



Tbilisi, Georgia
ExpoGeorgia Co. Fairground, Hall #3

CONFERENCE AGENDA

FRIDAY 20 SEPTEMBER, 2013

09:30 – 10:00 REGISTRATION OF PARTICIPANTS & ACCOMPANYING PERSONS

09:30 – 10:00 WELCOME COFFEE & NETWORKING BREAK

09:30 – 10:00 VISITING THE EXHIBITION

- Exhibition Centre ExpoGeorgia Co. organizes the 1st Business Development Exhibition for: business consulting companies (e.g. management, financial, marketing, human resources, information technologies and other advisory firms), the financial sector (banks, investment companies, etc.), international donor organizations, etc.
- The exhibition provides a meeting place for the established and new businesses and the providers of the business solutions.

10:00 – 10:05 INTRODUCTION

Conference opening:

Mr. Kakha Gvelesiani – CEO / ExpoGeorgia Co.

Mr. George Kvirikashvili – Minister / Ministry of Economy and Sustainable Development of Georgia

SUPPORTERS



PARTNERS



MEDIA PARTNERS



10:00 – 11:45

PANEL #1 – MAIN PANEL (1.45 h.)

**Time:** 10:10 – 10:30**Name:** Mr. Giorgi Pertaia**Position:** Director / Georgian National Investment Agency / GEORGIA

- **Business Climate and Investment Opportunities in Georgia**

Attractive business climate turns Georgia into a destination country for Foreign Direct Investments (FDI) with its stable and balanced fiscal and monetary systems, liberal taxation, free trade regimes and developing economy. Success is proved by international rankings carried out by leading international organizations. Presentation shows key advantages of business climate in Georgia and its future perspectives. Based on the existing tendencies in the global economy and current investment opportunities in Georgia, six state priority sectors have been defined by the government.

**Time:** 10:30 – 10:45**Name:** Mr. Kakha Kokhreidze**Position:** CEO / GSMEA / GEORGIA

- **Business environment in Georgia. Analyzing country specific investment potential**

Assessing the risks attached to investing in Georgia and gathering strategies to help insulate investment. Export opportunities for local business representatives. How can Georgian business representatives become more competitive in the global business environment?

**Time:** 10:45 – 11:45**Name:** Dr. Steve Priddy / UK**Position:** Chartered Manager, Member Chartered Management Institute, Doctor of Philosophy, Faculty Politics and Economics, Birkbeck College, University of London, London School of Business and Finances / UNITED KINGDOM

- **The impact of cultural distance between investing countries and host countries on foreign direct investments**
- **Diagnosing high performance potential in overseas investment opportunities**

The impact of cultural distance between investing countries and host countries on FDI, diagnosing high performance potential in overseas investment opportunities

FDI players find themselves in a contradictory world. On the one hand the eventual implementation of Basel III higher capital adequacy ratios appears to require trillions of dollars of newly injected equity into the world banking system counterbalanced by lower, more expensive lending levels. On the other hand a war chest of cash has been accumulated on the balance sheets of the largest corporations. And in energy infrastructure alone continuous exceptional levels of investment are required for the foreseeable future. This presentation will consider the existing literature on gravity, institutional capacity and cultural determinants on FDI decision making and propose simple steps that might be taken by government and businesses in Georgia to further enhance the attractiveness of the country for investment.

11:45 – 12:15

COFFEE BREAK & NETWORKING

12:15 – 14:00

PANEL #2 – MAIN PANEL (1.45 h.)



Time: 12:15 – 13:00

Name: Mr. John Edward Robinson

Position: Audit Partner and General Director of Tbilisi Office, UK
Chartered Accountant (CFA) Deloitte & Touche LLC

- **Financial sector in transition economies**
- **Effective decision making mechanisms in time of financial crisis**

The financial system of transition economies has faced many challenges during the process of the transformation from a centrally planned to a more market-oriented economy. While the period of deep recession and high inflation that characterized the early decade of the transition appears to be behind them, the financial systems in these economies still differ in many important ways from those in advanced economies. In transition economies, retail banking generally dominates the financial sector, while the other segments remain in early stages of development, which is further correlated with low stock market capitalization. The role of the banks as intermediaries (i.e. facilitating the transfer of financial resources from savers to investors) also remains underdeveloped.



Time: 13:00 – 13:20

Name: Mr. Giorgi Simongulashvili

Position: Partner / GEC Corporation / GEORGIA

- **The comparison of capital structure determinant factors between small and medium enterprises (SMEs) and large companies in Georgia**

The companies are in necessity of the capital at the different stages of their development. However, they experience different requirements and different types of capital. The determinants of the type of capital companies require basically affects the capital structure of the firm.

The company lifecycle will be determining company's corporate financial strategy and hence capital structure.



Time: 13:20 – 13:40

Name: Mr. Chingiz Abdullayev

Position: Head of Audit Department, the member firm of RSM
Capto Group

- **The Road to Recovery, Insights from an international comparative study of business 'birth' and 'death' rates**

This landmark report from RSM looks at business births and deaths across 35 countries globally since the financial crisis. Drawing on data collected by RSM member firms and a wide variety of international statistical sources, this paper examines global, regional, and national trends in the entry and exit of companies. Business creation and destruction are among the most telling indicators of economic vitality, and this paper examines the complex interplay between institutional structures and business churn, comparing and contrasting the G-7 and the BRICS. The report ranks how countries are performing globally and highlights what some governments have done to boost entrepreneurship and the survival rates of businesses.



Time: 13:40 – 14:00
Name: Mr. Giorgi Simongulashvili
Position: Partner / GEC Corporation / GEORGIA

▪ **Performance Improvements and Change Management**

To adapt to a constantly changing, complex environment and maintain yearly growth, an organization must perform optimally in delivering product and services. To accomplish this, an organization must continuously maintain appropriate performance level adjusted to the market and customer needs. Therefore, the changing environment leads companies to necessity to improve its performance and sustain that improvement.

Performance improvement is a conceptual approach of measuring the output of a particular organization, process or procedure, resulting in change, increased output and increased efficiency. This conceptual approach can be applied at three levels: Strategic, Operational/Process and Job/Individual Performer level.

Performance improvement solutions, implemented through a company, needs appropriate management of change. Therefore initial agreement on change should be achieved. The managing the change is as much essential as managing performance itself.

14:00- 14:45

LUNCH & NETWORKING - Restaurant "Terrace" / ExpoGeorgia Fairground

14:45- 16:30

PANEL #3 – MAIN PANEL (1.45 h.)



Time: 14:45– 15:45
Name: Mr. Shoham Adizes
Position: Certified Associate, Vice President of Operations and
 Director of Training & Certification at the Adizes Institute / USA

▪ **"Creating a Culture for Success"**

This presentation will be based on the Adizes Methodology™ and will provide the audience with a deep understanding of: What the role of management is? Why as managers we must continuously change and improve? What the challenges to creating change are and why so many organizations fail to change? What type of corporate culture is required so that an organization is able to overcome the challenges inherent in creating change? What, specifically, should be done in order to create the desired corporate culture necessary to facilitate change?



Time: 15:45 – 16:00
Name: Mr. Paul R. Clark
Position: Director / TBSC Consulting / Certified Performance Technologist (CPT)

▪ **How to Measure and Improve Marketing Performance**

What is the value of marketing? Some would say it is new customers or increased revenue. Others would say it is a higher prices or improved reputation. After looking at marketing performance in detail at many dozens of companies in Georgia and elsewhere, we can say that most of these opinions are incomplete.

The real value of marketing, and the single most important measure of marketing performance, is the increase in something called Customer Equity (CE). During the talk we will define CE and the related Customer Lifetime Value (CLV). We will explain how Georgian companies could go about actually determining their own CE and CLV and how they would benefit from it. How does improve marketing performance and thereby increase CE? We will focus on three marketing-oriented performance improvement methods in the talk: Advanced Customer Segmentation, Value-Based Positioning and Return On Marketing Investment. During the talk we will define each method and then describe how Georgian companies could implement each method in order to improve profitability and company value.



Time: 16:00 – 16:15
Name: Mr. Severian Gvinepadze
Position: National Programme Manager / EBRD Business Advisory Service (BAS) / Georgia

- **Presentation - European Bank for Reconstruction and Development-EBRD, Business Advisory Services-BAS**



Time: 16:15 – 16:30
Name: Mrs. Victoria Olskaia
Position: President / Gabriel Al-Salem Foundation / USA

- **Presentation - Gabriel Al-Salem Foundation**

16:30- 17:00

COFFEE BREAK & NETWORKING

17:00 – 17:15

PARTICIPANTS' PRESENTATIONS

- **Innova / Mrs. Maia Shishniashvili – Director**
Brief presentation & questions for discussion
- **GEC Corporation / Mr. Giorgi Simongulashvili - Partner**
Brief presentation & questions for discussion
- **ACT / Mrs. Tinatin Rukhadze - Director**
Brief presentation & questions for discussion
- **Financial Office / Mr. Mikheil Chelidze – Director**
Brief presentation & questions for discussion

17:15- 18:00

PANEL #4 – DISCUSSION PANEL

Panel Discussion followed by Q & A with the audience

