

# NEWSLETTER

FEBRUARY 2026

*#EBAGLOBALGATEWAY*



ACTIVITY REPORT



FEBRUARY HIGHLIGHTS



MEMBER NEWS

## EBA NETWORKING RECEPTION



The EBA Cocktail Reception brought together members and partners at the historic Tbilisi Philharmonic by Mercure Hotel for an evening of networking and high-level engagement. In collaboration with event sponsor and founding member GPI Holding, the EBA provided a premier platform for connection, reflecting a shared commitment to business excellence and sustainable growth.



By bridging local expertise with European standards, the EBA continues to strengthen its role as a global gateway for business engagement.

The community is proudly expanding, reinforced by new companies that share the high standards and values necessary for a competitive and modern marketplace.



The event was attended by ambassadors and trade attachés, including special guest H.E. Pawel Herczyński, Ambassador of the EU to Georgia, along with distinguished leaders from across various industries. A key highlight of the evening was the official ceremony led by EBA President John Braeckveldt, who presented membership certificates to the newest members.



This growth further enhances the EBA's international positioning. By integrating local businesses into a wider European network, the Association ensures Georgian enterprises remain competitive and aligned with global trends. We remain dedicated to fostering a professional environment that encourages long-term investment and meaningful cross-sector partnerships.



## EBA STRATEGIC DISCUSSION



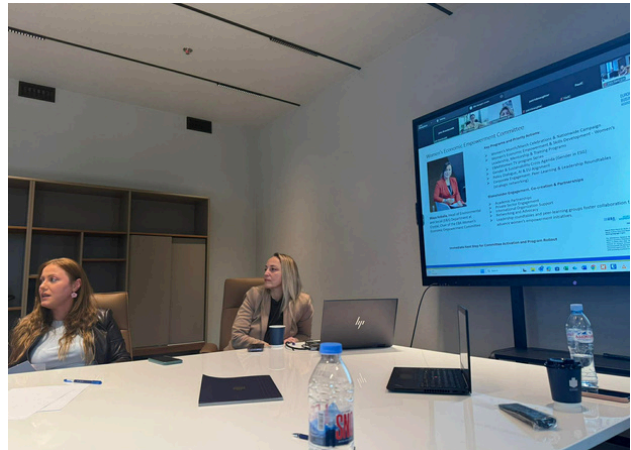
The EBA successfully held its Board and Advisory Board Strategic Meeting with Committee Chairs, hosted by newly joined Iliyard in a hybrid format. This gathering brought together the Association's leadership bodies for a high-level strategic discussion focused on defining the EBA's priorities and core direction for the year ahead.



This meeting plays a vital role in strengthening coordination across EBA's leadership, ensuring that committee-level initiatives are synchronized with broader organizational objectives. By fostering dialogue, the discussion reinforces commitment to impactful member engagement and a unified advocacy approach.



The session was attended by members of the EBA Board, Advisory Board and all Committee Chairs, each of whom delivered a concise presentation outlining their strategic vision for 2026. During these overviews, Chairs highlighted key priorities, ongoing initiatives, and current sector-specific challenges, creating a comprehensive roadmap of the Association's collective ambitions.



Through these collaborative efforts, the EBA continues to refine its strategy to better serve the business community.

This structured planning ensures that the Association remains a proactive and effective platform for addressing the emerging opportunities and needs of its members across all sectors.



## MEETING THE MINISTER OF INFRASTRUCTURE



EBA Managing Director Mariam Kuchuloria and EBA members met with the Minister of Infrastructure, Irakli Sokhadze, to address key operational challenges and sector-specific issues facing the business community. This dialogue serves as a vital platform for ensuring that private sector insights are integrated into the national infrastructure agenda, fostering a more transparent and predictable environment for investment.



The discussion focused on strengthening cooperation with a specific emphasis on supporting sustainable infrastructure development. By exploring collaborative ways to align local projects with modern standards, both parties committed to driving long-term economic stability and more efficient project implementation across Georgia.



## MEETING THE DEPUTY MINISTERS OF HEALTH AND SOCIAL AFFAIRS



EBA Managing Director and members of the Healthcare Committee held a meeting with Irakli Sasania and Tea Giorgadze, Deputy Ministers of Internally Displaced Persons from the Occupied Territories, Labour, Health and Social Affairs of Georgia.

During the meeting, the parties discussed key issues and current priorities identified by the Healthcare Committee of EBA. The discussion focused on important sector developments and challenges, while also exploring opportunities for closer collaboration. Both sides expressed their readiness to continue an open dialogue and agreed on future cooperation to support the development of the healthcare sector in Georgia.

## MEETING FRENCH COMPANIES



EBA members, together with colleagues from American Chamber of Commerce in Georgia and EU - Georgia Business Council, attended exclusive morning meeting with the MEDEF international delegation of French companies at the EBA member Swissotel Tbilisi. The discussion focused on strategic business priorities, opportunities for collaboration and shared interests between Georgian and French companies.

**WOMEN MENTORSHIP IN TECH**



EBA Member Telegraph hotel hosted another interesting discussion around developing digital human capital in Georgia. Organized jointly with the EBA member BTU the event brought together HR professionals and digital experts to discuss aligning trainings with industry needs. With valuable input from the EBA’s Skills and Digital Committees, the discussions centered on building a stronger digital workforce and improving the impact of tech mentorship across the country.



The EBA remains committed to working in this direction and we are always open to new collaborations. If you are interested in joining these efforts, please feel free to contact us. Thank you to our partners and everyone who joined us to contribute to the future of Georgia’s digital human capital.



**HOSPITALITY INVESTMENT FORUM**

The EBA was proud to support the Tbilisi International Hospitality Investment Forum (HIF) 2026, a high-level event that brought together industry leaders and global investors to discuss the future of Georgia's tourism landscape. EBA members participated exclusively in these strategic discussions, ensuring that the European business community’s expertise was central to the dialogue on large-scale infrastructure and service-oriented projects.



As a strategic priority for Georgia’s economic growth, the EBA remains dedicated to building a competitive, resilient hospitality landscape through its dedicated Committee. By focusing on sustainable practices and bridging local opportunities with European investment standards, we advocate for a stable environment that encourages long-term investment. These efforts ensure Georgian enterprises meet global benchmarks and remain well-aligned with international market trends.



## TAX COMMITTEE



The EBA Tax Committee recently gathered for an informal session at Iveria Cafe to exchange views on current tax developments and emerging challenges. This meeting provided a friendly and open environment for leading tax professionals from EBA member companies to share practical insights and engage in high-level dialogue on issues critical to the business community.



By bringing together top experts, the Committee continues to serve as a vital platform for expertise and collaboration. The EBA remains committed to supporting these constructive discussions and advancing key tax priorities to ensure a predictable and fair environment for its members.



## MEETING MEMBERS

EBA Managing Director Mariam Kuchuloria and Deputy Director Nino Ushikishvili had a productive meeting with Signify - one of EBA's innovative member companies. Parties exchanged ideas on how to further strengthen Georgia's digital business environment and explored ways EBA can support Signify's growth and impact in the local and international market. EBA is proud to support forward-thinking companies like Signify in their growth and we look forward to continuing our work together to help our members succeed wherever their ambitions take them.



## GENDER-RESPONSIVE PROCUREMENT



EBA members, invited by UN Women, attended a two-day training on "Gender-Responsive Procurement" organized by UN Women's Regional Office for Central Europe and Asia in Istanbul. The participants explored strategies to reduce barriers for women-owned businesses and learned how to use procurement as a strategic tool advancing gender equality and economic empowerment.

## EU VISITORS PROGRAMME



Representing EBA Georgia, Deputy Managing Director Nino Ushikishvili was officially invited to participate in the EU Visitors Programme (EUVP) in Brussels. During the programme, Nino engaged in high-level discussions with EU experts and private sector leaders on topics such as cybersecurity, data and AI policies, digital trade, workforce development and SME-focused digital transformation.



This unique opportunity allowed her to explore how the private sector can drive digital transformation in Europe and beyond, while expanding her network with numerous EU stakeholders. These insights and connections will enable EBA Georgia to better serve its members, leveraging new tools, initiatives, and collaborations to accelerate growth and innovation across our business community.



## EEN GEORGIA - WORKING GROUP



Since the EBA became an official local partner of the Enterprise Europe Network (EEN) in Georgia, we have significantly expanded our capacity to support member companies in their international growth. This milestone directly connects the Georgian business community to the world's largest support network for small and medium-sized enterprises, spanning over 60 countries and around 500 000 companies of different industries.



To maximize the impact of this partnership, a dedicated EBA-EEN Working Group has been established to explore and implement the most effective ways for members to utilize the network's vast resources. This group will focus on navigating the EEN's global database to identify strategic matchmaking opportunities, provide guidance on EU compliance, and facilitate access to international innovation grants.

By bridging local expertise with the EEN's technical infrastructure, the Working Group ensures that EBA members are not just connected to the EU Single Market, but are equipped with the specific tools and practical insights needed to scale, innovate, and compete on a global stage.

## EEN OPPORTUNITIES FOR EBA MEMBERS – INTERVIEW WITH ZSOFIA BANYAI, OPERATIONS MANAGER AT GLOBAL VAT COMPLIANCE



**Dear Zsafia, thanks for your time for our short interview. Let's start with Global VAT Compliance – tell us about your company – what it does and why you chose to operate in Georgia.**

Global VAT Compliance is an international company headquartered in The Hague, the Netherlands. It provides indirect tax compliance services worldwide and operates from multiple countries. I have been the Managing Partner of the Tbilisi office since 2023.

We chose Georgia for its strategic location at the crossroads of regions and knowledge, combined with a strong pool of well-educated young professionals who speak excellent English.

The direct flight connection between Amsterdam and Tbilisi makes in-person collaboration and training easy, which we consider essential for building trust and maintaining strong personal connections across offices.

In my role, I see Georgia not only as a cost-efficient location, but as a place where international teams can truly integrate and operate as one.

My positive experiences in the country inspired me and my business partner, Martijn Teuben, to start our new venture, KameleonWave, which makes hiring anywhere easy by enabling companies to build transparent, cross-border teams that are fully integrated into their operations rather than outsourced. Through my work (both at Global VAT Compliance and as Head of Operations at KameleonWave) I see daily how companies can hire internationally and still operate as one cohesive team. Georgia offers a unique opportunity for Western European businesses to establish a presence here while integrating local talent into their operations. This enables young professionals to build meaningful careers in their own country and contribute to its long-term development.

**Global VAT Compliance is one of the distinguished members of the EBA. What does the European Business Association (EBA) mean to you as a business leader?**

I first heard about the Association through a friend when I was sharing my experiences of starting and operating a business in a country that is not my own. Georgia is extremely business-friendly, so these were mostly smaller challenges, although even small issues are easier to figure out when you can talk to like-minded professionals. For me, the Association represents a great community where business leaders can exchange ideas and learn from each other's experiences. That sense of connection is especially valuable for international professionals building bridges between Georgia and the global business ecosystem.

**The EBA has recently joined Enterprise Europe Network (EEN) as a local partner. As we are aware you attended EEN Annual Gathering in Aalborg, Denmark. What kinds of opportunities do you see in the EEN platform for the EBA member companies?**

I am very excited about the opportunity to open doors for businesses seeking to explore Georgia as a strategic location. At the same time, the platform can play an equally important role for Georgian companies that are ready to step into broader European and global markets. Facilitating this two-way exchange of knowledge, talent, and opportunity is where I see the real value.

Our next tasks include creating reliable processes for promoting relevant events and business opportunities across our community, and ensuring that members' initiatives are effectively channelled toward European markets. By improving visibility and coordination, we can help turning connections into long-term cooperation. Matchmaking will be an integral part, and also finding assistance for Georgian companies in European regulations, thus facilitating their cross-border expansion.

Ultimately, the platform can serve as a bridge not only between markets, but between business cultures – enabling sustainable partnerships built on trust, transparency, and shared standards.

**Global VAT Compliance is actively engaged in EBA initiatives, including youth empowerment, internationalization, sustainability and more. What insights or experiences would you like to share with your fellow members, why are these initiatives important for businesses?**

As someone working at the intersection of international business and local workforce development, I strongly believe that Georgia's future lies in high-trust international partnerships. When companies invest not only capital but also knowledge, standards, and long-term commitment, this enables young professionals to build meaningful careers in their own country and contribute to the long-term development of Georgia. Supporting this kind of sustainable integration is both a business opportunity and a shared responsibility.



## LEADERSHIP INTRODUCTION

### ADVISORY BOARD



The European Business Association Georgia is pleased to welcome **David Tsiklauri** to its Advisory Board.

David is professionally affiliated with Caucasus University and PMCG. As a former Deputy Minister of Economic Development of Georgia and with extensive experience at USAID, David brings deep expertise in business competitiveness, export growth, and capacity building.

### EBA WOMEN'S ECONOMIC EMPOWERMENT COMMITTEE



The Mission of the Women's Economic Empowerment Committee is to foster inclusive economic growth by supporting Women's Economic Empowerment, ensuring broad-based opportunities and sustainable prosperity for all.

**Maya Kobalia** - Head of E&S (Environmental & Social) at Crystal, Chairperson - EBA Women's Economic Empowerment Committee

Learn more about the [EBA Women's Economic Empowerment Committee](#)

### EBA TAX COMMITTEE



The EBA Tax Committee serves as a key platform for dialogue between the private sector and public authorities on tax-related matters. The EBA Tax Committee is co-chaired by distinguished professionals:

**Lasha Adamashvili** - Head of Tax and Advisory, Andersen Georgia

**Ketevan Ghambashidze** - Tax Director, Grant Thornton LLC.

Learn more about the [EBA Tax Committe](#)

## STRATEGIC COMMUNICATIONS COMMITTEE



The Strategic Communications Committee brings together experts and professionals to strengthen strategic communication, share best practices, and support effective dialogue across business and media environments in Georgia. The Committee is co-chaired by distinguished professionals:

**Tinatin Stambolishvili** - Head of Communications at GPI Holding, leading strategic communications, corporate positioning, and reputation management.

**Sofie Gogiasvili** - Client Service Director at Saatchi & Saatchi Tbilisi, driving excellence in client strategy and communications.

Learn more about the [\*\*EBA Strategic Communications Committee\*\*](#).

## EBA SUSTAINABILITY COMMITTEE



The Sustainability Committee supports Georgian sustainability, energy, and finance sectors in responding to global environmental challenges and promoting responsible business practices. Its mission is to help harmonise Georgian business approaches with international sustainability standards and best practices. The Committee is co-chaired by distinguished professionals:

**Gvantsa Devrisashvili** - Director, Business Advisory at BDO in Georgia, bringing extensive expertise in strategic advisory and sustainable business transformation.

**Tatia Khorbaladze** - Chief Strategic Communications Officer at Tegeta Holding, contributing strong leadership in corporate strategy, communications, and sustainability integration.

Learn more about the [\*\*EBA Sustainability Committee\*\*](#)

## NEW MEMBERS



Office Technologies is a leading provider of commercial interior and workspace solutions operating in Georgia, Armenia, and Uzbekistan. Founded in 2005, the company is a trusted partner for international and local clients, delivering high-quality solutions through expertise in interior design, project management, and complete fit-out works.

As the authorized Steelcase dealer, Office Technologies offers ergonomic furniture solutions alongside flooring systems, interior partitions, and acoustic solutions, creating functional and inspiring environments for office, educational and hospitality projects.

Combining deep knowledge of work processes with design excellence, Office Technologies delivers turnkey project development that enhances productivity, comfort and user experience across multiple markets.



Founded in 2015 by Ekaterine Tsanova, ACT is a leader in accounting, consulting, and training. With extensive experience collaborating with top audit firms and state tax agencies, ACT provides expert financial management and regulatory compliance across diverse sectors, including Banking, Real Estate and International Shipping.

ACT offers specialized support in several key areas:

- Consulting & Training: Retraining staff and providing management and business solutions for accountants and companies.
- Audit & Compliance: Auditing records to ensure IFRS and tax legislation compliance, including specialized guidelines from the National Bank.
- Systems & Policy: Developing and testing accounting software with programmers and establishing formal bookkeeping policies and procedures.
- Financial Operations: Managing financial reporting, tax declarations, risk assessment, budgeting, and contract preparation.

## Grant Thornton Georgia welcomes the appointment of Tamta Nutsubidze as Partner

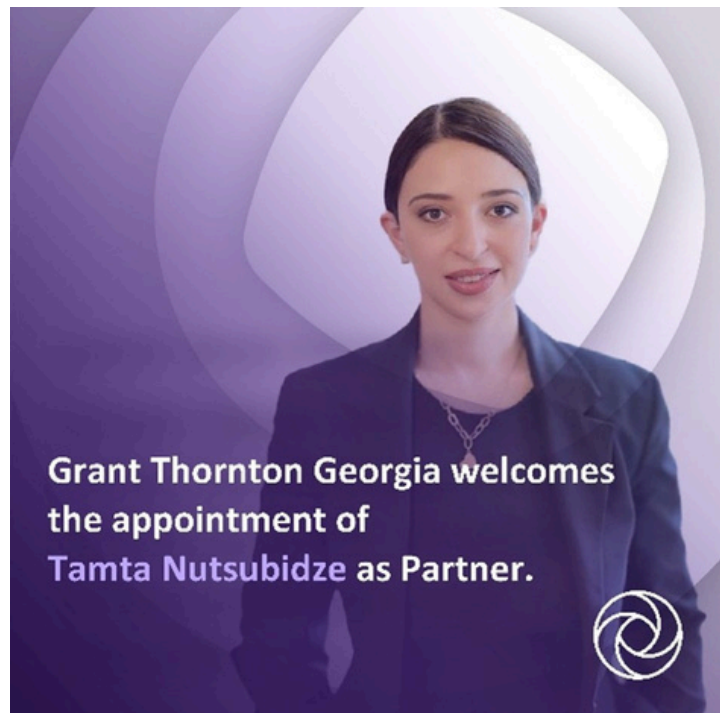
In response to the growing demand in the professional services market and in order to continuously ensure high-quality services for its clients, Grant Thornton Georgia continues to strengthen its management team. As part of this strategic development, **Tamta Nutsubidze has been appointed as a Partner of Grant Thornton Georgia.** Until now, the firm's partners were Vakhtang Tsabadze and Paata Shurghaia.

Over the years, Tamta Nutsubidze has actively contributed to the development of Grant Thornton's activities both locally and internationally. She has been involved in managing large and complex audit projects, cooperating with international clients, and strengthening professional standards. Her appointment as Partner represents a logical continuation of the company's growth and development.

In her role as Partner, Tamta Nutsubidze will continue to strengthen the audit practice, reinforce a culture of quality, and ensure full compliance with international standards. She will also be actively involved in the firm's strategic management and in shaping its long-term development directions.

*"Grant Thornton in Georgia has been developing dynamically in recent years, with both the scale of projects and client expectations increasing. Expanding the partnership allows us to further strengthen our management team and offer our clients high-quality, value-driven services,"* says Vakhtang Tsabadze, Managing Partner of Grant Thornton Georgia.

Paata Shurghaia, Managing Partner of Grant Thornton Georgia, states: *"The appointment of Tamta Nutsubidze as Partner is an important step for our team."*



*Her experience, leadership vision, and values-based approach are fully aligned with Grant Thornton's strategy and enhance our ability to create additional value for our clients."*

The expansion of the company's management team once again underscores Grant Thornton Georgia's strategic objective - to ensure sustainable growth, strengthen professional standards, and remain a trusted partner for businesses in Georgia and beyond.



## ARDI CONTINUES SUKHISHVILI TALENT INSURANCE



The insurance company ARDI and the Iliko Sukhishvili and Nino Ramishvili Georgian National Ballet “Sukhishvili” are starting a new stage of cooperation - a partnership that involves professional talent insurance and which is still the most innovative type of insurance in Georgia.

Years ago, the insurance company ARDI insured all members of the Georgian National Ballet, setting the first precedent for talent insurance in our country. This relationship moved to a new level in 2026.

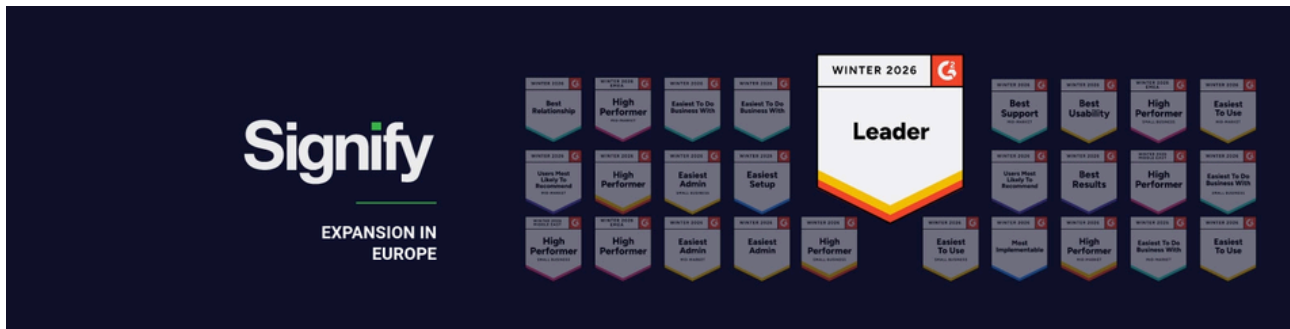
The renewal of cooperation was officially signed on the stage of the Tbilisi Opera and Ballet Theater, before the anniversary concert of the “Sukhishvili”, where a great history began 80 years ago. This evening, the signing of a historic memorandum between ARDI and “Sukhishvili” took place, which provides for the insurance of the ensemble’s genius and professional talent.

The Sukhishvili Ensemble is one of the most distinguished representatives of authentic Georgian culture - a troupe that has represented Georgia on the world’s great stages for decades. Last year’s anniversary year was marked by a performance on the legendary Carnegie Hall stage in New York. It is a special responsibility for ARDI to be the partner and insurer of the Georgian National Ballet “Sukhishvili”.

The insurance fully covers all members of the ensemble – both dancers and musicians, and is valid both in Georgia and during international tours to any country in the world.

According to the General Director of ARDI, Mikheil Japaridze: *“This is not another insurance cooperation between two organizations - this is the introduction of a new vision for the insurance market and our cultural sphere. Years ago, we wanted to create a practical, real care tool for those outstanding professionals whose work is related to supernatural talent. We started to instill this idea with the Sukhishvili, and the tradition continues. The total insurance limit of the troupe is 1 million GEL, which any of its members can use in the event that any of them, due to an unforeseen accident or injury, cannot continue their professional activities. We believe that if the world’s biggest stars have their professional talent insured, the genius of the Sukhishvili in our country should also benefit from a similar unique service. So, this time it’s the turn of insured dancing.”*

According to Nino Sukhishvili, such support is especially important for the ensemble members: *“Professional security is the basis of any creative activity. This cooperation allows us to continue with more peace of mind the work that we have been doing for years and that often requires difficult and hard physical labor.”* According to the insurance company ARDI, the company plans to connect talent insurance to other - both already famous and rising - stars for whom talent is their main professional activity and daily working environment.



## Signify Expands to 45+ Countries and Strengthens Its Focus on Eastern Europe

**Signify**, a Georgian document management and e-signature platform has expanded its international footprint and now serves customers across 45 countries.

Following four years of growth in the Georgian market, where Signify works with companies across all industries, the team made a strategic decision to validate the product internationally.

Today, Signify supports more than 200 international customers across Europe and America.

A recent milestone further confirms this global traction: Signify was recognized on G2 - one of the world's leading software review platforms - with the **“Best Software - Top 25 Rookies of the Year 2026”** badge, ranking 15th globally in its category.

As G2 rankings are based entirely on verified user reviews, this recognition is particularly meaningful for a growing SaaS company operating in competitive international markets.



While continuing its global expansion, **Eastern Europe** remains a key strategic focus for Signify. The company is actively exploring partnerships across the region, including collaborations with business associations, technology integrators, legal and consulting firms, and B2B service providers. Signify is also advancing localization initiatives, including multi-language support, and adapting the platform to regional business requirements.

EBA members interested in exploring potential collaboration opportunities in Eastern Europe or Georgia are welcome to connect with Signify team.



+995 599 25 66 55

*INFO@EBA.GE*

**EUROPEAN BUSINESS  
ASSOCIATION**

**FOLLOW OUR SOCIAL MEDIA**

