



Georgian-Swiss Business Association

2005 - 2014

TEN YEARS IN FRIENDSHIP



GSBA MEMBERS



GEORGIA
Population
4.484 million

Capital
Tbilisi

National Language
Georgian

Government

Presidential Parliament Democracy, Head of State: President -elected for a term of 5 years. Executive: Prime Minister, Ministers, State Ministers - approved by the Parliament. Legislative: Parliament - 150 members elected for a term of 4 years. Judicial: Supreme Court, Constitutional Court, and local courts.

Currency
Georgian Lari (GEL)



SWITZERLAND
Population
7.87 million

Capital
Bern

National Languages:

German (64%) French (20%) Italian (6.5%) Rhaeto-Romansh (0.5%) Other (9%)

Government

The Government is headed by a seven-person Federal Council elected by the Federal Parliament. The Parliament is composed of a Council of States and a 200-member National Council.

Currency
Swiss Franc (CHF)



Greeting Word

By H.E. Ambassador of Switzerland to Georgia Dr. Guenther Baechler



Greeting Word

President of the GSBA Mr. Mikheil Mikeladze

Dear GSBA members,

In the last ten years bilateral relations between Georgia and Switzerland have considerably intensified: Meetings between members of the two governments have become more and more frequent. The Good Offices, particularly in the context of Russia's admission to the WTO, have further deepened bilateral relations between the two partner countries. The new Georgian government attended Davos WEF and held promising talks with potential investors from all over the world. This year Switzerland chairs the OSCE and focuses on Southern Caucasus in order to further stabilize the political situation. The Swiss Cooperation is engaged in a large scale regional program concentrating on rural development and fostering value chains and income in the local contexts.

Against the depth and diversity of bilateral relations business ties have to catch up still. Of course, Switzerland in the center of West Europe and Georgia as a bridge between Europe and Asia are not exactly neighbors. However, with successfully signing the Trans-Adriatic Pipeline Project TAP between Azerbaijan and Swiss investors (among others) Georgia is going to be at the heart of the transit route between East and West. The "new silk road" is about much more precious things than silk only. Connectivity might be a modern slogan in order to properly grasp all the visions, ideas, opportunities, and projects that are related to the TAP, be it in terms of energy, transport, infrastructure, services, engineering, and communication. With such investments in infrastructure at large scale – hydropower not to be forgotten either – Georgia may attract what the country needs most: small and medium size enterprises headed by true entrepreneurs and visionary business people. In particular women investing in highly specialized sectors in order to boost "green economy" may find a fertile ground for new endeavors.

GSBA cordially invites Swiss business people to visit Georgia better sooner than later to study manifold opportunities for engagement, to find niches for innovative activities, to share experiences with Georgian partners, to fall in love with the beautiful country.

Dear GSBA Members,

The Georgian-Swiss Business Association (GSBA) was established in 2005 as a non-profit organization, with the main aim to support Georgian businesses in starting partnership with Swiss companies, to support Swiss companies in their activities in Georgia.

When we were founded GSBA counted only 6 members and now we are almost 20 and among our members are companies from various sectors – banking, agriculture, legal, business consulting, tourism, logistic, trade, medicine and food processing.

All these years we have worked in close cooperation with SOFI (Swiss Organization for Facilitating Investments), SIPPO (Swiss Import Promotion Program), were a co-organizer with SOFI of Swiss Invest Forum in Zurich and many other events – more details on our events you can find in this Journal.

With the support of the Swiss Embassy and cooperation with special agencies like Swiss Export Risk Guarantee, Swiss Import Support Program, Business network of Switzerland, Joint Chamber of Commerce Switzerland, Switzerland Global Enterprise the GSBA works with all interested business partners from Switzerland and Georgia.

In the coming years we plan a number of interesting projects and events we should help strengthen not only business but also cultural relations between Georgia and Switzerland.

Thank you!



ABOUT US

The Georgian Swiss Business Association (GSBA), founded in December 2005, is a non profit organization that promotes business relations between Georgia and Switzerland. The Association aims to help carry out direct investment projects in Georgia, strengthen business relations between the partner countries and provide its partners with new business opportunities and skills, all the above, with support of Embassy of Switzerland to Georgia.

SERVICES/EVENTS

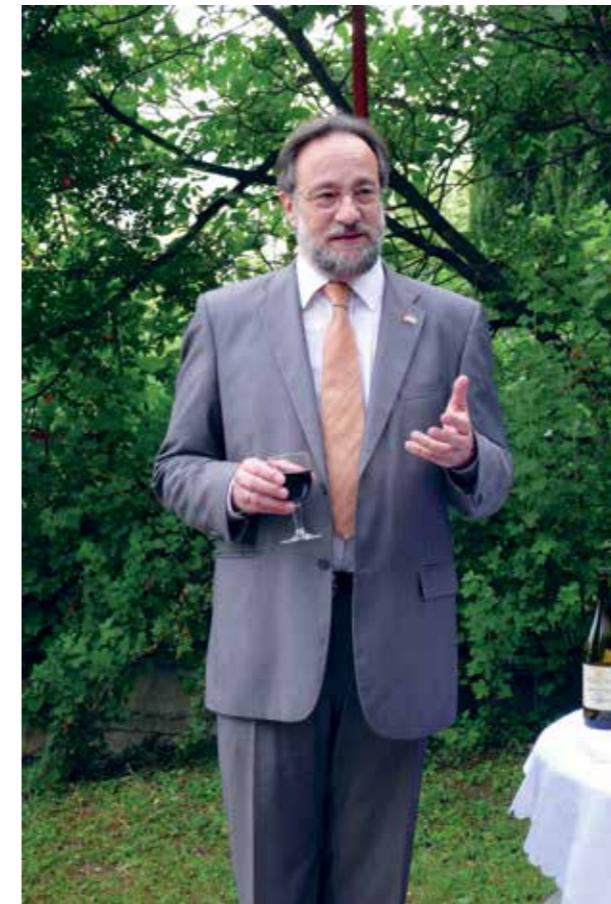
The Georgian Swiss Business Association provides its members a range of services aiming to create business liaisons between Georgia and Switzerland, and strengthen those already existent. Our list of services consists of:

- ▶ Organize Business Gatherings to enable members to get to know each other, share experiences and build valuable liaisons.
- ▶ Organize Forums with guest speakers to help in providing its partners with new business opportunities and skills.
- ▶ Assist prospective Swiss investors in Georgia in providing information and viable business opportunities.
- ▶ Represent members' interests whose goal is to further economic relations between Switzerland and Georgia.
- ▶ Find Georgian representatives and business partners to Swiss Companies interested in coming to Georgia.
- ▶ Provide information on Trade Fairs, Tourism and Boarding School Facilities in Switzerland.

ESTABLISHMENT OF THE GSBA

The Founding members of the GSBA presented the Association to the general public at an event held at the Marriot Tbilisi on 15th December 2005. Representatives from main companies in Georgia like TBC Group, Salford Group, GWS, Coca-Cola Bottlers Georgia, Aldagi amongst others, as well as government representatives participated in the event.

As for international organizations we were glad to welcome representatives of the World Bank, the International Monetary Fund and the European Bank for the Reconstruction and Development.



GSBA SIGNED PARTNERSHIP AGREEMENT WITH SIPPO

H.E. Ambassador Lorenzo Amberg stated the importance of this project. He said that relationship between Switzerland and Georgia is largely an economic one. Despite the focus on business, this is the first such collaboration to promote Georgian wine in Switzerland. While Swiss businesses have a limited presence in Georgia, he is confident that further bilateral cooperation will soon follow.

As SIPPO representative Oliver Stern mentioned - they closely collaborate with the Ministry of Economic Development to start working in Georgia. The target of this program is to support small and medium sized wine-makers from Georgia and promote Georgian wine all across Europe. Georgian wine has a good chance to appear on European markets.



GSBA GOVERNANCE

According to the charter of the GSBA, the Board is the governing body of the association. Board Meetings have to be held quarterly. The board of the GSBA is the constantly acting governing organ of the Association. Embassy of Switzerland to Georgia is a permanent member of the Board. The Board elects and expels members of the Association, elaborates main directions, plans, budgets and projects of purposeful programs and presents them to the Meeting. Board attests the annual results of activities of the Association; Creates filed commissions of the Association and elects their chairmen, also dismisses them; Makes decision about membership fee annually. To elect the new Board as well as the President of the Association general meeting called by the chairman at least once a year.

On 13th December 2013 the GSBA members elected a new Board and reelected the GSBA President Mr. Mikheiladze. New Board members for the years 2014 - 2018 are:

- ▶ Ambassador Guenther Baechler – the Embassy of Switzerland to Georgia and Armenia
- ▶ Mikheil Mikeladze – President of the GSBA, Franke Caucasus
- ▶ Nino Ugulava - AlterGroup
- ▶ George Gviniashvili – Arttime
- ▶ Nick Gvinadze – Gvinadze&Partners LLC

Members are committed to fully comply with the laws of the countries where business is made to which they are subject. Each member is responsible to ensure this compliance and to secure the legal assistance which may be needed.

The GSBA General Assembly or Board Meeting minutes are published on the GSBA corporate website and are available for all members, as well as non-members.

SWISS NATIONAL DAY RECEPTION AT CHÂTEAU MUKHRANI

On 1 August, 2013 The Swiss National Day reception was held in Château Mukhrani. Swiss Ambassador Guenther Baechler and embassy representatives hosted the reception. David Usupashvili, Tamar Beruchashvili and Ambassador Guenther Baechler welcomed guests. Georgian government representatives, International business community, GSBA members celebrated Swiss National Day in Château Mukhrani.

The GSBA President Mr. Mikheil Mikeladze with spouse, Board members Mr. George Gviniashvili with spouse, Mr. Nick Gvinadze, Ms. Nino Ugulava with daughter congratulated the Swiss mission in Georgia. Château Mukhrani Tourism Department Head Ms. Elene Otarashvili invited guests to Ivane Bagration Mukhraneli's residence built in XIX century, including wonderful winery, wineshop and restaurant.

Among attendants of the National Day reception were representatives of the Ministry of Economy of Georgia, National Investment Agency, as well as representatives of the political, business and cultural societies of Georgia.





THE GSBA ANNUAL VINTAGE EVENT IN TELAVI

On 16 October, 2011 the Georgian Swiss Business Association visited Telavi, Kakheti. The host of the traditional vintage event was Schuchmann winery.

After collecting and pressing wine the association members degustated the wine products - Rqatsiteli, Sapheravi, Kaberne, Sapheravi mtsvane. In addition, association members visited Gremi monastery and museum.

The GSBA members - AlterGroup, Arttime, Franke, Georgian Discovery Tours, BLC, M&M, Marji representatives with family members participated in the event.

On the traditional Georgian Supra Georgian and Swiss members celebrated a successful year. The event was arranged to promote Georgian wine and show the GSBA's support of the local vineyards and the wine industry.

THE ECONOMIST CONFERENCE IN TBILISI

The Economist Conference Tbilisi Summit was held on 17 November, 2011 at Radisson Blu Iveria Hotel, Tbilisi. As a supporting business association the Georgian Swiss Business Association members Ambassador Baechler, AlterGroup Director Nino Ugulava, Glion Hospitality Education Institute Representatives Julia Tokareva and David Horiggan attended the event.

Dougal Thomson, Head of Conference Programs, The Economist Group, welcomed the participants. Georgian Ministry of Finance Dimitri Gvindadze with Asad Alam, The World Bank regional director and Irakli Gilauri, CEO Bank of Georgia discussed Georgia's economic fortunes. As a small country Georgia heavily depends on wider global economic trends. Panel of experts assessed the world economy, GDP growth, inflation, currency rates, and consumer demands.

Minister of Economy and Sustainable Development, Vera Kobalia, with USAID and EBRD mission directors, outlined the emerging opportunities in Tourism, Agriculture, Industry sectors. Georgian Prime

Minister, Nika Gilauri mentioned, that the country should change the economic focus from Europe to Asia, as result of the EU financial reforms. He mentioned that governmental priorities in 2011-2012 are FDI increase, reduced current account deficit, diversification of the trade, energy, investments. Major focus remains on fighting corruption, reducing unemployment, exporting electricity.

As conclusion, in the final part of the conference bilateral relationships between Georgia and Russia were discussed. Secretary of the National Security Council, Giga Bokeria, Senior Associate Carnegie Endowment, Tom de Waal, Free Democrats Party Leader, Irakli Alasania, and The Economist Moscow Correspondent Arkady Ostrovsky expressed their opinions how to normalize relations between countries, why political decisions matter to business and financial conditions. Irakli Alasania mentioned, that rule of law for everyone in Georgia, Independent mass media, transparent political TV shows in major broadcastings are crucial for Georgia's further democratic development.





THE FIRST GEORGIAN-SWISS BUSINESS FORUM IN TBILISI

On 3rd October, 2013 the First Georgian-Swiss Business Forum was arranged in Tbilisi, with support of the Swiss Embassy in Georgia and Georgian-Swiss Business Association. Swiss companies - SICPA, Basel LLC, Militzer&Muench, Nestle Eurasia, Roche Pharmaceuticals, Credit Suisse participated in the forum. Ambassador Guenther Baechler welcomed participants; Minister of Economy George Kvirikashvili prioritized international trade promotion, inclusive economic growth, Infrastructure development, stable legislation, investment opportunities for direct foreign investors,

Internationally integrated Georgian capital market, and In General, economic integration with EU.

Newly established Co-Investment Fund Director, George Bachashvili mentioned in his speech, that the Co-Investment Fund provides perfect opportunities for local businesses. George Pertaia, GNIA director, emphasized in his speech, that efficient, business oriented, corruption free government is an important foundation for economic growth. He presented Hydro Power, touristic and manufacturing potential of the country.



Georgian-Swiss Business Association kindly hosted first day dinner in restaurant "Dzveli Sakhli".

On the Second day of the forum Swiss guests visited Marneuli. Local business established with Swiss investment, managed by Mikheil Svimonishvili, the GSBA member was named as best business, with

perfect agricultural products, efficient business processes.

The final reception was arranged at the Swiss residence and was kindly hosted by Ambassador Baechler. Forum guests expressed their satisfaction and gratitude for arranging event, for hosting and supporting participants.

GSBA MEMBERS



Georgian Discovery Tours
 Chavchavadze Avenue 80
 0162 Tbilisi, Georgia
 Phone/Fax: +(995 32) 229 49 53
 www.gdt.ge
 info@gdt.ge
 www.euro-limousine.ge
 info@euro-limousine.ge

Georgian Discovery Tours is undoubtedly the tour operator of choice for all your travel needs in Georgia. Let us help you to discover a different way of traveling through this wonderful country: Break free from the tired, old, well-beaten tourist trails to experience a land renowned for its unspoilt natural beauty and celebrated for its rich cultural heritage. Georgian Discovery Tours offers you the opportunity to explore a truly unique part of the world and to share in the customs and traditions of its ever-friendly people.

Started as a joint Georgian–Swiss venture, Georgian Discovery Tours combines traditional Georgian hospitality and warmth with impeccably high international standards of quality. The enthusiasm and professionalism of our staff will give you the opportunity to connect intimately with the land, life, and people of Georgia, while relaxing and enjoying your vacation at all times.

Specializing in private, cultural and historical tours, and taking care of all your travel needs, Georgian Discovery Tours is your key to unlocking the magnificent treasures of Georgia. Every tour is customized to the individual wishes and preferences of our clients.

As a member of the European Limousine and Bus Service network, Georgian Discovery Tours is your preferred reliable local partner for any transfer within Georgia and in the wider region (Azerbaijan, Armenia, and Turkey).



www.gdt.ge



SEPN Nestle Caucasus Representation in Georgia

5, Shevchenko street, 0108, Tbilisi
 Phone: +(995) 292 11 02/03
 Fax: +(995) 292 33 81

We believe that all foods and beverages can be enjoyable and have an important role in a balanced and healthy diet or lifestyle. We work to ensure the same level of commitment to quality, taste and nutrition across all our products. We are seeking to achieve leadership and earn that trust by satisfying the expectations of the consumers, whose daily choices drive our performance, of shareholders, of

the communities in which we operate and of society as a whole. We believe that it is only possible to create long-term sustainable value for our shareholders if our behavior, strategies and operations are also creating value for the communities where we operate, for our business partners and, of course, for our consumers.

We are investing for the future to ensure the financial and environmental sustainability of our actions and operations: in capacity, in technologies, in capabilities, in people, in brands, in R&D. Our aim is to meet today's needs without compromising the ability of future generations to meet their needs, and to do so in a way which will ensure profitable growth year after year and a high level of returns for our shareholders and society at large over the long-term.

www.nestle.com



Consulting Company AlterGroup
 2, Mosashvili str. Tbilisi, Georgia
 E-mail: info@altergroup.ge

AlterGroup is the first consulting company in Georgia, offering full range of services to its clients in management consulting, assurance services, human resources management, marketing and Legal. Established in April, 2004, AlterGroup supports businesses on every stage of their development:

- ▶ Management Structuring
- ▶ Business Strategy Creation
- ▶ Corporate Restructuring
- ▶ Audit and Assurance Services
- ▶ Human Resources Management
- ▶ Employee Attitude Surveys
- ▶ Marketing Strategy Creation
- ▶ Corporate Website Creation

AlterGroup consulting projects in Corporate Strategy Creation, Marketing, Corporate Restructuring, Human Resources Management during 2005-2014 include: • Movie Theatre Amirani – reorganization, HR development • Royal District Theatre – marketing Strategy, sales promotion • Radio Ucnobi FM – organizational structure development, HR • Dental Clinics Chain Newdent – strategic planning, website development www.newdent.ge • International Art Festival – organizational development, marketing research • Retail shop G FOX – website creation,

fashion show for website www.gfox.ge • Publishing House SIESTA – corporate restructuring, HR management • Art Gallery Chardin - market research, competition analyses, web-site creation www.artgallerychardin.com • Sea Side Hotel – Brand code creation, marketing strategy, web-site creation www.seasidehotel.ge • Touristic Firm Deka Travel – marketing research, marketing strategy, corporate web-site creation www.dekatravel.ge.

www.altergroup.ge



Arttime Ltd

63, Kostava Str, Tbilisi, Georgia
Phone: +(995 32)23 30 702
Fax: +(995 32)23 30 452, info@arttime.ge

Arttime Ltd was founded in 1999 in Tbilisi - Georgia. The company was the first who managed to introduce the famous Swiss watch brands on Georgian market in a proper way. Today Arttime Ltd is the leading player in the country's watch sector and works not only as distributor but as retailer as well. Arttime Ltd has the rights of exclusive distribution in the territory of Georgia of the most famous watch and jewelry brands:



Arttime Ltd owns 11 modern design stores. You can easily find us in all big trading centers and also in the central shopping streets of Tbilisi and Batumi. Our range is constantly expanding; we strive to satisfy the most discerning taste and desire of our customers to the new. The company's shops are the real treasure-houses of masterpieces of fine art of watchmaking and jewelry, where you will always find the newest stylish items.

Useful tip for foreigners visiting Arttime stores: as far as according the Georgian laws there are no import duties

on watches, we are able to keep the same retail price as in Switzerland. At the same time VAT in Georgia is 18% (compared to 8 % in Switzerland), so while using Tax Free service your final price on Swiss watches bought in Georgia is less than in Switzerland.

www.arttime.ge



Franke Caucasus Ltd.

118, Tsereteli Avenue, Hall 8
Tbilisi, 0119, Georgia
Phone: (+995 32) 2351672, 2351674
Fax: (+995 32) 2351678

The Franke Caucasus was established by the Swiss Multinational Franke Group AG in 2004 and is responsible for Franke business development in South Caucasian Region - Georgia, Azerbaijan and Armenia. Franke Caucasus with its head office and regional warehouse in Tbilisi offers to clients high quality products of the Franke Group:

- ▶ Franke Kitchen Systems – sinks, taps, waste systems, cooker hoods and cooking appliances;
- ▶ Franke Washroom Systems – washroom and sanitary systems in the public and semi-public sector from stainless steel;
- ▶ Franke Coffee Systems – super automatic, professional and semi-professional coffee machines;
- ▶ Franke Foodservice Systems – kitchen systems and services for quick service restaurants like McDonalds, KFC, Burger King, etc.
- ▶ Franke Beverage Systems – beverage containers

Franke Caucasus supplies its clients not only with products but also provide with high quality service and product support.

www.franke.com



“Healthy Water” produces famous mineral water “Nabeghlavi” and spring water “Bakhmaro.” The company was established in 1997 by Georgian and Swiss partners and by now is a leader of the local mineral water market.

Nabeghlavi Healthy Water

Lot 034/546 Didi Dighomi
Tbilisi, 0131, Georgia
Phone: (+995 32) 224 23 24

The new-found company's prime goal was to restore long-time tradition of bottling Nabeghlavi mineral water and it was successfully gained. Thus, the story of establishing “Healthy Water” company leads us back to the history of

the mineral water Nabeghlavi. The source of mineral water is located on the territory of health resort Nabeghlavi, in Western Georgia, hence the name of the water.

According to an old story, local inhabitants of the region noticed that buffalos were especially attracted to one of the water sources; the very same source later turned out to have special taste and curative properties.

Fundamental exploration of the mineral water deposit was conducted during the first half of the 20th century by famous Georgian and foreign researchers. Initial study of the chemical composition of the water was performed in 1921 by Latvian scientist Robert Kuptsis, who spent most of his life in Georgia. Later hydro-geological research was led by famous Georgian and other Soviet scientists during the 1930's. Within this period, chemical properties of the water were scientifically developed and the water was stated to have hydrocarbonate calcium-sodium composition as well as carbon dioxide.

Bottling of Nabeghlavi mineral water was initiated in 1958, following the establishment of a health resort in ecologically pure environment of village Nabeghlavi, that in turn was determined by revealing the water's unique curative properties.

"Nabeghlavi" production was taken over by JSC Healthy Water from 1998. Soon it became well-known throughout Georgia, gained appreciation of the Georgian consumers and gradually the leading position on the market. "Healthy Water" did not stop at producing "Nabeghlavi" and introduced "Bakhmaro" Spring water in 2002.

www.nabeghlavi.ge



JSC Wissol Petroleum Georgia
 74B, Chavchavadze Ave. Tbilisi
 Phone: +(995 322) 915 315
 Fax: +(995 322) 915 615
 E-mail: office@wissol.ge

Wissol Group is one of the largest business groups in Georgia. With the largest chain of petrol and CNG stations and with aviation fuel deliveries, Wissol Group is the leading player in the country's energy sector. Besides, the Group is represented in the tyre, lubricants and car service, real estate, construction and advertising industries. The Wissol Group is currently engaged in the development of food supermarket chain in Georgia under brand Smart and fast food restaurant chain Wendy's in Georgia and Azerbaijan.

Wissol group has been represented in the market by its daughter brands:

- ▶ Wissol Petroleum Georgia
- ▶ Wissol Gas
- ▶ Air Wissol
- ▶ Wissol Gas Distribution Company
- ▶ Car and tyre service chain Vianor Georgia
- ▶ Construction Company Delta Holding
- ▶ Real Estate Company Vellagio
- ▶ Supermarket Chain Smart
- ▶ Fast food restaurant chain Wendy's Georgia
- ▶ Football Club Torpedo Kutaisi
- ▶ Fitness Center Laguna Kutaisi
- ▶ Hotel Lomsia

Facts:

- ▶ Wissol is the only Georgian brand that was enlisted in the Top Ten European brands at the European Business Awards in Paris;
- ▶ Wissol holds ISO Quality Management Certificate since 2006. Nowadays Wissol is the owner of ISO 9001:2008;
- ▶ Wissol is the owner of the widest chain of company owned petrol and CNG service stations;
- ▶ Wissol has exclusive international partners like the Wendy's, the world's third largest quick-service hamburger company and Nokian Tyres Group, one of the biggest tyre manufacturers in the world represented by the daughter company Vianor in Georgia. Vianor operates up to 1000 tyre and car service centers in 24 countries. Besides, Wissol Group is the exclusive importer of Italian API fuel and French TOTAL lubricants. The latest Euro 5 standard Italian fuel from API Falconara Marittima factory in Ancona is available at Wissol chain of the gas stations since 2007. Besides, Wissol signed an agreement with TOTAL, one of the world's major oil and gas groups based in France and became an exclusive importer of TOTAL lubricants in Georgia in 2010;
- ▶ Wissol is an innovator in the Georgian energy sector. In 2001 the company was the first to introduce the Wissol Corporate Card to the Georgian market. Since May 2009 Wissol has been offering its corporate clients the unique GoLive fleet management satellite system; it was the first company in Georgia to do so.
- ▶ With more than 4000 employees Wissol Group is the biggest employer in the Georgian oil sector;
- ▶ Wissol Group is one of the biggest tax payers in the Georgian State Budget.

www.wissol.ge



BTA BANK

2 Saarbrucken Square, Tbilisi, Georgia
 Phone: (+995 32) 224 22 42
 Fax: (+995 32) 224 22 22
 E.Mail: info@bta.ge

Over the years the **BTA Bank** has proved to be a stable financial institution which is successfully represented in several countries worldwide. We offer exceptional services to our customers thus contributing to their prosperity.

For the past several years, the Bank has been supporting the establishment of many famous Georgian brands, assisting various local businesses in broadening their activities, attracting a number of foreign investments and successfully implementing international projects.

The Bank's quick dynamics of development, experience, permanent improvements, which are reflected in several reports of the famous audit companies, gives us the full right to state:

Every customer of our Bank, irrespective of his/her financial activities, always receives various products, comfortable services, high interest rate, an opportunity for financial growth.

www.bta.ge



Gvinadze & Partners LLC

44 Leselidze Street
 Tbilisi 0105 Georgia
 Phone : + (995 32) 24 38 970
 Fax: + (995 32) 24 38 971
 E-mail: info@gvinadzeandpartners.ge

Gvinadze & Partners is a leading Georgian business law firm re-launched in 2010 after our separation from what used to be DLA Piper Gvinadze & Partners. With our predecessor law firms Georgian Consulting Group (GCG Law Office), Ernst & Young Legal (EY Law Georgia), Gvinadze & Partners LP and then most recently DLA Piper Gvinadze & Partners LP, we have a long and successful history of serving and promoting inward investment in Georgia, and are widely recognized as leaders in the Georgian legal services market. In this crucial post-independence period of Georgia's development, we have represented the lion's share of truly diverse international clientele, ranging from international NGOs and diplomatic missions to industrial giants, multilateral lending institutions and multi-billion oil and gas consortia. Our experience is equally diverse and all-inclusive, ranging from start up guidance and incorporation of numerous investment vehicles to representation in some of the most noteworthy and complicated projects of the region in the past two decades. We are equally well-known for our dispute resolution expertise, having acted in some of the highest profile disputes in the Georgian courts as well as in international arbitration, and having provided quality support to many cross-border

arbitration and litigation matters involving Georgian law, including successful enforcement of a number of foreign arbitral awards in Georgia.

Throughout our various name changes and reincarnations since the early 1990's, our core value and the key element to our success has been the unparalleled and uncompromised quality of our legal work. Indeed, ever since the early days of our legacy firm GCG Law Office, our law practice has been known as the highest quality legal service provider in Georgia. This well-deserved reputation for excellence in virtually every area of business law has been not just about meticulous attention to detail and flawless service, but also about user-friendly, pragmatic advice and real solutions making real difference to our clients in their day-to-day operations. We are proud that in this most difficult transitional period we have been at the forefronts of the development of Georgia's newly born legal profession, and have aspired to the highest standards of professional ethics with the clients and our peers alike.

Our latest transition puts us in a unique position to continue to deliver the same top quality of Georgian legal support, this time at the most affordable local cost than ever before. We feel fortunate to operate in these dynamic times when our country is taking giant steps in its development, and we want to continue to bring our modest share of contribution in that historic process - by safeguarding success of our valued clients who in their turn believe, and invest, in the successful future of Georgia.

www.gvinadzeandpartners.ge



Marji Ltd

R.Tabukashvili st 27, Tbilisi, Georgia
 5 Lagidzest Tbilisi, Georgia
 Phone: +(995 322) 998 277, +(995 790) 998 277
 E-mail: larry@marji.net, marji1@telenet.ge

The old Georgian word "marji" means "I'm wishing you victory". **Marji Ltd** (www.marji.jimdo.com) was established in September 1998 in Tbilisi as a co-stock of the world-wide Swiss pharmaceutical company F.Hoffmann - La Roche Ltd. Our company has played an important role in popularization and promotion of Roche products, which were unknown on our market in that period of time.

Nowadays, "Marji Ltd" consists of pharmaceutical and clinical divisions, and it is oriented on customers' healthcare and well-being.

Marji-PHARMA (director –Ms. Lali V. Lapanashvili, MD) is represented by ware-house and pharmacy, where our



customers can buy medications of leading pharmaceutical companies as wholesale and at pieces as well as cosmetic and hygienic products.

Because of our team's tireless and transparent work Marji is maintaining the best possible reputation on the Georgian pharmaceutical market and win prize for quality.



We are open for cooperation with new suppliers from European countries for distribution in entire Caucasus region pharma and healthcare goods and medical equipment.

Marji-CLINIC (director - Larry V. Lapanashvili, MD, PhD, FICA) is represented by the modest size outpatient Georgian-Swiss heart clinic "Cardio-Style". The Clinic was awarded with "Golden Eagle for Prestige and Quality" (Madrid, Spain 2010).



Our unicity are in reviving gold lost principle in medicine "To treat the patient, but not the disease!" and in use of non-invasive high technologies in both curative and diagnostic process as well. The main treatment method introduced in the clinic is Muscle Counterpulsation (MCP)- cardio-synchronized electrostimulation of the skeletal muscles.

.With apparatus for noninvasive assisted circulation CardioLa (Winterthur, CH) you can achieve "bloodless bypass" and involution of the heart insufficiency. MCP procedures are performing under inventor's supervision. This method reveals unique facilities in cardiology, angiology, sports and aesthetic medicine.

www.cardiola.com

www.MuscularCounterPulsation.jimdo.com



M&M MILITZER AND MUNCH GEORGIEN GMBH

39, Ketevan Tsamebuli Avenue,
Tbilisi 0103 Georgia
Phone: +(995 32) 2748240, 2748644
Fax: +(995 32) 2748939
Email: fedexge@post.ge

FedEx Express invented express distribution and is the industry's global leader, providing rapid, reliable, time-definite delivery to more than 220 countries and territories, connecting markets that comprise more than 90 percent of the world's gross domestic product within one to three business days. Unmatched air route authorities and transportation infrastructure, combined with leading-edge information technologies, make FedEx Express the world's largest express transportation company, providing fast and reliable services for more than 3.6 million shipments each business day.



FedEx provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. We offer integrated business applications through operating companies competing collectively and managed collaboratively, under the respected FedEx brand. Consistently ranked among the world's most admired and trusted employers, FedEx inspires its more than 300,000 employees to remain absolutely, positively focused on safety, the highest ethical and professional standards and the needs of their customers and communities.

www.fedex.com/ge



**Microfinance Organization
Swiss-Credit**

9 Pushkin str. Kutaisi, Georgia
Phone: +(995 431) 25 90 90
+(995 431) 25 91 91
Fax: +995 431 25 91 91
E-mail: info@swiss-credit.ge

"Swiss-credit" is a fast growing, financially stable, highly capable and customer oriented financial institution with highly trained professional staff, maintaining the optimal balance between commercial and social objectives of the microfinance organizations in Georgia.

Organization established in Kutaisi in 2011 with 100% of Swiss capital and offering the Swiss standards of quality and credibility to the clients. The investor partners of the company are Swiss & Italian executives, who present a large group of foreign investors.

The main goals of the company are the promotion of small and medium business development, improvement of the living conditions of the population and creation of new jobs to the economically active, but low income families in employment of family members and their income growth.

"Swiss-credit" offers a wide range of services to customers including business, consumer and pawn loans. The disbursement is a simple procedure, requiring minimum documentation and a short period of time. The company is focused on the maximum satisfaction of customers' needs offering them a variety of loan products and high quality services. Geographic area of the microfinance organization "Swiss-credit" includes 2 main regions of the West Georgia: Imereti and Samegrelo.

Founders of the company already have an experience of successful business activity in the field of agriculture in Georgia, namely the manufacturing and export of the Georgian hazelnuts to the European market.

Swiss-Credit is one of the important parts of the unique project "Sustainable Fair-trade & Organic Hazelnut Supply Chain" in Georgia, in frame of which the company worked-out the special loaning product for the hazelnut producer farmers with the privileged terms and third time disbursed these loans to the farmers in 2014. In the nearest 3 years the company plans to attract 1500 farmers to this project. Company plans to enlarge the market share by diversification of its products and opening the new branches in next two years.

www.swiss-credit.ge



SICPA Security Solutions Georgia LLC

SICPA HOLDING SA
Avenue de Florissant 41, 1008 Prilly, Switzerland
Phone: +(41 21) 627 55 55
Fax: + (41 21) 627 57 27

SICPA Security Solutions Georgia LLC represents a branch office of SICPA SA, founded in 1927 and headquartered in Lausanne, Switzerland. SICPA is a privately owned company providing secured identification, traceability and authentication solutions and services.

At the core of SICPA's security expertise are high-performance security ink solutions that protect the majority of the world's banknotes, security and value documents from the threats of counterfeiting and fraud.

SICPA has experience of working with governments in implementing product authentication and reconciliation systems which integrate ink-based both covert or overt features and sophisticated traceability technologies. Today, SICPA is the only organization with production-monitoring systems that successfully ensure the traceability of products and secure the collection of excise tax and VAT throughout the world.

SICPATRACE® system provides governments with a comprehensive and proven system to secure tax collection and fight against fraud by establishing multiple layers of defense and combining material and digital security features. The system is successfully run in the countries as follows: Malaysia, USA (two states), Turkey, Canada, Brazil, Morocco, Albania, Kenya, India, and Sri Lanka.

SICPA Georgia is the government contractor (tender based selected at the end of 2011) for operating the SICPATRACE® (track and trace) system of tobacco products, beer, alcohol and beverages to avoid launching the uncontrolled products to the wholesale or retail market and ensure the efficient recovery of tax revenues.



Under the scope of the Contract with Georgian Government, currently, SICPA Georgia is performing direct marking of beer at four big beer producer factories and is supplying physical stamps to around 100 tobacco and alcohol beverage producers/importers/distributors.

SICPA Georgia is fully staffed with local work force. The company is employing about 30 people, skilled and qualified managers and engineers, and permanently invests in their development to be aligned with new technological challenges and market requirements.

www.sicpa.com



Anka Fair Trade Ltd Factory

10 ShotaKhubulava str.
Sokhumi str. 152100
2100, Zugdidi, Georgia
Phone/fax: +(995 415) 22 85 52
Phone/fax: +(995 415) 22 85 51
info@ankaltd.ch

Established in Georgia in 2009, initially under the name of **Anka Georgia Ltd**, AFT is a daughter company of the Swiss Company (Anka Food SA) located in La Chaux-de-Fonds. With 100% Swiss capital. AFT is mainly active in hazelnut processing and exporting business.

In August 2014, AFT will have its modern factory which will be most modern one and respecting all food safety norms.

In August 2015, we will also have the high-tech facility to produce finished and semi-finished hazelnut products.

AFT is has also actively contributed to start-up the unique "Sustainable Fairtrade & Organic Hazelnut Supply Chain" in Georgia. This program plans to give training courses to 1500 hazelnut growing families and certify them as organic or Fair Trade growers.

AFT's objective is to become leader in Fair-trade and organic nut producing. With our future high capacity and certified (with food security certifications) factory, we will serve major European buyers.

Besides chocolate, ice-cream and sweet industry, we produce for wholesalers, supermarkets.

Our objective is to produce highly value added finished and/or semi-finished products.

In 2013, AFT has employed near 100 people.

www.ankaltd.ch

GSBA CODE OF CONDUCT

AS MEMBERS OF THE GEORGIA-SWISS BUSINESS ASSOCIATION, OUR GOAL IS TO OPERATE AND CONDUCT OUR BUSINESS IN ACCORDANCE WITH THE LAWS OF THE COUNTRIES WHERE BUSINESS IS CONDUCTED, AND TO ACCEPT CERTAIN GUIDING PRINCIPLES BASED ON INTERNATIONAL BUSINESS PRACTICES AS A PREFERRED CODE OF CONDUCT.

This Code of Conduct is based on a commitment to fundamental values of the integrity, transparency and accountability. Members shall aim to create and maintain a trust-based and inclusive internal culture in which bribery is not tolerated.

Without attempting to draw up detailed guidelines to govern every situation that might arise in the course of diverse and complex business activity, we have established these basic principles as general operating guidelines.

In compliance with the Statutes of the Georgia-Swiss Business Association, the present Code of Conduct, which constitutes an integral part of them, shall be signed yearly by each of its members.

I. General conduct rules

Members are committed to fully comply with the laws of the countries where business are made to which they are subject. Each member is responsible to ensure this compliance and to secure the legal assistance which may be needed.

Members will avoid knowingly assisting any third party in violating any law by creating false documents or by any other means.

Members will ensure that their management and supervisors are familiar with applicable labor laws and corporate policies and will take responsibility for preventing and detecting violations in the course of their business operations.

Members must act within the law and regulations, procedures and practices laid down in relation to the code of conduct.

Members must avoid all conflicts of interest between work and personal affairs. Business relations should be the result of a genuine competitive process rather than awarding contracts based on personal preference.

Members must foster an atmosphere in which fair treatment and equal opportunity extends to every member of the Georgia-Swiss Business Association.

II. Improper Business Behaviour

Members must adopt proper and adequate measures to prevent fraud and corruption.

The members of the Association should prohibit the offer, gift or acceptance of financial advantage in any form, including kickbacks, on any portion of a contract payment, or the use of other routes or channels to provide improper benefits to members, employees or government officials.

Gifts, hospitality and entertainment must not be intended or appear to be intended to influence a decision or action and must be kept within social and legally acceptable norms.

III. Team Relations

Members are committed to provide a safe, healthy and respectful working environment and fair working conditions to all their employees. No discrimination or harassment based on gender, national origin, ethnicity, sexual orientation, age or disability will be tolerated.

IV. Preventing money laundering

The members of the Association shall ensure that the funds which are entrusted to them are not of a criminal origin.

In this perspective, the members shall:

- ▶ Undertake further verification when, in the course of business relations, doubts arise as to the identity of the beneficial owner of the funds;
- ▶ Draw up and retain documents relating to transactions affected and to clarification required;
- ▶ Ensure that their staff receives sufficient training and that checks are carried out.

V. Publicity

The members shall further refrain from any publicity which would directly or indirectly affect the reputation of another member of the Association.

VI. Implementation

Members shall insure that their employees get a copy of this code of conduct. The management of each member shall monitor compliance with the code.

Non-compliance with the Code of Conduct by a member may result in exclusion of the concerned party from the Georgian-Swiss Business Association.

Tbilisi, December 2005

CONTACT/ KONTAKT

For further information about our association please contact us
Für weitere Auskünfte stehen wir Ihnen gerne zur Verfügung

Georgian-Swiss Business Association
Georgisch-Schweizerische Handelsvereinigung
GSBA

118, Tsereteli Ave., Hall 8 | Tbilisi, 0119 | Georgia
Phone: (+995 32) 234 61 23, 234 61 27
Fax: (+995 32) 234 61 42
E-mail: info@gsba.org.ge

www.gsba.org.ge

Find us on



