

EUROPEAN BUSINESS ASSOCIATION EBA GEORGIA

EBA MEMBERS BUSINESS OUTLOOK GEORGIA 2026

THE NUMBERS BEHIND OUR MEMBERS

100+

MEMBER COMPANIES

GEL 5.8B+

ANNUAL TURNOVER

34,000+

JOBS CREATED IN GEORGIA

15+

SECTORS REPRESENTED

GEL 6.6M+

CSR/ESG 3-YEAR SPEND

SECTORAL FOOTPRINT

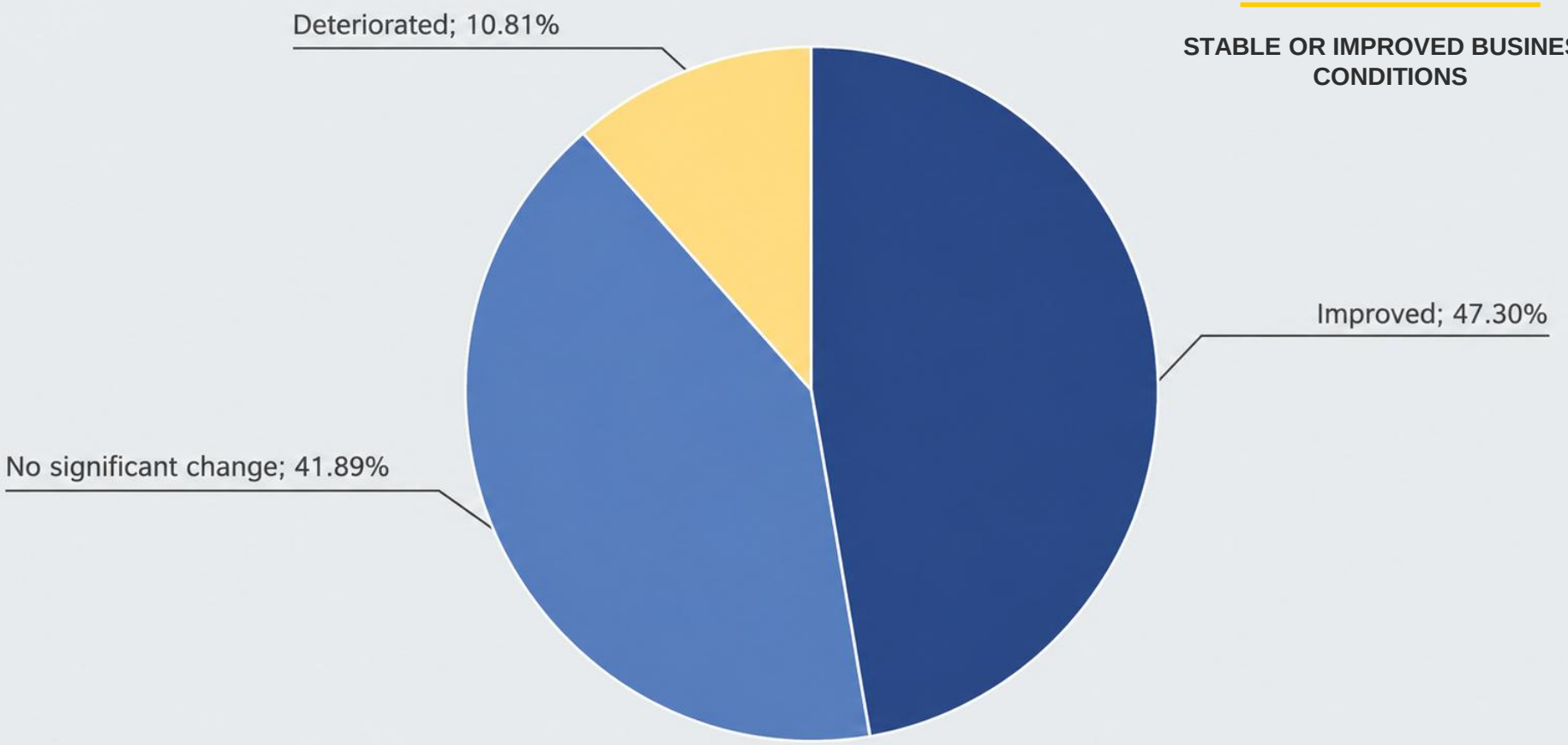
Professional Services · Hospitality · Healthcare · Transport & Logistics · Energy · Construction · Real Estate · Banking · Retail FMCG · Manufacturing & Industry · Technology · Environment

EBA BUSINESS COMMUNITY



BUSINESS CONFIDENCE REMAINS RESILIENT AMONG MEMBERS

Business Situation

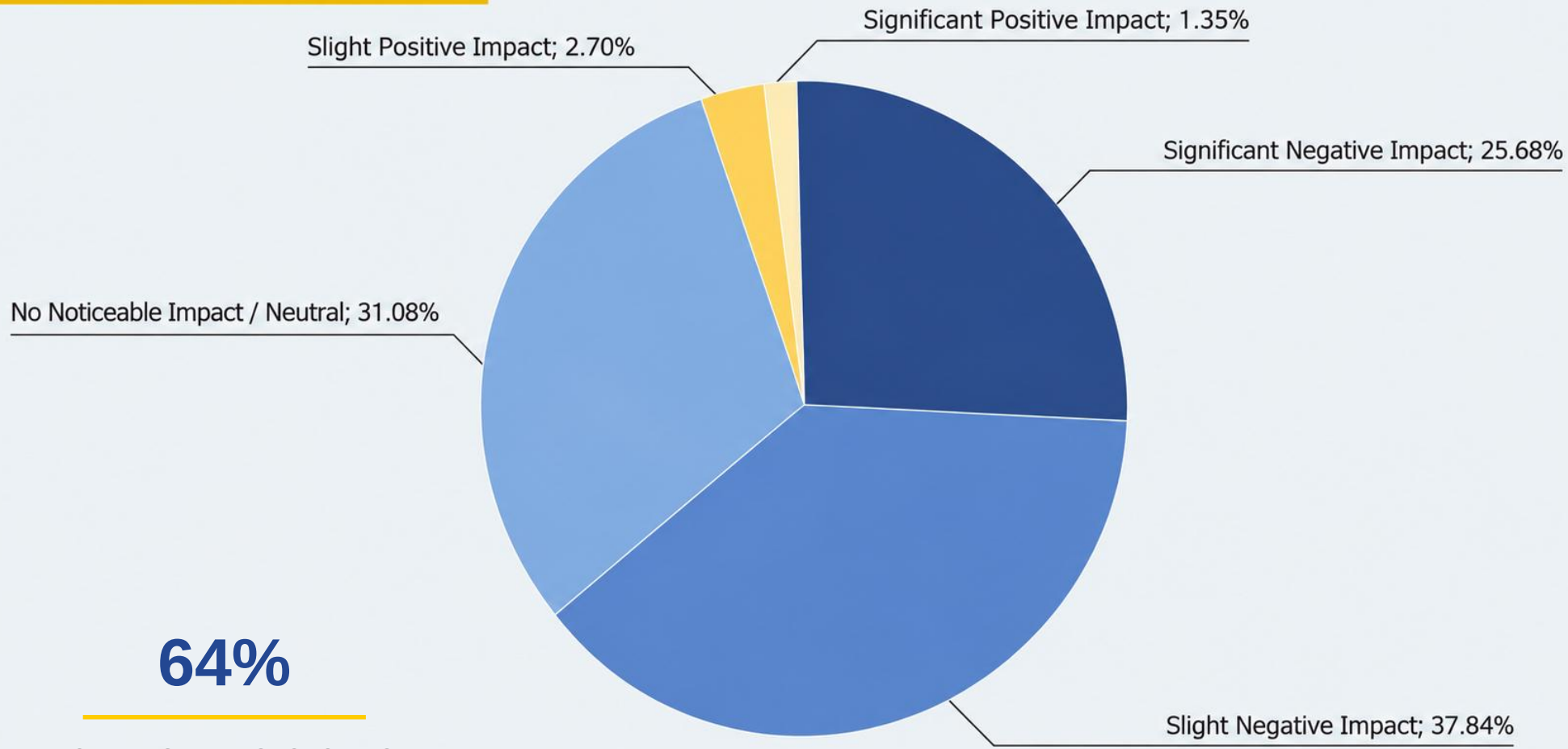


89%

STABLE OR IMPROVED BUSINESS CONDITIONS

GEOPOLITICAL UNCERTAINTY IS HAVING A NEGATIVE IMPACT ON MEMBERS

Geopolitical Impact



64%

REPORT NEGATIVE GEOPOLITICAL IMPACT

GEOPOLITICAL UNCERTAINTY AFFECTS BUSINESS OPERATIONS

IMPACT

LOGISTICS & COSTS

Higher transport and fuel costs; longer delivery times and airspace disruptions.

TOURISM & HOSPITALITY

More booking cancellations and lower occupancy due to weaker Middle East and Israeli demand.

INVESTMENT & CONFIDENCE

Clients postpone expansion and new projects amid uncertainty and currency pressure.

DONOR & PUBLIC SECTOR

Slower EU/IFI engagement and paused government-linked projects.

COMPLIANCE & PAYMENTS

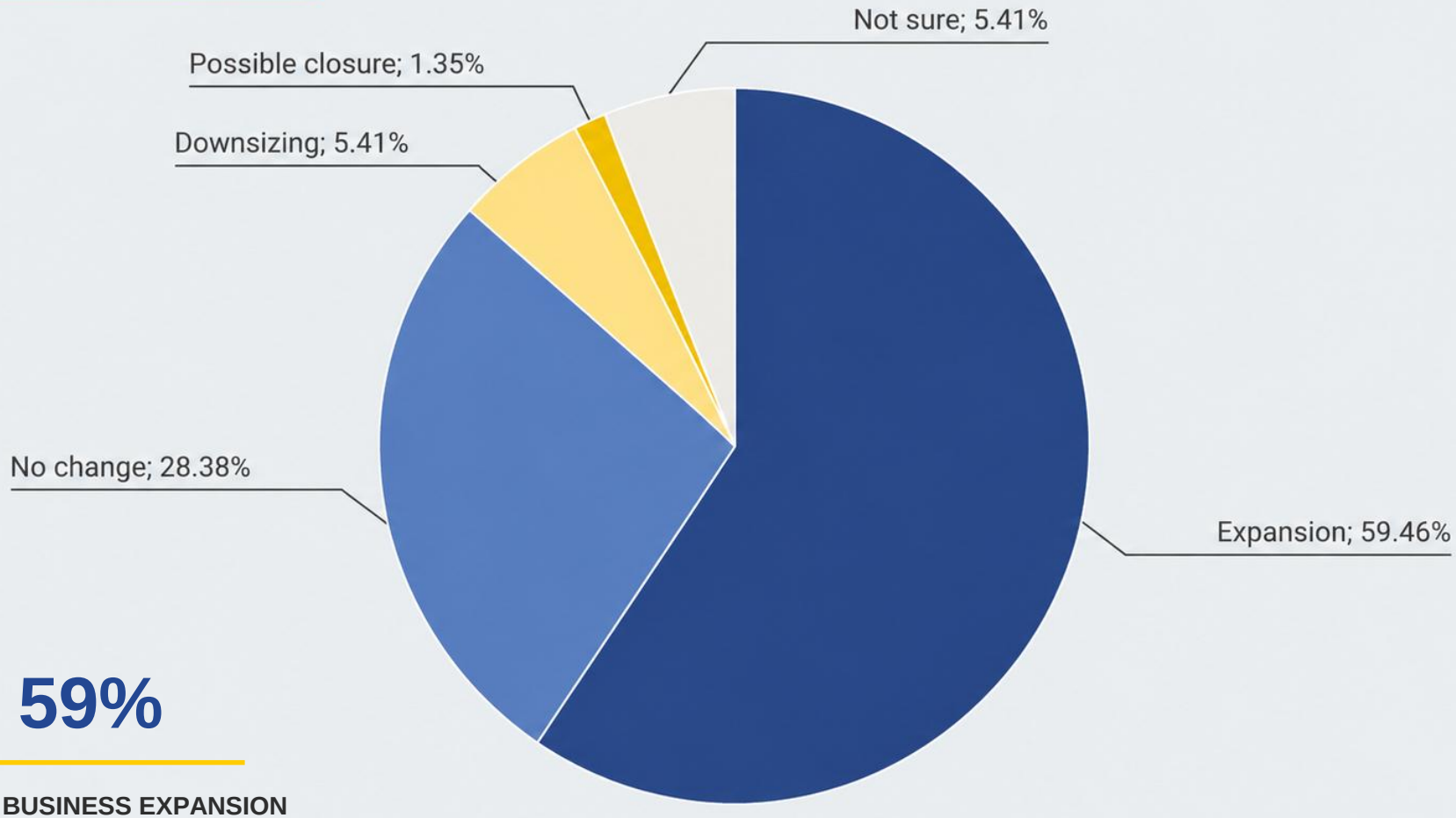
Sanctions screening and payment monitoring complicate international client onboarding.

LIMITED OR POSITIVE IMPACT

Mixed local impact, with new Middle Corridor logistics and rerouted-flight opportunities.

EXPANSION EXPECTATIONS REMAIN STRONG FOR THE YEAR AHEAD

Business Outlook

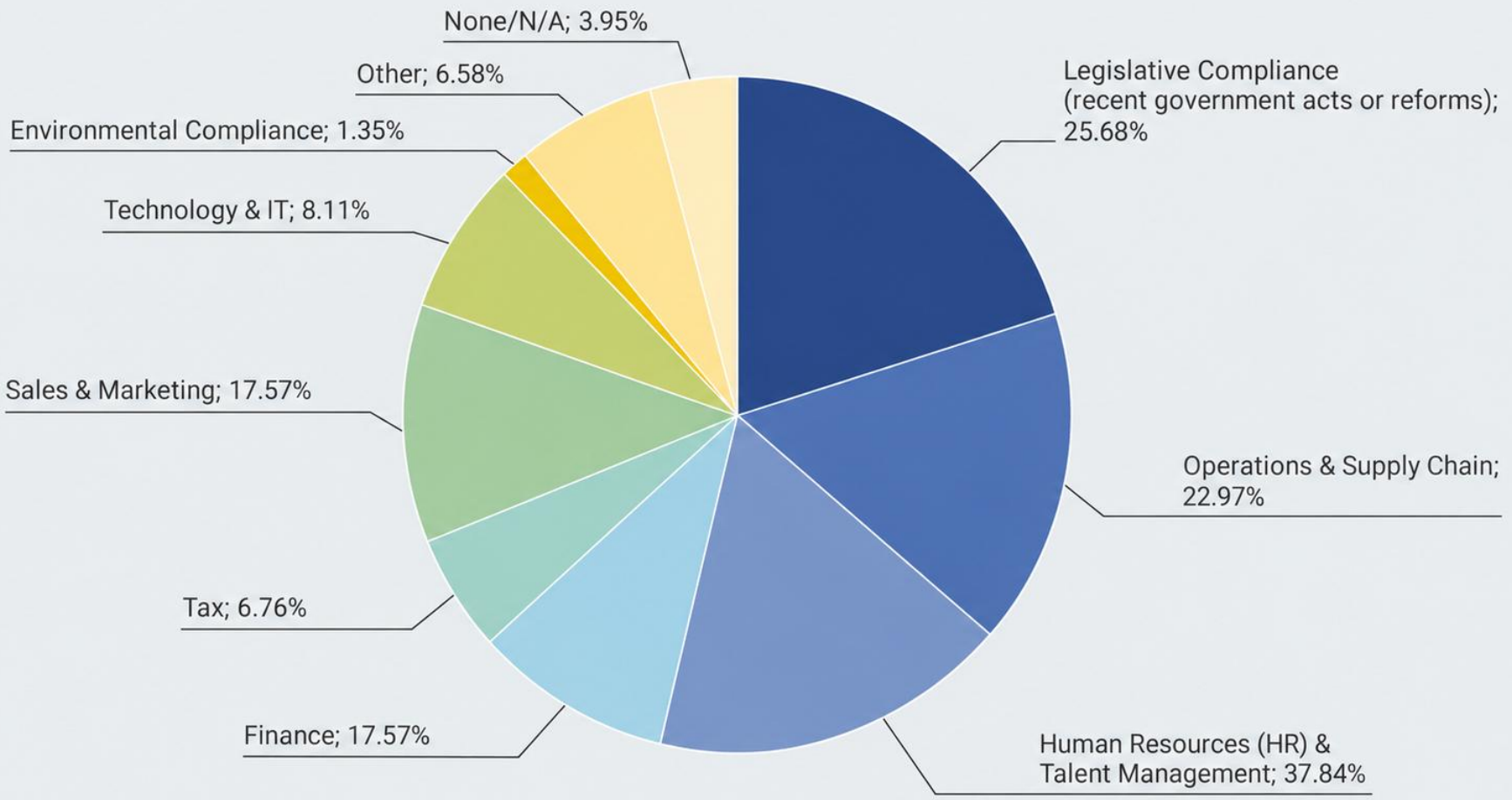


59%

EXPECT BUSINESS EXPANSION NEXT YEAR

HUMAN CAPITAL AND REGULATORY ISSUES LEADS BUSINESS CHALLENGES

Main Business Challenges





EUROPEAN BUSINESS ASSOCIATION EBA GEORGIA

EBA MEMBERS: FROM OUTLOOK TO BUSINESS CHALLENGES

QUALIFIED TALENT REMAINS A MAJOR BUSINESS CHALLENGE

CHALLENGES

ISSUE

Recruitment, development and retention of qualified human resources remain significant business challenges.

WHAT MEMBERS REPORT

Difficulty recruiting qualified staff, practical skills gaps among graduates, high training needs, salary-expectation mismatches, turnover and professional outmigration.

ROOT CAUSES

Mismatch between labour-market skills and business needs, shortage of qualified professionals, competition for talent, limited practical training and mentoring pathways.

Construction Materials Industry - “The country is experiencing a significant outflow of professional personnel, which poses long-term challenges for institutional capacity and sustainable business development.”

REGULATORY CHANGE INCREASES COMPLIANCE COMPLEXITY

CHALLENGES

ISSUE

The evolving legislative and regulatory environment is increasing the complexity of compliance for businesses.

WHAT MEMBERS REPORT

Migration and work-permit procedures, changing tax, compliance and AML/CTF requirements sector-specific regulation, including healthcare reference pricing.

ROOT CAUSES

Rapid regulatory change, practical implementation complexity, limited clarity or explanatory guidance, insufficient advance communication with business.

Healthcare/Medical Industry - “Additional regulations and frequent legislative changes, especially those that have come into force recently are creating a certain level of tension within the sector, which is only natural.”

SUPPLY CHAIN RESILIENCE REMAINS UNDER PRESSURE

CHALLENGES

ISSUE

Supply chain resilience, logistics processes and operational efficiency remain under pressure.

WHAT MEMBERS REPORT

Higher transport costs, extended delivery timelines, transit disruptions, customs complexity, reliance on imported inputs and tourism-demand volatility.

ROOT CAUSES

Global geopolitical instability, international supply-chain disruption, rising transportation costs, fluctuating market demand and dependence on international suppliers.

Environmental Engineering industry - “Our company mainly faces challenges related to operations and supply chain management, including increased transportation costs, longer delivery timelines and occasional delays in the supply of equipment and materials caused by global market instability.”

ACCESS TO FINANCE REMAINS A BUSINESS CONSTRAINT

CHALLENGES

ISSUE

Access to financial resources and suitable financing opportunities remains a constraint for some members.

WHAT MEMBERS REPORT

Challenges financing new projects, participating in international initiatives and implementing long-term investment plans, particularly large-scale or external projects.

ROOT CAUSES

Financial-market uncertainty, limited access to local financial instruments and credit products that are not fully tailored to investment and production needs.

TAX COMPLEXITY INCREASES THE COMPLIANCE BURDEN

CHALLENGES

ISSUE

The complexity of the tax environment and evolving requirements increase the compliance burden for businesses.

WHAT MEMBERS REPORT

Tax regulation management, administrative procedures, SME burdens, interpretation needs and additional mandatory compliance-related costs in some sectors.

ROOT CAUSES

Continuous tax and compliance changes, regulatory complexity, need for internal process and IT-system adaptation and insufficient feedback mechanisms.

Construction Materials Industry - “As to the financing, due to the current situation with Georgian financial institutes it's very hard to finance big projects. Since 7 or even 10 year loans are not good for production sector... with new government regulations there always is a new hidden tax under them that hits hard for the production sector.”

DIGITALISATION CAPACITY REMAINS UNEVEN

CHALLENGES

ISSUE

Digital transformation, technology adoption and AI are growing priorities, but implementation capacity remains uneven.

WHAT MEMBERS REPORT

Need for technology investment, AI and digital-tool adoption, operational efficiency, information security, cybersecurity and data protection.

ROOT CAUSES

Rapid technological change, high innovation costs, limited access to expertise, shortage of qualified specialists and limited practical implementation experience.

Banking Industry - “Fast-growing digitalization requires significant focus and continuous investment in this direction. Businesses and financial institutions need to adapt to rapidly changing technologies, customer expectations and market demands, while ensuring efficiency, security and long-term sustainability.”

PLASTIC REGULATION CREATES IMPLEMENTATION UNCERTAINTY

CHALLENGES

ISSUE

The practical implementation of new plastic regulation creates uncertainty for businesses.

WHAT MEMBERS REPORT

Members report unclear requirements regarding the new law on plastic and uncertainty over proper compliance obligations.

ROOT CAUSES

Insufficient clarity and detail in legislation, lack of explanatory guidance, limited practical implementation manuals and constrained adaptation time/resources.

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Business Services Industry – “New law regarding the plastic is unclear.”

OUR MEMBERS EXPECT ADVOCACY, CONNECTION AND CAPACITY

EBA ROLE

ADVOCACY

Engagement with ministries, the Revenue Service and Migration Agency on regulation, permits, customs processes.

NETWORKING & DIALOGUE

EBA is valued for peer exchange, networking and raising shared business concerns.

CAPACITY BUILDING

Members want more workshops on talent, AI adoption and EU standards.

TALENT & EDUCATION

Stronger links with universities and vocational schools are needed to address skills gaps.

PROVEN TRACK RECORD

EBA-facilitated meetings, technical training and migration-law advocacy are highly valued.

LIMITS OF EBA'S ROLE

Geopolitics and tax policy remain largely beyond EBA's direct influence.


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THANK YOU!