

NEWSLETTER

MAY 2023

#WEAREEUROPE



ACTIVITY REPORT



MAY HIGHLIGHTS



MEMBER NEWS

EUROPE DAY 2023



On 6 May, the Delegation of the European Union to Georgia hosted a big event dedicated to Europe Day at Expo Georgia.

Throughout the day participants of the event, young and old, enjoyed a variety of activities. 16 Member States of the European Union presented their cultures and traditions in “Eurovillage” including performances of singing and dancing. Partners of the European Union showcased the results and benefits for Georgian citizens, which have been created thanks to the EU’s assistance to Georgia. The Young European Ambassadors shared their ideas and perspectives on the Youth Stage with Ambassador Herczynski joining them for a live discussion.

Many inhabitants and visitors of Tbilisi joined the event to discover more about the European Union, participate in fun games and interactive activities and taste the delicious food of Georgian farmers exhibiting their product at the Europe Day edition of “Unique Georgian Taste”.

EBA also participated in the exhibition with thematic space in the Pavillion. Every guest of the event were asked what was Europe for them and they had to select one of ten European values including Freedom, Prosperity, Stability, Equality, Diversity, Human Rights, Rule of Law, Democracy, Future and Security.



Europe Day is a day to celebrate peace and unity throughout Europe. On this day, it is our collective duty to revitalize the European dream and re-invigorate European integration. EBA was happy to represent its members at the Europe Day.



Later at the evening, President of the EBA Board Mr. John Braeckveldt and Deputy Managing Director Nino Ushikishvili attended a gala concert dedicated to the Europe Day hosted by the EU Ambassador H.E. Pawel Herczynski at Rustaveli Theatre.

“Today we are celebrating Europe Day. Europe that stands for peace, security and prosperity. I’m really happy that for the first time ever we celebrate Europe Day with Georgia being granted European Perspective” – stated Ambassador.



EBA HOSPITALITY COMMITTEE

EBA hospitality Committee organized working meeting hosted by the EBA Member- Pullman Axis Towers and moderated by Vice-President of EBA Board Ms. Irina Sak. The meeting was aimed at gathering decision makers of the EBA member companies including five-star hotels, real estate, transport and

and logistics sector for discussing current challenges in the hospitality and tourism industry of Georgia, as well as setting strategic priorities based on members' needs and interests.



Mr. Vincent Dujardin, General Manager of Pullman Hotel has been elected as the Chairperson of the EBA Hospitality Committee.

As Georgia is approaching its peak tourist season, it is extremely important for all the stakeholders to sit together, discuss existing challenges and opportunities in order to get well prepared for the upcoming months. Therefore EBA express its sincere gratitude to the Chairperson and members of the committee for an interesting discussion and readiness for further cooperation



LV LOGISTICS NETWORKING EVENING

EBA together with its newly joined member LV Logistics hosted a Networking Reception dedicated to the LV's Global Executive Board visit to Tbilisi.



The event was opened by the Ambassador of the Kingdom of Netherlands to Georgia H.E. Maaïke Van Koldam. Welcoming remarks were made by Vice-President of EBA Board Ms. Irina Sak, CEO of the Royal Dutch LV Logistics – Mr. Mark van Herk and Director of LV Logistics Georgia – Ms. Elena Inasaridze.



Guests had the opportunity to get introduced to the LV Logistics brand and also discuss cooperation prospects through informal networking.

VISITING BELINUS SOLAR

'President of the EBA Board Mr. John Braeckeveldt met with newly joined member -Belinus Solar team and handed over membership certificates of the Association.

Belinus is a Belgian manufacturer of solar panels and storage batteries for residential use. Company is specialized in the research, development and production of innovative, high-quality product. Belinus is headquartered in Genk, Belgium and have an office in Tbilisi, Georgia as well.

EBA organizes meetings with members on a regular bases in order to explore possible ways of constantly improving membership benefits and provide members with the services tailored to their needs and expectations.

**'STANDARD SETTING' TRAINING**

EBA representative- Ana Chargeishvili participated in the training on "Standard Setting" provided by William Pawlucy, CAE, MPA, MBNQA, founder and CEO of Association Options and Center for International Private Enterprise.

Building standards within the economy is crucial today for Georgia and EBA is grateful to Center for International

Private Enterprise for constantly providing trainings of high demand for Georgian Business Associations and Chambers.



MEETING WITH NBG

EBA Members met with the Acting Governor of the National Bank of Georgia.



Mr. Archil Mestvirishvili, presented the Macroeconomic Overview at the NBG Headquarters. The event was attended by EBA members and Vice-Governors of NBG Papuna Lezhava and Nikoloz Gagua. At the end of the presentation guest also had the opportunity of Q&A and discussion.



GIRLS FOR CHANGE

EBA together with the USAID Economic Governance Program is implementing you project "Girls for Change" for the third time.



Within the framework of the Project, EBA member ProCredit Bank hosted training session on sustainability topic. Students also had the opportunity to get introduced to the Bank working environment and have a tour around the first green building in Tbilisi.



EBA member Saatchi & Saatchi Tbilisi hosted training session on digital and creative marketing within the framework of the 'Girls for Change' project.

Saatchi & Saatchi team introduced activities of the agency, characteristics, possibilities and significance of marketing field. Students had the opportunity to receive information about working with local and international brands in the creative industry, sharing their impressions and Q&A.

As for the last session of the Project EBA together with the USAID Economic Governance Program and Center for International Private Enterprise (CIPE) hosted training on labour rights within the framework of the "Girls for Change" project.



Session was opened by Private Sector Engagement Advisor at CIPE - Mrs. Mariam Kuchuloria. Training was given by specially invited speaker Vice President of Georgian Trade Unions Confederation - Mrs. Raisa Liparteliani.



The primary objective of the project is to support female students in developing their leadership skills and expanding their knowledge of international organizations, the EU, PR strategies, business management, and the investment environment.



On the same day the EBA together with the USAID Economic Governance Program successfully summarized Girls for Change Program third cycle.



An award ceremony was hosted by the EBA Member Biltmore Hotel, during which the certificate of completion of the program was given to 48 participants of the project. Successful students will have the opportunity to complete paid internships at the European Business Association, the USAID Economic Governance Program, and its partner organizations.



EBA express its sincere gratitude to the USAID for cooperation and also its member companies for kind contribution to the program implementation.



MEMBER NEWS



HELICOPTERS, TRUCKS, DEEP SEA VESSELS. GOSSELIN LOGISTICS GETS THE JOB DONE

Helicopter International Shipping Services needed to transport two helicopters to Jebel Ali and approached Gosselin Logistics to take on the task. The fuselages were picked up from a MAFI rolltrailer and transferred by truck to be re-stowed on a 40ft flat rack at the Gosselin facility. The helicopters were then transported to the Port of Antwerp and loaded onto a full container vessel.

Ronny Michiels, the customer project leader, explained that the team had already loaded the 40ft flat-racks onto the trailers the day before and stored them inside the secured warehouse to save time and costs during the loading process. The team started their day at 3:40 am to enable the drivers to pick up the loaded trailers from the secured facility.

Around 5 am, the team arrived at the terminal, announced themselves to security, and prepared for discharge. Both trucks were guided next to the vessel in the vicinity of the gantry crane for unloading and direct transfer onto the container vessel. The lifting was executed at a slow pace to ensure the safety of the precious cargo. Wooden dunnage and rubber were placed underneath the 40ft flat-racks to avoid skidding, and both 40ft flat-racks were secured by chain lashings. A few hours later, the operation was concluded. Ronny confirmed that it was "another job well done" and attributed their success to proper planning, preparation, and a dedicated crew.



About Gosselin Logistics

Gosselin Logistics is a leading provider of logistics services. With activities ranging from terminal operations, forwarding and warehouse storage to customs formalities Gosselin Logistics can offer its customers a constant supply chain. Heavy-Gosselin is a division of Gosselin Logistics specialized in industrial projects.

Gosselin Logistics is a division of the Gosselin Group that has its headquarters in Antwerp, Belgium. The company was founded in 1930 and employs a staff of 975 that generates more than 450 million euros in turnover.

MEMBER NEWS

SAATCHI & SAATCHI



შეუძლებელი არაფერია Saatchi & Saatchi ცხელ სეზონს ცხელი ცვლილებებით ინყებს

შემოქმედებითი მარკეტინგის სივრცეს მუდმივი სიახლეების მსგავსად ცოტა რამ თუ ასაზრდოებს - Saatchi & Saatchi-სთვის ეს უკვე კარგად ნაცნობი ფაქტია. შესაბამისად, ბაზრის ერთ-ერთმა წამყვანმა საერთაშორისო სააგენტომ გადაწყვიტა საკუთარი რიგები საერთაშორისო გამოცდილების მქონე, მოტივირებული ქართველი კრეატივებითვე შეავსოს და ახალ გამოწვევებს ახალი შემართებით შეეჭიდოს.

უძლეველი გუნდის ლიდერი საქართველოსა და აზერბაიჯანის ახალი რეგიონული შემოქმედებითი ხელმძღვანელი - მაია ქოველიძე, იგივე მაკო ბერგმანი იქნება.

მაკო Miami Ad School-ის კურსდამთავრებულია. პროგრამის განმავლობაში მას შესაძლებლობა ისეთი ცნობილი სააგენტოების შემოქმედებითი გუნდების ნაწილი ყოფილიყო, როგორიცაა Wunderman Thompson ტოკიოში და Media Monks ამსტერდამში, შემდეგ კი, დამატებითი გამოცდილების მისაღებად სწავლა და

შემდეგ კი, მუშაობა Ogilvy Berlin-ში გაგრძელებინა. შესაბამისად, მან არა მხოლოდ ითანამშრომლა მსოფლიოს წამყვან კრეატიულ გუნდებთან და უდიდეს ბრენდებთან, როგორებიცაა ნაიკი, აუდი, ბურგერ კინგი, იკეა და ა.შ. არამედ გაეცნო განსხვავებულ მარკეტინგულ მიდგომებსა და სტრატეგიებს მსოფლიოს რამდენიმე უმნიშვნელოვანეს ბაზარზეც. ამასთან, მაკო მუდმივად აქტიურად მონაწილეობდა სხვადასხვა შემოქმედებითი ვორქშოფში, რამაც საშუალება მისცა ეთანამშრომლა მსოფლიოს წამყვან კრეატიულ დირექტორებთან, როგორებიც არიან ჰანს ბროეკერი და ფერგუს ო'ჰეარი, ესწავლა მათგან და საკუთარი შესაძლებლობები ყველაზე კონკურენტულ გარემოში გამოეცადა. ახლა კი იგი მზადაა საკუთარი მრავალფეროვანი გამოცდილება ადგილობრივ ბაზარს მოარგოს და Saatchi-ს უძლეველ გუნდთან ერთად ქართული მარკეტინგი საერთაშორისო სიმაღლეებზე აიყვანოს.

"მაკოს აქვს არაჩვეულებრივი იდეები და ინსაითები. იგი ძალიან კარგი მოაზროვნე და გუნდური მოთამაშეა", - დევიდ შტადმიულერი, კრეატიული დირექტორი

"შესანიშნავი ხასიათისა და ქარიზმის მფლობელია, რაც, სარეკლამო სივრცეში, უმნიშვნელოვანესი თვისებაა.

ამასთან, მაკო თავმდაბალია და მარტივად შეუძლია კონსტრუქციული კრიტიკის მიღება", - ედუარდო ბალესტრა, უფროსი ქოფირაითერი

"საქართველოს მარკეტინგულ ინდუსტრიას ძალიან დიდი პოტენციალი აქვს, არა მხოლოდ იმიტომ, რომ ქართული სივრცე ძალიან ბევრ სახასიათო ინსაითს ატარებს, არამედ იმიტომაც, რომ ძალიან ბევრი შემოქმედებითი ადამიანი გვყავს.

მოტივაცია და მაქსიმუმის მიღწევის სურვილი არასდროს მაკლდა, შესაბამისად, ახლა Saatchi & Saatchi-შიც ზუსტად იგივე მონდომებით მოვდივარ. სააგენტოში უკვე გვყავს არაერთი შესანიშნავი წევრი და მზად ვართ საკუთარ რიგებში კიდევ ბევრი მოტივირებული პროფესიონალი დავიმატოთ. თითოეული ჩვენგანის მიზანია ყველაზე პროგრესული, ინოვაციური და თანამედროვე სტანდარტებს მორგებული კრეატიული გუნდის შექმნა, რათ ყველას ვაჩვენოთ რომ საქართველოშიც შეიძლება ისეთი კამპანიების წარმოება, მსოფლიო ცნობადობას რომ მოიპოვებს", - ამბობს მაკო, ზუსტად ისეთი ენთუზიაზმით, როგორიც მსგავსი მისწრაფებების განსახორციელებლად მზა ადამიანს შეეფერება.

ჩვენ კი ისლა დაგვრჩენია სულმოუთქმელად დაველოდოთ ყველა იმ საინტერესო სიახლეს, რომელსაც Saatchi & Saatchi-ს ახალი, შეუჩერებელი გუნდი შემოგვთავაზებს!

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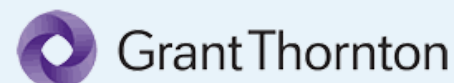
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Grant Thornton Academy

Grant Thornton Academy is the training direction of Grant Thornton Georgia. Our trainings enable the business audience to improve the necessary competencies by sharing knowledge, best practice and international experience.

The trainings are conducted by Grant Thornton Georgia's trainers and invited lecturers, with thorough knowledge of the field and rich practical experience.

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- Overview of current changes in tax legislation.



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F&B HAPPENINGS AT PULLMAN TBILISI AXIS TOWERS



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