



EU4Business

ევროკავშირი ბიზნესისთვის



გერმანიის
თანამშრომლობა
DEUTSCHE ZUSAMMENARBEIT

Implemented by:
giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Supporting Development of Business Networks and Clusters in Georgia

GIZ SME Development and DCFTA in Georgia Project

24.10.2016



Project Overview

Overall Context	EU4Business
Framework EU action	Support to EU-Georgia DCFTA and SMEs
Timeline	11/2015 – 11/2019
Volume	EUR 5 million
GIZ affiliation	Private Sector Development Programme in South Caucasus
Implementing Partner	Ministry of Economy and Sustainable Development of Georgia

C1: Improved enterprise development framework and SME participation in political dialogue	Ministry / Policy-maker level
C2: Capacity Development for SME Support Institutions	Implementation level agencies / bodies
C3: SME Clustering and Support to Business Networks	Business network / association level
C4: Business clusters' integration into EU networks for enterprise development, investment and trade promotion	



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Business Clustering – Striving towards High Value Added Industries

I. Current Sectors under review

Apparel



Furniture



Film / Digital



Plastics Processing



Honey & Beekeeping



II. Next / Potential Sectors

ICT



Trout



Architecture



Creative Industries



Skills Providers





Cluster Case: Qvevri Wine Cluster

Vision of the Cluster is to jointly develop and to upgrade Qvevri wine production and to prepare it for international marketing as the basis for an increasing and sustainable income for Qvevri wine producers, united in the Qvevri Wine Cluster

Objectives:

- Production systems meet international standards;
- Qvevri wine is known to international and EU markets;
- The members' wine is recognised as authentic Qvevri wine;
- Wine tourism is developed among the members.



Achievements

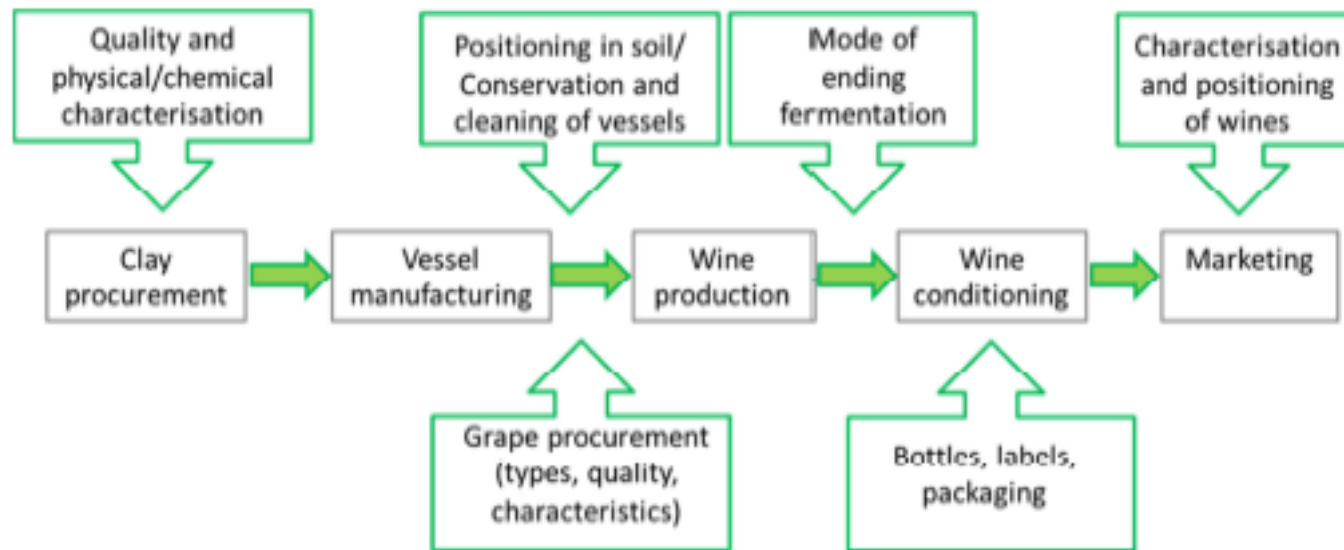
- Value chain enhancement: recommendations to enhancement of Qvevri hygiene, vineyard management, grape processing, economics of production, wine tasting and presentation
- Tech upgrade: clay pot features analysed, production scientifically described, scope for improvement identified. International partner – Keramik Institut
- Export: 1st export of 2,200 bottles to Germany in February 2016
- Marketing: 1st exhibition in Germany scheduled for early 2017
- Patenting the cluster name: “Qvevri Wine Cluster” name has been patented by Munich Patent Office
- Education: Quality requirements developed by the cluster for clay pot hygiene and process management integrated into the modules of Dual Wine Education by Georgian VET system. International partner – Bavarian Institute for Wine and Viticulture



Cluster Case: Qvevri Wine Cluster

Support initiated	March 2015
Cluster formalized	February 2016
Membership	20 wine makers 5 Qvevri makers

The Qvevri Wine Value chain





Initiating Business Clustering Support in Apparel Industry

- ❑ Qualitative study on updated view and assessment of the needs and gaps that exist in the industry, especially with regards to the needs for direct engagement of Georgian companies with EU markets;
- ❑ Developed action plan for supporting the development of the apparel industry and clustering
- ❑ Support measures elaborated:
 - Development of national, non-mandatory and incentive-based, framework for sustainable operations practices
 - Qualifying producers for direct exports to EU buyers (Guided self-assessment by int. expert)
 - Enhancing enterprise skills through informal education (short-term) and an effort to integrate practical examples into VET system (long-term)
 - Start-up workshop for defining a pilot cluster project
 - Guided business matching of Georgian producers with EU buyers



Ministry of Economy and Sustainable
Development of Georgia





Business Clustering – Standards and Skills for DCFTA

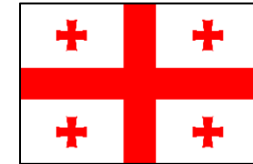
In order to engage with EU markets Georgian enterprises require **technical personnel** equipped with **skills for standardization and maintenance of quality of the processes**.

Structures like clusters are equipped to provide enterprises with:

- Cost optimization for **enhancement of enterprise skills** and, consequently, **continuous technology upgrade**
- Higher and easier **adaptability** to the dynamic **quality requirements**
- Contribution to the improvement of quality of **service providers**

The Project supports existing and potential clusters via

- Identification of **industry-specific standards** in demand by EU enterprises for their suppliers
- Identification and assessment of the current **skills gaps and challenges in specific industries**
- Follow up **holistic support** to implementation of **standards and skills upgrade**
 - Re-qualification of personnel on business process level
 - Qualification of new personnel through enhancement of skills suppliers – service providers





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THANK YOU!

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