



France-Georgia Business Council of MEDEF International presentation



■ COUNCIL CHAIRPERSON

Under appointment

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■ PARTNERS IN GEORGIA

BAG
Business Association of Georgia

Website
www.bag.ge

INVEST IN GEORGIA
Public Investment Agency

Website
www.investingorgia.org

The France-Georgia Business Council of MEDEF International

began its activity in 1992, after Georgia's independence. Succeeding in 2015 to Mr. Christian MONS, then Chairman of GICAT, Mrs. Marie-Ange DEBON, Deputy Director General of the SUEZ Group, held the position of Chairperson of the Council until 2020.

The Council offers collective support and guidance to major groups, mid-sized companies and SMEs, which have been increasing since 2008. Most of these companies are already active in Eurasia and wish to take advantage of the new opportunities arising from the modernization of Georgia's infrastructure and economic diversification (tourism, energy, logistics, agriculture, agri-food industry) and the country's favorable geographical location between the West and the East.

A modest market (3.5 million inhabitants, GDP of €15 billion), but benefiting from access to 800 million consumers thanks to a series of free trade agreements, Georgia has carried out extensive in-depth reforms over the past decade, thus strengthening its competitiveness and attractiveness (country ranked 7th out of 190 in the World Bank's Doing Business ranking 2020). The significant commitment of international financial institutions (World Bank, EBRD, ADB) and bilateral donors also strengthened business prospects in sectors such as urban regeneration, ecological transition and transport.

In 2017, MEDEF International strengthened its actions with Georgia through cooperation agreements with the public agency Invest in Georgia, and the Business Association of Georgia, representing the very dynamic Georgian private sector.

A recognized and privileged framework of the bilateral economic and trade relations, the regular meetings in Paris and the business delegations to Tbilisi aim at:

1. allowing French companies to liaise directly and regularly with:

- the Georgian Head of State and Government and ministers;
- administrative officials and public economic stakeholders with cross-cutting and sectoral competences, at a national and local level,
- local business communities and Georgian private sector,
- and bilateral or multilateral financial institutions operating in the country;

2. providing companies with keys to understanding and decision making for their activities, mainly related to:

- business opportunities arising from the developments of the market and the Government's priorities,
- business environment, the operating and investment conditions in the country, the access to public procurement,
- funding sources and project management in the country,
- local partnerships and location of production,
- the structuring of industries and business sectors,
- and more broadly keys to understanding the risks and opportunities related to internal and regional developments;

3. increasing the experience sharing between French companies of all sizes, operating in Georgia or in the region, and promoting interactions with new potential partners on this market.

The Council closely associates to its activities the MEDEF International task forces dedicated to Sustainable cities, Digital technology, Financial Institutions and Agri-food because of the topicality of these issues in Georgia.

→ Reports of business meetings and delegations are available to MEDEF International's members on request.



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