

საქართველოს ბიზნეს ქალების  
UNION OF BUSINESS LADIES

014/17

30/06/2017

## Global Business Forum "XXI Century Challenges in Business" Connect – Share – Grow

To whom it may concern

It is my honor to welcome you to the Global Business Forum GBF to be held on 15<sup>th</sup> September, 2017.

GBF is organized by the Union of Business Ladies UBL, the organization led by a team of female entrepreneurs with ten and more years track record of working together as a successful team with well-established local and global partnerships. Goal of GBF is to act as an outstanding networking platform for top Georgian and international businesses to connect, share experiences and grow upon new partnerships.

The GBF will be featuring senior executive speakers, government officials, top management and CEOs from local and international businesses and successful startups. Presentations and networking sessions will provide access to first-hand information about Georgian market potential, entrepreneurial trends, business ethics in different cultures and ways of successful partnerships in multinational environments. The Forum is an excellent networking platform with professional international speakers and Government representatives. For our international guests we have designed unique cultural program with the wine tastings and a Gala dinner. We highly recommend to join us in September!

The event will be held in Biltmore Hotel Tbilisi. All registered attendees and UBL members will have access to special prices for room bookings. The hotel will also provide transfers to all our guests. VIP services will be available on request. Forum includes twelve sessions and panel discussion to better showcase Georgian market.

Topics include:

- Georgian Market Potential
- Latest entrepreneurial trends and business ethics in different cultures;
- Strategies to blend historical and new trends to success;
- Women's role in strengthening countries' economy;
- XXI century challenges and solutions in business.

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Panel discussions will be held by:

Mako Abashidze Co-Founder of the British Georgian Chamber of Commerce, London, UK  
Ketevan Bochorishvili Executive Director of Anaklia City, former Vice Minister of Economy and Sustainable Development of Georgia, Tbilisi, Georgia

Christy Largent, employee engagement keynote speaker for the Healthcare and Finance industries and a best-selling author, California, USA

Charlie Dove Edwin Associate Professor at Richmond University, with the background in investment banking in US and European investments banks, specializing in the European industrial sector, London, UK

Viviane Afene Gille Elected representative at the Town Hall in Baconnnes. The owner of champagne factory, Reims, France

Natia Sbrabidze CEO at Mardi Holding, Batumi, Georgia

Maggie Semple successful business woman and entrepreneur, Owner of The Experience Corps Ltd and Maggie Semple Limited. Member of the Queen's Counsel Selection Panel. Cited in the World's Who Who. Awarded an Order of the British Empire OBE, London, UK

Sanem Oktar Founder of Turkish Direct Marketing Association (DPID), Istanbul, Turkey. The day will end on glamorous note at Gala Dinner, where participants, apart from wine tasting and networking, will enjoy Georgian traditional folk music and national ballet performance.

#### Ticket Information:

Early bird tickets available before July 30: \$750

Ticket price after July 30: \$900

Price without accommodation before July 15: \$550

Price without accommodation after July 15: \$750

GBF tickets include: airport shuttle service, participation in the GBF, attendance certificate, two nights stay at Biltmore (DBL), Gala Dinner, complimentary tours on September 16.

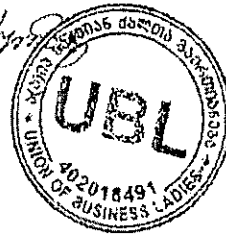
We hope you enjoy the event as much as we are enjoying putting it together.

Sincerely Yours,

Ekaterine Maisuradze

President

Union of Business Ladies





## **XXI Century Challenges in Business**

September 15-16, 2017  
Biltmore Hotel  
Tbilisi, Georgia

*Connect Share Grow*

# Welcome Address



Ladies and gentlemen,

It is my honor to welcome you to the Global Business Forum GBF in the ancient land of Georgia where civilization counts for centuries.

One of the core missions of the Union of Business Ladies UBL is to serve as a platform to connect top businesses and successful startups bringing the world to Georgia, sharing resources and supporting each other achieve self-defined success. For me, this Forum has put that mission to practice.

In the coming year, we will continue to act as a network of resources and support to find solutions to progress the work of individual members. In addition, we will aim to work with more companies that match our commitments to business fraternity, collaboration and establishing partnerships.

The GBF will be featuring senior executive speakers, government officials, top management and CEOs from local and international businesses and successful startups. Presentations, panel and networking sessions will provide access to first-hand information about investment opportunities in Georgia, entrepreneurial trends, business ethics in different cultures and ways of successful partnerships in multinational environments.

UBL supports the career progression of women into business leadership roles. Accordingly, the event will also cover the topic of women's role in building business partnerships and strengthening countries economy. We hope you enjoy the event as much as we are enjoying putting it together. I look forward to welcoming you to Tbilisi,

**Ekaterine Maisuradze**

President of the Union of Business Ladies



Global Business Forum "21st Century Challenges in Business" is unique opportunity to meet international delegates, participate in master classes and to discuss potentials of doing business in Georgia.

Last decade Georgia became the regional leader in business development, our guests and delegates, shall have opportunity to hear success stories, local and regional investment opportunities. On request we can design the personal meetings with local business and government representatives.

The Forum is an excellent networking platform, we shall have a highly professional international speakers and Government representatives. For our international guests we have designed unique cultural program with the wine tastings and a Gala dinner. I am honored to be on advisory board and highly recommend to join us in September!

**Mako Abashidze**

Vice-president of the Union of Business Ladies

# Global Business Forum

## CONNECT SHARE GROW

### About

GBF is organized by the Union of Business Ladies UBL, the organization led by a team of female entrepreneurs with ten+ years track record of working together as a successful team with well established local and global partnerships.

### Goal

Goal of GBF is to act as an outstanding networking platform for top Georgian and international businesses to connect, share experiences, and grow upon new partnerships.

### Context

Day 1 - Forum includes twelve sessions made up of between 2-4 speakers, two masterclasses, a panel discussion to better showcase Georgian market and two networking breaks. Topics include latest entrepreneurial trends and business ethics in different cultures, strategies to blend historical and new trends to success, women's role in strengthening countries economy, XXI century challenges and solutions in business. Local government and business representatives will share first-hand information about most significant local and regional projects, investment opportunities and benefits for foreign nationals to do business in Georgia.

The day will end on glamorous note at Gala Dinner, where participants, apart from wine tasting and networking, will enjoy Georgian traditional folk music and national ballet performance.

Day 2 - All international delegates will be taken to one-day complimentary tour: shopping and sightseeing, cultural tour in current and old capital to be under UNESCO protection and wine tasting tour in Kakheti region.

## About Organizer

Union of Business ladies UBL is a platform that brings together women entrepreneurs to share their experiences and develop lucrative partnerships. To educate women in business we organize variety of roundtables, conferences, forums, and professional trainings.

Our goal is to motivate, mentor and support business women to cope up with the challenges of business fraternity and make the road to success a lot more fun and exciting. We believe in teamwork and strongly encourage the culture of collaboration.

Learn more about us on our website [www.ubl.ge](http://www.ubl.ge)

### STAY CONNECTED

**Linked In** /globalbusinessforumgeorgia

**twitter** @GBFGeorgia

**facebook** /globalbusinessforumgeorgia

# AGENDA

Time	Session
09:00 - 09:40	Registration and welcome address by Ekaterine Maisuradze - the President of UBL
09:40-10:40	An address by top government executive 1 An address by top government executive 2 Doing business in Georgia Giorgi Chogovadze - Head of the Georgian National Tourism Administration Tourism and Hospitality development in Georgia
10:40 - 11:25	Ketevan Bochorishvili Executive Director of Anaklia City, former Vice Minister of Economy and Sustainable Development of Georgia. Tbilisi, Georgia Building global business networks and latest entrepreneurial trends in different cultures
11:25 - 13:00	Recognizing opportunities in business Christy Largent, employee engagement keynote speaker for the Healthcare and Finance industries and a best-selling author. California, USA
13:00 - 14:10	Networking Luncheon
14:10 - 15:10	Business ethics in different cultures; Investment analysis for US, Europe and Africa Charlie Dove - Edwin Founder of Suraci Research Group, Associate Professor at Richmond University, with the background in investment banking in US and European investments banks, specializing in the European industrials sector. London, UK
15:10 - 15:40	Women's role in strengthening countries economy Viviane Afenie Gille Elected representative at the Town Hall in Baconnes. The owner of champagne factory. Reims, France
15:40 - 16:10	Panel Discussion Challenges and solutions of being a woman in business Natia Sirabidze CEO at Mardi Holding. Batumi, Georgia Mako Abashidze Co-Founder of the British Georgian Chamber of Commerce. London, UK
16:10 - 16:40	Networking Coffee Break
16:40 - 17:10	Diversity of thought, leadership development and government relations Maggie Semple successful business woman and entrepreneur, Owner of The Experience Corps Ltd and Maggie Semple Limited. Member of the Queen's Counsel Selection Panel. Non-Executive Director of the Criminal Cases Review Commission. Cited in the World's Who Who. Awarded an Order of the British Empire OBE. London, UK
17:10 - 17:40	How to develop and support entrepreneurship among women to strengthen their status economically and socially Sanem Oktar Founder of Turkish Direct Marketing Association (DPID). Istanbul, Turkey
17:40 - 18:00	Closing Remarks



Connect



Share



Grow

## GALA DINNER

Black tie formal dress or traditional. Cocktail attire with professional focus is also appropriate.

19:30 - Pick-up for the venue

20:30 - Welcoming drink

21:00 - Dinner, wine tasting and cultural performance

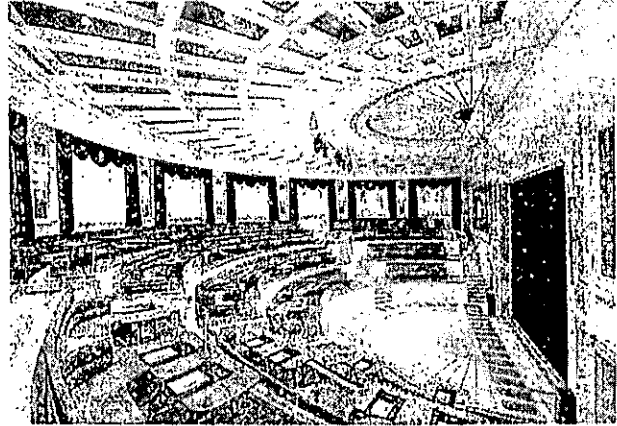
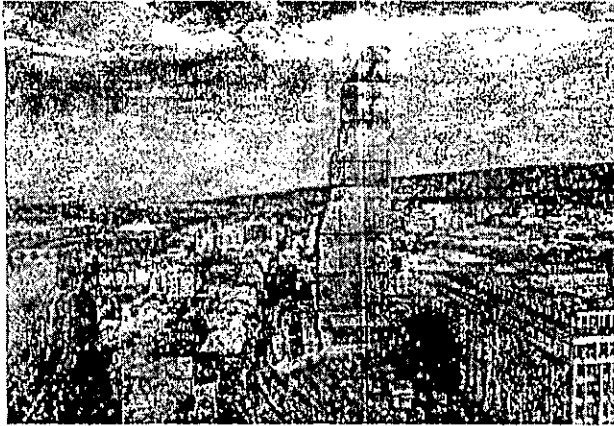


To better demonstrate our unique hospitality, GBF team designed traditional folk music and national ballet performances by well-known Georgian artists. Georgian dancing and unique polyphonic singing, inscribed in 2008 on the Representative List of the Intangible Cultural Heritage of Humanity UNESCO.

## EVENT VENUE

luxury hotel Biltmore Tbilisi

The GBF will be held at Biltmore Hotel Tbilisi. All registered attendees and UBL members will enjoy 15% discount discount on room bookings. The hotel will also provide transfers to all our guests. VIP services will be available on request. Entry pass given after registration should be carried to access all event related venues



[www.millenniumhotels.com/en/tbilisi/the-biltmore-hotel-tbilisi](http://www.millenniumhotels.com/en/tbilisi/the-biltmore-hotel-tbilisi)

## TICKET INFORMATION

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Register here [www.ubl.ge/registration](http://www.ubl.ge/registration)

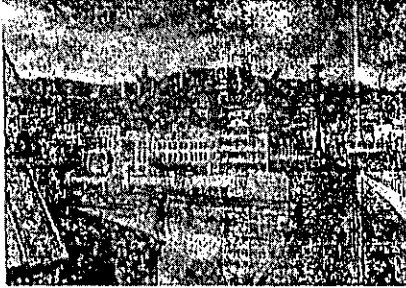
## COMPLIMENTARY TOURS

On September 16, all international delegates will choose to join one of three full day complimentary tours specifically designed for different types of travelers.



### Kakheti Region - World's Cradle of Wine

The tour includes pick-up from the hotel, about 2 hours road trip to Kakheti, visiting two ancient monasteries of Alaverdi and Bodbe and a spectacular Gremi Castle. Wine tasting ceremony will be held in Tsinandali museum.



### Tbilisi - Mtskheta Tour

Cultural tour around ancient capital of Georgia - Mtskheta, which is under UNESCO protection, and new capital Tbilisi - The City of Tolerance.

### Shopping and Sightseeing

After Tbilisi sightseeing, our guide will take you to the famous Tbilisi Mall (by RAKEEN Development), which is the first largest shopping mall in South Caucasus to meet global standards.



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FB: IRC Tour - Georgia WEB: [www.irc.com.ge](http://www.irc.com.ge)

## Georgia – Country of Endless Opportunities

Located between Europe and Asia on a historical "Silk Road," Georgia offers amazing cluster of cultures, religions, fascinating landscapes and ancient history. The country's geographically favorable location, history, hospitality and safe business environment contributes that more and more people are becoming interested in Georgia. Few of the Earth's small nations can offer as much as Georgia in terms of tourism, business and investment.

**Free access to 900 million markets without customs duty!** Georgia's liberal trade regimes provide investors with a favorable opportunity to not only access the country's 3.7 m residents, but the wider region's markets, as a direct result of the absence of customs and import tariffs. To date, Georgia has signed FTAs with CIS countries and People's Republic of China, The Association Agreement ("AA") with EU, including Deep and Comprehensive Free Trade Agreement ("DCFTA"). FTA with EFTA countries, giving Georgian products duty free access to markets of Iceland, Liechtenstein, Norway and Switzerland. General Schemes of Preference for Georgia with the US, Canada, and Japan have also been applied for, with the result being lower tariffs on 3,400 goods exported from Georgia. Additionally, Georgia is a member of the World Trade Organization (WTO) since 2000.

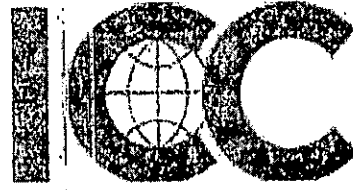
The country has vast natural resources, forests, hydropower and economic activities include agricultural cultivation of citrus fruits, hazelnuts, tea and especially winery. Georgia Cradle of Wine is one of the oldest wine producing regions of the world. Exporting 50 million bottles of wine to 53 countries in 2016 has increased wine export by 38%.

Robust and significant changes of the recent years clearly put the country among the world's top preferable destination for tourism and business. Georgia listed among VOGUE's 10 hottest travel destinations of 2017, also named among Tripadvisor's top best travel destinations for this year. It has to be emphasized that Georgia is ranked among 10 safest countries with visa liberalization regime in Schengen zone. Citizens of 94 countries may enter and stay in Georgia without a visa for full 1 year. Visitors who are holders of valid visas or/and residence permits of 50 countries may enter and stay in Georgia without visa for 90 days in any 180 day period.

Georgia is ready to welcome and host guests from all corners of the world.



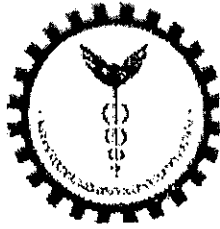
## OUR PARTNERS



INTERNATIONAL RELATIONS CENTRE  
საერთაშორისო ურთიერთობების ცენტრი



BRITISH GEORGIAN CHAMBER OF COMMERCE





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