



INVESTMENT PROMOTION STRATEGY AND ACTION PLAN

2020-2021

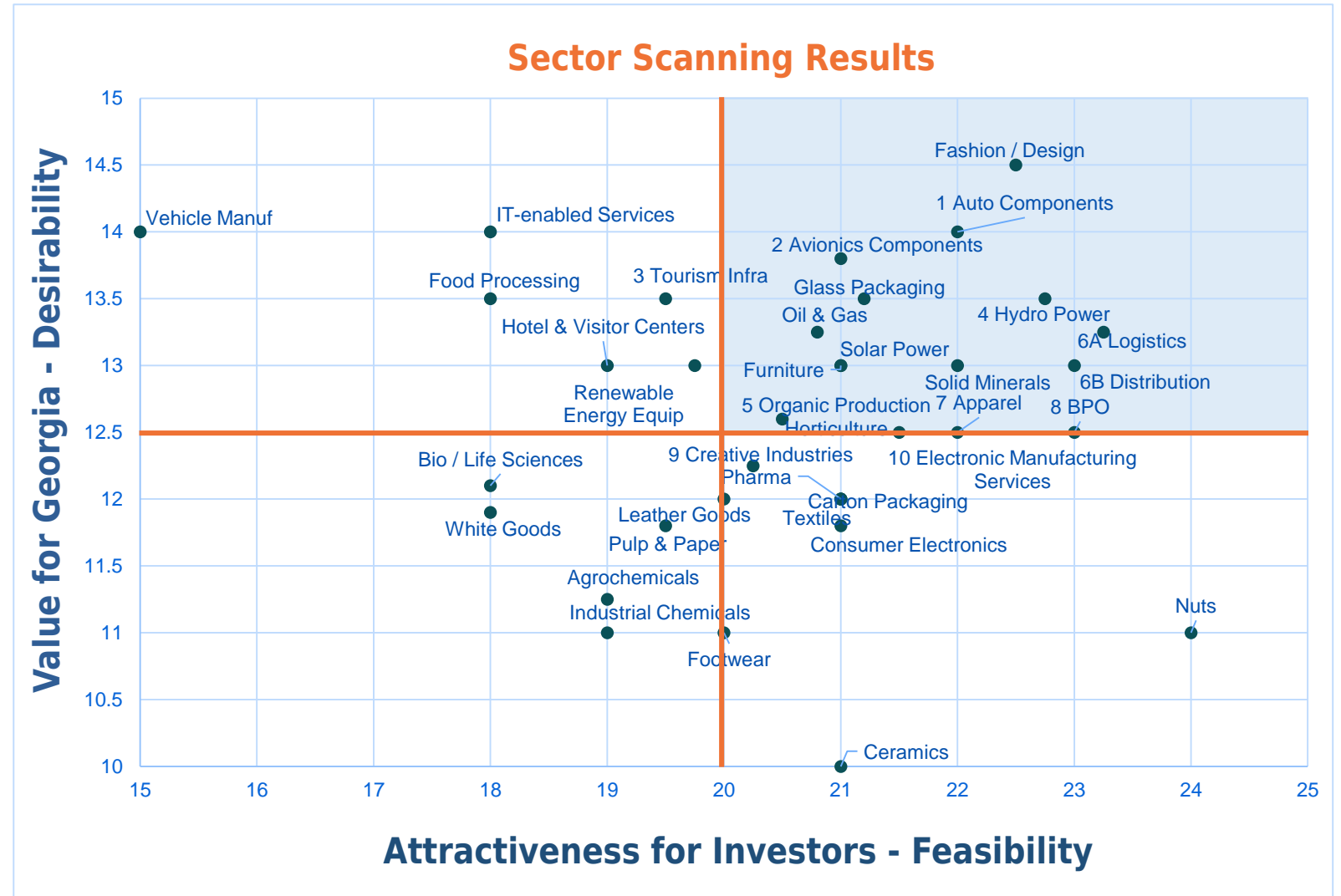


INVEST IN GEORGIA



IFC researched up to 40 sectors

Strategy and action plan have been developed



PRIORITY SECTORS



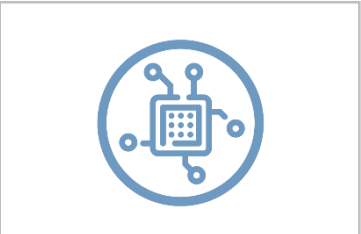
HOSPITALITY AND
REAL ESTATE



BUSINESS PROCESS
OUTSOURCING (BPO)



APPAREL AND
FOOTWEAR



ELECTRONIC
EQUIPMENT
COMPONENTS



AUTOMOTIVE &
AEROSPACE
COMPONENTS



LOGISTICS



ENERGY

INVESTMENT ATTRACTION

DIRECT TOOLS



INDIRECT TOOLS



IMAGE-BUILDING



INVESTMENT ATTRACTION – DIRECT TOOLS

6



3500 New Jobs

\$ 225 million Investment

- Investment Projects**
- 7-10 large-sized
 - 16-20 medium-sized

INVESTMENT DECISION-MAKING PROCESS

7



1-3 Months



**Initial
Communication**

8-10 Months



**Visits to the
Company
Headquarters**

16-24 Months



**Feasibility study
and Final
Negotiations**

**Information
Gathering and
Provision**



4-6 Months

**Visits to
Georgia**



10-14 Months

Final Decision



**18-24 months from
initial stage**



CRM was implemented

INVESTMENT ATTRACTION – INDIRECT TOOLS

8



**Working with
Location Advisers**



**Inclusion of Georgia
in Sectoral Rankings
and/or
Strengthening
Position**



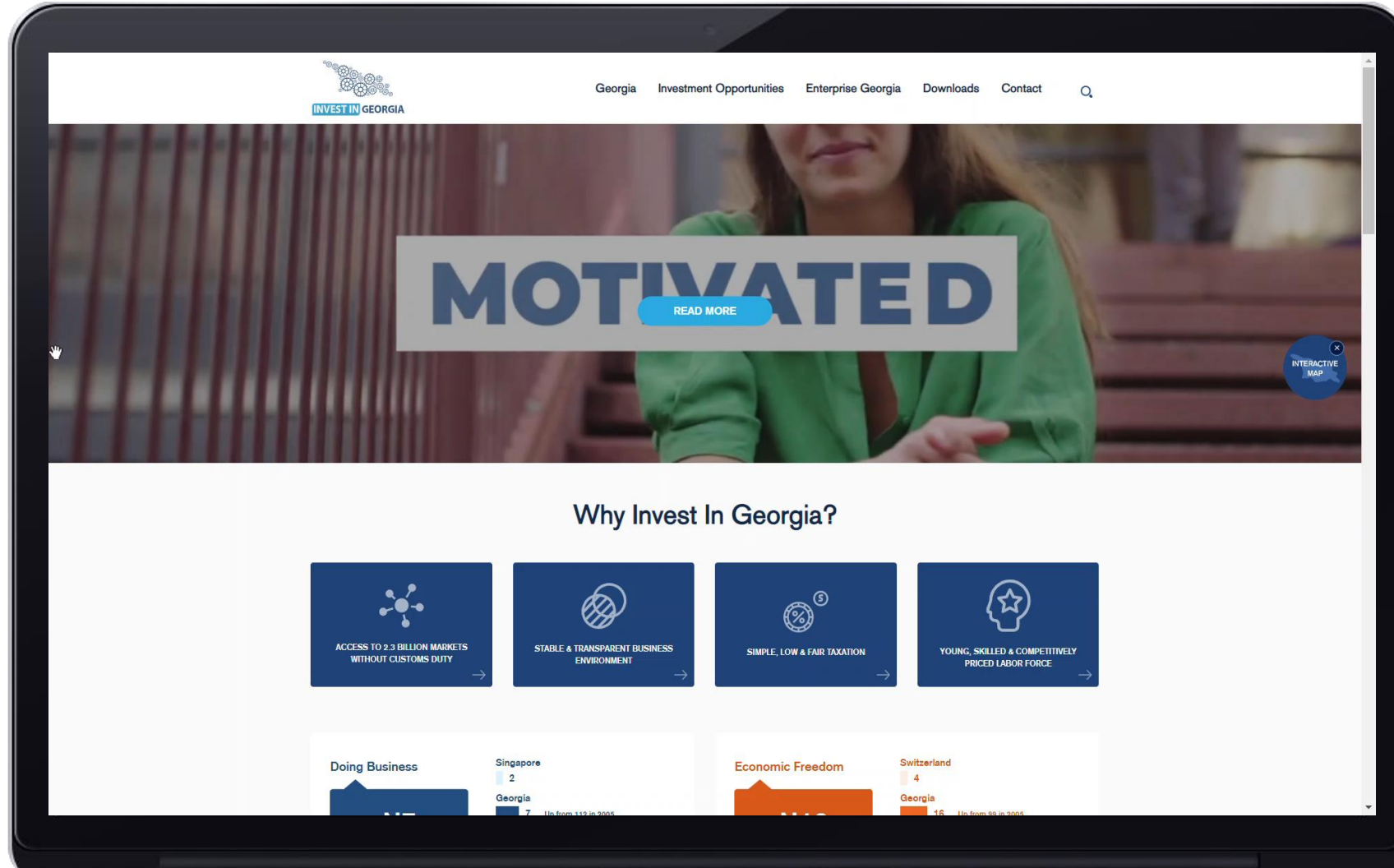
**Investment Sector
Studies and
Guidebooks**



**Investment Projects
Catalogue
Up to 70 Investment
Projects**



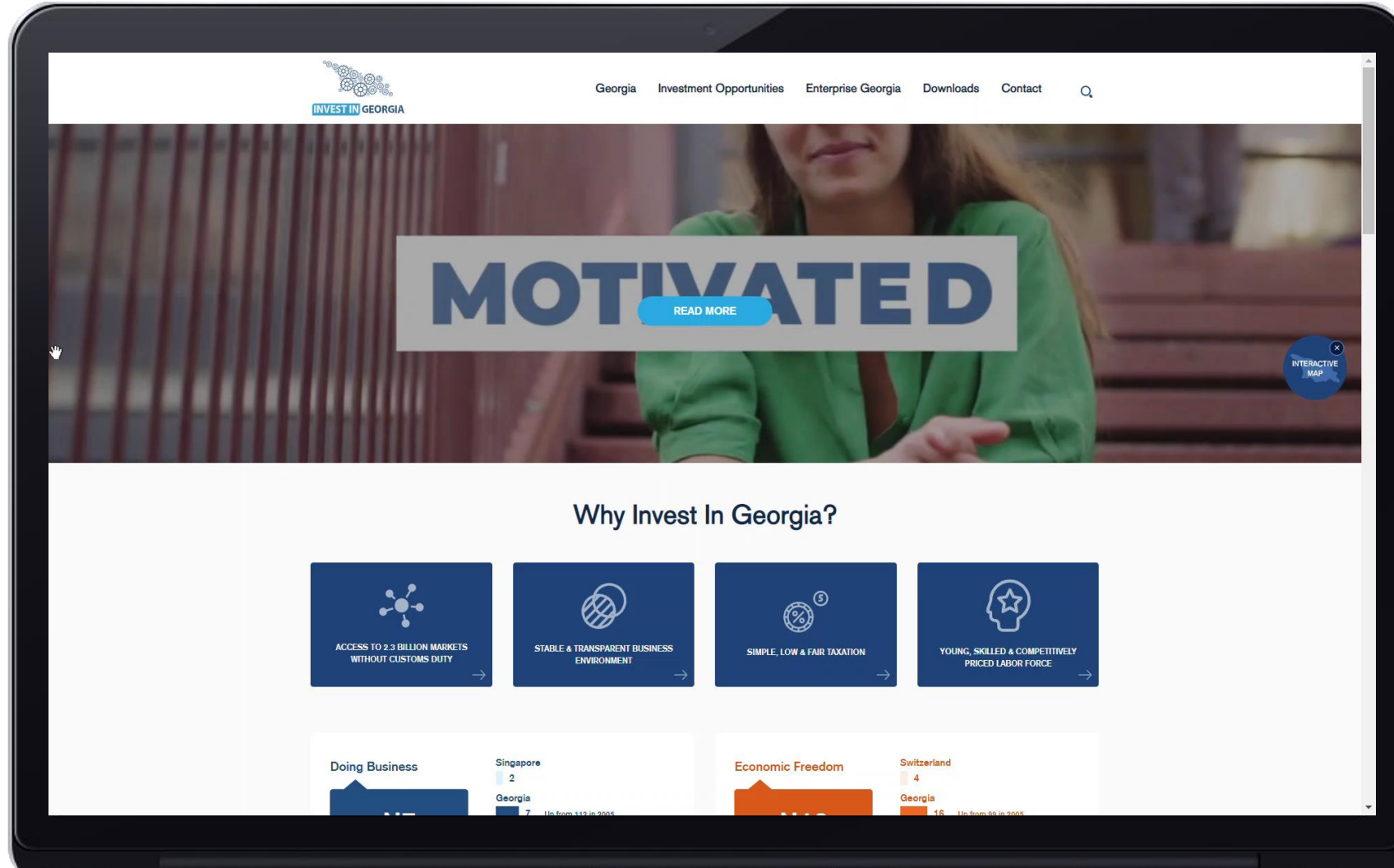
**Updated and Interactive
Website
[investingorgia.org](https://www.investingorgia.org)**



Detailed and up-to-date Information

Interactive Tools

Brochures, Reports and Guidebooks



Detailed and up-to-date Information

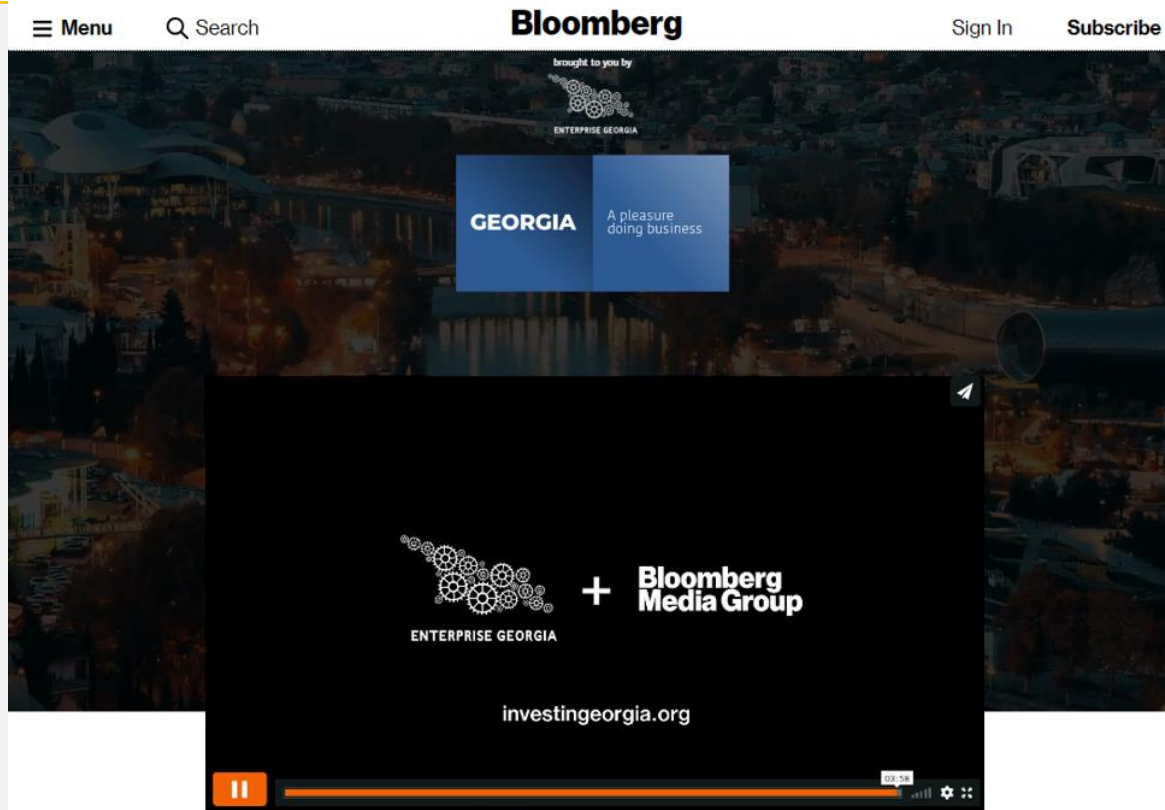
Interactive Tools

Brochures, Reports and Guidebooks

Bloomberg

Georgia – A Pleasure Doing Business Campaign

- ⚙️ TV and digital campaign
- ⚙️ November-December 2019
- ⚙️ Target markets:
Europe, the Middle East and
Asia



Why Do
Business in
Georgia?

This year, Georgia was ranked seventh globally by the World Bank in ease of doing business. It also boasts a rich cultural heritage, warm hospitality and unspoiled nature. Here are seven reasons why it's a pleasure doing



MINISTRY OF ECONOMY AND SUSTAINABLE
DEVELOPMENT OF GEORGIA



ENTERPRISE GEORGIA

Thank You