

NEWSLETTER

JUNE 2025

#EBACONNECTINGEUROPE



ACTIVITY REPORT



JUNE HIGHLIGHTS



MEMBER NEWS

EBA PRE-SUMMER RECEPTION



The EBA Pre-Summer Reception brought together members and partners for an exclusive evening at the Sheraton Tbilisi. The agenda opened with welcoming remarks from John Braeckveldt, President of the EBA, H.E. Pawel Herczyński, EU Ambassador to Georgia, and Deborah Sivertsen, General Manager at Sheraton Grand Tbilisi Metechi Palace.



The event also featured an awards ceremony, recognizing outstanding contributions from EBA members. Representatives of the member companies were honored for their dedication and impact within the business community, reinforcing the Association's values of excellence and collaboration.



A highlight of the evening was the introduction of new members to the EBA community. Representatives from various organizations were formally welcomed, receiving certificates that marked their official joining.



Guests also had the opportunity to get introduced to the ShuttlePro vehicle, newly joined member of EBA, redefining transportation in Georgia with a focus on reliability, comfort, and exceptional service.



CHILDRENS DAY CELEBRATION



The EBA hosted the celebration of International Children's Day in collaboration with its members Tbilisi Hills Golf & Residences and Transporter, bringing together families from member companies for a day of engagement and community building.



Transporter's sponsorship was instrumental in facilitating the event, covering various logistical aspects and ensuring a seamless experience for all attendees. The EBA thanks Transporter for their generous contribution.



The event was held at Tbilisi Hills, providing an ideal setting with its pleasant atmosphere and family-friendly environment. The EBA extends its appreciation to Tbilisi Hills for their support in making this event possible.



The event featured a range of activities, interactive games for children of different ages, golf lessons and quadricycle tours, providing both entertainment and learning opportunities for attendees. The collaborative efforts of all involved created an atmosphere of joy and unity, making the event truly unforgettable.



STRATEGIC COMMUNICATIONS COMMITTEE



Marketing and Communications leaders of EBA Member companies gathered at the Saatchi & Saatchi Tbilisi for a Strategic Communication Committee meeting. The meeting was opened by Irina Sak, Vice President of the EBA and CEO of Dutch Media Groupe and Saatchi & Saatchi. She was followed by a presentation by Mariam Tsiskadze, Deputy Managing Director at the EBA, outlining the exclusive tools EBA provides to support members' marketing and communications strategies.



The EBA Strategic Communications Committee is an expanding network of professionals committed to achieving tangible impact through collaboration and shared expertise, serving as a platform for collective learning and strategic refinement.



Anano Tsitsvidze, Head of Brand & Marketing at BDO Georgia, shared how BDO has effectively leveraged EBA platforms. By participating in various committees and utilizing EBA's digital and advocacy channels, BDO amplified its brand visibility, engaged with decision-makers, and accessed new business-development opportunities. This practical use of EBA's resources reinforces its mission to offer members tailored advocacy, networking, and informational benefits.



Committee members agreed to strengthen collaboration through EBA's established communication channels, committees, and events framework. They also mapped out several joint activities for the upcoming season to further enhance strategic cooperation and maximize shared impact.



EBO ANNUAL GATHERING

The President of the EBA Georgia John Braeckveldt, who also serves as a Board Member of the EBO Worldwide Network (EBOWN), attended the EBOWN Annual Gathering in Brussels—a key international platform that brings together leaders of European Business Organizations from across the globe.



The programme, hosted primarily by the European Commission's DG GROW, featured strategic engagements with senior officials from DG TRADE, DG INTPA, DG ENER, DG ENEST, and the Secretariat-General. Delegates held in-depth discussions on key EU initiatives including the Competitive Compass, the Global Gateway strategy, clean trade, critical raw materials, EU Business Forums, and the Corporate Sustainability Due Diligence Directive (CS3D).



EBOWN remains committed to amplifying the voice of European business across regions. The 2025 Annual Conference reaffirmed the network's growing recognition by EU institutions and strengthened its mandate to serve as a collaborative, informed, and trusted platform in advancing European trade, investment, and sustainable development worldwide.



EBOWN also published the European Business Sentiment Report, a comprehensive guide for European companies and a valuable resource for policymakers navigating global markets. Check the document [HERE](#).

EBOWN participation is highly valuable for EBA member companies, as it strengthens connections with partner organizations worldwide, opens new channels for business cooperation, and enhances the exchange of best practices. It also helps exploring fresh opportunities for Georgian-based companies seeking to expand or connect with global markets.

SKILLS DEVELOPMENT DISCUSSION



EBA Skills Development Committee together with GIZ hosted discussion: "Qualified Workforce - the Key to Success" together with the representatives from the Skills Agency of Georgia, HR professionals and talent acquisition managers from private companies and field experts.



We extend our sincere thanks to all participants and contributors. The EBA Skills Development Committee remains committed to driving progress in this direction and will continue to support initiatives that strengthen vocational education and training in Georgia.



The event featured a special presentation by Dr. Michael Axmann, renowned VET expert and former ILO advisor. The session included a focused presentation on the importance of practical, industry-specific, and sustainable training programs, followed by an engaging discussion on how the private sector can contribute to and benefit from workforce development.



The EBA Skills Development Committee, comprised of HR and Talent Acquisition managers of leading companies, aims to facilitate a direct linkage between vocational education/skilling needs and high-value employment opportunities, especially in the regions of Georgia, through experience sharing, awareness-raising and capacity building initiatives.



HOSPITALITY WORKSHOP



The EBA Hospitality Committee Members attended workshop organized by TBSC Consulting, in partnership with GOPA Worldwide Consultants GmbH and hosted by newly opened Telegraph hotel. The workshop united leading representatives from the hotel and restaurant sectors to discuss sector-specific needs, skills gaps and strategic opportunities.



Based on best practices from international THC models, participants worked together to generate ideas for a center designed to improve the competitiveness and sustainability of Georgia's HORECA sector. The initiative aims to develop the skills of the HORECA sector, enhance industry performance and support sustainable progress in Georgia.



LOGISTICS EXPO 2025



The EBA President John Braeckeveldt, together with representatives of the EBA member companies, participated in Logistics Expo 2025 - a great opportunity for members of the EBA Transport & Logistics Committee to connect, explore innovations, and exchange ideas.



Key sessions included discussions on regional connectivity via the Middle Corridor, investment opportunities, challenges in warehouse infrastructure and TPL operations, and the evolving landscape of land and air freight, including digitalization efforts. The expo fostered open dialogue between various stakeholders reinforcing Georgia's aspirations to become a regional logistics hub.



TRAINING ‘LABOUR LAW IN PRACTICE’ MEETING MEMBERS



The EBA together with its member Grant Thornton hosted training ‘Labor Law in Practice: Key Challenges and Strategy for Business’ led by Nino Jolia, Co-chair of the EBA Legal Committee and Head of Legal Department at Grant Thornton Georgia.

Participants completed hands-on case studies on real-world labor law topics—discrimination, leave, termination, and non-compete clauses—guided by expert recommendations. They evaluated bias claims, assessed risks around leave and termination practices like final pay and accrued leave, and improved procedures to minimize legal exposure.



EBA extends its gratitude to Grant Thornton Georgia for the fruitful collaboration and affirms its commitment to continue delivering joint awareness-raising and capacity-building training programs for member companies, designed to strengthen corporate competencies and foster comprehensive knowledge-sharing across the membership.



The EBA Managing Director, Mariam Kuchuloria, continues her series of member visits with a recent meeting with Nino Tatishvili, Business Development Manager, and Tinatin Matiashvili, Group CFO at Gastronome. The discussion focused on potential areas of collaboration and ways to strengthen the future partnership between EBA and Gastronome. EBA is proud to represent Gastronome as the first gourmet store chain in Georgia and a leading company in the premium food retail sector.



She also visited newly joined member - Nexia Georgia, and met with Managing Partner Gela Mghebrishvili. The discussion explored new collaboration opportunities and joint initiatives. Member visits reflect EBA's commitment to understanding and supporting its diverse membership. Through open dialogue, the association continuously adapts its resources and initiatives to better serve the business community and ensure members receive the support they need to thrive.

EBA YOUTH ACADEMY



The final sessions of the EBA Youth Academy were hosted at the International School of Economics and featured two insightful workshops led by leading industry experts from EBA member companies.



The last session was conducted by Nino Jolia, Head of Legal Department and Nini Lashkhi, Director of Audit at Grant Thornton Georgia, focusing on “Labour Rights & the Audit Profession.” Speakers introduced essential elements of employment contracts, vital provisions of Georgia’s Labour Code, and a comprehensive overview of the audit field.



Students attended exclusive workshop: “Why Do We Pay Taxes?” given by Zurab Dzelashvili, Managing Partner at Tax & Legal Solutions. Students explored the role of taxation in underpinning economic stability and business operations through an interactive format that encouraged thoughtful dialogue and practical understanding.



These final sessions marked the conclusion of the Youth Academy program. Participants successfully completed the curriculum, gaining essential knowledge and insights to launch their careers.



EBA YOUTH ACADEMY GRADUATION



The EBA proudly announced the successful completion of the first season of the EBA Youth Academy—an independent initiative led by the EBA Youth Wing, with strong support from EBA member companies. This achievement reflects the dedication, leadership, and initiative of young organizers and participants.



We extend our sincere thanks to all EBA member companies for generously sharing their knowledge and experience: Terminal, ProCredit Bank Georgia, DIO, Grant Thornton Georgia, Pullman Tbilisi Axis Towers, Tax & Legal Solutions, December 32, Global VAT Compliance, Tegeta.



Over the sessions, participants engaged with EBA member companies, gaining valuable insights across key business areas. Graduates were awarded certificates and now receive priority access to internships and volunteering opportunities within the EBA network.



The EBA Youth Academy has proven to be a sustainable platform bridging education with real-world business practice. Fresh graduates are open for paid internships and employment opportunities at EBA member/partner organizations. In case of your interest reach out to EBA team.



NEW MEMBERS

AVERSI PHARMA



Established in 1994, Aversi Pharma is one of Georgia's leading pharmaceutical companies, specializing in the import, distribution, and production of high-quality medicines. With a strong focus on quality, accessibility, and innovation, the company plays a vital role in the development of the country's pharmaceutical sector.

Given its leadership in Georgia's healthcare sector, active involvement and insights of Aversi Pharma will significantly strengthen the EBA Healthcare Committee.

GEOFIZYKA INTERNATIONAL GROUP



Operating globally, Geofizyka International Group specializes in advanced geophysical services for the oil & gas and renewable energy sectors. With decades of experience, cutting-edge technology, and a highly skilled team, the company delivers seismic data acquisition, processing, and interpretation - no matter how complex the project or terrain.

Their commitment to innovation, safety, and environmental responsibility makes them a trusted partner in exploration projects across the world.

SHUTTLE PRO



Shuttle Pro is redefining transportation in Georgia with a focus on reliability, comfort, and exceptional service. From seamless airport transfers to guided tours, the company serves both individual travelers and corporate groups—making every journey safe, punctual, and stress-free.

Their fleet of well-maintained, all-season vehicles offers more than just transportation. Committed to building strong partnerships in the hospitality and tourism sectors, they offer flexible packages tailored to meet each partner's unique needs.

MEMBER NEWS



EY Georgia Welcomes New Leadership Team

EY Georgia is thrilled to announce key leadership appointments effective July 1, 2025. These changes reflect the firm's continued commitment to developing exceptional leaders and strengthening the quality and resilience of its services.



Tato Chantladze has been appointed as the **Country Managing Partner** of EY Georgia. Tato joined EY in 2021 as a direct admin Part-ner and has successfully led the Tax and Law Practice. Tato succeeds **Ruslan Khoroshvili**, who has served as Country Managing Partner since 2012 and will now lead EY office in Uzbekistan.



Ana Kusrashvili has been appointed as the new **Head of Assurance Practice**. With nearly 20 years of experience in financial audit and assurance services, Ana brings a wealth of knowledge and leadership to her new role. Ana has been a vital part of EY Georgia, serving as an Assurance Partner and Audit Quality Leader for over a decade.



Lela Mesablashvili has been appointed as **Partner** in the **Assurance Practice**. Lela has been with EY for over 14 years, during which time she has built an impressive track record in delivering audit and assurance services. Her extensive experience spans various industries, including oil and gas, energy, transportation and utilities.



Vika Bechvaya has been appointed as **Director** in the **Assurance Practice**. With over a decade of professional experience, Vika has made a significant impact across numerous projects. Throughout her career at EY, she has successfully collaborated with a wide range of clients, including financial institutions listed on the London Stock Exchange.

These appointments mark a new chapter in EY Georgia's journey to growth, innovation and client-focused leadership.

Contacts:

+995 32 215 88 11, info@ge.ey.com, ey.com/en_ge

MEMBER NEWS



PROCREDIT AND UN WOMEN GEORGIA FOR WOMEN'S ECONOMIC EMPOWERMENT

PROCREDIT AND UN WOMEN GEORGIA FOR WOMEN'S ECONOMIC EMPOWERMENT



5

REGIONS

200

BENEFICIARY
WOMEN

79

GRANT-FUNDED
PROJECTS

To promote women's economic empowerment, ProCredit Bank joined a project initiated by UN Women and the Government of Norway. The project focuses on enhancing the economic opportunities of women living in rural areas. To achieve this goal, specially designed trainings, grants, and mentoring sessions were offered, giving women in the regions the opportunity to transform their motivation, potential, skills, and ideas into attractive grant proposals and income-generating activities. The project was implemented and organized with the involvement of the "Taso Foundation," which actively works with vulnerable groups of rural women.

The aim of the specially designed training series was to increase motivation among participating women, showcase their capabilities, and provide a boost that would give them more confidence and a clear path toward empowerment.

As part of the project's economic empowerment component, 200 women from 8 municipalities in 5 regions of Western Georgia were involved. As a result, 80 interested women completed the course "Business Training for Aspiring Women Entrepreneurs," which included both in-person and online sessions, accompanied by group mentoring. The training was conducted in cooperation with the Center for Social Innovations and Entrepreneurship between October 2024 and March 2025. The course was met with high interest and active engagement from participants.

Upon completing the training, participants were given the opportunity to take part in a grant competition, specifically designed to support "income-generating activities for women." Out of 80 women, 79 submitted individual business plans, each intended to be implemented in their respective villages. Each proposal requested varying amounts of funding and was assessed individually by a special evaluation committee. The evaluation methodology was based on transparency and objectivity, also considering the feasibility and potential of each idea.

**ZEINAB LOMASHVILI***Director - ProCredit Bank Georgia*

“

In such projects, the involvement of different stakeholders is important to actively promote women's cooperative entrepreneurship. This further strengthens both the region and the economy. This is exactly the role of ProCredit Bank.

A recommendation was made to fund all 79 applications. At this stage, grant agreements have already been signed with the women, and preparatory work and procurement, as outlined in their business plans, are underway in the villages. In parallel, individual mentoring sessions are being conducted to support women in successfully launching their initiatives.

A recommendation was made to fund all 79 applications. At this stage, grant agreements have already been signed with the women, and preparatory work and procurement, as outlined in their business plans, are underway in the villages.

In parallel, individual mentoring sessions are being conducted to support women in successfully launching their initiatives.

Each project presented by the rural women carried a strong, genuine motivation and a desire for change. A drive toward independence, a precise understanding of community needs, and innovative, practical ideas implemented with minimal resources — these are the hallmarks of each submitted idea and project.

It is especially important when responsible organizations with extensive experience, a shared vision, and values come together around such an initiative. “

**H.E. BERGLIOT HOVLAND***Ambassador of Norway in Georgia*

“

Women entrepreneurs in Georgia are a driving force of progress - their involvement increases income, creates jobs, and contributes to the development of a strong and resilient economy.

**KAORI ISHIKAWA***UN Women Country Representative and Liaison for South Caucasus*

“

We are glad that, in cooperation with the Norwegian Embassy and ProCredit Bank, we can contribute to the empowerment of women in rural areas.

MEMBER NEWS



With a global network of over 35 offices, we offer our clients a wide range of advantages and comprehensive logistics solutions. From small parcels to oversized shipments, our global logistics services cover it all. By utilizing our integrated network of offices and trusted agents worldwide, we provide seamless import and export solutions. We pride ourselves on offering highly competitive rates, ensuring cost-effective shipping options tailored to meet your specific needs.



OUR SERVICES:

- **Transportation Services**

Reliable and efficient logistics solutions tailored to your needs, ensuring smooth delivery across local and international routes.

- **Port and Terminal Services**

Comprehensive support at every stage of the shipping process, including cargo handling, storage, and coordination at ports and terminals.

- **Customs and Consultancy**

Professional customs clearance services combined with expert consultancy to navigate complex regulations and optimize your logistics strategy.

- **Project Solutions**

Tailor-made logistics solutions for complex or large-scale projects—planned and executed with precision from start to finish.

Contact us

Tbilisi Office: 11A
Chavchavadze Ave. Tbilisi
0179, Georgia

Phone: +99532 2227878
Email: georgia@lv-logistics.com
Web: www.lv-logistics.com

Poti Office: 1 D.
Tavdadebuli str. Poti
4400, Georgia

MEMBER NEWS

crystal ◀

"MONETA" - PROFITABLE INVESTMENT OPPORTUNITY FROM CRYSTAL

Following its transformation into a microbank, Crystal has expanded its product offering to include a range of full-service banking solutions. Customers now have access to account openings, domestic and international transfers, deposit products, and more.

One of the flagship offerings in this new phase is the investment product **"Moneta"** - distinguished by favorable conditions and attractive interest yields for customers.

The product is available in both open-ended and fixed-term (closed) maturity format: in the closed maturity, funds are accessible only at maturity, while in the open maturity, clients have the flexibility to withdraw their investment at any point during the contract period.

Moneta can be opened in GEL, USD, or EUR. The minimum investment is 100,000 GEL (or equivalent in USD or EUR), and the maximum is 3,000,000 GEL (or equivalent in USD or EUR).

"Moneta" is an investment product, providing clients with the opportunity to invest with confidence and earn attractive interest yields: up to 13.5% effective in GEL, 6.25% in USD and 4.75% in EUR.

As for the maturity, investment terms range from 3 to 24 months, with interest payable monthly or at maturity. The product is designed for individuals and businesses alike.

Being more than a financial product and creating distinct investment opportunities, **Moneta also supports a culture of saving and long-term planning** among customers.

Through the funds raised, Crystal finances new businesses, thereby allowing product investors to contribute directly to local entrepreneurship, enhanced access to finances and inclusive growth and create tangible impact for Georgian economy.

As the demand for modern, trustworthy, and transparent investment tools continues to grow, Crystal plans to mobilize significant capital through Moneta in the coming year.

The micro bank's 27-year track record, strong reputation, experienced management team, trustworthiness, international investor base, and multiple awards for transparency and corporate responsibility from reputable local and international organizations further reinforce the credibility of its new financial instruments.

Looking ahead, Crystal is committed to gradually expanding its product portfolio, offering user-friendly, tailored financial solutions and diversified digital services. Starting from September, clients will also gain access to Crystal-branded debit cards, further enriching the full banking experience.

MEMBER NEWS



GM PHARMA CONTINUES INVESTING IN MANUFACTURING CAPABILITIES AND NEW PRODUCT DEVELOPMENT

GM PHARMA – the leading and only international pharmaceutical company originating from Georgia – proudly celebrates its 25th anniversary, marking a quarter century of continuous progress, remarkable achievements and bold aspirations for the future.

GM PHARMA's manufacturing plant in Tbilisi is a leading pharmaceutical facility in the South Caucasus and the only plant in Georgia operating a full technological cycle for the production of solid dosage forms. This comprehensive pharmaceutical cycle covers the entire process—from raw material sourcing to final product release—and includes raw materials testing, dispensing, blending, granulation, tableting, capsule filling, blistering, packaging, and quality control of finished dosage forms.

Over the past two years, **GM PHARMA** has invested approximately **\$5 million** in cutting-edge pharmaceutical manufacturing and laboratory technologies – reinforcing its commitment to innovation, quality, and growth. These investments include the acquisition of advanced equipment such as the IMA Adapta 100 capsuling machine, Hermetica 100 capsule sealing system, Gerteis Minipactor dry granulator, and Bohle's IBC blender, all designed to enhance production efficiency and product consistency. Most recently, the company has made a significant **€1 million investment aimed at enhancing its analytical capabilities** and advancing research and development (R&D) of new medicines. This includes the expansion of the existing analytical development and the establishment of a new chemical-instrumental analysis laboratory that meets modern international standards. In total, the company has added 14 state-of-the-art chromatographic instruments, including Ultra-Performance Liquid Chromatography (UPLC) and High-Performance Liquid Chromatography (HPLC) systems. These chromatographic systems were acquired by **GM PHARMA** from Waters Corporation, a global leader in analytical technologies. Waters instruments are widely adopted by leading pharmaceutical companies worldwide.



Both instruments are critically important for the analysis of pharmaceutical products. UPLC and HPLC are used for the qualitative and quantitative determination of active pharmaceutical ingredients (APIs), excipients, and impurities – both in raw materials and in finished dosage forms. UPLC is an advanced version of HPLC, offering faster analysis, higher precision, and minimal sample volume requirements – significantly simplifying and accelerating the quality control process.

Alongside the technical upgrade, **GM PHARMA** has implemented **Empower** – Waters' centralized software platform used for managing chromatographic data and analytical outputs. Empower has earned such a high level of trust that it is used by the United States Food and Drug Administration (FDA) in its own laboratories for pharmaceutical quality control. Notably, **GM PHARMA** was the first company in Caucasus Region to implement Empower – a modern, centralized software platform for chromatographic data processing. The system significantly simplifies the development of analytical methods and the transfer of method-related information within the quality control laboratory.

“The investment made in cutting-edge analytical technologies is not merely a technical upgrade – it reflects our commitment to continuous progress, a better future for all and the pursuit of leadership in pharmaceutical advancement”, said Levan Vardushvili, CEO of **GM PHARMA**. He further explained, “The pharmaceutical industry is driven by innovation and innovation is not a choice, but an essential requirement. Like everything in life, medicines have a life cycle: they enter the pharmaceutical market, doctors and patients begin to use them, their relevance gradually increases, reaches its peak and maturity and eventually declines as they lose relevance due to newer medications, updated clinical guidelines, or evolving physician and market demands. This natural cycle compels us to constantly think about innovation. Therefore, in order to remain competitive and more importantly, to meet the evolving needs of doctors, patients and healthcare systems, the development of new generic formulations is essential”.

GM PHARMA is deeply committed to innovation, having established a robust R&D and product development strategy. With 18 active research projects and over 30 new initiatives planned for 2025, the company continues to drive forward-thinking growth. The aforementioned cutting-edge UPLC and HPLC systems will accelerate analytical development and ensure faster, more reliable and comprehensive data processing throughout the process of developing new medicines.

The team at **GM PHARMA** has successfully completed specialized Empower training led by a certified engineer from Waters. The training was designed to ensure the comprehensive adoption of recent technology and full utilization of the software's capabilities. The training encompassed both theoretical instruction on the Empower software and hands-on skill development. It was undertaken by staff from the Analytical Development and Quality Control laboratories, ensuring the optimal and efficient utilization of the newly implemented technologies.

Bariş Örgün, Waters' Training and Software Support Manager and lead engineer of the program, emphasized: *“The Empower software platform plays a critical role in the development of new medicines. It enables centralized management of all chromatographic systems, ensures fast and reliable data processing and integrity and supports automated workflows that minimize mistakes resulting from manual processes and enhance overall efficiency”.* According to him: *“The implementation of Empower enables integrated, secure and transparent data management, which facilitates effective compliance with the high standards required for quality control and regulatory expectations. It also contributes to the optimization of time and resources, while enhancing communication and collaboration among laboratory teams”.*

This state-of-the-art technological upgrade is expected to significantly strengthen the drug research and development processes at **GM PHARMA's** Analytical Development Laboratory in the near future. As a result, new pharmaceutical products will reach the market more rapidly in Georgia and across all export countries where **GM PHARMA** operates, providing healthcare professionals and their patients with enhanced solutions for addressing medical challenges.

GM PHARMA – Serving those who need it most!

MEMBER NEWS

AUTOMENU

AUTOMENU



AUTOMENU SHOWCASES ADBLUE SOLUTIONS AT TRANSPORT & LOGISTICS EXHIBITION 2025



Automenu was proud to participate in the Transport and Logistics Exhibition, held on 19-20 June 2025 at ExpoGeorgia, Tbilisi. As a committed member of the European Business Association, Automenu continues to promote sustainable and high-quality automotive solutions in the Georgian market.

During the exhibition, Automenu hosted its own branded stand, where the team showcased a wide range of automotive fluids and car care products, with a particular focus on AdBlue for commercial transport and heavy-duty vehicles. As the official distributor of GreenChem AdBlue, Automenu highlighted the product's role in helping fleet operators meet Euro 6 emissions standards and reduce their environmental footprint.

The event served as a valuable platform for networking with logistics companies, fleet managers, and key stakeholders in the transport and logistic sectors. Automenu representatives provided product demonstrations, technical consultations, and informational materials to promote awareness and understanding of sustainable vehicle solutions.

We extend our thanks to all visitors and partners who engaged with us at the event. Automenu remains committed to supporting the development of cleaner, more efficient transport solutions across Georgia and the wider region.



FOR FURTHER INFORMATION, PLEASE VISIT WWW.AUTOMENU.GE OR FOLLOW US ON FACEBOOK: @AUTOMENU.GE

MEMBER NEWS



As a global leader, Bureau Veritas is dedicated to supporting companies worldwide in their sustainability journey, protecting business continuity and growth. Our carbon experts are committed to assisting businesses as they prepare for the deployment of CBAM in 2026.

On September 16, 2024, The Government of Georgia supported the amendments to the Law of Georgia "on Environmental Protection". They directly relate to the European Union's Emissions Trading System (ETS) and the Carbon Border Adjustment Mechanism (CBAM).

WHY BUREAU VERITAS ?

Bureau Veritas' expertise in compliance, verification, and sustainability assessments is unrivalled. We already have extensive experience helping companies measure and verify embedded carbon emissions in their supply chains to ensure transparent and credible reporting. Our specialist teams are also deeply knowledgeable about ensuring compliance with many different reporting frameworks and requirements. We bring the same rigour and focus to the EU Emissions Trading System (ETS) and CBAM rules.

Bureau Veritas offers a unique combination of global reach and local knowledge. Operating in over 140 different countries, we are experts on helping multinational companies ensure adherence to regional and local regulations.

HOW BUREAU VERITAS CAN HELP YOU ?

15+ years of experience in regulatory and voluntary GHG emissions verification

- Experience in other regulatory & voluntary emissions verification schemes like EU ETS, CORSIA, ISO 14064-1, GHG Protocol
- Global UKAS Accreditation and numerous local accreditations for ISO 17029 to provide GHG verification (e.g.: NABCB, TAF, ACCREDIA)
- CDM experience, one of the leading Designated Operational Entities from UNFCCC scheme
- Accredited under UN CDM, Gold Standard, VCS (Verified Carbon Standard) and GCC (Global Carbon Council) Schemes
- Member of GRI Gold (Global Reporting Initiative, an international independent standards organization)



TECHNICAL
EXPERTISE



VERIFICATION
CAPABILITIES



COMPLIANCE
READINESS
EXPERIENCE



GLOBAL
PRESENCE

GOAL

- **CBAM is intended to complement the EU Emissions Trading System (EU ETS)** and ensure that imported goods are subject to the same emissions prices as products produced within the EU.
- With this, CBAM is aimed at preventing "carbon leakage," i.e., the relocation of greenhouse gas emissions from the EU to third countries.

CBAM Goods

- › Iron & Steel
- › Cement
- › Fertilizers
- › Aluminium
- › Electricity
- › Hydrogen

TIMELINE

CBAM OBLIGATIONS FOR IMPORTERS

Transitional period (2023-2025)

→ no payment required

- ✓ Register in CBAM portal
- ✓ Calculate embedded* GHG emissions
- ✓ Report GHG emissions quarterly

Definitive period (2026-2034)

- ✓ Apply for "**Declarant**" status (only these can import CBAM goods)
- ✓ Embedded GHG emissions to **be verified by Accredited Third Party**
- ✓ CBAM certificates must match emissions declared
- ✓ Price = weekly average of EU-ETS allowances in EUR/ton of CO₂eq.
- ✓ Annual report by May 31

MEMBER NEWS



TRANSFER PRICING: A GLOBAL STANDARD FOR BUSINESS TRANSPARENCY



Transfer pricing, still often perceived as an abstract regulation in Georgia, is in fact one of the core pillars of global economic fairness. Its role goes beyond technical or tax-related frameworks—it establishes fiscal order and ensures the fair allocation of profits among the countries where economic value is genuinely created.

Transfer pricing rules have been in place in Georgia's tax system since 2011, but practical enforcement mechanisms have only gained momentum in recent years. Nevertheless, many companies have yet to recognize that the regulation applies directly to their operations. Upon request by the tax authority, companies are obligated to present documentation proving that their related-party transactions are in line with market conditions. While the regulation does not impose direct penalties for failure to provide such documentation, the Revenue Service is entitled to independently assess the transaction—often triggering tax disputes.

Regulations in Georgia and other jurisdictions are based on common international standards, though technical differences exist, such as how related parties are defined in terms of ownership thresholds. The same applies to the sources used for comparable data and the application of Georgia's Estonian Model of taxation. While this model does not directly affect the arm's length assessment of a transaction, it does influence when and how potential price differences are taxed.

BDO offers companies more than just technical documentation - it provides strategic partnership based on industry analysis, international best practices, and coordinated work with foreign experts. The documentation is prepared in line with global standards, ensuring clarity for both local and international stakeholders, and helping businesses maintain transparency and mitigate tax risks in their transfer pricing practices.

It is essential to view effective transfer pricing management not merely as a compliance obligation, but as a tool for sustainable business development - one that fosters fairness, transparency, and strategic stability in international operations.

MEMBER NEWS



ACCA NAMES GRANT THORNTON ACADEMY AS OFFICIAL REGISTERED LEARNING PARTNER (RLP)

The quality and accessibility of financial education play a vital role in the career development of modern professionals. That is why the ACCA (Association of Chartered Certified Accountants) globally reviews and recognizes educational institutions that meet its high standards of teaching. These institutions are granted the **Registered Learning Partner (RLP) status**.

What does RLP status mean?

The ACCA Registered Learning Partner status is awarded only to those learning providers who:

- Deliver high-quality education in accordance with ACCA's global standards
- Regularly assess and enhance their educational programs and teaching methodologies
- Offer participants tailored support in their learning process and professional development
- Undergo ongoing quality assurance reviews by ACCA

What does this mean for our country?

When a local training provider such as Grant Thornton Academy becomes an ACCA Registered Learning Partner, it means that international-quality financial education is becoming even more accessible to the Georgian market. It is another important step toward increasing access to global knowledge locally.

This recognition allows us to offer a range of ACCA-certified programs to professionals in the field, such as:

- Certificate in International Public Sector Accounting Standards (IPSAS)
- Certificate in International Financial Reporting
- Certificate in Data Analytics ...and more.



For Grant Thornton Academy, this status is both a responsibility and a motivation — to remain a leader in professional education and to support the growth and success of professionals both locally and internationally.

For more details please visit Grant Thornton Academy web page:
<https://gtacademy.ge/>

MEMBER NEWS



HT SOLUTIONS

CHANGE INSPIRE 2025 RETURNS WITH A BOLD NEW THEME: THE LEAGUE OF AI CHAMPIONS

Georgia's premier tech conference, organized by HT Solutions, announces its 6th edition, uniting top minds across AI, Big Data, DevOps, CyberSecurity, IT Infrastructure, and Digital Transformation.

The countdown has begun for the 6th annual Change Inspire Conference, Georgia's most influential technology event since its inception in 2018. Returning to Tbilisi on July 4, 2025, this one-day, multi-track conference promises to deliver an electrifying fusion of innovation and impact — this time with a bold new theme: The League of AI Champions.

What started as a niche meetup has grown into a regional powerhouse, gathering over 500 senior tech and business leaders each year from across Georgia and beyond. This year, the conference sets the stage for the next leap in digital innovation by focusing on real-world Artificial Intelligence implementation and the organizations leading the change.

Attendees can expect:

- Game-changing keynotes from global and regional AI pioneers
- Hands-on case studies across four focused tracks:
 - Digital Transformation
 - Big Data
 - Cybersecurity
 - IT Infrastructure
- Exclusive insights into how visionary teams are using AI to transform industries

One of the most anticipated aspects of this year's program is the presence of industry-leading experts from AWS and Google, who will share how their organizations are applying AI to drive measurable business impact.

"We're not just talking about the future of AI — we're showcasing the people and projects already building it," said Nino Gvazava, CEO of HT Solutions.

This ambitious vision is made possible by the support of an exceptional lineup of partners who share the conference's passion for progress. Leading the charge is Bank of Georgia, the main partner and long-time supporter of digital innovation, now supporting AI-powered progress in the region.

Powering the agenda alongside are our Change Driver Partners — Lenovo, Cloudera, Fudo Security, Fortinet, TechPro, and SolarWinds and MUK and Palo Alto Networks — industry giants pushing the boundaries of enterprise technology.

Contributing to the conference's immersive experience are Change Builder Partners, including NetApp, NetSystems, Asbis, PureStorage, SuperMicro, with EPAM Systems and Oracle joining the roster of partners for the first time this year.

The stage is set. The champions are gathering. Will you join the league?
Learn more at: <https://changeinspire.ge/>

MEMBER NEWS



RELIABLE SUPPLY & COMPETITIVE PRICING OF VITAL PHARMACEUTICALS FOR CLINICAL TRIALS

Reliable Supply & Competitive Pricing of Vital Pharmaceuticals for Clinical Trials



OXIMIO Global Supply Chain Solutions for Clinical Trials

The graphic features a light blue background with a white horizontal band. On the left, the text "Reliable Supply & Competitive Pricing of Vital Pharmaceuticals for Clinical Trials" is written in a blue, sans-serif font. To the right, there are three stylized blue icons of pharmaceuticals: two capsules and one tablet. Below the text and icons, the OXIMIO logo is displayed, followed by the tagline "Global Supply Chain Solutions for Clinical Trials".

Access to vital comparator drugs is key to designing effective clinical trials that test the safety and efficacy of new therapies.

Thanks to Oximio's widespread presence across Europe, USA, Africa, the Middle East, and Asia, we possess the capabilities and capacity for sourcing bulk quantities of high value pharmaceutical products at a local level and globally.

With competitive pricing and fast lead times, we ensure consistent, uninterrupted support for your clinical trial needs.

Secure your supply today. Contact us now for a quote:

<https://oximio.com/comparator-sourcing-promotional-product-list/>

MEMBER NEWS



BTU X IAMTHECODE | FREE ACCESS TO 60,000+ ONLINE COURSES



Business and Technology University has established the Georgian chapter of the world's largest international platform, **iamtheCODE**, in collaboration with globally recognized technology activist Lady Mari me Jamme.

This initiative is dedicated to advancing the education and technological empowerment of women, children, and girls in Georgia, fostering their inclusion in the digital economy.

The **iamtheCODE** platform provides access to 60,000 courses in 18 languages, which will be fully funded and available to 250,000 women, children, and adolescents residing in Georgia. Notably, among these beneficiaries, 50,000 individuals will have the opportunity to receive specialized training in Artificial Intelligence through the platform.

Operating across 88 countries worldwide, **iamtheCODE** aspires to train 1 million young women, girls, and adolescents in various fields of technology by 2030, thereby contributing to the realization of the UN Agenda 2030 for Sustainable Development.

The organization is committed to enhancing the representation and participation of women, girls, and children in the fields of technology and innovation, promoting digital literacy, and equipping them with essential skills for the future workforce.

By aligning with Sustainable Development Goals, iamtheCODE seeks to expand educational opportunities, increase access to digital skills training, and support professional development on a global scale.

Recognized as a regional leader in the empowerment of women, girls, and adolescents, Georgia actively engages with the global **iamtheCODE** initiative, reinforcing its commitment to fostering gender-inclusive technological advancement.

Registration:

Please complete the [Registration Form](#) if you are interested

Contact Information:

iamthecode@btu.edu.ge

MEMBER NEWS



Hilton HONORS

The New Points Plus Promotion

Earn 1,000 Bonus Points on every stay

Register and stay by August 15.



HILTON BATUMI

Get rewarded every time you travel at Hilton Batumi. Register and stay by August 15 to earn 1,000 Hilton Honors Bonus Points on every stay. Whether it's business or leisure, every visit gets you closer to your next reward.

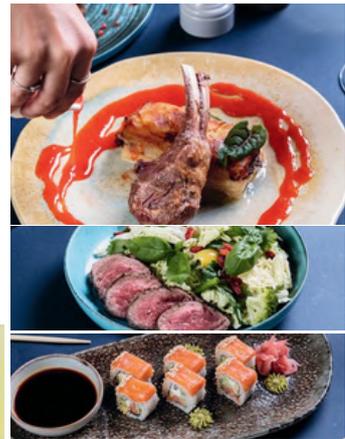
Register today and make every stay count!
learn more: www.hilton.com

CONTACT US:
+995 422 222 299
BATUMI.INFO@HILTON.COM
RUSTAVELIAVENUE,40

Nephele sky bar

Summer Nights Come Alive at Nephele Sky Bar.

Sip your favourite drink, feel the warm breeze, and let the rhythms of summer set the mood. Live music, stunning views, and unforgettable vibes—the perfect way to end your day.

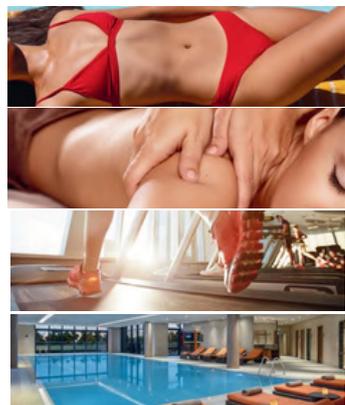


eforea spa



Treat yourself to a world of wellness at eforea spa. Enjoy our exclusive Vichy shower ritual, soothing massages, fully equipped gym, refreshing pool, and a sunny terrace perfect for unwinding.

ENJOY A 20% DISCOUNT ON ALL MASSAGES!



MEMBER NEWS

Telegraph

THE TELEGRAPH HOTEL OPENS IN TBILISI AS FIRST LEADING HOTELS OF THE WORLD MEMBER IN THE REGION

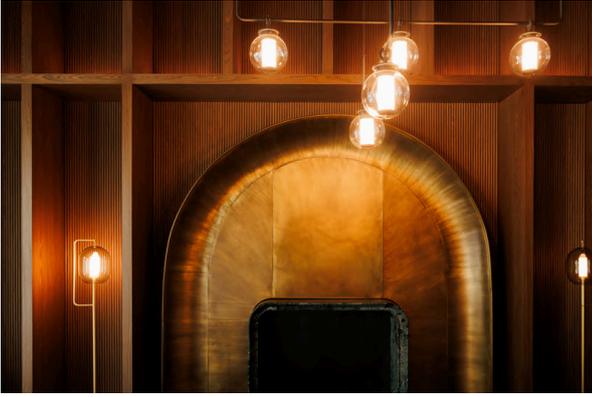


The Telegraph Hotel has officially opened on Rustaveli Avenue, becoming the first hotel in Georgia and the wider Caucasus to join The Leading Hotels of the World. Managed by Silk Hospitality, the hotel is located in a restored 20th-century telegraph building, redesigned by international design studio Neri&Hu.

The property offers 239 rooms and suites, along with seven diverse dining venues. It aims to serve not only as a luxury hotel but also as a cultural venue for events related to art, music, and fashion.

The project represents a major investment in Georgia's tourism industry and is expected to generate new employment opportunities across the hospitality sector. The hotel's culinary program is led by Silk Hospitality's Brand Chef Irakli Asatiani, with the addition of Laan Thai by celebrated chef Rose Chalalai Singh, bringing international flavors to the capital.

Silk Hospitality, which manages hotels and venues across Tbilisi, Batumi, and Tsinandali, positions The Telegraph as its new flagship property.



The Leading Hotels of the World is a curated collection of over 400 independent luxury hotels across more than 80 countries. The Telegraph Hotel brings Georgian heritage and modern design together under this global standard of excellence.



MEMBER NEWS



WEEKLY JUNIOR LESSONS AT TBILISI

We are inviting juniors to learn golf at Tbilisi Hills on our new junior program. The 16-week course is designed for kids starting their paths in golf. Professional instructors, all the required equipment, and a fun environment guaranteed!

TWO AGE GROUPS:

7 to 12 years | 13 to 18 years

Lessons are taking place in June, July, September, and October, eight lessons in a month.

Coaches – Kiril Slatinski (PGA) and Steven Fraga.

Lessons are delivered in English.

MONTHLY FEE:
300 GEL



JUNE SCHEDULE:

7 to 12 years – Wednesdays at 17:00–18:30 and Sundays at 15:00–16:30

13 to 18 years – Wednesdays at 18:30–20:00 and Sundays at 16:30–18:00

For more information and to register, please contact Tbilisi Hills Golf reception at golf@tbilisihills.com or +995 591 040 447

MEMBER NEWS



Recharge, Relax, Rejuvenate



Experience the ultimate escape at Pauza Spa, where tranquility meets luxury for a holistic journey of wellness and relaxation. Dive into the season at the city's most celebrated poolside destination.

This summer, we're proud to partner with the iconic **Moët & Chandon**, bringing an extra touch of elegance to your sun-drenched days.

Elevate your wellness with the luxury of **Germaine de Capuccini** - renowned for its exceptional spa treatments and premium skincare, redefining relaxation and indulgence.

20 Telavi Street
Tbilisi, 0103, Georgia
T: +995 032 277 20 20
sh.tbssi.sales@sheratonhotels.com



MEMBER NEWS

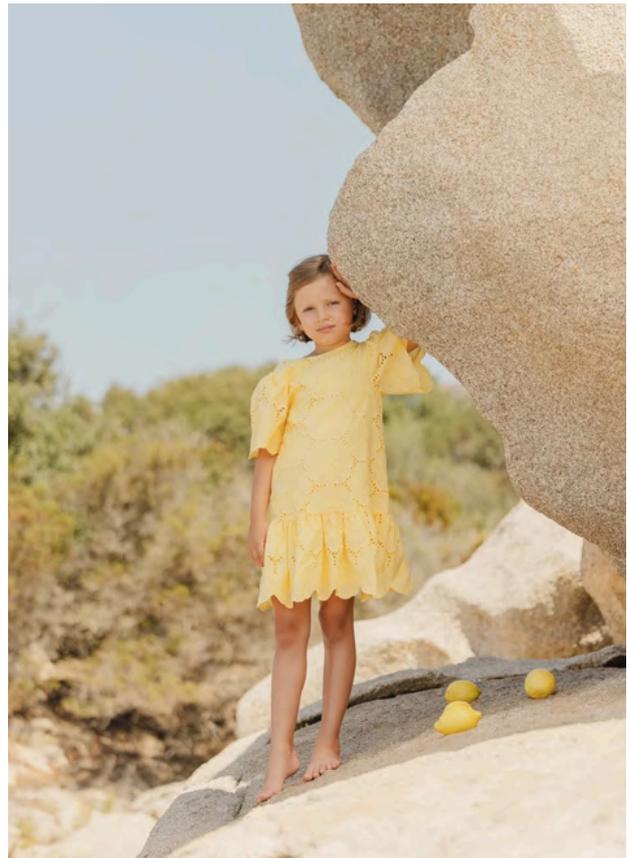
Tartine et Chocolat

Childhood Dream Blossoms in Tbilisi

Born in France in 1977, Tartine et Chocolat was created with a single vision: to bring elegance, softness, and timeless style to the world of children.

Founded by Catherine Painvin, the brand quickly became a symbol of refined childhood — blending delicate fabrics, muted tones, and impeccable craftsmanship to create a universe where innocence meets understated luxury. In 2024, this beloved heritage found a new home in Tbilisi. Located on Chavchavadze Avenue, Tartine et Chocolat store invites families to discover the brand's timeless spirit in an atmosphere of charm and serenity. The flagship boutique is not just a store, but a place where traditions are honored, style is nurtured, and memories begin — one delicate stitch at a time.

Address: 50, Chavchavadze Avenue, Tbilisi



Enjoy 20% Off
at Tartine et Chocolat Boutique
Exclusive Offer for EBA Members
Valid from July 1 to August 31

MEMBER NEWS

STEAKHOUSE

— BY GASTRONOME —

Argentinian Steakhouse by Gastronome, a proud part of the Gastronome family, since 2021, located inside Gastronome's flagship store. Captures the authentic spirit of world-renowned steakhouses, offering an upscale dining experience, incomparable selection from around the world by authentic steaks, burgers and many more.



Exclusive 20% Off
for EBA Members at Steak House by Gastronome

Indulge in a refined fine dining experience with the finest cuts and curated wine pairings — now with a special offer for EBA members.

Offer valid from July 1 to August 31

Savor the taste of excellence.

MEMBER NEWS

GASTRONOME

Founded in 2019, Gastronome Gourmet Store set out with a bold vision: to redefine the gourmet experience in Tbilisi. With the opening of flagship store, group embarked on a journey to bring premium culinary excellence to discerning customers.

By 2024, Gastronome had grown to seven branches across Tbilisi, establishing itself as a trusted name in fine foods. Today, its legacy includes a curated selection of over 2,500 high-quality products, featuring renowned world-famous brands alongside healthy, innovative offerings from niche brands.

Gastronome continues to set the standard for quality and variety, delivering an unparalleled shopping experience.



20% Exclusive Discount
for EBA Members at Gastronome Retail Stores

Discover a curated selection of gourmet products from around the world —
now with a special 20% offer exclusively for EBA members.

Valid from July 1 to August 31

Elevate your everyday with fine food.

MEMBER NEWS

BRUNCH
BY GASTRONOME

Grab & Go Concept Chain: Brunch by Gastronome, Inspired by Healthy Eating On-the-Go. We offer ready-to-eat healthy salads, sandwiches, puddings, specialty coffee, and much more—all prepared with the highest quality ingredients sourced by Gastronome.



20% Off
for EBA Members at Brunch by Gastronome

Start your day with vibrant flavors — from specialty coffee to healthy bowls and fresh pastries — all with a special 20% discount exclusively for EBA members.

Valid from July 1 to August 31

Brunch better, every day.



78, MIRIAN MEPE STREET, TBILISI, GEORGIA

+995 599 25 66 55

INFO@EBA.GE

**EUROPEAN BUSINESS
ASSOCIATION**

FOLLOW OUR SOCIAL MEDIA

