

NEWSLETTER

SEPTEMBER 2025

#EBACONNECTINGEUROPE



ACTIVITY REPORT



SEPTEMBER HIGHLIGHTS



MEMBER NEWS

EBA BACK TOGETHER



After a short summer pause the EBA members gathered at the Polish Embassy in Tbilisi. The event opened with welcoming remarks from Artur Gebal, Head of Mission of the Embassy of Poland to Georgia, John Braeckveldt, President of the EBA, and Gvantsa Grigalashvili, Head of Tbilisi Foreign Trade Office at the Polish Investment and Trade Agency.



A highlight of the evening was the presentation of membership certificates to newly joined members from different sectors and industries.

This was followed by a lively networking session, allowing all attendees to connect, exchange ideas, and build new relationships.



The meeting focused on reinforcing the Georgia-Poland business partnership, bringing together EBA members, the Polish Trade & Investment Agency, and representatives of Polish companies to explore new cooperation opportunities and foster valuable European business connections.



EBA extends sincere thanks to the Embassy of Poland for the kind hospitality.

Also special thanks to the Polish Trade & Investment Agency for their cooperation over the years and to all participants for making this a meaningful start to the new season.



ENERGY EFFICIENCY IN CONSTRUCTION



The EBA together with its member ProCredit Bank Georgia hosted public discussion “Energy Efficiency in the Construction Sector” aimed at raising awareness on energy efficiency in the construction sector and discuss potential ways of cooperation among different stakeholders.



The session featured expert presentations: Giorgi Abulashvili (EEC Georgia) and Alexander Jashiashvili (ProCredit Bank) followed by panel discussion: Paata Gogoladze (DBF), Tamaz Daushvili (Dio), Giorgi Natroshvili (White Square), Edisher Khimshiashvili (NOVA), Shota Kurdadze (GRC) and Tornike Guruli (Gorgia).



The event brought together EBA member companies and partner organizations, representatives of the construction industry, field experts, as well as the European Bank for Reconstruction and Development (EBRD), represented by Alkis Drakinos, Regional Head of the Caucasus, and the Investors Council, represented by Giorgi Cherkezishvili, Head of Secretariat.



Participants shared practical experiences and innovative approaches supporting sustainable practices in construction. The discussion also highlighted the role of the EBA Construction Committee as a platform for companies to collaborate, exchange knowledge, and contribute to the development of industry standards and sustainability initiatives.



WOMEN MENTORSHIP IN TECH



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



The meeting brought together mentors, lecturers, private sector representatives, and advocates for gender equality. A key highlight was the panel “Shaping the Digital Future: ICT Trends and Women’s Role,” featuring experts from Information Technology Association of Georgia, Skyhi, , Accelera, Orient Logic, and TBC IT Academy, along with programme mentors sharing success stories in fields such as front-end development, cybersecurity, UI/UX, digital marketing, and graphic design.



WORKSHOP ‘AI FOR BUSINESS’



The EBA Digital Committee, together with HT Solutions, hosted an insightful discussion on “How AI is Changing the Rules of the Game for Business” at Pullman Tbilisi Axis Towers.



The event brought together industry experts, business leaders, and technology professionals to explore the transformative power of artificial intelligence across different sectors. Speakers shared practical insights and real-life examples on how AI is reshaping strategies, driving innovation, and creating opportunities for growth. EBA Digital Committee extends its sincere thanks to HT Solutions for their partnership and to all members and partners who joined us for this forward-looking conversations.



ON THE ROAD FOR EBA MEMBERS

The EBA Managing Director Mariam Kuchuloria met with General Director of Aramex Georgia - Lika Useinashvili, to explore new opportunities for collaboration and strengthen EBA logistics committee.



John Braeckeveldt, the EBA President met with Vasil Akhrakhadze, General Director of Unison, EBA member to discuss the company's priorities, building partnerships, and creating new joint initiatives.



EBA is dedicated to transforming these conversations into meaningful actions that support companies' growth and success. Your input directly influences EBA's advocacy, services, and initiatives - because your success drives our collective growth!

BLACK & CASPIAN FREIGHT FORUM



John Braeckeveldt, President of the EBA, is participating in the Black and Caspian Freight Forum 2025 in Baku, Azerbaijan. Strengthening regional cooperation, knowledge-sharing, and collaboration with neighboring countries are priorities for the EBA Logistics Committee, to build a more integrated and sustainable transport future.



As a panelist, he is addressing the Middle Corridor, discussing its current status, development prospects, and existing bottlenecks. With over 20 years of experience in international transport and logistics, John Braeckeveldt brings invaluable insight into how enhancing this corridor can boost competitiveness and resilience.



NEW MEMBERS



The first **McDonald's** restaurant in Georgia opened in Tbilisi on February 5, 1999. Today, McDonald's Georgia operates 27 restaurants with over 2,400 employees, serving approximately 12,000 guests daily and striving to ensure that each visitor leaves with a memorable experience.

McDonald's is a leading brand in Georgia's restaurant industry, associated with success, trust, quality, recognition, continuous development, innovation, high standards, and values, connecting thousands of professionals with millions of loyal customers. The company continues to evolve, offering its customers not only existing services such as McDrive, McDelivery, and table service, but also additional options through its mobile app, including mobile ordering, which allows customers to order in advance quickly, easily, and without waiting in line.

The brand's future prospects are just as impressive as its past and present. McDonald's plans to continue investing in Georgia, expanding its network, and offering new products. Throughout this process, it will continue to uphold its core values—quality, service, cleanliness, and the principles that define the brand's global success.



ibis Tbilisi Airport – Georgia's First Branded Airport Hotel - Located right next to Tbilisi International Airport, ibis Tbilisi Airport combines comfort, convenience, and style for travelers. The 4,600 m² property features 72 modern rooms, a 24/7 restaurant L'Avion with local and international flavors, a wine shop, fully equipped gym, and a flexible conference spaces for meetings and events.

Operated by the global hospitality leader ACCOR, ibis Tbilisi Airport delivers international service standards with a Georgian touch. Since opening, it has become one of the most distinctive ibis hotels in the region, making it the smart choice for both leisure and business guests.

NEW MEMBERS



Traveline Tourism is a Georgia-registered inbound tourism company, providing high-quality travel services across Georgia, Armenia, Azerbaijan, and Turkey. Company specializes in customized travel experiences for the European, Arabic, Indian and Israeli markets. The services include transfers, accommodation, cultural and adventure tours, and 24/7 personal assistance.

Aligned with Georgian Tourism Administration standards and global travel trends, Traveline Tourism provides full-service travel solutions, ensuring seamless experiences for international travelers and partners. In addition, Traveline offers professional organization of conferences, corporate events, and MICE groups, as well as exclusive LUXLINE service, delivering a premium line of services designed for the most discerning travelers.

Traveline Tourism is dedicated to offering international-standard hospitality while delivering authentic local travel experiences and exclusive cultural encounters that showcase the unique spirit, history, and nature of the Caucasus region.

ibccs.tax

IBCCS TAX Georgia operates as a proud member of the IBCCS TAX International Group. As a business consulting firm, our primary mission is to highlight Georgia's remarkable potential as a top destination for business operations and quality living.

Since 2018, our professional team has amassed unparalleled experience and, most importantly, an indepth understanding of the global market's rules and regulations. We are a dedicated team of consultants committed to actively assisting clients at every step with tailored tax, accounting, legal, and business advisory services. Expertise in international taxation and local regulations constitutes the firm's most valuable asset, enabling the provision of customized solutions to meet the specific needs of clients.

At IBCCS TAX Georgia, we understand the intricacies of conducting business in Georgia. Our core mission is to find the most optimal solutions for our clients and offer specialized guidance on establishing or relocating businesses, while expertly managing all accounting, legal, and tax obligations.

MEMBER NEWS



Finance 360°: From Financial Diagnostics to Investment Readiness New service from GRANT THORNTON

Grant Thornton Georgia is proud to present Finance 360°, a comprehensive solution designed to help businesses in Georgia strengthen their financial foundation, ensure compliance, and build long-term investment readiness.

Finance 360° integrates diagnostics, planning, and investment readiness into a unified framework, creating a solid foundation for informed and strategic decision-making.

The service is suitable for businesses of any size and profile. Each component is tailored to the organization's unique needs and stage of development, ensuring relevance and impact.

Beyond analyzing the current financial standing, Finance 360° provides practical recommendations that transform the finance function into a true driver of business value.

Personalized, Flexible, and Cost-Effective Approach

- Timely and accurate analysis of financial indicators.
- Avoidance of penalties and reputational risks.
- Mitigation of the impact of unexpected crises.
- Protection against liquidity shortages.
- Reliable partnership for investors and creditors.



What Finance 360° Covers

Financial Diagnostics – In-depth assessment of the company's business model and financial standing, including profitability, liquidity, liabilities, and risks, with practical recommendations.

Compliance and Risks – Alignment with local and international legislation, ensuring regulatory and tax compliance.

Cash Flow Optimization – Liquidity management and operational resilience through optimal balancing of assets and liabilities.

Financial Planning and Control – Tailored budgeting, forecasting, and KPI frameworks to support management decision-making.

Investment Readiness – Development of investment packages, building investor trust, and facilitating access to financing.

Why It Matters

In a fast-changing economic environment, Finance 360° empowers companies with the insights and strategies needed to avoid risks, strengthen financial resilience, and unlock growth opportunities.

MEMBER NEWS



SKYHI'S SPECIAL OFFER FOR EBA MEMBER COMPANIES



SKYHI - an IT outsourcing and digital transformation company, offers technological support tailored to the real needs of small and medium-sized businesses.

Our goal is to turn technologies into a practical and effective tool for your business, ensuring operational efficiency, data protection, and your team's technical comfort. SKYHI is focused on results – we understand your needs, find optimal solutions, and create tangible value.

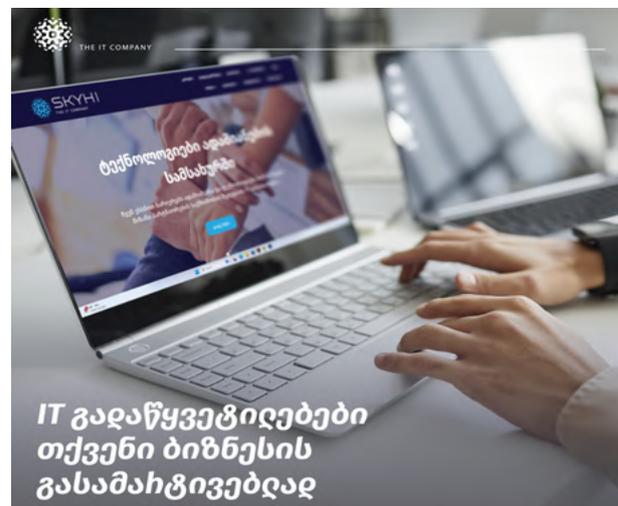
The special offer for EBA member companies includes:

Personalized IT infrastructure assessment and recommendations: We will analyze your existing systems and challenges in a clear and simple way.

Digital transformation consultation: Expert advice and strategies for your business's digital transformation, tailored to your industry and goals.

Special conditions on the following services:

- IT outsourcing: Professional IT support for the smooth operation of your business.
- Cloud systems: Secure and flexible solutions for managing and storing your data.
- Digital licenses (Microsoft, Google, Cloud, Azure): Official, affordable, and customized digital solutions.
- CRM systems: For managing your clients and optimizing sales.
- 3CX telephone systems: Modern, efficient communication solutions for your team.
- Information security training for employees: Practical training to enhance your team's awareness and security



SKYHI - Technologies Servicing People - The Idea We Serve.

For details, contact us:

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MEMBER NEWS



INFORMATICS OLYMPIAD HUB OF GEORGIA

We are pleased to inform you that at Business and Technology University (BTU) we are establishing the **Informatics Olympiad Hub in Georgia** - a unique technological platform designed to develop mathematical and algorithmic thinking, programming skills, and technological leadership among young people.

The Hub will identify new talent, support their representation on the international stage, and strengthen the country's educational and technological ecosystem. Within the Hub, we will unite and conduct five major Olympiads - IOI, EJOI, EGOI, IOAI, and OLYINFO - in which hundreds of Georgian students participate annually, including from the regions.

We already have one main sponsor; at this stage, we are seeking additional partners to join this initiative and contribute to its successful implementation.

Partnership formats include:

- Sponsorship opportunities (organizing Olympiads, team preparation, international representation);
- Brand positioning at national and international events;
- Direct engagement with young people interested in technology and innovation.

We believe your company's involvement would not only advance educational and technological development, but also position your brand as an innovative, next-generation-oriented organization. In this context, we would like to invite you to a meeting with our Rector, Ms. Nino Enukidze, to discuss the initiative in detail. We would be happy to arrange the meeting this week or early next week at a time convenient for you.

If you are interested in partnering with us, please contact us at career@btu.edu.ge.

We look forward to your response and to the opportunity to collaborate.

For more information, we are attaching a presentation that outlines the project's vision and objectives in greater detail.

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- Easy direct access for you or your team
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EBA Member Discount

Monthly Rates (GEL)

Size	4m ² (9m ³)	6m ² (13m ³)	8m ² (18m ³)	10m ² (22m ³)	15m ² (33m ³)
Base Price	425	549	729	925	1195
Discount Price	340	412	510	598	647
EBA Member (Ex. VAT)	255	295	380	465	510

LEARN MORE



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MEMBER NEWS



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<p>Before Rinsing</p>		<p>After Rinsing</p>		<p>After 5 days exposure to light/medium rain</p>	
Rocket™	Competitor	Rocket™	Competitor	Rocket™	Competitor

OPPORTUNITIES FOR EBA MEMBERS

EBA MEMBERS ARE INVITED TO EXPLORE PARTNERSHIP OPPORTUNITIES WITH AUTOMENU AND BENEFIT FROM EXCLUSIVE, COMPETITIVE CONDITIONS TAILORED FOR ASSOCIATION PARTNERS.

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MEMBER NEWS



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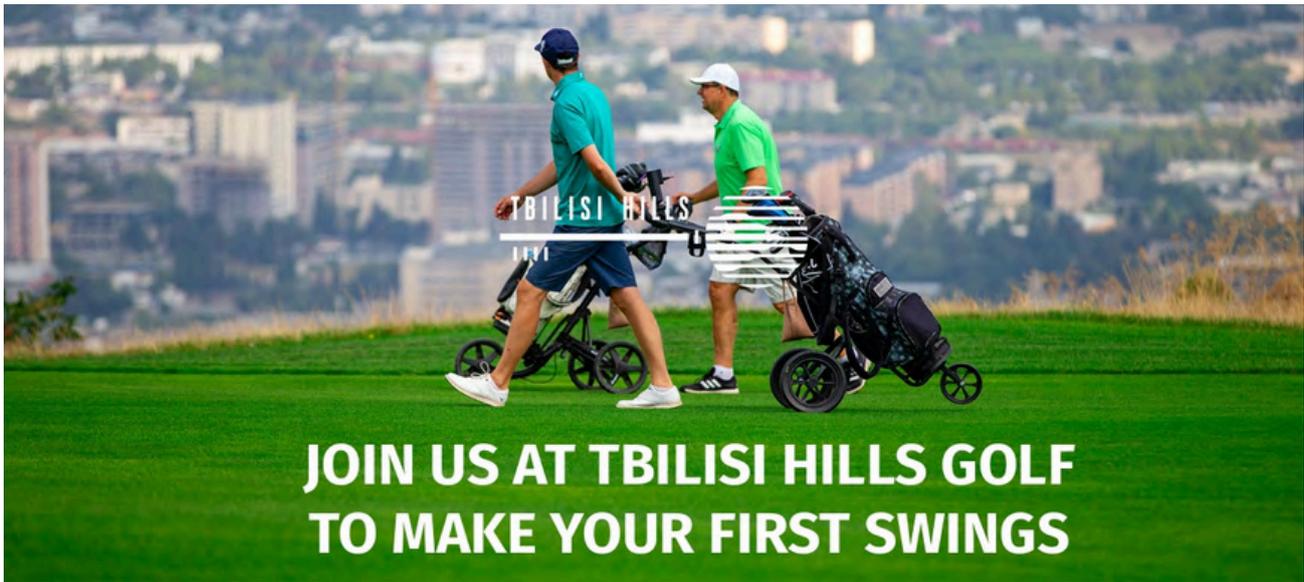
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TBILISI AXIS TOWERS



MEMBER NEWS



JOIN US AT TBILISI HILLS GOLF TO MAKE YOUR FIRST SWINGS

Tbilisi Hills Golf, spanning 60 hectares, is the only professional **18-hole golf course** in Georgia, surrounded by panoramic views of Tbilisi and the Shavnabada Monastery.

It is ranked among the top 100 golf courses in Europe.

Either you're a beginner or you just want to try the game of golf, Tbilisi Hills Golf offers a wide variety of courses for everyone.



The clubs, balls and everything else needed for golf will be prepared for you.

The lesson fee is only **40 Gel** and you'll be hosted with the welcome drink.

**COME AND EXPERIENCE THE GAME PLAYED BY
60 MILLION SUCCESSFUL PEOPLE ALL
AROUND THE WORLD!**



Every Saturday from 15:00 to 16:00 our PGA qualified golf coach is hosting a masterclass for a group covering the basics of golf.

You will learn:

- **The full swing** (hitting the ball to distance)
- **Putting** (rolling ball in the hole)
- **The concept of the game**



MEMBER NEWS



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MEMBER NEWS


SHERATON
GRAND
Tbilisi Metechi Palace


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GRAND
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Happenings at Sheraton

- **P'auza Spa:** Book Vinotherapy treatment and enjoy complimentary afternoon tea at Lobby bar.
- **P'auza Spa:** Buy package of 4 treatments and get 5th for complimentary.
- **Craft House's daily specials:** Wednesday - Wings & Whiskey, Thursday - Pizza & Soft Drink, Friday - Burger & Brew, and Saturday 20% off Grill & Ocean items.
- **Oktoberfest at Craft House:** Celebration of authentic German brews: legendary Starnberger, delicious food and good times for entire October.
- **Halloween at Craft House:** Join us on October 31st for a thrilling Halloween-themed event featuring a live DJ, exciting music, and festive fun that you won't want to miss!
- **Saturday Night Vibes at ATI Rooftop Restaurant:** DJ Set, chill beats, smooth grooves, and delicious tapas set the mood—every Saturday from 10PM to 1AM.
- **ATI Rooftop Restaurant:** Celebrate the season at ATI's Harvest Celebration Menu with wine pairing on October 18th.
- **You Eat, We Give at ATI Rooftop Restaurant:** Eat your favorite dishes and participate in the charity campaign, from every transaction you pay, 2 GEL will be transferred to the account of the charity organization MAC Georgia.

Go There With
MARRIOTT BONVOY

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