



Draft

**GERMAN-GEORGIAN BUSINESS CONFERENCE
&
GEORGIAN WINE AND PRODUCTS EXPO**
Tuesday, 23 April 2024

Venue: Hotel Palace Berlin · Budapester Str. 45 · 10787 Berlin
Working language: English

09:30 – REGISTRATION (COFFEE/TEA)

10:00 - OFFICIAL OPENING

Ambassador Zviad Chumburidze, EUGBC Secretary General
High Representative from the Government of Germany (tbc)
High Representative from the Government of Georgia (tbc)

H.E. Levan Izoria, Ambassador Extraordinary and Plenipotentiary of Georgia to the Federal Republic of Germany

Mr. Michael Harms, Managing Director of the German Eastern Business Association

10:30 – SESSION I BUSINESS COOPERATION PERSPECTIVES

INVESTMENT CLIMATE AND BUSINESS OPPORTUNITIES IN GEORGIA – Mr. Mikheil Khidureli, Director, LEPL Enterprise Georgia, Ministry of Economy and Sustainable Development of Georgia (tbc)

“GEORGIA - A PROMISING MARKET FOR GERMAN MITTELSTAND – OPPORTUNITIES AND

GENERAL PARTNERS



ARTNERS



CHALLENGES“ – Mr. Stefan Kägebein, Regional Director Eastern Europe, German Eastern Business Association

“EMPOWERING TOMORROW: PROCREDIT BANK IN GEORGIA – 25 YEARS OF SUPPORTING SME BUSINESS DEVELOPMENT, RESPONSIBLE BANKING, INNOVATION, AND EMPLOYMENT” - Mr. Alex Matua, Member of the Management Board/General Director, ProCredit Bank Georgia

DOING BUSINESS IN GEORGIA – LEGAL AND TAX ASPECTS – Ms. Ketevan Aghoshashvili
Partner of tax and finance IBCCS Georgia LLC

“CULTIVATING SUSTAINABLE PARTNERSHIPS BETWEEN GERMANY AND GEORGIA EN ROUTE TO COP29” - Mr. Yusef Ahmed, Founder of TOUR DE COP & Managing Partner of FIC Frankfurt International

11:30 – **SESSION II GEORGIA - CRADLE OF WINE**

“SUCCESS STORY OF DOING BUSINESS IN GERMANY” - Mr. Jaba Bebua, Director, BEBU Group

Mr. Patrick Honnef, CEO, “Chateau Mukhrani” (tbc)

GEORGIA – TRAVEL&WINE – Mrs. Tika Svanidze Vancko, TSV Estate Winery and Travel Company
TIKA Tours Georgia

Representative of “Tsinandali Estate” (tbc)

Q & A | DISCUSSION

12:30 - **B2B PLATFORM / GEORGIAN WINE AND PRODUCTS EXPO**

GENERAL PARTNERS



ARTNERS

