



Welcome to **AJARA**

Your Business Location in Georgia





Welcome to AJARA



Dear reader,

Government of Ajara A/R has set its priority for Ajara to become an attractive investment destination for local and foreign investors. To achieve this, the government is continuously working to capture the interest of the international business community and to support investors in the process of making an effective investment decision.

Ajara Region, as well as the whole Georgia has undergone serious reforms in recent years in order to facilitate business activities for different entrepreneurs. The outcomes of the reforms and impressive growth of the country are respectively reflected in international ratings, such as **Ease of Doing Business**, **Index of Economic Freedom** and **Fitch Ratings**, among many others. We are proud that Batumi, an administrative center of Ajara has become a distinguished investment center among Black Sea countries.

The strategic location of Ajara is an asset to any investor. As a bridge between Europe and Asia, our region offers direct access to European and CIS markets. The Deep and Comprehensive Free Trade Agreement (DCFTA) with the European Union and FTAs with many other countries have granted Georgia preferential access to the 2.3 billion consumer market.

Batumi is the best place for investments, developing your business and getting great incentives, due to its dynamic economic growth, business-oriented legislation and liberal tax system. Herewith, a low-cost skilled labor force and possibility of hiring expatriates are increasingly important for international companies.

The investment-friendly and accessible government encourages and supports you in all your business endeavors.

Whether for business or leisure, we look forward with pleasure to hosting you!

Tornike Rijvadze
Chairman of the Government
Ajara Autonomous Republic

GEORGIA THE BRIDGE BETWEEN EUROPE AND ASIA

Being a bridge between Europe and Asia, the economy of Georgia is highly integrated with international markets. Georgia is a stable, competitive, secure and pro-business country. Georgia is consistently ranked as prominent performer by international institutions. Georgia is inhabited by smart, multi-lingual, highly motivated and relatively well-educated labor, which is ready to take on new challenges. Huge variety of touristic activities, including but not limited to beaches, skiing, hiking and famous spa and wellness resorts. Our country is located in the Caucasus region and represents a gateway between Europe and Asia. The borders of Georgia are the Black Sea from the West, Russian Federation from the North, Turkey and Armenia from the South and Azerbaijan from the Southeast.

Citizens of Georgia can travel to Europe visa free

GEORGIA RANKS 6TH IN DOING BUSINESS REPORT

STARTING BUSINESS

New Zealand	1
GEORGIA	2
Singapore	3
Korea, Rep.	11
UK	19

REGISTERING A PROPERTY

New Zealand	1
Rwanda	2
Lithuania	3
GEORGIA	4
Singapore	21
Latvia	25
United States	38

PREFERENTIAL TRADE REGIMES

FREE TRADE
AGREEMENTS WITH
~2.3 BILLION
MARKET
AND ACCESS WITHOUT
CUSTOMS DUTY

- » EU AND EFTA COUNTRIES
- » CTA COUNTRIES
- » TURKEY
- » PEOPLE'S REPUBLIC OF CHINA

CORRUPTION FREE COUNTRY

ABSENCE OF CORRUPTION RANK, RULE OF LAW INDEX

Denmark	1
Sweden	4
Poland	21
GEORGIA	24
Italy	36

GLOBAL CORRUPTION BAROMETER

Sweden	6%
Switzerland	10%
GEORGIA	12%
Poland	15%
UK	16%

STANDARD
& POOR'S

BB (Positive)

FitchRatings

BB (Stable)

MOODY'S
INVESTORS SERVICE

Ba2 (Stable)

GDP of Georgia amounts to **15.3 billion USD** in 2018.
The amount of Private Investments in Georgia equals to **1 232.4 million US Dollars** in 2018.

Source: geostat.ge; mof.ge



AJARA

Your Business Location in Georgia

Due to the growing number of international visitors, commercial real estate, including international brand hotels are rapidly developing in Georgia's Black Sea resorts. Sun-Beach resorts are one of the largest and fastest growing touristic destinations in Georgia. Ajara Region, located in southwestern corner of Georgia, is known for its admirable seaside journeys and experiences. Ajara region had more than 2.1 million international visitors in 2018. Batumi, Administrative Center of Ajara Region is the second most visited city in Georgia.



Economy

The Gross Domestic Product of Ajara A/R in 2017 amounted to **1 298.9 million USD**, which is 8.9% of GDP of the country. The nominal increase of the region's Gross Domestic Product amounted to 16%. As for the Gross Value Added per Capita of Ajara Region, it amounted to **3 750 USD** in 2017.

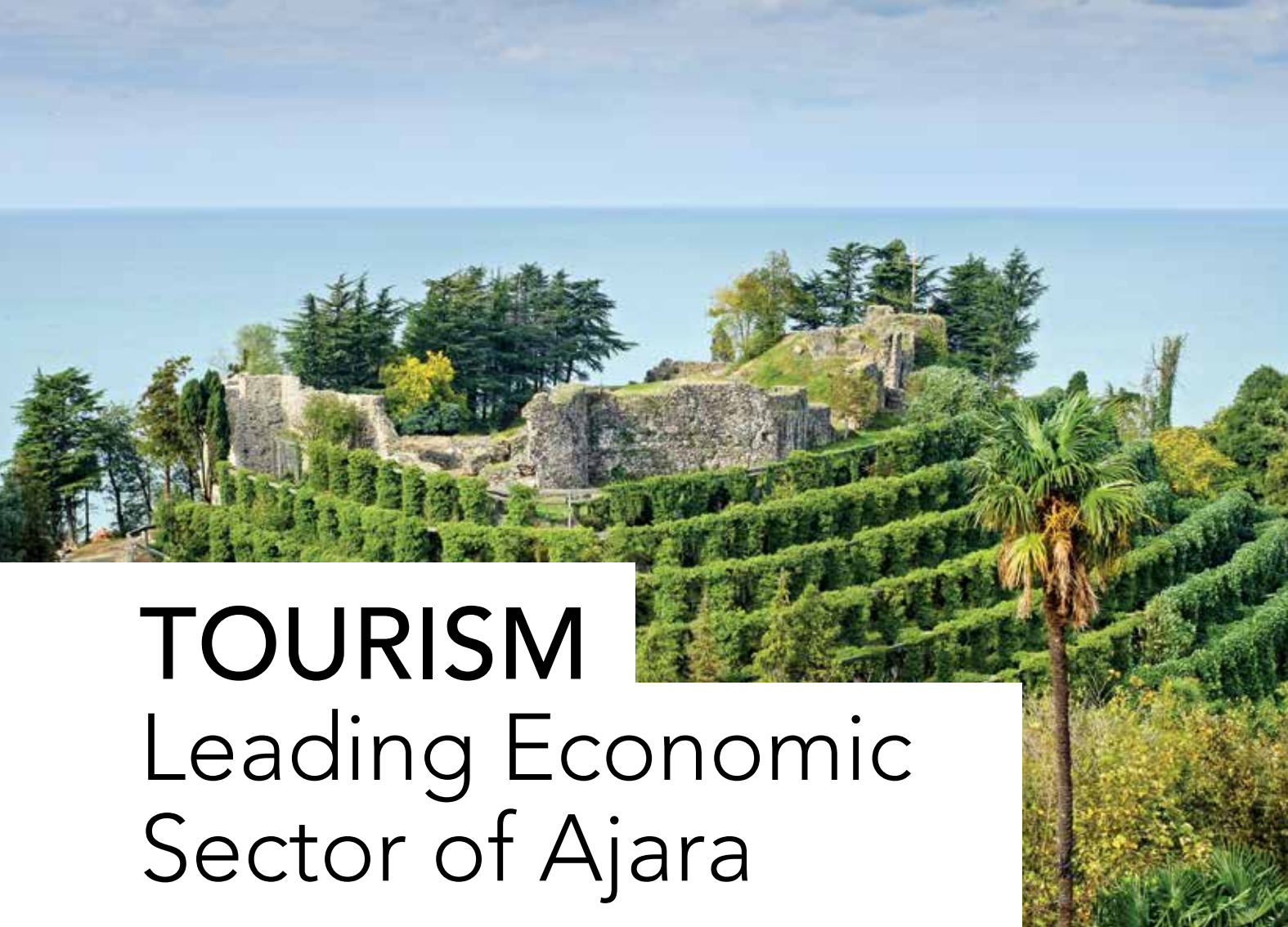
The Georgian Government demonstrates flexible and needs-based legislation with priority on facilitation of entrepreneurship. This has resulted in a simple, transparent and business environment that is one of the key drivers of foreign direct investments in Georgia.

More than 2 billion US Dollars have been invested in Ajara in the last 3 years, **most** of them belong to foreign investments. The countries that contributed the highest amount of investments are Czech Republic, Norway, India, and Turkey. Investments are distributed in the following sectors: **Tourism, Construction, Energy, Industry and others.**



TOURISM

Leading Economic Sector of Ajara



Tourism in Ajara has developed dynamically over recent years and as a cross-sectional industry is one of the region's economic growth drivers. Ajara has proved to be a highly desirable location for the hospitality. The hospitality market in Ajara is developing fast as the increased inflow of international visitors, business persons and missions attracts well-known international hotel chains. Ajara is most popular travel destination with more than **2.1 million visitors** per year after Tbilisi. Batumi is famous for its fusion of historical and modern architecture, high-rise landmark buildings, sandy and stony beaches and admirable landscapes.





AJARA Region of Innovations

Ajara is the region which never stops developing and innovating in various industries. Education, Sports, Culture or Health and Social Care, all sectors have been improving performance during the last few years.

Knowledge, labor and vocational skills are paving the way towards reaching diverse business objectives in the region.



Education

Education and life-long learning. Ajara helps to raise the skilled professionals of tomorrow. Education in Georgia is compulsory between ages of 6 and 14 and begins with 6 years in elementary school. Most children go to state schools, some children, though, enter private schools.

Higher Education System of Georgia consists of three levels: Bachelor's Degree, Master's Degree and Doctor's Degree. The education quality in Georgia is ensured through the accreditation conducted the National Education Accreditation Centre.

Georgia joined Bologna Process in 2005 at Bergen Summit to express its willingness to participate in building the European Higher Education Community.

The education sector in the region is continuously undergoing developments, giving young students the opportunity to stay up to date with international standards. Whether it is academic, technological or instructional changes, educational institutes in Batumi do not stop on the same page.





Culture

The Ajara region is rich of culture and cultural life overall. The region has various state theaters, concert and entertainment halls, museums, art galleries and impressive number of monuments of cultural heritage. Ajara boasts that local museums have incredibly precious proofs of existence Hellenistic and Roman Empire artifacts on our territory.

Ajara is especially loaded with the festivals and different cultural-entertaining events. International Black Sea Jazz Festival, Eliso Bolkvadze Classical Music Festival, Batumi International Art-House Film Festival, Batumi Grafikart Festival, Festival of Animated Films "Tofuzi" are the key festivals of the region offering a real celebration of cultural life to the citizens and visitors of Ajara.



Sport

There are 6 Sports Schools and 36 Sports Federations in Ajara. The sports facilities include: football stadiums, ice skating rink, handball and wrestling stadiums, beach volleyball and tennis courts.

The construction of a new and modern football stadium (capacity: 20 000 viewers) matching UEFA standards is being in process.

Last year Batumi hosted the 43rd **World Chess Olympiad**. The decision about the host city of the tournament was made by Fide General Assembly in Tromso, Norway.

It's important to note, that international German Consulting Company is in process of planning Sport Tourism Development Strategy of Ajara A/R.





Events

Batumi has already become the regional center for international meetings and conferences. It is a suitable market for political, business, cultural and other types of events all year round. Batumi hosts various cultural events, such as: Black Sea Jazz Festival, Symphonic Music Festival, International Animation Films Festival 'Tofuzi', International Cinema Festival 'BIAFF', Home-made Wine Festival, International Children's Festival of Folklore and etc. As the city was hosting number of world-known musicians, such as Maroon5, Lauryn Hill, Miles Electric Band and etc. Numerous of exciting events are planned in summer 2019.



Goderdzi

The main goal of the project is to develop modern, efficient and competitive resort clusters in Highland Ajara, as four-season destinations. Untouched mountains and wilderness create a fantastic setting in the winter and summer. 5-6 months of permanent snow, elevation range of 1700-2400 m and 150 hectares of skiable terrain create ideal conditions for further development of Goderdzi Resort. The Resort is located within two hour drive (100 km) from Batumi.

Goderdzi Pass is a welcoming, lively, romantic, and fun destination offering the best visitor experience in the regional market. Pristine forested mountains create a fantastic setting in winter, summer, turning into a breathtaking scenery by the autumn colors. The Goderdzi village center will be developed as a heart of the destination, surrounded by the several hotels. Right now more than 19 Hotels are being built at the Resort.





The Finest Logistic Location

Thanks to an ideal set of conditions, the logistics industry is among the fastest growing business sectors in Ajara. Ajara is in a highly strategic location: it serves as an entry gate to the Caucasus and Central Asia as well as a stepping stone to the region. Ajara offers rapid connections for anything that needs to arrive quickly, reliable or “just in time” at a particular place.

Railway Transport

In Ajara the rail network is highly developed. Our new railway station has direct connects with Tbilisi, Yerevan, Baku.

Sea Transport

Batumi Sea Port as a transport link serves the eastern part of the Black Sea basin, enabling to reload 94% of freight passing through TRACECA route and carry dry cargo through the aforementioned corridor from the countries located in South. In 2018 total 2 488 passengers have been transported by sea transport.

Road Transport

Road networks and highways connect Ajara region to the rest of Georgia and neighboring countries. The road transport is well-developed especially in mountainous parts of the region, since it is the dominant way of transportation there.

Air Transport

Batumi International Airport has direct domestic and international flights to different destinations. In every summer season, the airport serves additionally more than 21 international flights. In 2018 Batumi International Airport has served 6 112 flights along with the total number of 565 687 passengers.

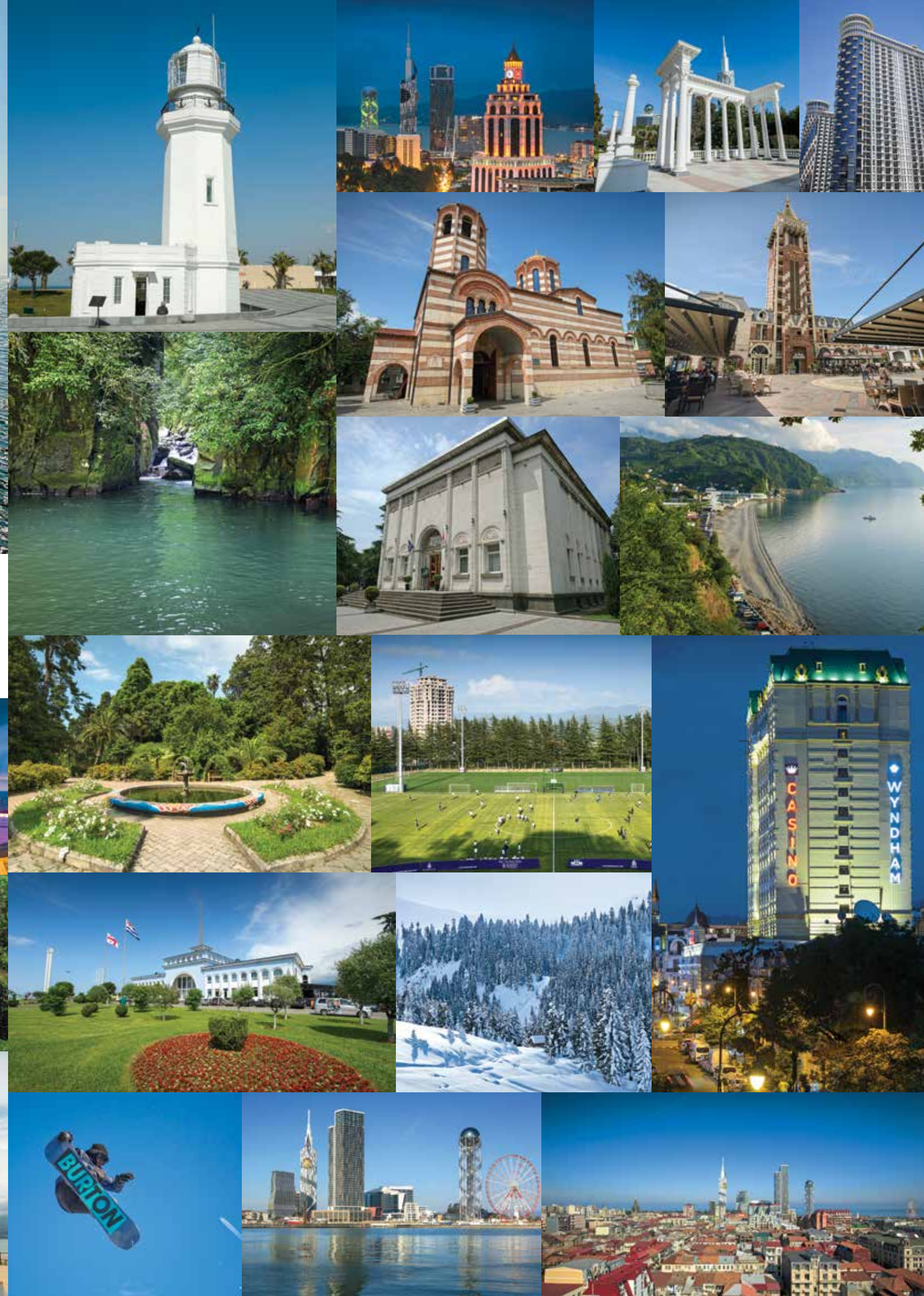




BATUMI

Sea of Impressions

Take a generous expanse of stunning natural beauty, add a dollop of historically rich sightseeing and mix in an exuberant, hard-working population that also knows how to enjoy life. What do you get? Ajara, of course! That is because Ajara has it all: a region where life can be lived to the full, with something new to explore practically every day.





About us

Ministry of Finance and Economy of Ajara Autonomous Republic (Georgia) and its Investment Department have an aim to attract foreign investments in the Ajara Region. The Department organizes various business events (Business Forums, B2B Meetings, B2G Meetings, etc) to establish relations with investors and draw their attention on business climate of our region and city – Batumi. Moreover, we make promotional materials about Ajara's investment potential in different languages to distribute them around the world and reach potential investors.

Want to learn more about investing in Ajara? The Ministry of Finance and Economy of Ajara A/R stands ready to help you and your business. Visit our website and set-up a meeting with our representatives.

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