

# NEWSLETTER

MARCH 2025

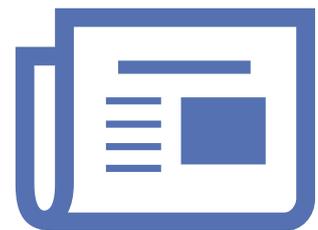
#EBACONNECTINGEUROPE



ACTIVITY REPORT



MARCH HIGHLIGHTS



MEMBER NEWS

## EU BUSINESS CLIMATE REPORT 2024



The EBA members had the opportunity to attend the presentation of the ‘EU Business Climate Report’ at a special event organized under the EECP and supported by the EU Delegation to Georgia. The report provided key insights into Georgia’s business environment, assessed recent reforms, and outlined strategic recommendations for economic growth.



The EU Business Climate Report is an annual publication that reflects the perspectives of both local and international businesses. It assesses economic trends, regulatory developments, and investment potential, serving as a roadmap for strengthening the business environment and fostering closer economic ties between with Europe.



Discussions participated by the representatives of private sector and international institutions, highlighted the challenges and opportunities shaping Georgia’s investment climate and future development.



Explore key insights and perspectives on the current business environment in Georgia from the European business community — Digital version of the European Business Climate Report is available [here](#).



### MEET & GREET THE AMBASSADOR

The EBA is delighted to continue its "Meet & Greet the Ambassador" initiative, an exclusive platform that brings together our members with key diplomatic figures fostering European business cooperation. On March 7, 2025, we had the distinct honor of joining H.E. Massimiliano D'Antuono, Ambassador of Italy to Georgia, for a warm and engaging cocktail reception at the Ambassador's Residence.



This special evening offered EBA members the opportunity to deepen connections within the European business community, while also highlighting the strong and growing partnership between Georgia and Italy.

The presence of representatives from the Italian Trade Agency as well as the Italian Chamber of Commerce in Georgia further enriched the dialogue around strengthening trade and economic ties.



The EBA extends its sincere thanks to Ambassador D'Antuono for his warm hospitality and thoughtful engagement during the evening. Events like this are key to strengthening ties between businesses and embassies in Georgia—an important part of the EBA's mission.



We also thank the Italian Embassy for its ongoing support and long-standing partnership. Together, we're helping to build a more connected and resilient European business community in Georgia.



## WOMEN MENTORSHIP IN TECH



The EBA Digital Committee and the Business and Technology University (BTU) hosted the fourth stakeholder meeting as part of the EU-funded 'Women Mentorship in Tech Programmes' project at EBA member Tbilisi Marriott Hotel.



Guests also had the opportunity to participate in a workshop on finding international partner in digital industry led by EBA member Developers Alliance, highlighting strategies for engagement, communication, and sustainable growth.



The event brought together a diverse group of participants, including mentors, and lecturers of the Women Mentorship in Tech, representatives from private companies, and individuals committed to promoting gender equality and digital inclusion in Georgia.



The project is open for cooperation with private sector representatives seeking digitally upskilled employees. Those interested in collaboration are welcome to engage and contribute to this initiative. Please fill out the survey - [HERE](#) and the Project team will contact you.



**EBAYOUTH ACADEMY**



The EBAYouth Academy organized in partnership with ISET, brings together motivated students eager to explore the world of business. The first session featured introductions from the EBA and ISET teams, fun ice-breakers, and a strong sense of community to launch the journey ahead.



They also had the opportunity to visit EBA member ProCredit Bank Georgia, where speakers shared insights on "Sustainable Business Development & Corporate Social Responsibility." Students toured the first EDGE-certified green building in Georgia, gaining a real-world look at responsible business practices.



Students are already diving into valuable learning experiences. The first training session, led by Eka Meskhidze—Head of the EBA Skills Development Committee—focused on "Behavioural Project Management," offering practical tools for teamwork and future career success.



The EBA thanks ISET, ProCredit Bank, and all involved members for their support.

With more sessions and visits ahead, we look forward to seeing these future leaders grow, connect, and unlock their full potential through the EBAYouth Academy.



**LOGISTICS CONFERENCE**

EBA President John Braeckeveldt, along with EBA members, took part in the 5th International Exhibition and Conference on Black Sea Ports & Logistics 2025, at APM Terminals Poti. The event gathered global and regional leaders to discuss trade, logistics, and investment in the Black Sea region, with a focus on strengthening supply chains and port infrastructure. Transport and logistics remain a key priority for the EBA, driven by the work of Transport & Logistics Committee.



**MEETINGS WITH MEMBERS**

Mariam Kuchuloria, EBA Managing Director, continues her meetings with members. She had a great discussion with Paata Shurghaia, Managing Partner at Grant Thornton on key insights and collaboration opportunities. These discussions help EBA shape initiatives that drive growth and support member success.



**LEGAL COMMITTEE**

The EBA Legal Committee held a productive meeting, where members discussed the latest legal developments impacting businesses in Georgia.

A big thank you to George Svanadze, Head of the Legal Committee, for leading the session and providing valuable insights as well as to all the participants for their contribution.

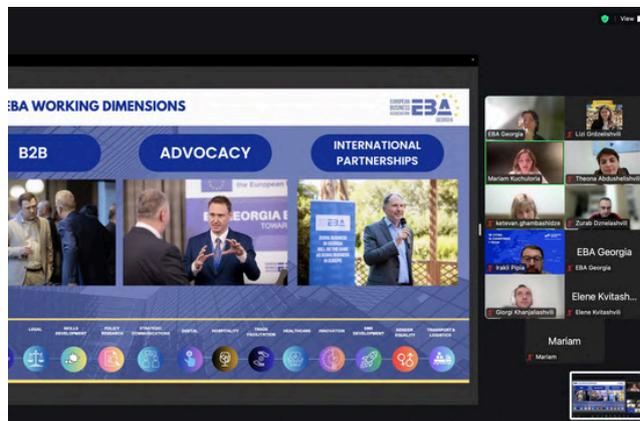


**TAX COMMITTEE**

The EBA Tax Committee discussed its 2025 work plan and key strategies to support businesses in navigating tax policies effectively:

- Setting priorities for the year
- Defining key advocacy directions
- Strengthening our impact for the business community

A big thanks to our members for their invaluable insights.



# NEW MEMBERS



“**Tbilisi Hills Golf & Residences**” is the largest, most innovative and unique project on Georgia’s real estate market. Spanning 331 hectares, this multifunctional residential complex combines land plots, modern apartments, prestigious private villas and Tbilisi Hills golf course, the only professional 18-hole golf course in Georgia.

The complex follows a "city within a city" concept, offering a space surrounded by nature, just 20 minutes from the city center, where all necessities are within a few minutes reach.

Tbilisi Hills introduces innovations such as the biggest sports and wellness complex, a clubhouse for local and international golfers, commercial spaces, educational institutions and more.

The company creates new values for the residents and creates a space with social and environmental responsibility, where luxury and sustainability coexist. Its pursuit of high quality and innovation leads towards continuous development, setting new goals and improving the lives of its customers".



“**Silk Way Georgia**” was established in 2002 to represent Azerbaijan Airlines, supervise its administration and coordinate its sales in Georgia. Being among pioneers of IATA accredited agencies let the company build strong partnerships and maintain seamless experiences for travellers by providing high quality tourism services. The company presently provides ground services for more than 40 flights per week, organising inbound and outbound tourism services and selling flight tickets to any destination in the world.

Natalia Sipahi, a managing director of a company, believes that success at hospitality industry starts with value, care and respect. Value for every customer, care for local community, respect for destination.

# WOMEN HISTORY MONTH

The **#EBA4Women** social media campaign successfully celebrated and empowered women in business across the EBA network. Through inspiring success stories, expert insights, and active participation from member companies, the campaign highlighted the achievements of female leaders and promoted greater visibility for women-led businesses. EBA extends its sincere thanks to all contributors and supporters for making this initiative a meaningful step toward gender equality in the business sector. Building on this momentum, the EBA continues to develop and support a range of initiatives aimed at empowering women and fostering inclusive growth.



# MEMBER NEWS

## TEGETA

### REGIONAL HUB – TEGETA'S NEW LARGE-SCALE SERVICE CENTER IN CUSTOMS CLEARANCE ZONE



For the first time in the Trans Caucasus region, trucks, commercial vehicles, and buses will all be serviced at a single location. The Tegeta-branded, multifunctional service center is located on the 36th kilometer of the Tbilisi by-pass road. Built to the standards of German manufacturer MAN, the facility accommodates both transit and local vehicles.

Spanning more than four hectares adjacent to the Customs Clearance Zone, this regional hub offers automotive services using state-of-the-art equipment. Customers will be able to access a wide range of high-standard services for the first time in Georgia, among them truck painting, bodywork, and maintenance of refrigeration systems, in addition to repair and diesel maintenance.

Tegeta Truck & Bus Company, which has been an authorized MAN dealer in Georgia, has moved to the new location and continues to operate from there. This facility is unique to the region, comprising four main areas designated for various purposes. The majority of the center, including the showroom and main service area, are already operational, with the service area expected to be fully operational by fall. The overall investment for the project exceeds 80 million Georgian GEL.

**Ekaterine Kavtaradze, Chief Executive Officer of Tegeta Holding, stated:** *“We are delighted to have the opportunity to welcome customers to the Tegeta Multifunctional Service Center. This regional-scale facility is one of our flagship projects, designed and equipped according to the recommendations of MAN, a globally recognized brand and strategic partner for Tegeta. Even during the construction phase, the German manufacturer awarded our center the highest category – Standard A.*”

# MEMBER NEWS

## TEGETA

*Tegeta has long been a regional leader, and we are committed to maintaining this position. For the first time in the Trans Caucasus, we are offering our customers a comprehensive range of services for trucks, commercial vehicles and buses in a single location. Located in a strategically significant area that serves as a key transit corridor, we will be sharing our best practices with vehicle owners in a facility equipped with state-of-the-art European equipment. This will result in a completely new approach to business operations, further simplifying the service experience and enhancing customer comfort. We believe that by establishing such a facility at a site of national significance, where more than half a million vehicles pass annually, we can contribute to Georgia's growth as a transit nation.*

*All repair points, together with the latest equipment, are equipped with modern lift platforms and inspection pits manufactured in Italy. These facilities, similar to those used by the German brand Balzer, are designed with safety and environmental concerns in mind. The environmental aspect is also addressed in the washing areas. In addition, as a company promoting green initiatives, we are proud to introduce, for the first time ever, a service that includes the cleaning of units contaminated with hazardous waste. The process takes place in a dedicated room following strict procedures to ensure safety for both personnel and the environment."*

The new Tegeta branch for truck and commercial vehicles is located on a 42,000 square-meter site and consists of five functionally-equipped buildings. Buildings A and B are dedicated to maintenance, and include two exhibition halls. Building C houses Tegeta Truck & Bus, and Tegeta Academy. On the ground floor of Building D, there will be a car service with four workstations, while the second floor will house a rest area and café.

Building A is operational, and is home to the MAN showroom and a multi-brand car service area fitted with advanced tools and technology. Of the 31 workstations, 22 are active, serving owners of commercial vehicles and trucks. Mobile service vehicles from MAN are also available to provide on-site assistance as needed.

Services at the new Tegeta branch will be delivered through an improved business model. Each customer will be assisted by a dedicated consultant to ensure a fast and convenient service experience. Pre-registration can be done both online and over the phone.

# MEMBER NEWS



EXPERIENCE. EXPERTISE. EXCELLENCE.

## SCHNEIDER GROUP – YOUR ONE-STOP PARTNER

SCHNEIDER GROUP supports and facilitates the market entry, development and expansion of international companies in Eastern Europe, Central Asia, the Caucasus and the Balkans - in line with the vision with which Ulf Schneider founded his consulting company more than 20 years ago. Today, with more than 500 experts in 18 offices across 15 countries, SCHNEIDER GROUP seamlessly combines local expertise with global insights, bridging East and West to drive business success.

Founded in 2023, SCHNEIDER GROUP GEORGIA has quickly become a trusted partner for businesses in Georgia's fast-growing market.

The company's portfolio includes accounting and payroll, legal and tax, interim management, IT and HR services, positioning itself as a 'one-stop' partner for companies seeking integrated, reliable solutions. Within its first year, the Tbilisi office has acquired well-known clients from industries such as aviation, pharmaceuticals and IT.

Irakli Pipia, Head of SCHNEIDER GROUP GEORGIA, explains: "SCHNEIDER GROUP has tailored its services to meet global standards, offering businesses a comprehensive, one-stop partnership. Our solutions are designed to address the specific needs of each client, segmented into specialized areas to ensure a thorough and integrated approach."

Looking ahead, we will continue to support the dynamic growth of the Georgian market with innovative solutions for emerging companies.

Our promise: SCHNEIDER GROUP – Experience. Expertise. Excellence.  
Together, we turn opportunities into success.

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: <https://schneider-group.com/en/>  
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# MEMBER NEWS



## SPECIAL OFFER ARAMEX GEORGIA'S POSTAL SERVICES

We're excited to share a special offer tailored just for you!

For upcoming month , Aramex Georgia is putting the spotlight on our top-notch Postal Services, designed to simplify your logistics and communication needs.

From business correspondences to important documents, our postal services are reliable, secure, and fast. And to make it even better, we're offering **up to 25% off** on all postal services, including correspondences!

### Why Choose Aramex Georgia's Postal Services?

- **Reliability:** Your documents and packages will be delivered securely and on time.
- **Global Reach:** Send correspondence and parcels anywhere, with a trusted partner that spans the globe.
- **Hassle-Free:** Convenient, streamlined solutions that save you time and effort.

### Take Advantage of This Limited-Time Offer!

Simply reach out to our team today to discuss how we can assist you with your postal needs and enjoy the savings.

We look forward to supporting your business with our high-quality services.



# MEMBER NEWS



## GIANTI LOGISTICS CELEBRATES 20 YEARS OF EXCELLENCE IN LOGISTICS AND TRANSPORTATION



This year marks a significant milestone for **Gianti Logistics**, as we proudly celebrate our **20th anniversary**. Over the past two decades, we have grown from a promising logistics company into a leading player in the **transportation and logistics industry**, providing high-quality services across multiple sectors. Our journey has been defined by commitment, innovation, and a relentless pursuit of excellence, enabling us to adapt to industry trends and exceed customer expectations.

### A Legacy of Growth and Success

Founded in **2005**, Gianti Logistics started with a vision to provide efficient and reliable transport solutions. Over the years, we have expanded our **service portfolio**, strengthened our **global partnerships**, and consistently invested in technology to enhance our operations. Our dedication to quality and efficiency has helped us build a strong reputation among clients and partners in **Europe, Asia, and the Middle Corridor**.

### Our Resources Today

As we celebrate our 20-year journey, Gianti Logistics continues to expand its capabilities and strengthen its resources. Today, we proudly offer:

- **A Modern Fleet:** Our diverse and well-maintained fleet includes trucks, trailers, and specialized transport vehicles to handle a variety of cargo needs, from standard shipments to oversized and heavy loads.
- **Strategic Warehousing and Storage Facilities:** With extensive warehousing space in Poti and Tbilisi, we offer secure storage solutions, cargo consolidation, and distribution services, ensuring seamless supply chain management.
- **Comprehensive Road Survey Expertise:** Our experience in conducting detailed road surveys helps us analyze transportation corridors, assess infrastructure conditions, and plan optimal routes for cargo movement.

# MEMBER NEWS



- **A Highly Skilled Team:** Our success is driven by our dedicated team of logistics experts, engineers, and operational professionals, who ensure top-notch service delivery and customer satisfaction.
- **Middle Corridor Expertise:** As a key logistics player in the Middle Corridor, we facilitate trade between Europe and Asia, offering multimodal transport solutions that connect major international markets.



## Looking Ahead

As we reflect on our past achievements, we remain focused on the future. Gianti Logistics is committed to further expanding our operations, adopting sustainable practices, and continuously enhancing our services to meet the evolving demands of the logistics industry. Our goal is to continue driving innovation, reliability, and excellence in global logistics.

We extend our sincere gratitude to our clients, partners, and employees who have been instrumental in our journey. Your trust and support have been the foundation of our success. Here's to another decade of growth and achievement!

## Gianti Logistics – 20 Years of Moving Forward!



# MEMBER NEWS

crystal ◀

## CRYSTAL OBTAINS MICROBANK LICENSE



"Crystal" will continue to operate in the Georgian financial market as a microbank, having obtained the relevant license from the National Bank of Georgia.

The receipt of the microbank license confirms Crystal's position as a strong, responsible, stable, transparent, and reliable financial institution, not only in Georgia but also throughout the entire region. With its robust business processes, high profitability, solid reputation, and core values, the company fully complies with modern European standards in the financial sector, as evidenced by numerous international and local awards.

The company applied for the microbank license to the National Bank of Georgia at the end of 2023. This application came after an intensive, complex, and multifaceted process, allowing Crystal to effectively adapt to new legislation, regulations, and the specifics of the banking sector, including its products, processes, legal framework, digital technologies, internal organizational structure, and risk management systems.

Under the brand promise "Bank of Your Opportunities," the company will take significant steps to offer diversified products and digital solutions to both existing and new customers, with a special focus on the agricultural sector and micro-entrepreneurs.

As a key priority, the company remains committed to a customer-centric approach, providing flexible and innovative services, and increasing access to finances, knowledge, and technology.

*"This is a major success and a continuation of the dynamic steps Crystal has been taking in recent years. I would like to express my gratitude to the National Bank of Georgia, which played a crucial role in this process, as well as to our local and international partners and investors for their support."*

# MEMBER NEWS

crystal ◀

*I must also thank our team for their exceptional work throughout this journey and our loyal customers—everyone who has contributed to the challenging yet rewarding process of obtaining this license. We are proud to serve Georgia, strengthening our economy with the belief that Georgia has always been, is, and will continue to be part of Europe!" says Iliia Revia, Chief Executive Officer of Crystal.*



he company stands out in the financial sector for its reputation as a reliable and responsible partner. Its years of experience, expertise, and new status create additional incentives and opportunities for both existing and new customers.

Notably, after obtaining the microbank license, Crystal, which adheres to the best standards of corporate governance, will continue to uphold core principles of social responsibility.

## **About Crystal:**

Crystal's history dates back to 1998 when internally displaced persons from Abkhazia founded a local non-profit organization—the Charity Humanitarian Center "Abkhazeti"—and launched a pilot micro-lending program. At that time, the fund's debt capital was just \$10,000. Over the course of nearly 27 years, the organization has undergone a significant journey filled with challenges and achievements.

Before obtaining the microbank license, the company operated in the Georgian financial market as a microfinance organization. Crystal now meets the licensing requirements with a loan portfolio of GEL 520 million, employing over 1,000 staff across 48 branches, and serving more than 105,000 unique customers nationwide.

# MEMBER NEWS

## DEVELOPERS/ ALLIANCE

### DEVELOPERS ALLIANCE - RELIABLE PARTNER FOR YOUR BUSINESS

We know how hard it can be to find reliable developers. It's even harder to support and train them properly, especially when working with platforms like Magento, Shopify+ or other complex CMS systems. That's where we come in.

At Developers Alliance, we don't just offer developers. We build strong, dependable teams and support them every step of the way. Our developers are constantly learning, backed by an internal community, and always up to date with the latest tech. That means you get skilled, motivated people who support your project and bring results.

We're long-term partners. Whether you need help with one website or want us to take care of your whole IT department, we've got you covered. Our work is always professional, fully compliant with EU norms, and fairly priced.

#### Partner with Us?

##### Broad Expertise

While we specialize in e-commerce, we're experienced across a wide range of programming languages and platforms. Whatever your technical challenge, we're here to help.

##### Continuous Learning & Mentorship

Technology evolves fast. But you shouldn't have to bear the cost and effort of constantly training an in-house team. Our developers stay up to date through ongoing mentorship and community involvement. That means you get a skilled, motivated partner without the overhead.

##### The Partnership

We see ourselves as an extension of your team. From initial project discussions to post-launch support, we work side by side to understand your goals and deliver effective solutions.

##### Flexible Solutions

Need help on a single website? Looking for someone to oversee your entire IT environment? We scale our services to match the scope and size of your requirements.

##### Ready to strengthen your development capabilities?

Let's discuss how our team can support your goals and become the reliable, long-term partner you've been looking for.

##### Oskars Tuns

*Managing Director*

oskars@developers-alliance.com

# MEMBER NEWS



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For reservation contact us:

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# MEMBER NEWS



TBILISI PHILHARMONIC

BY MERCURE



# GEORGIAN EASTER BRUNCH

UNLIMITED DISHES IN OUR VENUES

26.04.2025 | 12:00 - 16:00

### TBILISI PHILHARMONIC BY MERCURE HOTEL

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(+995) 32 244 77 77

Ticket price starts  
from 110 GEL per  
person.

### IBIS STYLES TBILISI CENTER

4 Galaktion Tabidze St.

(+995) 511 140 848

(+995) 32 200 24 24

Ticket price starts from  
65 GEL per person.

### TBILISI SABURTALO HOTEL BY MERCURE

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Ticket price starts  
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# MEMBER NEWS



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Website: <https://www.apostrophe.ge/en>



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