



**USAID**  
FROM THE AMERICAN PEOPLE

# PARTNERING TO ADVANCE GEORGIA'S DEVELOPMENT



# COLLABORATING TO CREATE “WIN-WIN” SOLUTIONS

The private sector has a critical role to play in Georgia’s development - not only as the driver of economic growth, but as partners in building more resilient communities and a more responsive democracy. USAID seeks to engage with private sector entities like yours as a dynamic source of ideas, innovation, expertise, advocacy, and investment. We invite you to partner with us to co-create “win-win” solutions that advance both your core business interests and Georgia’s sustainable development. Working together, we can achieve more. Our partnerships have already yielded significant results. In 2020, we worked together to generate \$20 million in revenue for local businesses and create 3,400 new jobs, while mobilizing \$6.4 million in private investment toward Georgia’s development.

## WAYS WE PARTNER



SHARE INFORMATION  
AND STRATEGICALLY ALIGN



ADVANCE LEARNING AND  
CO-CREATE APPROACHES



HARNESS EXPERTISE  
AND INNOVATION



CATALYZE RESOURCES  
AND ACTION



UNLOCK PRIVATE  
INVESTMENT



STRENGTHEN THE  
ENABLING ENVIRONMENT

# EXAMPLES OF PARTNERSHIPS

## Catalyzing Resources to Build a Thriving Hazelnut Industry

- Ferrero, one of the world's leading confectionery companies, co-invested with USAID to help Georgia develop a resilient hazelnut industry that could feed Ferrero's global supply chain.
- Together, we provided farmers with assistance to combat pests and improve production, processing, and storage.
- This has been a "win-win," contributing to a 37 percent increase in Georgia's hazelnut harvest in 2020 and providing an important stream of income for over 40,000 farmers.

## Innovating to Solve Supply Chain Problems

- USAID partnered with a leading local hospitality firm, the Adjara Group, and the Georgian Farmers' Association to develop Agronavti, a mobile match-making platform which enables certified farmers to sell their produce to hotels and restaurants.
- This state-of-the-art mobile app provides consistent buyers for Georgian farmers while ensuring a steady supply of locally grown produce for hotels and restaurants.
- To date, farmers have used the app to make \$4.4 million in sales, demonstrating the power of private sector engagement to co-create "win-win" solutions.





## Leveraging Private Resources to Strengthen Community Resilience

- Since 2018, USAID and British Petroleum (bp) have partnered to generate economic opportunities in target communities.
- We have provided grants and technical assistance to help small business owners increase revenues and create jobs.
- So far, our co-funded initiatives have resulted in \$275,000 in new sales for local businesses and more than 130 new full-time jobs in rural communities.

## Harnessing Expertise to Meet Market Standards and Source Locally

- USAID partnered with McDonald's to source quality fresh lettuce from Georgian producers. Together, we helped growers obtain GlobalGAP certification, an internationally recognized mark of quality, allowing them to enter McDonald's supply chain.
- McDonald's customers have now enjoyed more than 40 tons of Georgian lettuce.
- Local suppliers benefit from McDonald's support to meet market standards, and McDonald's now has access to high-quality produce grown domestically.

## Unlocking Private Sector Investment for Economic Recovery and Growth

- To help Georgia's businesses recover from the economic downturn associated with the COVID-19 pandemic, USAID partnered with Gazelle Finance to unlock investment in a portfolio of dynamic small and medium enterprises (SMEs).
- This partnership provides technical assistance and capital investment to SMEs with high-growth potential, enabling them to become long-term drivers of employment and economic growth.
- The partnership will unlock \$11 million in new investment and generate \$36 million in sales for Georgia's SMEs.





## Aligning to Strengthen Social Services

- To ensure persons with disabilities had access to quality medical services, USAID facilitated a first-of-its-kind public-private partnership between a private investment firm, the Government of Georgia and Tbilisi State Medical University.
- Together, we established the Ken Walker University Clinic, which is setting a new standard of excellence in physical rehabilitation services in the South Caucasus region.
- Since opening its doors in 2020, the private clinic has served 6,000 persons with disabilities.

## Combining Efforts to Strengthen the Business Environment

- Working in collaboration with the private sector and business associations, USAID helped develop the Law on Investment Funds which entered into force in 2021.
- This legislation lays the groundwork for a modern capital market and a more attractive environment for domestic and international investors.
- The reform will enable Georgian investors to trade on foreign markets and Georgian businesses to access a larger pool of international capital.



# About USAID in Georgia

As the leading development agency of the U.S. Government, USAID supports Georgia to build the capacity to plan, finance, and implement its own solutions to development challenges. More than 35 USAID programs strengthen Georgia's resilience to malign influence, consolidate democratic gains through enhanced citizen responsive governance, and enable high-value employment through increased economic growth.

**For more information, please visit:**  
[fb.com/USAIDGeorgia](https://fb.com/USAIDGeorgia)



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