



XXI Century Challenges in Business

**Forum: September 15, 2017
Biltmore Hotel
Tbilisi, Georgia**

**Complimentary Tours: September 16, 2017
(For International Delegates)
Tbilisi, Georgia**

Connect Share Grow



XXI Century Challenges in Business

SEPTEMBER 15-16, 2017

FORUM: SEPTEMBER 15, 2017 FRIDAY 08:30- 17:30

BILTMORE HOTEL, TBILISI, GEORGIA

GALA DINNER AT "GUJARI" RESTAURANT 20:30

COMPLIMENTARY TOURS: SEPTEMBER 16, 2017

HOSTING 200+ NATIONAL AND INTERNATIONAL DELEGATES INCLUDING
GOVERNMENT AUTHORITIES, WORLD RENOWNED BUSINESS OWNERS, CEOS,
EXECUTIVES, INVESTORS AND ENTREPRENEURS FROM ALL AROUND THE GLOBE

SEPTEMBER 16, COMPLIMENTARY TOURS:

THE ANCIENT CAPITAL - MTSKHETA TOUR AND TBILISI SIGHTSEEING

KAKHETI - CRADLE OF WINE - WINE TOUR

TBILISI SIGHTSEEING AND SHOPPING TOUR

FOR ADDITIONAL INFORMATION VISIT WWW.UBL.GE

REGISTER NOW: <http://ubl.ge/en/event/registrations>

Welcome Address



Ladies and gentlemen,
It is my pleasure and honor to welcome you to Global Business Forum 2017 organized by Union of Business Ladies (UBL), to be held in Tbilisi, Georgia.

One of the core missions of the Union of Business Ladies is to serve as a platform to connect top businesses and successful start-ups for sharing resources and supporting each other to achieve success. For me, Global Business Forum has put that mission to practice.

Global Business Forum aims to assemble local and international delegates. The event hosts world class speakers, leaders, govern-

ment officials, executives, potential investors, CEOs and entrepreneurs.

Address by government representatives, panel discussions and networking sessions at Global Business Forum enable delegates to access first-hand information about challenges in business worldwide, liberal business environment and investment opportunities in Georgia, entrepreneurial trends, business ethics in different cultures and ways of successful partnership in multinational environment. The event will discuss over women's role and involvement in strengthening countries economy.

Such kind of forums enable us to meet interesting people of various nationalities, culture and background, share each other's experience and of course deepen our relationship.

We hope you enjoy the event as much as we are enjoying putting it together.
I look forward to welcoming you to Tbilisi.

Ekaterine Maisuradze
President of the Union of Business Ladies



Message from the Vice-President



Global Business Forum “21st Century Challenges in Business” is unique opportunity to meet international delegates, participate in master classes and to discuss potentials of doing business in Georgia.

Last decade Georgia became the regional leader in business development, our guests and delegates, shall have opportunity to hear success stories, local and regional investment opportunities. On request we can design the personal meetings with local business and government representatives.

The Forum is an excellent networking platform, we shall have a highly professional international speakers and Government representatives. For our international guests we have designed unique cultural program with the wine tastings and a Gala dinner.

I am honored to be on advisory board and highly recommend to join us in September!

Mako Abashidze

Vice-president of the Union of Business Ladies

About Organizer

Union of Business ladies (UBL) is a platform that brings together successful women in business to share experience and develop lucrative partnerships.

Variety of roundtables, conferences, forums and professional trainings are conducted regularly to support, motivate and empower business ladies and help them cope up with the challenges of business fraternity and make the road to success a lot more fun and exciting.

We believe in teamwork and strongly encourage the culture of collaboration.

Learn more about us on our website: www.ubl.ge

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Connect



Share



Grow

GLOBAL BUSINESS FORUM

CONNECT SHARE GROW

About

Global Business Forum is organized by Union of Business Ladies, the organization led by a team of female entrepreneurs with ten+ years track record of working together as a successful team with well-established local and global partners.

Goal

Goal of Global Business Forum is to act as an outstanding networking platform for top Georgian and international businesses to connect, share experiences, and grow upon new partnerships.

Context

Day 1 - Forum includes different sessions, local and international speakers, two panel discussions and two networking breaks. Topics include latest entrepreneurial trends and business ethics in different cultures, strategies to blend historical and new trends in business, women's role in strengthening countries economy, XXI century challenges in business with solutions. Local government and business representatives will talk about successfully implemented projects in Georgia, investment opportunities and benefits for foreigners to do business in Georgia. The day will end on glamorous note at Gala Dinner, where delegates apart from wine tasting and networking will enjoy Georgian traditional folk music and national ballet performance.

Day 2 - International delegates will have possibility to enjoy one day complimentary tour and choose one of the 3 different options: cultural tour in old capital Mtskheta (UNESCO world heritage site) and present Capital Tbilisi sightseeing, wine tasting in Kakheti region and shopping plus sightseeing in the capital Tbilisi.



AGENDA

| Time | Session |
|---------------|---|
| 08:30 - 09:30 | Registration and Welcome coffee/tea |
| 09:30 - 09:40 | Welcome address by Ekaterine Maisuradze - the President of Union of Business Ladies. |
| 09:40-10:40 | An address by Dimitry Kumsishvili -First Vice Prime Minister, Minister of Finance of Georgia <ul style="list-style-type: none"> • Georgian Market Potential An address by Giorgi Gakharia - Minister of Economy and Sustainable Development of Georgia <ul style="list-style-type: none"> • Investment Opportunities in Georgia • Tourism and Hospitality Development in Georgia |
| 10:40 - 11:10 | Building global business networks and latest entrepreneurial trends in different cultures Ketevan Bochorishvili - Tbilisi, Georgia - Executive Director of Anaklia City, former Vice Minister of Economy and Sustainable Development of Georgia. |
| 11:10 - 11:45 | Recognizing opportunities in business Christy Largent - California, USA - Employee engagement keynote speaker for the Healthcare and Finance industries and a best-selling author. |
| 11:45 - 12:20 | Business ethics in different cultures; Investment analysis for US, Europe and Africa Charlie Dove Edwin - London, UK - Founder of Suraci Research Group, Associate Professor at Richmond University, with the background in investment banking in US and European investments banks, specializing in the European industrials sector. |
| 12:20 - 14:00 | Networking Luncheon |
| 14:00 - 14:20 | Social entrepreneurship as an alternative to success and self development; Strategies to blend and update historical trends to the pave of success. Viviane Afene Gille from France - Reims, France - A town councilor in Baconnes, Champagne region; Co-owner of the house of wine in France and an active contributor to African charities |
| 14:20 - 14:40 | How women entrepreneurs can help the diversity problem in tech areas: diversity management in the context of Corporate Social Responsibility Jessica Lam - Beijing, China - Co-Founder of Kaiterra, She Loves Tech Global Ambassador. Recognized on the Forbes “30 Under 30 Asia 2017 list”. |
| 14:40 - 15:00 | Why women’s participation is important in the business fraternity. Maggie Semple - London, UK - Successful business woman and entrepreneur, Owner of The Experience Corps Ltd and Maggie Semple Limited. Member of the Queen’s Counsel Selection Panel. Non-Executive Director of the Criminal Cases Review Commission. Cited in the World Who’s Who. Awarded an Order of the British Empire OBE. |
| 15:00 - 15:30 | Networking Coffee Break |
| 15:30 - 16:10 | Panel Discussion 1: Challenges and solutions of being a woman in business; How women in business maintain work-life balance Moderator: Sophie Ibbotson - London, UK - Entrepreneur and international business consultant. Founding partner at Glacex LLP. University of Cambridge. Maggie Semple - London, UK Natia Sirabidze - Batumi, Georgia - CEO at Mardi Holding. Former Minister of Education of Ajara Autonomous Republic. An Honorary Citizen of San Diego, California. Mako Abashidze - London, UK - Co-Founder of the British Georgian Chamber of Commerce. |
| 16:10 - 16:30 | How to develop and support entrepreneurship among women to strengthen their status economically and socially Sanem Otkar - Istanbul, Turkey - Founder of Turkish Direct Marketing Association (DPID). President at The Women Entrepreneurs Association of Turkey (KAGIDER). Managing partner at directComm. |
| 16:30 - 17:10 | Panel Discussion 2: The importance of cross-cultural business communications Christy Largent - California, USA Viviane Afene Gille - Reims, France Sanem Otkar - Istanbul, Turkey Nona Mamulashvili - Tbilisi, Georgia Jessica Lam - Beijing, China |
| 17:10 - 17:30 | Closing Remarks |

GLOBAL BUSINESS FORUM

SPEAKERS *and* MODERATORS



Ketevan Bochorishvili from Tbilisi, Georgia

Executive Director of Anaklia City, former Vice Minister of Economy and Sustainable Development of Georgia. Counting 17 years of management experience including 7 years of her dedication to Georgia's public sector as a senior executive, Ketevan has successfully served her term in the Ministry of Economy and Sustainable Development, under four consecutive leaderships of two democratically elected governments. She gained her main competences through breakthrough achievements in Economic Policy, FDI Attraction, SME Sector Development, Export Promotion and Development, Tourism Development, R&D, National and International Promotion Campaigns.



Charlie Dove Edwin from London, UK

Owner at Suraci Research, an investment analyst specializing in European industrials sector, Charlie and the team provides consultancy, research advice and assists with fundraising for investment ideas in Africa. The company focuses on identifying attractive business opportunities that stem from changing long term global demographic changes and economic imbalances. Suraci Research draws on the expertise of associates across different sectors including projects in the natural resources sector, media, construction services and care sectors.

Additionally, Charlie is Adjunct Associate Professor at The American International University in London, teaches one of the most crucial issues of business sector like Fun-

damental Analysis, Corporate Finance, International Finance, Financial Institutions & Markets, Managerial Accounting and Country Risk Analysis.



Christy Largent from California, USA

Best Selling Author & Employee Engagement Keynote Speaker, Christy helps leaders to increase employee engagement, create a more positive workplace and increase profits by utilizing her unique Engaged Employee System.

Christy is a dynamic, interactive and content rich speaker, delivering the focused results that you are looking for. Her vibrant energy, interactive presentations inspire the audience to reframe their mindset for a competitive advantage, to create positive connections for maximized engagement and to live out their passions and purpose with clients and coworkers



Maggie Semple from London, UK

Maggie is a successful business woman and entrepreneur. She owns The Experience Corps Ltd, a global business management consultancy and Maggie Semple Ltd, a bespoke women's British fashion brand. Maggie has held a number of senior roles including being a member of several high profile UK Government and European Union task groups and has represented the UK in Greece and Hong Kong. Maggie was a Civil Service Commissioner responsible for upholding the values of appointment on merit. She serves on a range of Boards. She is a member of the Queen's Counsel Selection Panel. Maggie is cited in the World's Who Who; she was awarded an OBE in 2001.



Viviane Afene Gille from Reims, France

A town councilor in Baconnes, Champagne region; Co-owner of the house of wine in France; Viviane served the First Lady of Gabon, Edith Lucie Bongo. The experience to be with First Lady during their activities motivated her immensely to serve humanity in Gabon and around the world. The woman with spirit greatly desires to aid women growth from developing countries in every direction. Viviane is an active contributor to African charities. She has been working closely with charity organizations like Red Cross, Court house, Robert Debre General Hospital, Organization for special kids (Deaf) and many other private organizations with the purpose of pushing human race to a beautiful world.

GLOBAL BUSINESS FORUM

SPEAKERS and MODERATORS



Mako Abashidze from London, UK

Graduated from the Tbilisi State University 1991, BA in Psychology and worked in the Institute of Psychology in Georgia till 1992 as a researcher.

In 1993, Mako moved to London and has held positions with various UK companies since then, mainly dealing with the CIS market. She co-founded The British Georgian Chamber of Commerce with Lord Cromwell in 2007.



Natia Sirabidze from Batumi, Georgia

Former Minister of Education of Ajara Autonomous Republic, present executive director of Mardi Holding, bestselling author and Mass Communication Specialist, Natia additionally has eight years of experience in leadership positions in public relations, including the Constitutional Court of Georgia and the Government of the Autonomous Republic of Adjara. Natia is awarded the most prestigious award 'Order of Pegasus' at the University of Central Florida, she is an Honorary Citizen of San Diego (California).



Jessica Lam from Beijing, China

Co-Founder of Kaiterra, She Loves Tech Global Ambassador, recognized on the Forbes "30 Under 30 Asia 2017 list"; Beijing, China

Born and raised in Vancouver, Canada, Jessica moved to Beijing in 2014 and co-founded Kaiterra: a startup focused on monitoring and mapping the world's air. In the past two years, Kaiterra has experienced over 500% year-on-year growth and its Laser Egg smart air quality monitor is for sale in all the Apple Stores across China.



Sophie Ibbotson from London, UK

University of Cambridge; Entrepreneur and International Business Consultant.

As a founding partner at Glacex LLP - a London-based investment and consultancy firm with interest in the banking, commodities, and strategic infrastructure sectors - Sophie is specializing in investment opportunities in Asia and the former Soviet Union. Her diverse set of responsibilities includes business development, account management, and asset management.



Sanem Otkar from Istanbul, Turkey

President at The Women Entrepreneurs Association of Turkey (KAGIDER) & managing partner at directComm. Having worked for leading brands in communication, sales and marketing consulting and many other sectors of Turkey, her numerous work and projects have been awarded multiple times. Sanem is enlisted in the Top Ten Women Entrepreneurs of Turkey in 2010 and one of the 8 as Women To Watch in 2016. She is founder of highly successful companies like Turkish Direct Marketing Association (TDMA), directComm and Limonsocial. Sanem has served as President and Head of Board 2007-2009 for TDMA. She has been active member of KAGIDER, the Women Entrepreneurs Association of Turkey since 2010 and has volunteered in many women empowerment projects as leader, mentor or participant. Since May 2015, she is the President of KAGIDER. She is also a member of W20 Steering Committee.

GALA DINNER- September 15, 2017

Black tie or traditional.

19:30 - Pick-up for the venue

20:30 - Welcoming drink

21:00 - Gala dinner, cultural performance



To better demonstrate our unique hospitality, Global Business Forum team designed a special program, that includes traditional folk music and national ballet performances by well-known Georgian artists. Georgian unique polyphonic singing is inscribed in 2008 on the Representative List of the Intangible Cultural Heritage of Humanity UNESCO.

EVENT VENUE

Luxury Hotel Biltmore Tbilisi

The Global Business Forum will be held at Biltmore Hotel Tbilisi. All registered attendees and Union of Business Ladies members will enjoy 15% discount on room bookings in Tbilisi Biltmore Hotel. The hotel will provide transfers to all our guests. VIP services will be available on request.



www.millenniumhotels.com/en/tbilisi/the-biltmore-hotel-tbilisi

TICKET INFORMATION

Early bird tickets available before July 30: \$750

Ticket price after July 30: \$900

Price without accommodation before July 30: \$550

Price without accommodation after July 30: \$750

Global Business Forum ticket include: airport transfers, participation in the Global Business Forum, attendance certificate, two nights stay at Biltmore (p/p in DBL room), Gala Dinner, complimentary tour on September 16.

Register here www.ubl.ge/event/registrations

COMPLIMENTARY TOURS

On September 16th, international delegates are having the amazing opportunity to select one of the desired tours, organized by IRC Tour; Wine Tour, Cultural Tour, Shopping and City Sightseeing



Kakheti Region - World's Cradle of Wine

The tour includes pick-up from the hotel, transfer to Kakheti region, visiting Alaverdi monastery and spectacular Gremi Castle. After the historical part, transfer to Tsinandali museum for unique Tsinandali wine tasting.

Tbilisi - Mtskheta Tour

The tour includes pick-up from the hotel, Tbilisi City Sightseeing, transfer to the ancient capital of Georgia - Mtskheta, which is under UNESCO protection.



Shopping and Sightseeing

After Tbilisi sightseeing, the guests will be taken to the famous Tbilisi Mall (by RAKEEN Development), which is the first largest shopping mall in the South Caucasus, that meets international standards.



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Georgia – Country of Endless Opportunities

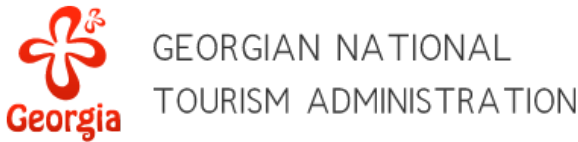
Located between Europe and Asia on a historical “Silk Road,” Georgia offers amazing cluster of cultures, religions, fascinating landscapes and ancient history. The country’s geographically favorable location, history, hospitality and safe business environment contributes that more and more people are becoming interested in Georgia. Few of the Earth’s small nations can offer as much as Georgia in terms of tourism, business and investment.

Free access to 900 million markets without customs duty! Georgia’s liberal trade regimes provide investors with a favorable opportunity to not only access the country’s 3.7 m residents, but the wider region’s markets, as a direct result of the absence of customs and import tariffs. To date, Georgia has signed FTAs with CIS countries and People’s Republic of China, The Association Agreement (“AA”) with EU, including Deep and Comprehensive Free Trade Agreement (“DCFTA”). FTA with EFTA countries, giving Georgian products duty free access to markets of Iceland, Liechtenstein, Norway and Switzerland. General Schemes of Preference for Georgia with the US, Canada, and Japan have also been applied for, with the result being lower tariffs on 3,400 goods exported from Georgia. Additionally, Georgia is a member of the World Trade Organization (WTO) since 2000.

The country has vast natural resources, forests, hydropower and economic activities include agricultural cultivation of citrus fruits, hazelnuts, tea and especially winery. Georgia Cradle of Wine is one of the oldest wine producing regions of the world. Exporting 50 million bottles of wine to 53 countries in 2016 has increased wine export by 38%.

Robust and significant changes of the recent years clearly put the country among the world’s top preferable destination for tourism and business. Georgia listed among VOGUE’s 10 hottest travel destinations of 2017, also named among Tripadvisor’s top best travel destinations for this year. It has to be emphasized that Georgia is ranked among 10 safest countries with visa liberalization regime in Schengen zone. Citizens of 94 countries may enter and stay in Georgia without a visa for full 1 year. Visitors who are holders of valid visas or/and residence permits of 50 countries may enter and stay in Georgia without visa for 90 days in any 180 day period. Georgia is ready to welcome and host guests from all corners of the world.

SPECIAL THANKS TO OUR PARTNERS





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