before the Ministry of Finance and relevant tax authorities
- Preparing and submitting lawsuits in court and representing clients in litigation
- Defending clients in complex alter-ego ("straw man") disputes - including strategy design, evidence collection, counterarguments, and courtroom advocacy
- Whether you're facing an unexpected audit, disputing an assessment, or preparing a defense against any other action by the tax authorities, our team provides end-to-end support to help you resolve disputes efficiently, which will safeguard your business from financial and reputational harm.

Contact Us: For any inquiries or to learn more about how we can support your business needs, please get in touch with our team, or visit us at [Andersen Georgia Website](#).

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MEMBER NEWS



ARDI INSURANCE AND LIV HOSPITAL GROUP UNVEIL STRATEGIC PARTNERSHIP TO PROVIDE ENHANCED HEALTHCARE AND INSURANCE SERVICES FOR GEORGIAN INSURED



Liv Hospital Group, a one of the distinctive leader in healthcare service providers in Turkey and globally, and **ARDI Insurance JSC**, one of Georgia's top insurance providers, are proud to announce the signing of a strategic partnership agreement aimed at enhancing healthcare offerings and providing comprehensive health insurance solutions to patients in Türkiye.

The memorandum of understanding (MoU) was **signed in Tbilisi, Hotel Pullman**, marking the beginning of a significant collaboration between the two organizations, focused on improving the quality of healthcare services and insurance coverage for Georgian citizens insured at ARDI.

Key highlights of the partnership:

- **Expansion of Healthcare Access:** Liv Hospital's world-class healthcare services will be more accessible to residents of Georgia through ARDI Insurance's extensive network.
- **Comprehensive Health Coverage:** The partnership will offer Georgian patients affordable health insurance plans that include access to cutting-edge treatments and medical facilities at Liv Hospital Group with a special discount from Liv Hospital and partial co-payment embedded into the ARDI Health Insurance plans – corporate and individual.
- **Shared Expertise and Innovation:** Both companies will work together to share expertise, innovations in healthcare, and explore new medical technologies to improve patient outcomes.
- **Cross-Border Collaboration:** With healthcare becoming increasingly globalized, the enhanced collaboration between Turkey and Georgia will serve as a one of the successful models for cross-border health solutions in the region.

Exclusive Health Benefits for ARDI Members at Liv Hospital Group:

- **30% Discount** on all type of medical services
- **Special Rates** for online consultations through Healthverse PanoramicWEB – a real-time virtual tour platform connecting you with Liv Hospital physicians – and for PET-CT scans
- **50% Discount** on Liv Gold Cancer Screening Packages (for both men and women) – Valid until December 31, 2025
- **Robotic Surgery Fee Waived** – No additional charges for the use of robotic technology in robotic surgeries. As a result, the cost of surgery performed with this advanced medical technology will be equal to the cost of laparoscopic surgery, which is an unprecedented offer.
- **Complimentary VIP Transfers** between airport, hotel, and hospital

Ms. Meri İstiroti, Group Coordinator, Liv Hospital Group: “We are excited to partner with ARDI Insurance JSC to bring our exceptional healthcare services more accessible for Georgian patients, especially for ARDI Insureds. This partnership aligns with our vision of making high-quality healthcare more accessible to patients in the region. Together, we will provide comprehensive and innovative healthcare solutions by adapted special prices with solid discounts, free of charge SMO’s and exclusive preventive checkup plans with gender-related comprehensive coverage.”

Mr. Michael Japaridze, CEO, ARDI Insurance JSC: “This partnership with Liv Hospital Türkiye is a one of the major steps forward for the health insurance sector in Georgia. By combining our strengths in insurance with Liv Hospital's world-class medical services, we will ensure that Georgian insured citizens have access to high-quality healthcare and insurance coverage that they can trust”

Liv Hospital Group: Liv Hospital is one of Turkey’s leading healthcare providers, offering a broad range of medical services across multiple specialties, including cardiology, oncology, orthopedics, and more. Known for its state-of-the-art facilities and internationally recognized medical staff, Liv Hospital is committed to providing exceptional care with a focus on patient satisfaction. Established in 2013 in Istanbul, Türkiye, first and flagship hospital was opened in the Ulus district of Istanbul, aiming to combine high-end healthcare with personalized patient service. Over time, Liv Hospital quickly expanded across Türkiye and even internationally, becoming one of the well-known brands in premium healthcare. For today Liv operates 6 Hospitals in Türkiye and 4 facilities abroad including: Baku, Budapest, London and Dubai. The name "LIV" stands for "Leading International Vision," reflecting the hospital's commitment to setting new standards both in Türkiye and around the world. Committed to continuous innovation, Liv Hospital integrates cutting-edge technologies, including robotic surgery, AI-assisted diagnostics, precision oncology, regenerative medicine, and stem cell therapies. With its JCI-accredited centers of excellence, Liv Hospital delivers world-class, patient-centered care, setting new standards in modern healthcare both nationally and internationally.

About ARDI Insurance JSC: ARDI Insurance JSC is one of Georgia's premier insurance companies, providing comprehensive health, life, and property insurance solutions. With a customer-centric approach and a commitment to innovation, ARDI Insurance aims to offer its clients reliable and tailored insurance products that meet their needs. Established with a vision to set new benchmarks in the Georgian insurance market, ARDI combines modern technology, flexible policies, and professional expertise to deliver an exceptional customer experience. The company is known for its transparent service, quick claims processing, customer advocacy and dedication to building long-term relationships with its clients. Whether serving individuals, families, or businesses, ARDI Insurance continues to grow as a trusted partner in protecting what matters most. As part of its ongoing commitment to excellence, ARDI actively invests in digital solutions and new service models to ensure greater accessibility, efficiency, and customer satisfaction across all its offerings.

MEMBER NEWS



The Importance of International Controlled Transaction Assessment



International controlled transaction assessment and transfer pricing issues are becoming increasingly relevant in Georgia's tax reality. The increased activity of the Revenue Service in this direction creates significant challenges for businesses and requires proper attention.

An international controlled transaction represents an operation between related parties where one party is not a resident of Georgia and/or one party is located in a country with a preferential tax regime and/or one party is a Free Industrial Zone enterprise.

The relevant articles of the Georgian Tax Code that regulate transfer pricing issues are provided in Chapter 17 of the Tax Code: "Assessment of International Controlled Transactions." The legislation determines that controlled transactions must comply with the arm's length principle; the taxpayer is obligated to prove the transaction's compliance with market conditions, while the Revenue Service has the right to verify the compliance of controlled transactions with this principle.

Based on Article 70 of the Tax Code, the Revenue Service has the right to request transfer pricing documentation, and companies are obligated to provide justification regarding the compliance of operations with the arm's length principle. In case of a request from the tax authority, companies must submit the relevant documentation within 30 calendar days.

Recently, the Revenue Service has significantly strengthened control in the transfer pricing sphere. Many companies have received notifications referring to Article 70 of the Tax Code, which implies the obligation to submit information about controlled transactions. Additionally, the number of tax audits focused on transfer pricing issues has increased. This trend corresponds to international practice, where tax authorities pay increasing attention to international business operations and income outflow to low-tax jurisdictions.

Proper assessment of controlled transactions is also in the company's own interest. The quality of audited financial statements significantly depends on this issue, as international audit companies pay special attention to transactions with related parties. The existence of transfer pricing documentation and compliance with the arm's length principle are important for obtaining a positive audit opinion.

A transparent and substantiated transfer pricing policy strengthens a company's reputation and reduces questions regarding corporate responsibility. Transfer pricing analysis often reveals opportunities for improving business processes and contributes to increased efficiency. Well-documented transfer pricing policy also increases investors' confidence and reduces investment risks.

In particular, the need for transfer pricing services & proper transaction assessment is critical for:

- Companies engaged in cross-border transactions with related parties (including services, goods, loans, royalties, etc.);
- Businesses with international group structures, especially where at least one party is located in a low-tax jurisdiction or a Free Industrial Zone;
- Multinational corporations operating in Georgia, including regional headquarters, service centers, and distribution hubs;
- Companies undergoing or expecting a tax audit or receiving notifications from the Georgian Revenue Service under Article 70;
- Businesses planning significant related-party transactions and seeking to minimize tax risks through Advance Pricing Agreements (APAs);
- Companies preparing for financial statement audits, where transfer pricing documentation is essential to receive a clean audit opinion;
- Investment-driven businesses wishing to increase transparency and improve their reputation among investors and regulators;
- Any business aiming for long-term tax compliance and risk management through a structured transfer pricing policy.

The Georgian Tax Code also provides the possibility of obtaining an Advance Pricing Agreement (APA) related to international controlled transactions. This is a preliminary agreement between the company and the Revenue Service on the methodology of transfer pricing for controlled transactions. The advantage of such an agreement is legal certainty — the company has a guarantee that operations conducted with the agreed methodology will not become the subject of tax disputes.

An advance agreement significantly reduces the risks associated with transfer pricing adjustments and the probability of additional tax assessments. It also excludes disputes with the Revenue Service on transfer pricing issues and gives the company the opportunity for long-term planning without tax uncertainty. To obtain an advance agreement, the company must apply to the Revenue Service with a special application that details the planned controlled transactions and pricing methodology.

For companies that carry out operations with related parties, it is crucial to conduct an internal audit and/or involve professional tax advisors to identify controlled transactions. It is necessary to prepare transfer pricing documentation, including information about the group structure, economic justification of operations, pricing methodology, and comparative analysis. Companies should review and, if necessary, make adjustments to the pricing policy of operations, consider the possibility of an advance pricing agreement with the Revenue Service, and involve tax consultants in the process of preparing appropriate documentation.

Proper assessment and documentation of international controlled transactions is not only a legislative requirement but also an important tool for business risk management and a mechanism for protecting the company's own interests. It is also necessary for obtaining a positive audit opinion. The activation of the Revenue Service in this direction indicates that companies should pay more attention to this issue. Preparation of appropriate documentation, review of pricing policy, and, where possible, conclusion of an advance pricing agreement will help businesses avoid significant financial risks and tax disputes.

For more information, please contact:

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MEMBER NEWS



LARGEST SPORTING EVENT IN WEST GEORGIA IN 2025 KICKS OFF IN POTI

The city of Poti will host its first large-scale marathon on June 15, 2025, under the initiative and organization of EBA member JSC Poti Sea Port Corporation / APM Terminals Poti.

This landmark event is being held in support of a charitable cause and will bring together up to 300 participants.

Poti Sea Port is inviting partner companies with a strong commitment to social corporate responsibility to support the prize categories for the winners of the Poti Marathon. Your involvement will contribute to the event's success and highlight your company's dedication to community engagement and support.

Those interested, please review the [proposal](#). If you are interested in [participating](#) or supporting the event, please do not hesitate to contact us directly.

As a token of appreciation, each supporting organization will receive an official certificate of gratitude from the organizing company - please see the [message](#) from General Director, Mr. Christian Roeder.

Thank you for your consideration and support.



MEMBER NEWS



TBILISI HILLS: A EUROPEAN VISION FOR URBAN LIVING IN GEORGIA



In the heart of the Caucasus, just 20 minutes from central Tbilisi, a new model of urban development is quietly setting international benchmarks. **Tbilisi Hills**, Georgia's most ambitious multifunctional real estate project, is not just redefining premium living - it's **introducing a European vision of sustainable, integrated, and future-proof urban design.**

Backed by international expertise and built to the highest European standards, Tbilisi Hills represents the kind of progressive development increasingly sought by international investors, expatriates, and globally-minded Georgian residents. With a total area of 331 hectares — 90% of which is dedicated to green space — Tbilisi Hills is a rare example of scale, sustainability, and sophistication working together in a real estate project.

A MULTIFUNCTIONAL DEVELOPMENT ANCHORED IN EUROPEAN VALUES

Winner of the FIABCI Prix d'Excellence, Tbilisi Hills is more than a residential complex. It's a self-contained urban ecosystem that integrates private villas, modern apartments, and strategic infrastructure with an eco-conscious and wellness-oriented mindset.

At its core is the principle of balance: between nature and innovation, between privacy and community, and between local context and global standards.

LIVE, WORK, CONNECT - 20 MINUTES FROM TBILISI CAPITAL

Tbilisi Hills follows the "city within a city" model. It offers all necessary infrastructure within walking distance:

- Residential land plots starting at 1,100 m²
- Premium apartments and penthouses
- A European restaurant (ONO at Hills)
- A professional 18-hole golf course (Europe's Top 100)
- Full security and 24/7 monitored access with 200+ cameras
- Landscaping and maintenance services ensuring continuous quality

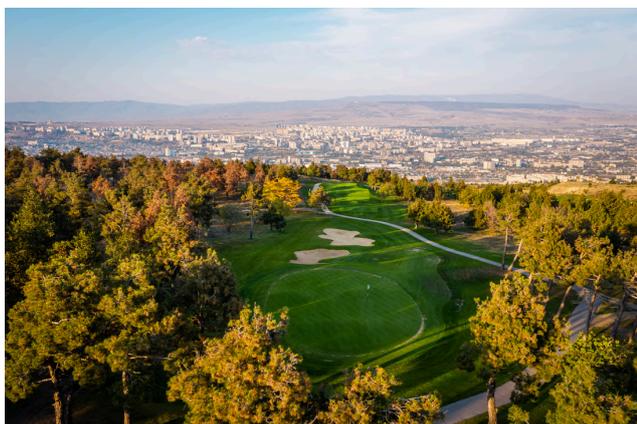
Upcoming developments include:

- Supermarket and pharmacy
- International school
- Wellness & sports center with tennis, pickleball, gym, pool & spa
- Community hub and business spaces

A STRATEGIC INVESTMENT DESTINATION

With Georgia's ongoing alignment with EU standards, investors are actively looking for developments that reflect **transparent governance, strong legal frameworks, and forward-thinking urbanism**. Tbilisi Hills checks all those boxes:

- International ownership structure
- Transparent land registration and legal clarity
- Long-term capital growth potential
- High rental yield for luxury property segment
- Suitable for residence and lifestyle relocation



COMMUNITY-LED, FUTURE-READY

At its heart, Tbilisi Hills is designed to foster meaningful relationships — between neighbors, nature, and new ideas. Whether it's a golf tournament, a wellness retreat, or a family event on ONO's panoramic terrace, the emphasis is on building an **active, engaged, and culturally diverse community**.

A EUROPEAN ANCHOR IN A GROWING MARKET

Tbilisi Hills is not just shaping the future of real estate in Georgia — it's demonstrating what's possible when **European urban planning principles** are applied with local understanding and long-term vision.

For EBA Georgia members, diplomatic networks, and EU-aligned business communities, Tbilisi Hills offers **more than property** — it offers **partnership potential, investment value, and a new way of living that reflects the very future Georgia is building**.

MEMBER NEWS



DAVID VASHADZE
PHYTO BALNEOTHERAPY CENTER



DAVID VASHADZE
PHYTO BALNEOTHERAPY CENTER



David Vashadze Phyto-balneotherapy center

Dr. David Vashadze is a renowned phytotherapist with 30 years of experience. He prepares personalized herbal remedies based on ultrasound and laboratory diagnostics. The medicinal plants provided are of high quality, with a pleasant appearance and aroma.

Balneotherapy in Saburtalo

Procedures available at our center:

-  Physiotherapy
-  Hydrocolonotherapy
-  Sulfur baths with phyto-addition
-  Healing and healing massage with grape seed oil and sea salt.



Spinal decompression machine

With the DRX-9000 spinal pathologies treatment device, developed by NASA, treatment is done:

- Without surgery
- Painlessly
- Without required bed rest
- With zero risk of complications

Clinical and laboratory and instrumental research



Herbal kits are issued based on the diagnosis and/or conducted research by a specialist in the relevant field.

In our center you will find:

-  Family doctor
-  Pediatrician
-  Dermatologist
-  Endocrinologist
-  Physiotherapist
-  Rehabilitologist
-  Resort expert
-  Cardiologist
-  Rheumatologist
-  Urologist
-  Gastroenterologist

MEMBER NEWS

AUTOMENU



GREENCHEM ADBLUE® NOW AVAILABLE – SPECIAL MAY PROMOTION

GreenChem AdBlue® is a high-quality solution used to reduce vehicle emissions, ensuring compliance with Euro 6 regulations. It is a key product for modern diesel vehicles equipped with SCR (Selective Catalytic Reduction) technology. By reducing harmful nitrogen oxide (NOx) emissions, GreenChem AdBlue® helps protect the environment and improve air quality.

Special Offer:

For the month of May, enjoy a discounted price of from 3 GEL per liter for GreenChem AdBlue®. This offer is available for both individual customers and businesses, so take advantage of the savings while keeping your vehicles compliant.

Available in, 10L (38 GEL), and bulk containers 1000 L (from 3 GEL per L) Widely used in passenger and commercial diesel vehicles.

Coming Soon: Trade Wallet – Premium Washing Liquids

Launching May 2025 – Trade Wallet's professional-grade car washing and surface cleaning liquids will join our portfolio. Designed for garages, detailing centers, and industrial cleaning.

EXPANDING ACCESS TO GLOBAL AUTOMOTIVE BRANDS

At Automenu, we continue our mission to provide the Georgian market with high-quality automotive and car care solutions. We are proud to be the official distributor of globally recognized brands such as CWORKS, HPX, CarPlan, Car Gods, GreenChem AdBlue, Work Stuff and now Kwazar.

AUTOMENU | DRIVING QUALITY FORWARD IN GEORGIA



OFFICIAL DISTRIBUTOR OF KWAZAR – PROFESSIONAL EQUIPMENT FOR EVERY INDUSTRY

We're excited to announce that Automenu is now the exclusive distributor of Kwazar, a leading European manufacturer of high-performance sprayers and equipment.



Kwazar products are trusted across multiple industries:

- Automotive detailing – foamers, pressure sprayers
- Agriculture – chemical-resistant and ergonomic sprayers
- Construction & Cleaning – durable, heavy-duty equipment
- Industrial use – safe and efficient fluid application tool

Kwazar sprayers are known for their precision, durability, and innovative design, supporting both professionals and DIY users.

EBA Member Exclusive Offer – April 2025

GreenChem AdBlue® Now Available – Special May Promotion

Promo Price: 38 GEL (10 L) Valid throughout May 2025
Enjoy 10% OFF your first order of CWORKS or CarPlan products.

Promo Code: EBA2025APRIL

Valid until: May 31, 2025

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MEMBER NEWS



TBILISI PHILHARMONIC
BY MERCURE



TBILISI SABURTALO HOTEL
BY MERCURE

EXCLUSIVELY FOR YOU
**SPECIAL
MAY OFFERS**

OFFERS ACROSS ACCOR HOTELS:



**Khachapuri &
Churchkhela
Masterclasses**

Choose from two options:

- 1 guest: 43 GEL (wine add-on: 12 GEL)
- 10 guests: 400 GEL (wine add-on: 120 GEL)

The masterclasses are available only at Tbilisi Philharmonic by Mercure Hotel.



**Best Coffee
Combo in Tbilisi**

Available any time from 7:00 to 23:30 and starting from just **9 GEL**, including 18% VAT.

Combos:

Americano or Cappuccino **with** Croissant, Danish Pineapple, Danish Raisin, or Macaron.



**Premium Wine &
Cheese Combos**

Discover our Wine & Cheese combos starting from just **35 GEL**, including 18% VAT.
Combos:

Georgian Cheese Board with one or two glasses of Saperavi Orgo or Tsinandali.



**30 GEL for a
business lunch**

Both restaurants have introduced a business lunch menu.

To view the menu, scan this QR code:



Tbilisi Philharmonic by Mercure Hotel

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0179 Tbilisi, Georgia
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ASSOCIATION**

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