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DESTINATIONS   
BY GERMAN OUTSOURCING ASSOCIATION

# GEORGIA

## OUTSOURCING DESTINATION GUIDE

**MARKET  
EXAMPLES  
CONTACTS**

Independent  
information  
guide by  
German  
Outsourcing  
Association

LOCATION  
ENGAGEMENT  
KNOWLEDGE

GEORGIA  
HIGH-SKILLED  
ITO & BPO  
SERVICES

# Outsourcing Destination Guide Georgia

We present with the Outsourcing Guide Georgia the capabilities and actors of the Georgian ICT and business services sector.

We showcase unique solutions by Georgian industry experts in the form of case studies and project reports.

As a result, we help decision-makers to understand better the advantages and conditions in working with Georgian ICT and business process service providers.

**6 - Foreword**

**8 - Market Overview**

**30 - Location Map**

**32 - Industry Insights and cases**

**64 - Contacts & Company Profiles**

**82 - Official Partners**

Independent information guide by Deutscher Outsourcing Verband e.V. (German Outsourcing Association) as a joint initiative with Enterprise Georgia.







## AXIS TOWERS, TBILISI

Image: Axis



**By Mikheil Khidureli, CEO of Enterprise Georgia** - It is my pleasure to have this opportunity to showcase our organization's activities and involvement in advancing Georgia's business services outsourcing industry.

Established in 2014, Enterprise Georgia, a state economic development organization aligned under the Ministry of Economy and Sustainable Development of Georgia, the agency is responsible for the support of local businesses through access to finance mechanism, export promotion, and FDI attraction. "Invest in Georgia" is an arm of the agency with the mandate to attract foreign direct investments to the country and acts as the initial contact point and "one-stop-shop" for foreign investors. We stand ready to elaborate on the needs of

*international companies in the process of starting and expanding business operations in Georgia.*

*The business services outsourcing sector is relatively new for the country, but considering the country's competitive proposition, Georgia has managed to attract several international companies, such as Majorel (formerly Arvato), Evolution Gaming, Base4, CMX solutions, and more. The sector is an essential priority in the country's investment promotion strategy, and we see a tremendous potential to position Georgia as the next Eastern European outsourcing hub.*

*The country's superior business environment, cost efficiencies, young and productive workforce with foreign language and technical skills possess the opportunity to attract more international companies enabling them to leverage untapped potential and deliver high-quality business and tech-enabled services to their regional and global clients.*



*We are continuously strengthening the country's awareness as an attractive investment destination, working to develop sector support initiatives, and contributing to the improvement of the quantity and quality of the labour pool. We are committed to delivering exceptional service to all potential and existing investors to support their development plans.*

*The idea to publish the Outsourcing Destination Guide Georgia emerged by growing interest from the German-speaking market of sourcing of voice and non-voice services from Georgia, and a valuable industry expertise and net-*

*work of German Outsourcing Association.*

*I believe that forthcoming pages of the guide will enable readers to understand the key capabilities of Georgia as an attractive investment destination, attributes concerning the availability of talent pool, and success stories of business and IT services providers operating in Georgia.*

*We appreciate the developers of this report and are grateful for the time you have attributed to reading it.*

*We look forward to seeing you in Georgia!*

**Mikheil Khidureli**

CEO of Enterprise Georgia



# GEORGIA'S ICT & BUSINESS SERVICES INDUSTRY



## 10 ICT & BSS Sector Overview - A Rising Eastern European Outsourcing Destination

ICT & BSS sector overview

# A Rising Eastern European Outsourcing Destination

By Natia Parekhelashvili, Senior Investor  
Relations Manager at Enterprise Georgia



Located at the crossroads of Europe and Asia, Georgia is ranked 7<sup>th</sup> globally in the World Bank's Ease of Doing Business annual index. This small Eastern European country boasts not only a secure and accessible investment environment but also a rich, diverse cultural heritage and unspoiled nature coupled with the booming tourism industry.

Georgia's labour market is flexible, and literacy rates are close to 100%, with about 60% of Georgia's population living in metropolitan areas. The country has an Association Agreement with the EU, which includes Deep and Comprehensive Free Trade Area and Visa-free travel. The cultural proximity to the EU is also supported by the legislation alignment and a mapped-out reforms agenda aimed at better integration.

Georgia boasts the world's third-lowest total tax and contribution rate on profit - 9.9% and corporate income tax

is levied only on distributed profits, making it an attractive business environment. Georgia also has the lowest labour tax rate in the world, according to the World Economic Forum. These tax rates relate to the mandatory contributions on labour paid by businesses. Given the location, time proximity at GMT+4, the talent pool at much-reduced costs, Georgia remains an excellent option for finding the right people and forming teams for sourcing of high-quality business and tech-enabled services. The country's culture has distinct similarities to the west, which extend into an identical business approach and work style coupled with the fluency of young professionals in the English language allowing smooth communication for cross-border business operations.

The recent growth of Georgia's Business Services sector has been evident. Georgia is fast becoming an attractive destination for contact centre

7th



WORLD BANK GROUP

## Ease of Doing Business 2020

*Georgia ranks 2nd among the countries in Europe - Up from #112 in 2005*

12th



The Heritage Foundation

## Index of Economic Freedom 2020

*Georgia Ranks 7th and 11th in Trade Freedom and Business Freedom Respectively*

4th



NUMBEO

## Safety Index 2020

*Georgia Ranks 1st in Europe in Safety index*

*"Strong multi-lingual talent pool with significant cost arbitrage over other European locations" - Everest Group*



*Logos of some of the leading local and international IT & Business services providers operating in Georgia*

services and non-voice business processes. Several international global businesses & IT services providers, and prominent local small and medium-sized companies are already serving international clients from Georgia, including brands from Fortune 500.

Most common services already provided from Georgia are multilingual customer support, IT outsourcing/remote technical support, financial and accounting (F&A) services, architecture, design and engineering services (ADE). Major industries served from Georgia include E-commerce, Travel and Hospitality, Tech, Social Media, Gambling and Online Gaming.

The early adopters in the business services sector were initially attracted to the country for multilingual voice services in German, English, and Russian. Soon after, the non-voice business process and IT-relat-

ed positions became part of a promising growth with the further potential to increase digital services delivery and innovation-led IT processes (Blockchain, Fintech, ML/AI).

Current amount of total workforce engaged in offshore IT-BPS operations is around 5,000, indicating that the country has untapped potential with the unsaturated market and much lower attrition rates close to 15% compared to mature EMEA locations. Foreign companies recently invested in IT&BP include Majorel, Evolution Gaming, CMX Solutions, Base 4, Flat Rock Technology, Olmait, Dac Services and Solutions, Netex and more.

Throughout 2014-2018, turnover of business services sector (offshore and onshore activities, excluding architecture, design and engineering services) grew at a CAGR of 22% and reached 113.14 Million USD in 2018. The country's ex-



port of IT and business-related services amounted to 84.5 million USD in 2018.

## Talent Pool

The education system of Georgia is being geared towards labour market requirements. The country is a member of the Bologna Process since 2005, which ensures standards and quality of higher-education qualifications. Currently, there are 62 HEIs and 66 VETs in the

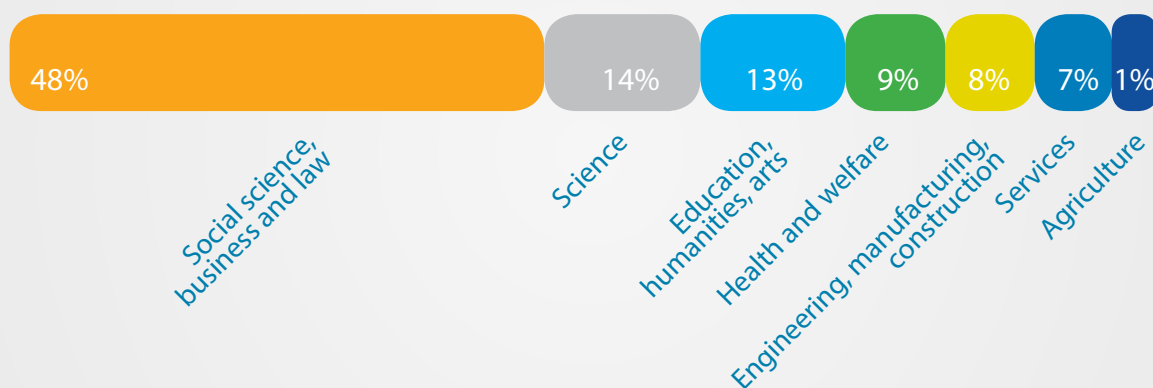
country. English is a mandatory foreign language taught at universities. However, 10-20% of students choose German and other European languages as their 2nd option.

Leading universities with the number of students, variety of foreign language courses and enrolling student intake in STEM programs include Tbilisi State University, Ilia State University, and Georgian Technical University. The upcoming project of new flagship regional

higher educational institution - Kutaisi International University (KIU) will receive the first intake of enrolling students in September 2020. Total project budget amounts to 1 billion Euros. The university will deliver study programs in Science and Computing, Mathematics, Management and will be based on the Technical University of Munich (TUM) model.

The average annual amount of tertiary graduates in the country is 24,000. Over the past five

### Distribution of graduates by field of study in percent (2015-2019)



Source: Enterprise Georgia

### Average gross annual fixed pay in USD\*

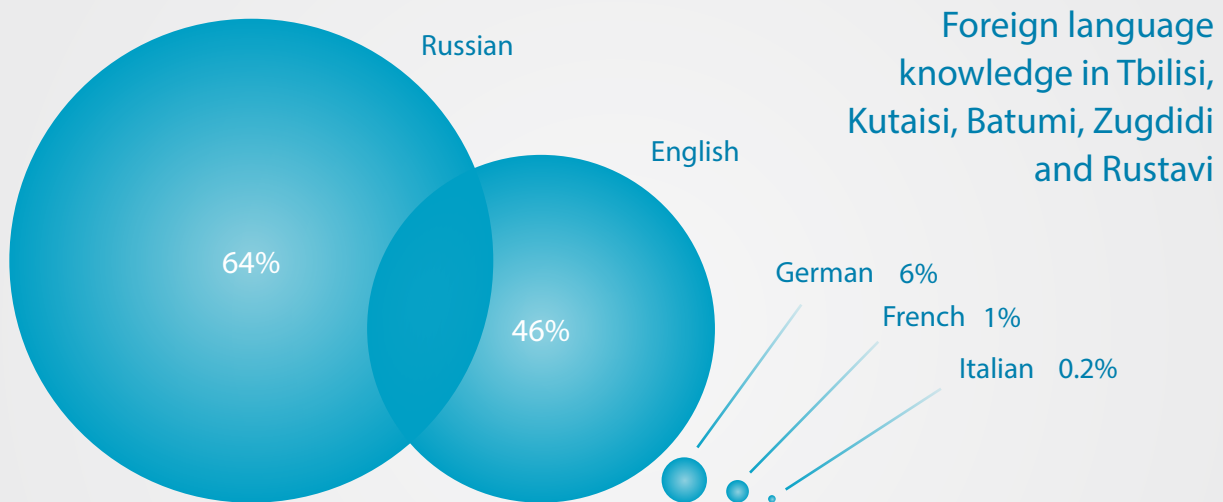


Source: 2019 General Industry Compensation and benefits Survey, Prepared by EY Georgia

years, around 70% of students graduated from programs of education and humanities, business administration, law, social sciences, science and IT delivering 18,000 individuals annually as a fresh talent pool to be employed in the business services sector. STEM-re-

lated graduate output of 3,000 may seem modest, but within the country size still represents a significant surplus enabling foreign companies to recruit a young and productive workforce responsive to further training.

Foreign language skills of fresh talent have become a significant prerequisite for the growth of multilingual BPO business in Georgia. Some of the leading Georgian universities offer elective courses in more than 15 foreign languages, and the country has a



Note: survey results are based on yes/no answers. Following the initial language competency survey, about a third of the respondents agreed to verify their skills through verbal testing that showed over 90% respondent success rate.

Source: Deloitte research on BPO&SSC investment potential of Georgia

sizeable talent pool in English, Russian, German and several regional as well as Western European language speakers.

Local universities offer 177 degree and professional programs in foreign languages, including the ones in English, Russian, Georgian-English, Georgian-French, Georgian-German, Georgian-Russian. There are more than 150 language-training centres in

Georgia, which additionally offer courses in most demanded foreign languages.

Due to the availability of German-speaking talents, Georgia has become one of the nearshore locations for the German-speaking market for voice and non-voice business process services. As a result of cultural exchanges between Georgia and Germany, an increasing number of ter-

*"Georgia is an attractive place for developing BPO business, as there are competitive and affordable labor resources across various sectors of economy, while the business environment is safe and operational costs are considerably lower than in other eastern European countries" - Christopher Armitage, Partner, Deloitte CIS*

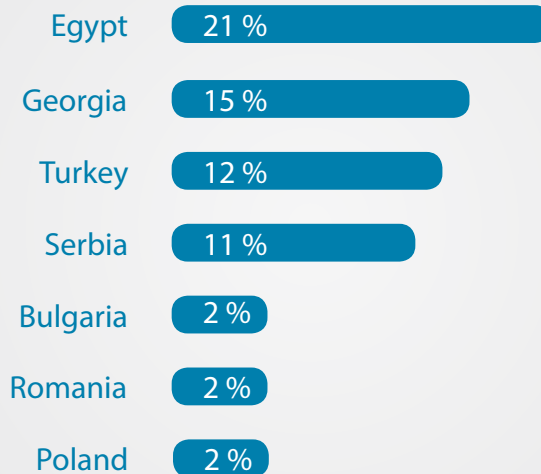


tiary students and secondary school pupils study German language courses every year.

There are 14 German schools in the country located in all major cities, and the leading language training institution is Goethe Institut Georgien. German language as an elective course is taught in more than 15 universities of Georgia and one of the largest university – Georgian Technical University – is implementing German-Georgian joint degree program in Logistics.

Tbilisi, the capital of Georgia, dominates the country in terms of the population having 1.5 million inhabitants and with the largest concentration of educational institutions; however, regional centres such as Kutaisi, Batumi possess significant potential to develop as a tier 2 locations due to the availability of universities, multilingual talent, well-connected internet infrastructure and international airports.

### Unemployment with advanced education (% of total labour force with advanced education)\*

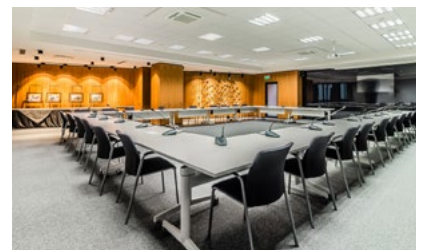


Source: FDI Intelligence by Financial Times

According to the Deloitte research on BPO&SSC investment potential of Georgia, around 500,000 persons are living in Tbilisi and other regional centres, such as Batumi, Kutaisi, Telavi and Zugdidi with proficiency in main European languages.

The unemployment rate in the country is 11.6%. Fifty-six percent of the unemployed population is in the 20-40 age

group. According to FDI Intelligence, Georgia has one of the highest amounts of unemployed individuals with advanced education in EMEA, enabling foreign investors to leverage the untapped talent pool to scale operations.



## Infrastructure and business operating costs

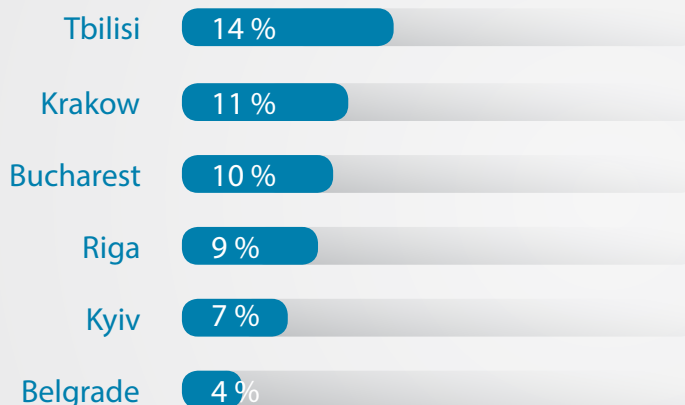
High-quality internet infrastructure is a critical factor for ensuring continuity of operations, which has been once again demonstrated during the recent pandemic crisis across all GBS locations. The majority of businesses and IT services providers in Georgia were able to switch at the work-at-home model smoothly without disruptions. All major cities of Georgia have a fast



and reliable broadband infrastructure and 4.5G internet and 80% of households have access to the internet.

Georgia is connected to international data traffic through several submarine and land fiber-optic lines coming from

### Office space vacancy rate benchmark

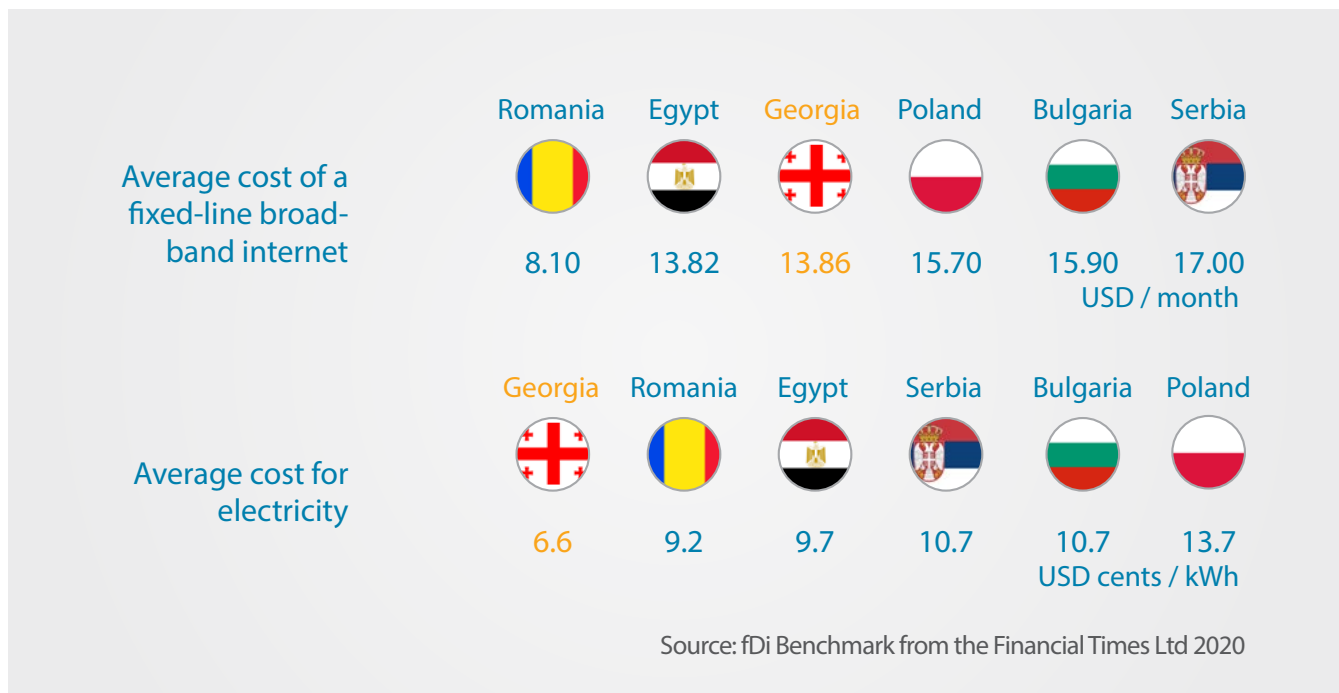


Source: NAPR, Colliers EMEA Integis, Colliers International

### Weighted average rent by class in Tbilisi, 2019 (USD, per sq.m)



Source: NAPR, Colliers international



Bulgaria, Russian Federation, and Turkey. Leading local internet operators include Magti and Silknet.

Office stock supply is around 1 million sqm in the country and Tbilisi, the capital of Georgia has the main concentration of A-class business centres. At the same time, other significant cities accommodate owner-occupied properties and stand-alone buildings suitable for business services delivery sites.

According to Colliers International Georgia, the total supply of modern business centres amounts to 193,000 sq.m. The current office stock is expected to increase by an impressive 26% by the end of 2020. In 2019, net absorption amounted to 12,000 sq.m (6% of the total stock), reflecting a slight decrease compared to 2018. The prime rent stands at USD 21.7 per sq.m, however, the further development of the market and significant growth of office stock within the next 2-3 years, should stabilize



rental rates in every class. Financial attractiveness with much lower business operating costs is notable, taking into consideration increasing wage levels in Europe. According to Everest Group, Georgia offers significant cost savings across IT& BP functions which is 75-80% lower than Croydon, UK's tier 2 location and 55-60% lower than Warsaw, Poland's Tier 1 location.

### Sector support initiatives

Enterprise Georgia (Invest in Georgia) is an economic development organization operating under the Ministry of Economy of Georgia. By selecting BPO&IT as a priority sector for FDI attraction in the country's investment strategy, the agency has once again demonstrated its willingness to support global companies in expanding business operations to Georgia.

Enterprise Georgia (Invest in Georgia) serves as a one-stop-shop for foreign companies. It is an initial contact point facilitating investment process by providing in-depth tailored market and industry insights, providing advice on business costs, information concerning the local labour and legal framework, organizing a country visit for the location assessment process and introduce local counterparts, continuous support to BPO & IT investors is being provided



Photo: Tech Park Tbilisi, Source: Georgia's Innovation and Technology Agency

before, during, and after investing. Furthermore, Enterprise Georgia can contribute to new FDI projects by co-financing training-related costs.

Georgia's Innovation and Technology Agency (GITA) under the Ministry of Sustainable Development of Georgia was established in 2014 as a main coordinator and mediator of the innovation ecosystem development in the country.

The agency has the mandate to stimulate innovative activities, R&D commercialization and technology transfer, provide support to innovative startups and contribute to their growth, facilitate cooperation between businesses and scientific/research institutions.

With the support of the World Bank, GITA is implementing - Georgia National Innovation Ecosystem (GENIE) project. The main objectives of the project are to increase innovative activities of the micro, small, and medium-sized enterprises (MSMEs), including startups, and individuals in Georgia and

their participation in the digital economy.

The agency is implementing various activities to contribute to ICT sector development, including training of 3000 specialists in the most demanded specializations of IT. Together with @workfromgeorgia, the agency launched the Digital Nomads' attraction campaign in 2019.

Within the initiative, the first ever-virtual co-working platform has been created. The virtual joint co-working space [www.workfromgeorgia.com](http://www.workfromgeorgia.com) is free of charge platform, where any Georgian company/organization can be registered as a host, and Digital Nomads can book the working space.

Along with government authorities, the number of international donor organizations support the development of knowledge-based industries in Georgia:



## **GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH):**

On behalf of the German Government, GIZ in Georgia amongst other activities support Georgian business companies in identifying export opportunities and strengthening competitiveness.

Funded by the German Government, the European Union and other international actors, the work of GIZ is always conducted in the frame of clearly defined mandates. It currently includes the development of innovative approaches and solutions on the policy level as well as for Small- and Medium-Sized Enterprises (SME) in selected sectors.

In the framework of an earlier EU and German Government funded project GIZ as well supported the establishment of the Georgian ICT Cluster that successfully unites leading companies operating on

the Georgian ICT market around a common vision: enabling member companies to become more competitive, cross-border businesses and deliver high-quality ICT products and services worldwide.



## **The USAID Economic Security Program:**

Newly started USAID economic security program's one of the targeted sectors is shared intellectual services (or business process outsourcing). Under this sector, the Program highlights several business activities: information and communications technology (ICT), customer relationship management (CRM), architecture design and engineering (ADE), finance and accounting (F&A), human resources (HR), and e-commerce. As with all its interventions in its target sectors, the Program takes a commercial approach that focuses on the creation of high-value jobs, investment, and increased revenues. The Program offers multiple



support mechanisms relevant for foreign investors who wish to expand their BPO business in Georgia, such as:

**Workforce Development component:** Program works directly with universities and training facilities to establish a strong pipeline of employees for businesses in relevant sectors based on the needs of local MSMEs.

**Grants Fund:** Each grant has a maximum award amount of \$100,000 and among other purposes, can be utilized for fostering foreign direct investments aimed at creation of high-value jobs and increased revenues of businesses in Georgia.

**Partnership Development Fund (PDF):** The PDF is an essential part of the Program's private sector engagement strategy that will blend its finance to expand opportunities. The PDF drives deeper local and international private

sector engagement across all the Program's sectors and value chains. The result of support from the PDF mechanism must be a public-private partnership (PPP) or global development alliance (GDA).

**Market Linkages program:** Through the Program's existing interventions or from potential opportunities, the team links businesses to businesses (B2B) to ensure that all its beneficiaries and partners have access to the best and widest array of business options.

*Disclaimer: The opinion shared in this publication do not necessarily reflect views of the United States Agency for International Development or the United States Government*

### Economy at a glance

Located in the Caucasus region, on the coast of the Black Sea, Georgia is geographically well-positioned as a gateway between Europe and Asia. The country is ideally situated for

easy access to most major European, Central Asian and Middle Eastern markets and has free trade agreements (FTAs) with most of them, including both EU and China. In this way, Georgia already boasts the majority of preconditions required to become a regional business hub.

Since emerging from the collapse of the Soviet Union and regaining independence in 1991, effective reforms in economic policies and governance have earned Georgia a reputation of the top regional and global reformer.

The country's success is reflected in many different well-recognized international rankings: Georgia holds 7th position in World Bank's Ease of Doing Business index 2020, 12th position worldwide in terms of Economic Freedom index by Heritage Foundation, 4th Safest country in the world according to Numbeo's crime index and 3rd least tax burden

country globally according to World Bank. The predictability of political and investment climate is ensured by the Association Agreement signed with the European Union in 2014.

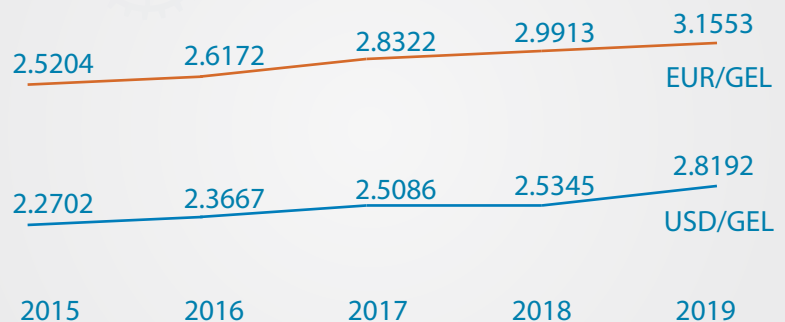
Over the past five years, the Georgian economy remained on the path of sustained eco-

Inflation, consumer prices (annual %)



Sources: [www.geostat.ge](http://www.geostat.ge)

Exchange rates, period average



economic growth with a 4.1% average annual real GDP growth rate. Economic output in 2019 expanded by 5.1%, driven mainly by growth in trade, tourism and hospitality, industry / manufacturing, transport and communication. The country attracted 7.9 bln USD of FDI during 2015 - 2019.

To maintain price stability, and to minimize fluctuations in economic growth, the monetary policy of the National Bank of Georgia relies on a regime of inflation targeting. Inflation targets have been set at 3% for current and upcoming years.

The national currency of the country is Georgian Lari (GEL). The fluctuations of the national currency in recent years was primarily caused by external conditions. However, Georgia has performed better than other countries in the region, and it had a limited effect on the export of goods and services.

Georgia has a well-developed and robust banking system. Currently, 15 commercial banks are operating in the country. Among them, two largest commercial banks – The Bank of Georgia and TBC Bank are listed on the London Stock Exchange.

### Taxation and business registration

Georgia's stable economic development, liberal and free-market-oriented policy, low and flat taxes, simplified procedures present a solid ground of smooth business operations for foreign investors. Georgia has only six flat fees, from 2017 the country implemented significant tax reform, meaning that profit tax is deductible only in case of profit distribution, on reinvested profit, it is 0%. Additionally, IT-businesses can acquire a status of "Virtual Zone Entity" meaning that their ICT servic-



## Taxation information

Georgia boasts the world's third-lowest total tax and contribution rate on profit.



0 % / 15 %

Corporate  
profit tax



18 %

Value added  
tax



< 1 %

Property tax



20 %

Personal  
income tax



0%/5%/12%

Import tax  
(goods  
specific)

3<sup>rd</sup>

Least tax burden country in  
the world by total tax rate  
(% of profit)

2

Pension contribution\* – 2%  
paid by Employer, 2% paid  
by Employee

4

Free industrial zones

56

Double taxation avoidance  
treaties with 56 countries

\*up to 2% paid by Government until savings reach 60,000 GEL Source: Enterprise Georgia, Icons: 123rf.com

es export-related activities will  
be exempt from profit tax.

Georgia has one of the lowest  
salary-related tax burdens in  
Eastern Europe. Personal in-  
come tax paid from salary is  
flat 20%, and unlike to most  
of Central and Eastern Euro-

pean countries, employer is  
only obliged to pay 2% from  
employee's salary as a man-  
datory pension contribution.  
There are no additional social  
security premiums to be paid  
by businesses on behalf of em-  
ployees.

1st



## **WJP Rule of Law Index 2020 - Eastern Europe & Central Asia Region**

*Georgia Ranks 7th in the group of Upper Middle Income countries and 42nd in overall ranking*

Business incorporation is fast and straightforward, and registration can be completed within one working day from the date the application is submitted or the procedure can be fast-tracked and finished the day of the application. There are no restrictions on foreign ownership.

Incorporation of business entities is carried out by the National Agency of Public Registry, a legal entity under the Ministry of Justice of Georgia ([www.napr.gov.ge](http://www.napr.gov.ge)) and all services needed for the business registration are provided by the Public Registry through the Public Service Hall ([www.psh.gov.ge](http://www.psh.gov.ge)).

Upon registration, business entities / branches are assigned an identification number and deemed officially established business entities. More than 20,000 customers visit 24 Public Service Hall branches

throughout Georgia daily. Customers have access to more than 400 public services in one space. To create maximum comfort for customers, Public Service Hall is continuously expanding its service portfolio.

The Georgian labour code provides extremely flexible conditions for employment. There is no minimum wage limit, compensation for labour is based entirely on an agreement between employer and employee. The labour code specifies a maximum duration of working time per week, which should not exceed 40 hours.

Additionally, it is possible to arrange a working process in different shifts. Payment of overtime hours must be more than usual working hours, and the employment contract defines the exact amount. Besides, work permits are not required in Georgia and citizens of 95 countries can stay in the

1st



## **TRACE Matrix 2019 - Interaction: Contact with government**

*Georgia Ranks 27th in overall ranking out of 200 countries*

country without a visa during whole one year, this helps attract professional employees from other countries in the wider region.

## Business continuity during pandemic and beyond

The past couple of months have been challenging for the world across every industry. Even though it has not been easy to deal with unprecedented challenges, Georgia's success in controlling the spread of the virus and treating the patients has been applauded by the international communi-

ty. Rigorous testing and epidemiological work have ensured that the virus was contained. As of July 17th, the country has reported only 1010 total and 110 active cases with only 4 deaths per 1 million population.

Georgia's success in the fight against Covid-19 has displayed the efficiency of the government and strong social responsibility of the people, which will consequently result in fast economic recovery and strong development trends in the country. Georgia has once again demonstrated that it's a place where business-operating costs can be lowered

*"Tbilisi is the capital of Georgia, a country that has been one of the least affected in the world by the coronavirus. The country reacted very quickly with measures that kept the epidemic at an extremely low level" - European Best Destinations*

1st



DEEP KNOWLEDGE GROUP

### COVID-19 Safety Ranking

*Eastern Europe and Central Asia*

2nd

GLOBAL HEALTH SECURITY INDEX 2019

**Medical countermeasures and personnel deployment**

**Healthcare access**



*"On the Black Sea, Georgia rebrands as a holiday haven from the pandemic" - The Washington Post*

*"Georgia stands out among the European crowd as a country that has coped unexpectedly well with the global pandemic" - Telegraph UK*

coupled with reduced risks. The country has started lifting the majority of restrictions, all business activities have been resumed by the end of May. Georgia was one of the first countries to create and implement new hospitality service standards meaning that hotels, transportation, catering and other directions are ready for safe tourism having handled up to 20,000 people during quarantine project.

Well-developed infrastructure with a robust IT network and connectivity enabled local IT and business services providers to implement work-at-home solutions to ensure business continuity and safety of employees. With this, Georgia can competitively respond future shifts in GBS industry such as increased demand for remote work and mixed models between work-at-home and office operations.



**About the author:** Natia Parekhelashvili has more than seven years of experience of working for governmental organizations and private companies in the field of investor relations, FDI promotion, banking and microfinance, startups, sales, and customer relations. In the role of Senior Investor Relations Manager, she is responsible for

the business, and IT services investment attraction portfolio of Enterprise Georgia/Invest in Georgia. She has worked on projects across different industries committed to developing strong business relationships with foreign companies, assisting them in identifying the right business expansion opportunities in Georgia.



**INVEST IN GEORGIA**

**Investment and cooperation  
opportunities in the ICT and  
business process services  
sector:**

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HR**

**Contact Centres**

**IT & Technology**

**Architecture, Design & Engineering**

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**to learn more!**

# LOCATION



Russia  
Black Sea  
Turkey  
Armenia  
Azerbaijan





Population	3,716,858 (2020)
Official language	Georgian
Capital	Tbilisi
Currency	Georgian lari (GEL)
GDP per capita	4 763.5 USD (2019)
Time zone	GMT +4





# INDUSTRY INSIGHTS & CASES

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34	Exponential Growth in Georgia: An Interview with Majorel's Country Manager
40	Building a Multidimensional Medical Data Sharing and Analysis Platform
46	Why Tbilisi? A success story of finding a new R&D location
52	The Development Process of Oppa Wallet by Wandio
58	Outsourcing Architectural and Engineering Services

# Exponential Growth in Georgia

# Interview with

# Majorel's

# Country Manager

Alexander Mironenko,  
Country Manager at Majorel



We have had the chance to interview Mr. Alexander Mironenko, the Country Manager at Majorel Georgia.

Majorel came into being in January 2019 when Bertelsmann and Saham joined hands to create a leading customer service organisation. The company brings together Arvato CRM Solutions, Phone Group, ECCO Outsourcing and Pioneers Outsourcing. Majorel serves customers across the world through their 50,000+ employees based in 29 countries in Europe, the Middle East, Africa, the Americas and Asia in 36 languages around the clock. They have more than 500 clients globally, many of which they've been working with for over ten years.

Majorel (former Arvato) started its operations in Tbilisi in September 2016. During the last years, the company grew exponentially in Georgia by opening a second office in Tbilisi and one in Kutaisi.

### **Why did Majorel choose to operate in Georgia? How does it connect to your main target markets and your headquarters?**

We, in Majorel, are aiming for a leading position in the customer experience industry in every market around the world by investing in digital customer engagement capabilities and the development of our talent pool. Georgia was a subject of interest for a long time. Entering this market was an essential step for the global strategy of our company.

The growth of the company, in terms of client portfolio and team growth, will allow us to continue to deliver the transformation and reliability to our clients need in a constantly changing world. The level of knowledge of the German language in Georgia is the foundation and basis of the company's future development and service extensions.

### **Please tell us the success story behind your growth in Georgia; how to become the largest multilingual contact centre service provider and opened new offices?**

Looking back, since 2016 up to now Majorel Georgia had an exciting journey from the start which continues up to date. We started operations in Tbilisi, with only 150 employees and one client.

In line with the global growth strategy, in 2019, we opened two additional offices, one in Kutaisi and a second in Tbilisi, expanding the geographical footprint of Majorel in Georgia. With this extension, major global brands from industries such as Travel, IT, Automotive and High-Tech Consumer Products; are now operating their customer care services and solutions from Georgia through Majorel as a trusted partner.





Photos: Majorel

In the past four years, our team grew exponentially. Now we have more than 1,100 employees contributing to our success every day. For us, Georgia is a success story and a key focus for the future. We decided to invest and grow here because of the business-friendly investment climate in Georgia. We are getting the needed support from local authorities and the private sector which have become our partners and a key asset to business growth. And of course, most of the attractive benefit is the local talent, the high-level knowledge of certain foreign languages and the level of education.

## What type of services do you provide from Georgia?

Currently, we support top global brands operating in Travel, Airlines, E-commerce, IT, and Automotive. and On-line Social Media industries

by managing their processes, content moderation and customer service in 4 major languages: German, Russian, English and Turkish. Additionally, we have a smaller scale customer service language extension such as Dutch, Italian, French and Spanish. In Majorel, we operate an integrated service design for our clients and offer them proficient customer service that provides a comprehensive and positive customer experience on different channels – be it by telephone, text chat or E-mail.

## What are your requirements for business operations/delivery/production/location-wise, and the talent pool in Georgia?

We are supporting global clients with operations in Germany, Russia, and other foreign markets. The main re-

quirement for the services we provide and business operation is the high knowledge of foreign languages and customer-centric approach. Here you can find diversity, talent pool with a high level of language skills and motivation. Apart from that, Georgia prioritizes education and continuously implements reforms upgrading the education system, for example, today in Majorel Georgia, approximately 20% of employees possess an MBA degree. In comparison, the other 80% are either graduates or active students of Bachelor Degree.

Our main goal is to develop talent within the company; thus, more than 80% of all management positions are internal promotion. Targeting entry-level candidates is an advantage in the local labour market when it comes to recruiting since the younger generation is motivated and keen to find new oppor-

tunities for employment and career development in an international environment.

While recruiting new talent, our approach is to look not only in the large cities but to also search in smaller municipalities and offer relocations packages to candidates willing to join the team. We are keen to continue steady growth in our offices in the next years. Still, we are also looking for seasonal opportunities in different locations, which means that we offer employment to the local talent, for example, people who work in the tourism sector during the summer season.

Competitive salary, incentives, perks, and benefits are and have always been the main driver of successful recruiting. But creating a pleasant work environment, healthy leadership, business transparency in means of setting the right expectations for

Here you can find a diverse talent pool with a high level of language skills and motivation.

candidates, and offering tangible development opportunities for your employees is going the extra mile when it comes employer branding strategy. All together have led to our recruiting success.

### **How did you successfully implement a work-from-home solution?**

In March 2020 thanks to the outstanding drive and commitment of our team and clients, Majorel Georgia has successfully implemented home office solutions to ensure the well-being and health of our

employees while continuing to serve our customers.

Despite the global crisis, we were able to continue our growth plans by creating new job opportunities for the local labour market. From the beginning of April, the entire recruitment-, training- and onboarding process are 100% digital. This flexibility, resilience and strength of our 1000+ employees allowed us to further grow the team with an additional 100 full-time employees in the crisis period up to date.



**About the author:** Alexander Mironenko is the Country Manager of Majorel Georgia and has more than ten years of work experience in the outsourcing and service industry. He is skilled in Operation Management, Customer Relationship Management (CRM) and Workforce Management. His leadership skills contributed to the success of managing several sites and operations in BPO industry over the years.

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# Building a Multidimensional Medical Data Sharing and Analysis Platform

By Talel Weisman, Co-founder and CEO at Olmait

Back in 2018, Olmait was approached by a VC-backed, US-based medical device startup, seeking for a cloud-based solution to complement its revolutionary point-of-care device. The startup's vision was to enable every human being access to complex tests in their domain of activity, independently and at a low cost. They wanted people to own their medical data, be able to share it with caregivers of their choice seamlessly, and use AI for life-saving analysis of that data.

In other words, they asked Olmait to build a secured, scalable cloud-based, multidimensional medical data sharing and analysis platform, taking data from multiple IoT devices and sending it to numerous healthcare institutions, private users and everything in between. Besides, applying machine learning models on the data to assess the user's health situation and predict the right treatment. All of that, while keeping the most strict American medical software standards, including FDA, HIPAA and ISO.

## Requirements from client side

Olmait was asked to perform the full cycle development of the client's cloud, software and AI products, following the supplied vision and business needs. The cloud infrastructure had to be secured, highly available and easily integrable. The software solution had to be easy to use by both medical practitioners and patients. The backend had to be robust and reliable.

## Solution development path

The project started with an initial stage, the goal of which was to analyze similar products offered by the main competitors, understand their capabilities and functionalities and based on that, develop product requirements, design implementation specifications and suggestions for development. This use case analysis and research phase were crucial



## CASE STUDY

in terms of understanding the existing landscape of the point-of-care device market. Knowledge of the standards implemented across the industry was gained, enabling the client to gain a competitive advantage over its counterparts.

Once the client approved the initial stage analysis, Olmait

proceeded to Cloud Architecture and Solution design. At the first stage, the Cloud-native Web solution was built on AWS using the latest AWS framework: Amplify. At a later stage, following the client's strategic decision, the system was entirely migrated to Oracle Cloud still using a serverless approach and the Oracle Autonomous Database. In

both versions, DevOps was at heart: automating deployment using either AWS CloudFormation or the cloud-agnostic one: Terraform.

The system is entirely serverless, with a backend built using Node.js and Python. Olmait heavily uses Python in other applications. APIs, designed according to American and



Old Town Tbilisi

Photo: Georgian National Tourism Administration

international medical data transition standards (HL7, FHIR) were built for communication with healthcare providers' EMR systems. The front end was designed to match the needs of the different user types and the functionality of the point-of-care device and built with React.

## Methodologies, strategic and management aspects

Besides the fruitful stage of the use case analysis, it was the project management method that helped Olmain guide the development work in an organised, efficient and productive way. Based on the project specificity, Olmain chose the Agile methodology and selected Scrum, considering its advantages for delivering pieces of work on an iterative and incremental basis.

The coding was done using industry best practices of code readability, proper documentation and standard code review, e.g. source versioning with GIT and Bitbucket were used as a code repository.

## Working together with the client practically

Communication with the client was another key to the successful development of the project. In the beginning, after a few video calls and exchange of written planning documents, Olmain was invited to visit the client's laboratories and HQ in California. The initial deliverables and architecture of the product were realised in a few intensive workshops, together with the client's management, hardware engineers, and scientists.

Following the successful visit, Olmain proceeded to the planning stage mentioned above and created a written details plan according to the industry standards. Moving to the development stage, Olmain has made sure to provide the client with regular updates about the progress of their work on a daily, weekly, monthly and quarterly basis, in addition to schemes and presentation as needed. Apart from that, Olmain has always been open to sharing the team's thoughts, concerns and ideas that aided mutual understanding and eventually





**About the author:** Talel Weisman is a Co-founder and CEO at Olmait. He is an experienced Chief Executive Officer with a demonstrated history of working in the computer software industry. Israeli Intelligence Elite Research Department alumni with a Bachelor of Arts - BA focused in Economics and Accounting from The Hebrew University of Jerusalem. Before Olmait, Talel served as a senior associate at BDO Israel Technology and Global cluster and held founder and CFO roles in several social businesses. Besides, he is an avid meditation practitioner.

led to better decisions and advancement of the work.

As an innovative, science-based startup, the client occasionally pivoted and changed their requirement, focusing on and adapting their product to the market needs and technology achievements. Olmait rotated its work accordingly, continually modifying and improving the product.

### Company culture

One key aspect that should be ensured for the progress of the work is proper team dynamics. Olmait encourages the team members to express their opinions freely, take initiatives and come up with new ways of doing things that make them feel an integral part of the development process. The level of

mutual support, collaboration and team spirit has consistently made Olmait proud of the development team who are core to the success of the company.

Lastly, it is all about the passion and love of the work that Olmait has. Being passionate about finding solutions to the problems encountered day by day, as well as continuous self-development, made it possible to deliver increased value over time, focusing on and adapting their product to the market needs and technology achievements. Olmait rotated its work accordingly, continually modifying and improving the product.





Business Center at Tabidze 1, Tbilisi



Source: Colliers International Georgia



Batumi



Source: Georgian National Tourism Administration





# A success story of finding a new R&D location Why Tbilisi?

By Ran Berger, co-founder and  
CEO at Flat Rock Technology



After operating from the UK, and Bulgaria for 10+ years, in 2017, we realized that we needed to consider the second R&D location. Our purpose was to scale up the operations, through expanding our engineering capacity. With this in mind, we started searching for a new location.

### What were we looking for?

Coming to Tbilisi was not our first thought. At first, we started learning about our options. We created a detailed matrix to evaluate each location so that we could make the most suitable decision. We made a list of the most important criteria that a new office location should have satisfied.

**Logistics:** Before we would go deeper into the analysis, we needed to make sure that the new location would be convenient. We wanted to ensure the easiness of business travel from other offices, and in the future, from client destinations.

#### **Easiness of doing the business:**

We were searching for the location where doing business was relatively easy. Including bureaucracy when opening a company, labour law, banking, and social duties.

#### **Employment and access to the talent pool:**

As our main goal was to increase our engineering capacity, we wanted a location, where we would get access to a large talent pool with suitable candidates.

#### **Communication in English:**

Naturally, we were searching for a country where candidates would have fluent written and spoken English, as English is our working language within the company and with our clients.

#### **Compliance with our company culture:**

Keeping the same company culture in all our offices is essential to us. Hence, one of our criteria was the culture of the new location to fit our company culture.

#### **Clients perception:**

We had to consider how well the clients would perceive our new location. As our



Even though  
Tbilisi was not  
in our initial list,  
it appeared to  
satisfy our criteria  
the most.

clientele is from Europe, we needed to open a new R&D centre in place, which was well-perceived from our existing and future clients.

**Political and economic stability:** We wanted to open our new centre in a country with a relatively stable economy and political climate. We did not want internal shifts to affect our operations or our client relations.

At this point, we already had several locations in mind. The decision process was not easy. We visited each city. We had meetings with engineers, law firms, accountants and recruitment agencies. In the end, we created profiles for each place. The list included various cities such as Bucharest, Chisinau, Skopje, Belgrade, and several others, but not Tbilisi.

### Why Tbilisi?

None of the locations we were considering was suitable for us. Hence, we started the process all over again. We started evaluating another list of cities, and Tbilisi was one of them. To make the process easier, our company hired a consultancy firm to make report and research for us on the key parameters that we wanted to evaluate. This report was key to our decision-making process. After examining and evaluating it, we decided that Tbilisi was the most suitable place to open a new centre.

Even though Tbilisi was not in our initial list, it appeared to satisfy our criteria the most. It is in a suitable time zone, which is an important part, as teams in Tbilisi need to be synced with the teams mainly in Varna, Bulgaria. The country offers a level of political and economic stability, and the location is accessible for travelling.

One of the biggest reasons why we chose Tbilisi is the ease of doing business in the country. Georgia has a notable ranking in the European region according to the ease of doing the business score. Apart from it, our analysis showed that the country had to offer a large talent pool of young professionals in the engineering field. The level of English language, affordability and availability of talent was a big determiner. After our initial visits, we could already see that onboarding the Georgian team would be a perfect fit for our organizational culture.

### Establishing a new R&D centre in Tbilisi

Our Tbilisi centre is a subsidiary of our UK Limited company. To open it up and start operating, we chose the most suitable accountants. They assisted us with the process of opening the company and

setting up the business account. They also helped us with the office lease and the labour contract. We asked the consultancy company to help us locate our first employee, an IT recruitment specialist. With this, in June 2019, our Tbilisi office started operating.

### Operations in Tbilisi

We started recruiting Tbilisi team almost immediately. The onboarding process could not have been smoother. The new team members joined various ongoing projects, working in synchronisation with our other offices. Tbilisi team quickly took the active part in our group structure.

We have included the team in our company framework that includes processes, systems, communications and standards. Currently, we are providing the following services from our Tbilisi office: MS .NET

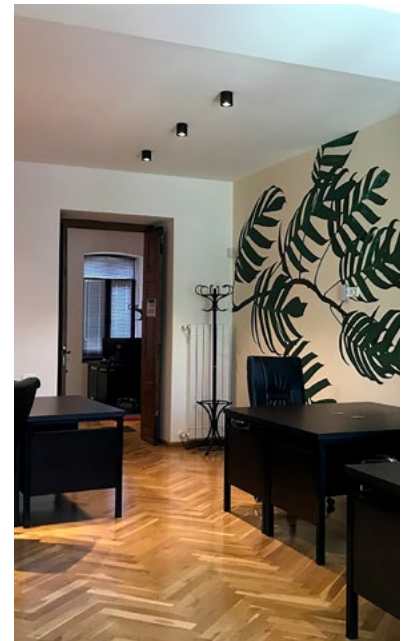


Photo: The Flat Rock Technology Office in Tbilisi

/ C# development, PHP development, Python development, Front End JavaScript development, BPO services of Media Account Management, and Quality Assurance.

To ensure the quality of our service and team integration, as well as to allow constant improvement of the distributed company structure, we have built a visits structure. It implies the visits of managers from

the more established locations to Tbilisi to work with the team and support them.

It's been almost a year, and we can say that the process of foundation of a new office in Tbilisi is successful and we hope that soon it will be one of our well-established R&D centres.

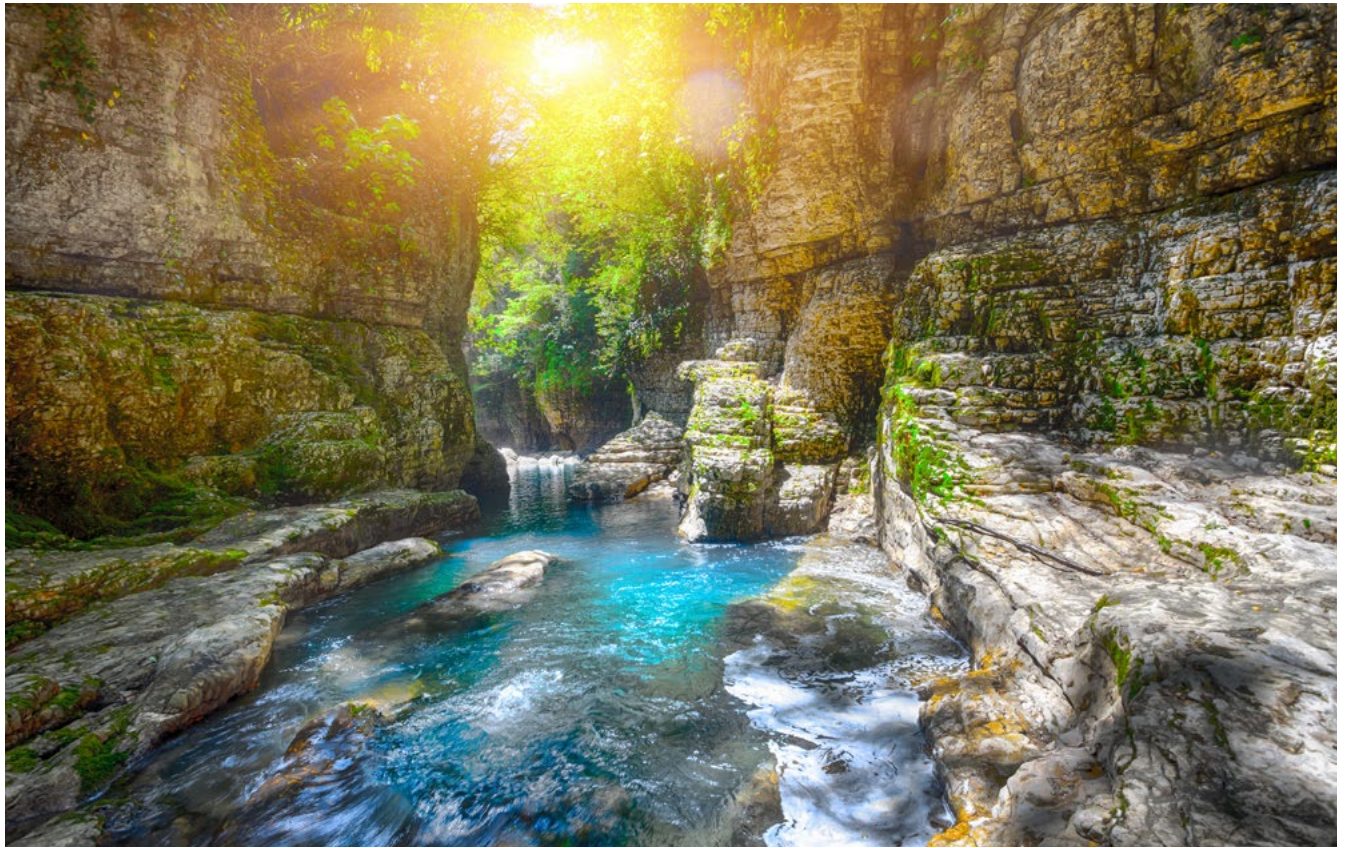


**About the author:** Ran Berger is a co-founder and CEO of Flat Rock Technology. His career took off when he was appointed as MIS manager of a mid-sized hardware distributor with a responsibility to lead an ERP/CRM/BI project.

After great success, he led other system development and implementation in 7 countries (Israel, Hungary, Romania, Ukraine, England, Scotland,

Switzerland) and gained experience in global business and a good understanding of cultures. This period has shaped his management skills, and approach to distributing business models. As a mission-oriented person Ran established his own company, Flat Rock Technology in 2008, and serves as CEO.





Martvili Canyon

Photo: Georgian National Tourism Administration

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By Naino Kashibadze, Marketing Director at Wandio

# The Development Process of Oppa Wallet by Wandio



Oppa is a universal electronic wallet that helps users control their finances more effectively - pay, transfer, and save with just a few clicks.

When OPPA first approached us in 2017, it was Nova Technologies, one of the largest third-party payment providers with terminals located all over Georgia. The objective of the project was not only to renew the website to fit the rebranding of Nova Technologies - better known as Paybox on the market - into OPPA but to position it as a universal electronic wallet by extending its services.

The website at the time had the same interface as the payment box itself. The client requirement was to create new generation desktop and mobile versions of the web page, an admin panel, manage existing functions and database of Paybox while adding new features.

## Methodology and Development Process

To fit the needs of new Oppa.ge, we had to transform the existing Core software of Nova Technologies while

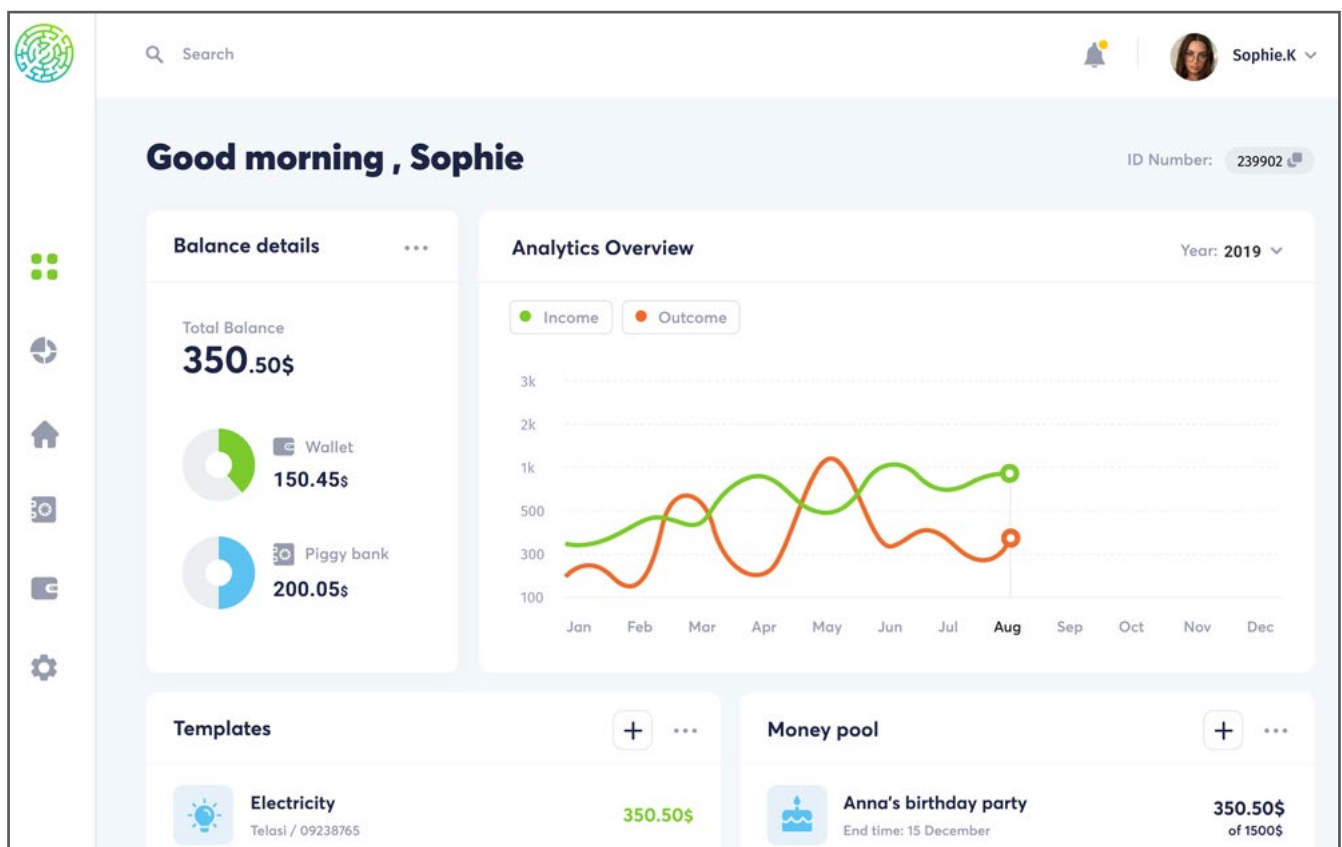
developing a new web platform. To achieve the best results, Wandio and Nova Technologies formed a super team with professionals from both sides working alongside. Development started with creating an up-to-date custom design by our senior designer, suitable for millennials and generation Z.

The first step in the design process was research. After our team created several versions of the home page design, we tested out in a focus group. Feedback of the client was also collected, and the team proceeded with the development phase. The cycle was repeated every week for the rest of the pages. Despite tight deadlines, we tried never to miss the steps of the design process, and the design was always one sprint ahead of the development. As scrum was the framework used for this project, the teams were very flexible in terms of sprint planning. In case the design was not fully ready for the sprint planning, the team skipped to other tasks not to have delays in development and delivery.

After the sponsors approved the first design, the team moved on to the development phase. The methodology applied was inherited from the best practices of Agile Scrum methodology but was adjusted to this specific project and team. A joint team of product owners from Oppa and Wandio managed the process. A group of developers from

both parties were splitting tasks during two-week sprints and were delivering results together. The main channel for task assignment was Jira. For communication and calls, we used e-mail and Skype.

Each day was starting with a morning remote stand up over Skype call, discussing the progress of the development pro-



The OPPA Wallet

Image: Wandio

cess. Every two weeks (Sprint) was finalized with a four-hour delivery meeting at Wandio office. Teams presented their progress, discussed issues that have occurred, and brainstormed solutions.

In case there was a serious issue to be addressed, the senior project management team and stakeholders from the client side were also involved in the meeting. A planning session followed the delivery meeting and putting user stories into the sprint backlog for the next week's delivery.

The first few weeks of the project were especially challenging as the teams had never worked together before and needed to establish some ground rules to work smoothly with one another. After everyone got acquainted and used to each other's work ethic, the process took off much faster. The method slowed down when we had to alter the API

provided by the client, which came into the light after the project had already been in production.

The new OPPA.ge was to be one of the many channels for processing payments through Nova technology's core processing system. It was a great challenge to alter existing API in such a manner that no functionality would have been damaged and the new features would not go off the core processing rules. Modern web applications demanded fast visual updates and responsiveness, and to make this happen. We had to redesign the core API to have more granular integration points. Our team had to think of smart solutions and workarounds to accomplish their weekly goals, while the client's team worked on rewriting the API. This process required a lot of testing to provide smooth sailing.

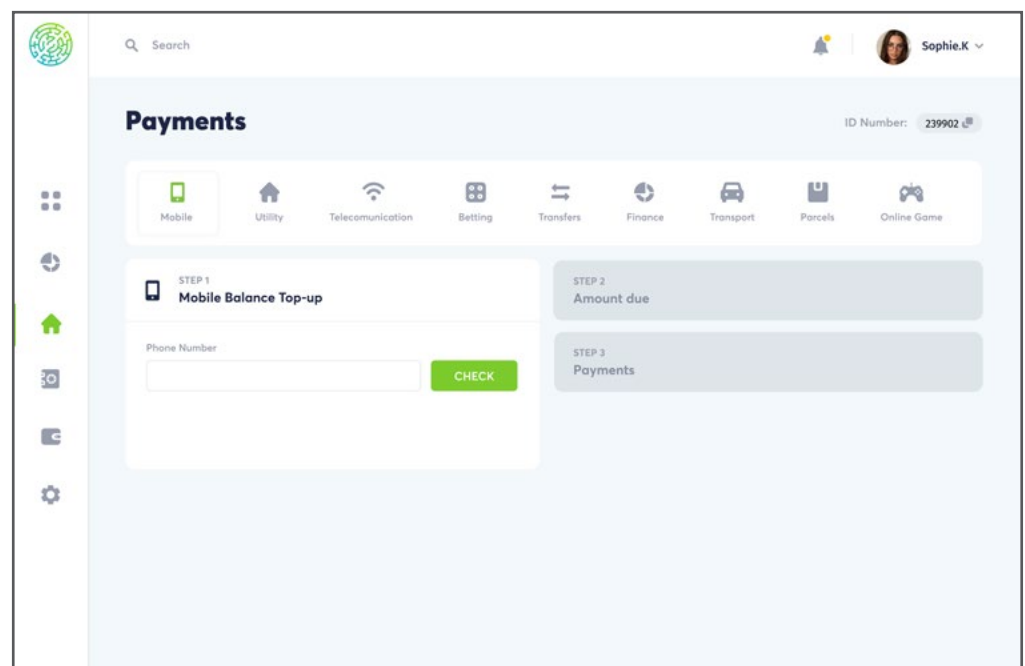
Anyone late to the sprint meeting was fined and had to transfer money into OPPA virtual piggy bank.



After the teams got to know one another and the project took off, they even introduced fun elements into sprint meetings. Anyone late to the sprint meeting was fined and had to transfer money into OPPA virtual piggy bank, another novelty that was introduced with the launch. Functionality that enabled users to collect money from OPPA wallets into their own, shared, or public piggy banks. This process made testing much more fun while helping the

teams to bond. After the launch, the money collected was spent together on a celebration.

Step by step, new software was introduced to follow OPPA launch marketing strategy. Firstly a re-branded website was released for users to get accustomed to the changes, and after several months, new wallet features were launched. After the project launch was complete and we finished our work, it



Payments section in Oppa Wallet

Image: Wandio

was handed over to the client-side. For complete safety and smooth transition OPPA developer that was assigned to the project became part of Wandio for a month. He came into the office every day, had his desk at OPPA team's room, worked on the project, and could easily communicate directly with our developers

without any time, distance, or connection obstacles. This solution made it much easier for OPPA to take charge of the project fast.

As the collaboration was considered a success from both sides, we still to this day continue working together on other significant projects.

**About the author:** Nino Kashibadze, better known in the industry as Naino Kashibadze is a marketing specialist with a diverse background and 10+ years of experience in the field. She graduated from the top university in Georgia - the Free University of Tbilisi (ESM - European School of Management at the time) as a bachelor of business administration. Naino started her car-

rier as a junior management consultant. Though soon she switched to the field of advertising, experiences gained as a consultant has helped her on every step of her carrier path. After working for several leading advertising companies in Georgia, taking on new challenges and experiences, she proceeded to the client-side and soon found her heart in software development.





By Shota Saganelidze, Managing  
Director at BASE 4 Georgia

# Outsourcing Architectural and Engineering Services



Base4 has operated in Georgia since 2016. Currently, the company has 25 full-time employees, expanding its operations and contracting new projects regularly. The team works according to the Base4 International values, which are humility, honesty, respect, and fun!

Since launching, the company's main target has been the hotel and multifamily developments, primarily located in the US. We also are leaders in the industrialization of construction, including expertise in modular, offsite, and prefabrication.

Also, according to the current market demands, and with a profound understanding of regional, national, and international codes and regulations, Base4 Georgia has successfully implemented modular construction technology and a high-tech design approaches, such as BIM (Building Information Modeling).

### Education

Base4 Georgia tightly collaborates with several Universities of Tbilisi. Prominent company members teach at the local universities, spreading



Base4 Georgia office

Photo: Base4

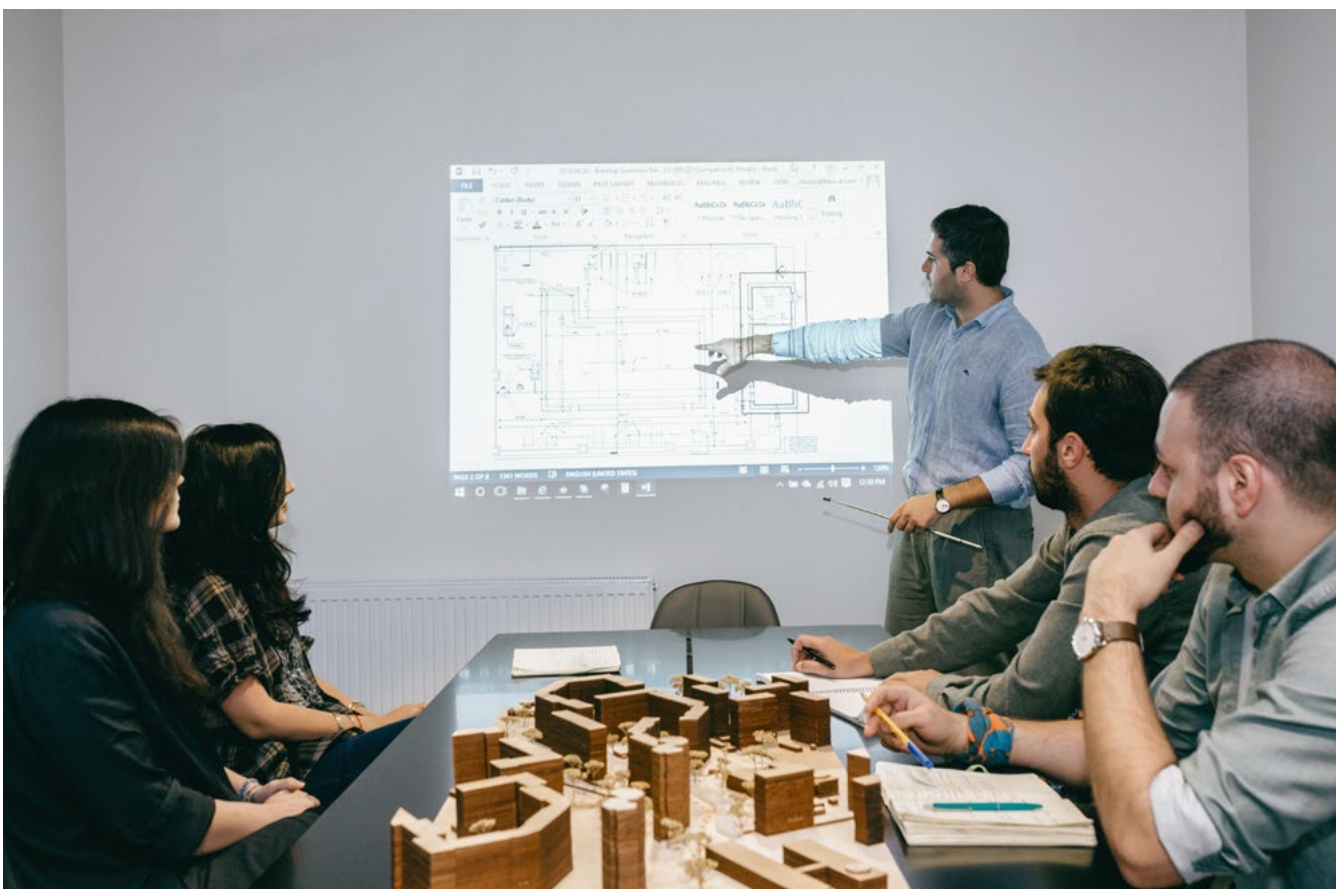


## CASE STUDY

their knowledge and experience acquired while working on international projects, to the younger generations. At the same time, Base4 Georgia conducts BIM classes for students and young professionals who would like to broaden their abilities and do more with the Autodesk Revit building information modelling software. The company also has an in-house internship pro-

gram for students of architectural and engineering studies.

Over the past couple of years, the company had several bright, intelligent, and very eager students from universities across Tbilisi who participated as full team members, working on a handful of our projects and contributing creatively through their work.



Base4 team at work

Image: Base4

## Architectural services

From the beginning, one of the main goals of Base4 Georgia was to create faster and better-quality communication with the client and to improve the company's service delivery worldwide. The team of local architects, engineers, and interior designers work on Concept drawings, construction, MEP and SE documentation, interior drawings and design, obtaining permits, S&S submissions, reviewing, researching, and applying local codes and regulations, creating standardized quality control procedures improving project operation structure as a whole.

In the last couple of years, we have been successfully providing high-quality drawings at the conceptual phase as well as during the following project development phases. Starting in 2016, we have participated in and accomplished 250 international projects.

## Setting up a development and service center in Georgia

Back in 2016, Georgia was not as popular a destination for outsourcing architectural services like it is now. However, while visiting the county, the executive team saw the potential in highly educated, forward-thinking, and team-oriented Architects that they have met, and thus started the Base4 Georgia office with only 3 full-time employees.

Soon the team has proven themselves by pushing the quality, speed, and number of projects further, showing their best and becoming a true member of an international team. Just after 6 months, the Tbilisi office grew to 10 full-time architects.

Georgia has been an excellent outsourcing destination for Architecture and Engineering for the US and Europe, because of its geographical lo-

The executive team saw the potential in highly educated, forward-thinking, and team-oriented Architects that they have met.

cation, flexible infrastructure, young energetic and highly skilled labor force, competitive business operating costs, favorable legislation and governmental support.

Well-equipped office space, a team of skilled young professionals, and as mentioned above, Georgia's geographical location with its 7-hour difference allows U.S. companies to have full-time operation working circle, even when they are sleeping. The company remains ready for new challenges, and more so, because

we operate the inhouse Training Department, researching and retraining the staff according to new tasks and responsibilities.

With this approach to the working environment, the company is always up to date and ready to dive into new challenges.



**About the author:** Shota Saganelidze is an accomplished and talented architect with over 12 years of building planning, design, and project management experience. He has designed and lead construction management services for over 100 buildings in the last 12 years and currently directs the BASE4 Tbilisi office in Georgia. Shota has worked in several sectors, including hospitality, retail, multifamily, restaurant, medical, and residential, among others.





## SVANETI



# LOCAL CONTACTS

65	Enterprise Georgia	74	BPO Georgia
66	Georgia's Innovation and Technology Agency	75	Colliers International
66	Georgian ICT Cluster	75	Cushman & Wakefield
67	GIZ	76	Financial Outsource
67	DWV	76	Flat Rock Technology
68	USAID Economic Security Program	77	GSG / Georgian Service Group_2007
68	Deloitte	77	Grant Thornton
70	EY	78	K•Call
71	KPMG in Georgia	78	Majorel
72	Pricewaterhouse Coopers Georgia	79	Nexia TA
73	Asseco Georgia	79	Olmait
73	BASE 4	80	Outsource Georgia
74	BDO in Georgia	80	Wandio



**INVEST IN GEORGIA**

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**and [www.enterprise.gov.ge](http://www.enterprise.gov.ge)**

Established in 2014 under the Ministry of Economy and Sustainable Development of Georgia, "Enterprise Georgia" is a state agency responsible for business support, export promotion and investment attraction in Georgia's key economic sectors:

### **Enterprise Georgia-Business**

The Business division of the agency promotes entrepreneurial activity in Georgia by supporting the creation of new enterprises as well as the expansion and refurbishment of existing enterprises by providing access to finance mechanism.

### **Enterprise Georgia-Export**

The Export division promotes the export potential of the country by increasing the competitive-

ness of local products and the overall volume of goods directed towards international markets.

### **Invest in Georgia**

The primary role of investment attraction arm "Invest in Georgia" is to attract, promote and develop foreign direct investment in Georgia. As the moderator between foreign investors and the Government of Georgia, the Investment division ensures access to updated information, provides an efficient means of communication with Government bodies, and serves as a "one-stop-shop," supporting investors throughout the investment process. Some of the services that are provided include:

- **Information:** Informational support through reliable and updated data and including sector-specific researches.
- **Communication:** Connect investors with different Government bodies and potential local partners.
- **Business Visits:** Preparation of site visits, accompanying potential investors to prospective development locations.
- **Aftercare:** Support existing investors and reinvestment activities.

## COMPANY INFORMATION



GEORGIA'S INNOVATION &  
TECHNOLOGY AGENCY

GITA was established under the supervision of the Ministry of Economy and Sustainable Development in 2014 as a chief coordinator and mediator of the innovation ecosystem development in the country with the mandate to: stimulate innovations, modern technologies and R&D, facilitate commercialization and usage of R&D; support startups and contribute in their growth, facilitate cooperation between businesses and scientific organizations. GITA is running Bootcamp, pre-accelerator, internship programs to help

the early stage startups transform their ideas into business projects. More than 200 startups in EduTech, HealthTech, AI/VR Tech, GreenTech, FinTech with high growth potential are supported. GITA has recently signed an agreement with 500 Startups – top world-class accelerator, which will accelerate up to 15 startups in 2020, and establish a fund with local private sector involvement. With the support of World Bank, the agency is implementing Georgia National Innovation Ecosystem (GENIE) program which aims to increase inno-

vative activities of MSMEs, startups, and individuals in Georgia and their participation in the digital economy. The agency is supporting skills development of ICT specialist through training programs. GITA manages Technological Parks in Georgia, operating on one-stop-shop principle, promoting innovation and entrepreneurship through providing access to physical co-working space, high-tech equipment for prototyping, access to business incubation and acceleration programs, knowledge and generation.

**Georgia's Innovation and Technology Agency**

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## DESTINATIONS

BY GERMAN OUTSOURCING ASSOCIATION



GEORGIAN  
ICT CLUSTER  
ENCOURAGING DEVELOPMENT

Georgian ICT Cluster is a collaborative platform for ICT industry stakeholders that supports the establishment of business linkages locally and internationally to increase the competitiveness of the Georgian ICT industry and ultimately contribute to the economic development of the country. The Cluster unites 11 members - leading ICT companies providing solutions based on cyber-physical technologies for e-governance and public administration, financial industry, transport and logistics, education and knowledge management, science

and culture, healthcare and social security, agriculture and construction. The Cluster aims to support the development of Georgia becoming the leading regional exporter based on existing expertise in e-government services, fintech, logistics, education and knowledge management and other fields; to enable the legislative framework to support the ecosystem for knowledge-based cyber-physical businesses supporting the system that attracts local and regional startups and venture capital to the country and industry; to improve skills of

professionals working in the ICT industry and developing educational programs that will be adapted to the needs of ICT Industry Stakeholders and the market trends as a whole. Georgian ICT cluster provides the Selection of right business partners within the ICT area; Sharing knowledge on trends and innovations in the digital economy and IT sector via business meetings and workshops; Change management within the company; IT solutions, services, and trainings tailored to specific needs; Full management of IT infrastructure.

**Georgian ICT Cluster**

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## COMPANY INFORMATION



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As a service provider with world-wide operations in the fields of international cooperation for sustainable development and international education work, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH works with its partners to develop effective solutions that offer people better prospects and sustainably improve their living conditions. GIZ is a public-benefit federal enterprise supporting the German Government

and a host of public and private sector clients in a wide variety of areas. GIZ operates in around 120 countries with more than 20,000 employees and over 50 years of experience.

GIZ is a reliable partner in the South Caucasus for over 25 years and has been supporting the countries Armenia, Azerbaijan, Georgia since the 1990s in becoming social market economies and adopting the rule of law and

democracy in, as well as aligning with EU standards. In Georgia, GIZ opened an office in 2006. Alongside democracy, local governance and the rule of law, German Development Cooperation in the South Caucasus also focuses on sustainable economic development, the environment, the sustainable use of natural resources. GIZ carries out regional activities that almost without exceptions have an impact in all three countries of the South Caucasus.

## DESTINATIONS

BY GERMAN OUTSOURCING ASSOCIATION



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The German Business Association (DWV) was founded in Georgia in 2007. With more than 180 members, DWV is the second biggest bilateral business association in Georgia. The incumbent is the promotion of trade and economic relations, representing the interests of businesses, and providing assistance, especially with regard to market entries, market opportunities and business partner search.

DWV is an official representative of Messe Frankfurt ([www.messe-frankfurt.com](http://www.messe-frankfurt.com)), FRUIT LOGISTICA

([www.fruitlogistica.de](http://www.fruitlogistica.de)) and Senior Experten Service ([www.ses-bonn.de](http://www.ses-bonn.de)) within the region. The German Business Association (DWV) provides a wide range of professional services and membership benefits to companies, institutions and persons interested in Georgian-German economic exchanges and its European implications. Moreover, The German Business Association (DWV) is pleased to make individual offers depending on the needs of clients. The main services of DWV include the following: 1) Market Entry –

Address research, Business partner search, Market information, Legal advice and customs procedures, Individual sales consulting; 2) Market Survey; 3) Quest for Business Associates; 4) Procurement Services - Information about tenders, Translation of tender documents; 5) Translation Services; 6) Exhibition and Conference Services; 7) Courses/Training; 8) HR Services; 9) Senior Expert Services (SES); 10) Commercial Presence/ Office-in-Office; 11) Business Trips; 12) Company foundation.

## COMPANY INFORMATION



**USAID** THE USAID ECONOMIC  
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The purpose of the Program is to accelerate the growth of sectors, such as tourism, shared intellectual services/BPO, light manufacturing, and creative industries to boost investment and high-value job creation and increase revenues of MSMEs, while supporting diversification to more productive economic activities. During the next five years, the Program will create at least 4,000 new jobs, support at least 600 MSMEs, increase sales of assisted enterprises by \$50 million, and leverage \$15 million through partnerships. USAID Economic Security Program is implemented by a consortium led by DAI Global, with support from partner organizations – PMCG and Solimar International. The Program has the following four components:

**Component 1: to strengthen cooperation in targeted sectors**  
- The Program provides technical

assistance and cost-share grants to strengthen linkages and cooperation throughout value chains in targeted sectors and improve support services intended to enhance growth and productivity.

**Component 2: support MSMEs to improve productivity, sales, quality and develop new products and services** - The Program facilitates entrance into new markets, increased and expanded product offerings, stronger linkages between MSMEs and the organizations that support them, and the enhancement of the overall value chain eco-system to enhance sustainability.

**Component 3: industry-led workforce development** - The Program will work with educational institutions, training providers, and the private sector to support industry-driven improvements in training and ed-

ucational opportunities for the workforce supporting targeted sectors.

**Component 4: building public-private partnerships** - Through its \$1.5 million Partnership Development Fund, the Program will facilitate the creation of Public-Private Partnerships (PPPs) and Global Development Alliance (GDA) mechanisms in targeted sectors that address sector gaps, and support the growth and provide high-value employment for Georgians.

Disclaimer: The opinion shared in this publication do not necessarily reflect views of the United States Agency for International Development or the United States Government.



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Deloitte was one of the first major professional services firms to enter the Georgian market - implementing projects since 1995. The official office of Deloitte and Touche LLC was established in Georgia in 2001. The office is based in Tbilisi, and it currently employs around 100 local and international staff.

Over the past few years, Deloitte in Georgia has grown in size and serves large national enterprises, financial institutions and government agencies as well as foreign companies operating in Georgia. The office operates in accordance with uniform standards, applies the same methodologies and provides top-quality products irrespective of where and in what language.

A strong local presence together with all the benefits of being part of a highly successful global operation allows us to offer our clients unrivalled expertise. The combination of local and expatriate professionals from various countries enables us to adapt to the local conditions while ensuring the best quality of services according to the highest international standards.

Deloitte in Georgia provides Audit and Assurance, Tax and Legal, Consulting, Financial Advisory and Risk Advisory services to public and private clients spanning multiple industries. Deloitte Georgia is offering Advisory services with local presence since 2014. Since then, the company served many large domestic and international organizations.

Deloitte Advisory services cover Due Diligence (M&A), Forensic, Valuation, General Consulting, Strategy / restructuring, IDO.





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EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and our communities. At EY, our purpose is Building a better working world. Our more than 284,000 people and 1 million EY alumni form a powerful network. We work with more than 200,000 clients in 150 countries, from start-ups to multinationals across all sectors, helping them meet their most pressing challenges.

Locally, EY provides professional services for many of the leading businesses. We are market leaders in GFS sector and audit leading banks in Georgia. Most of our clients are listed in Forbes Georgia's top 100 largest companies. With over 200 professionals working across different service lines, EY is currently leading and largest professional services firm in Georgia.

Transaction Advisory Services was established in 2015 and since then, participated in all large transactions in Georgia, with 50+ successful projects. EY Tbilisi TAS experience includes large infrastructure clients, market and feasibility studies, due diligence, valuation etc. In tax, our professionals help the clients understand and manage their tax compliance and reporting obligations responsibly and proactively. The tax has

sub-service lines, which cover a wide range of issues: Business Tax Services, Global Compliance and Reporting, Global Law, People Advisory Services and Transaction Tax. We have local teams in Transfer Pricing and Account Complacence Reporting.

EY law practice in Georgia takes its roots from the early 1990s practice of the leading local advisory firm Georgian Consulting Group, which for years pioneered the country's legal services and worked on some of the most significant corporate and commercial transactions. With our Global EY Law network, which brings together more than 2,400 lawyers in 84 jurisdictions, we offer legal services in areas of law that are relevant to businesses — listed in the Legal 500 and Chambers and Partners.



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KPMG in Georgia is a member of the KPMG global network of professional firms providing Audit, Advisory, Tax and Legal Services. KPMG in Georgia has been building trust and driving quality since 2006, currently employing 120 professionals. At KPMG, we inspire confidence and empower change in all we do. We challenge ourselves to bring our absolute best to clients, to the public and one another, every single day. We set ourselves apart through our passion and pride, our expertise and our curiosity, our inclusive culture and our focus on developing the leaders of tomorrow.

Our services include Audit of financial statements, Accounting

Advisory Services, Corporate Governance and Sustainability, Internal Audit, Risk & Compliance services. KPMG Georgia's Advisory services include Deal Advisory, Management Consulting and Risk Consulting. Tax & Legal Services assist clients in Corporate & Business Tax, Corporate Law, Dispute Resolution and Legal Compliance. We work closely with clients, helping them to mitigate risks and grasp opportunities. Our clients include business corporations, governments as well as public sector agencies and which are the most significant representatives of diverse sectors including Leisure and tourism, oil and gas, agribusiness, metals and mining, power and utilities, real

estate & construction, finance and private equity. They look to KPMG for a consistent standard of service based on high order professional capabilities, industry insight and local knowledge.

KPMG member firms can be found in 154 countries, Collectively employing 207,050 people across a range of disciplines. Wherever our firms operate, we want them to be no less than the professional employers of choice.



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PricewaterhouseCoopers Global (PwC) one of the most extensive networks of professional services firms is part of the 'Big Four' - the leading accounting and audit firms in the world. PwC Global operates in 157 countries and employs more than 276,000 people. PwC helps organisations and individuals create the value they are looking for, by delivering quality in assurance, tax, legal and advisory services.

PwC has been serving clients in Georgia since 1996, and in September 2005 opened an office in Tbilisi. Having started with 15 people, PricewaterhouseCoopers Georgia LLC (PwC Georgia) now employs about 120 employees, and the office is managed by local Partners, as well as local directors

in Audit and Advisory services. PwC Georgia serves business organisations, government bodies and public associations, bringing them the benefit of over 150 years of expertise, high-end knowledge, and practical experience accumulated in PwC globally.

From the base of core services – assurance and tax advice – over the past few years PwC Georgia has responded to the needs of the clients by expanding the capabilities into the areas of legal advice, business advisory services and training, through the PwC Academy. Thus Tbilisi office is adequately represented locally by the following Business Unit Leaders and service capabilities, including Core Assurance; Valuations / Deals; Consulting; Risk

Assurance Services (RAS); Capital Markets and Accounting Advisory Service (CMAAS); Transfer Pricing (TP); People and Organisation (P&O); Tax Reporting & Strategy (TRS); Financial Services.

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## COMPANY INFORMATION



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Asseco Georgia is part of Asseco Group which is one of the largest software vendors in Europe, taking the sixth place in the Truffle 100 ranking. It operates in more than 50 countries worldwide. In Georgia, the company was established in 2013, and it has been successfully operating on the Georgian market for over six years. Asseco Georgia offers customer-tailored software and comprehensive services includ-

ing development, implementation and maintenance of IT solutions.

The company creates custom software developed in Georgia based on international standards and know-how, and its partners are large companies and corporations in private as well as in government sectors, such as TBC Bank, Georgian Industrial Group, Liberty Bank,

Toyota Caucasus, USAID, MFO Crystal, Halyk Bank, Compulsory Insurance Center, Deposit Insurance Agency and more.

Asseco Georgia currently employs about 60 people, and it is planning to significantly increase the number of employees within the next few months. This will allow the company to expand its expertise and become even more competitive on the market.

## DESTINATIONS

BY GERMAN OUTSOURCING ASSOCIATION



Base4 is a team of award-winning architects, engineers, and interior designers. Our team has designed hundreds of various projects, including hotels across all the major brands such as Marriott, Hilton, Hyatt, IHG, BW, and more. Base4 employs the power of 24-hour workdays. Our fully in-house global team applies virtual reality, advanced 3D building information modelling, modular construction, and strategically planned workflows for unmatched quality and significant time savings.

Base4, with its value-centric business approach and years of experience, has been a four-time Inc 5000 honoree (2016-2019) for being among the fastest-growing companies in the U.S. We committed to developing our team first, knowing that outstanding products and processes would follow. Over time, the team learned from one another and perfected their skills—and became our greatest asset. With our unmatched training methods, values-based leadership, and dedication to disrupting the

archaic process of the AEC industry, we hope to inspire the next generation of construction leaders. To reach this important goal, our next invention is the STONE-PILE CONSTRUCTION COLLEGE. It is a new institution of higher education that marries two industries ripe for disruption: Higher Education and Construction. The 1.3 trillion-dollar construction field currently lacks a robust team of leaders to innovate and build for tomorrow.

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## COMPANY INFORMATION



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BDO in Georgia, one of the leading audit and business advisory firms on the Georgian market, is the member of the international BDO network of professional accounting firms. BDO is one of the top 5 audit firms in Georgia to be awarded the top category in the quality assurance review by the local regulatory body - Service for Accounting, Reporting and Auditing Supervision. BDO is ISO/IEC 27001 certified for information and data security. Our partners and staff of over

250, excellent specialists in their fields, work hard every day to understand our clients' businesses and markets. BDO's core service lines are Audit & Assurance, Tax Advisory, Business Services & Outsourcing, Corporate Finance, Legal Advisory, Technology Advisory, Digital Transformation, Cyber Security, Information Security, IT Audit, GDPR and Data Privacy, Data Laboratory, BI, Business Trainings. BDO's outsourcing practice, tailored for all types of businesses, is an integral part

of the firm's services and covers the following areas; Business Services & Outsourcing (Accounting and bookkeeping; Database recovery; Chief Accountant function; Payroll & HR Administration), Information Technology (Cyber and information security; IT audit; ISO 27001 Audit; GDPR and Data Protection), Tax (Preparation of tax returns and notifications), Legal Advisory (Corporate law; Real estate and development; Intellectual Property).



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BPO Georgia was established in 2015 in Tbilisi and has demonstrated a speedy growth curve since then. The company offers a wide range of outsourcing solutions to help interested parties in implementing cost-effective strategies.

The focus lays in developing fully bespoke and long-term relationships, built on trust and mutual understanding with the goal of achieving "in-house"

level efficiency, while significantly cutting the real cost. Majority of experience comes on two areas: back-office task outsourcing and website development and support. The back-office support team has demonstrated long term and reliable performance in areas like order processing, sales administration, large scale database management, data mining and online merchandising. Web development is a relatively

newer arm of the business, which is already trusted by leading western companies. Notable projects include technical support for 3rd party developed e-commerce platform, which eventually turned in a full re-development project implemented solely by the IT team of BPO Georgia. Significantly, the total cost of the project was less than 30% of the original platform's development cost.

## COMPANY INFORMATION



Colliers International is a global Real Estate Service Company with a licensed office in Georgia since early 2014.

The local team of 82 professionals has more than 15 years of experience and expertise in the property sector. What sets Colliers apart is not what we do, but how we do it. You will experience forward-looking expertise that elevates value every step of the

way. We simply think differently, and that produces innovative outcomes. Whether you are a developer, investor, landlord or tenant, we are a partner who is invested in seeing you succeed.

**Sectors:** Office; Hotel; Land; Mixed; Retail; Residential; Industrial

**Property types:** Land; Office; Residential

**Colliers International**

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**Services:** Valuation & Advisory; Development Consulting; Project & Building Consultancy; Research and Forecasting; Property Marketing

**Brokerage services and commercial real estate services:** Landlord representation; Tenant representation

## DESTINATIONS

BY GERMAN OUTSOURCING ASSOCIATION



Cushman & Wakefield Georgia is a leading real estate services firm that delivers exceptional value for real estate investors, tenants, occupiers and owners. Being the first global real estate firm on the market has provided us with unrivalled experience and insight, which we share with our clients and the public through tailored reports and research & insights publications. Our presence on the Georgian real estate market goes back to 2012; globally, Cushman &

Wakefield counts more than 100 years of experience and expertise and are a part of a network that includes 53,000 employees in approximately 400 offices and 60 countries. Over the years, we have expanded our service lines to include Development Advisory, Global Occupier Services, Agency, Project Management, Property and Asset Management, Valuation & Advisory, Lender's Supervision. We use our global presence and in-depth local RE market knowl-

edge to meet client's needs and provide our domestic and international clients with customized and comprehensive solutions. Cushman & Wakefield Georgia counts some of the largest real estate investors, developers, tenants and occupiers among its clients, both locally and internationally. These firms entrust us with their businesses while we provide cutting-edge, adaptable solutions to their diversifying needs.

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## COMPANY INFORMATION



Established in April 2012 and based in Tbilisi, Financial Outsource shortly became one of the fastest-growing companies of professional accountancy and business advisory services in Georgia. Since 2014, the expert services of “Financial Outsourcing” have reached a new level thanks to the insurance of its professional responsibility in the insurance company “GPI Holding”. This package already guarantees a high-quality of services provided by Financial Outsource.

Financial Outsource employs more than 30 high skilled professionals and renders its services to over 150 corporate clients (most of them are international companies from EU, US and former CIS countries). The company provides accounting and related professional services, as well as management consulting to medium and large companies in virtually all areas of economic activity. Financial Outsource is a local partner of Hungarian outsourcing company PC Solutions. The

most popular client of Financial Outsource is Wizz Air – well-known low-cost airline company. Since February 15, 2019, the company is registered in the Register of Auditors of the Accounting, Reporting and Audit Service (registration number SARAS-F-972332). The company already has the right to conduct financial audits of business entities, which is another step forward.

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## DESTINATIONS

BY GERMAN OUTSOURCING ASSOCIATION



Flat Rock Technology was established in London, UK in 2008. We provide end-to-end custom software, web, and mobile development services, as well as BPO, cloud hosting management, DevOps, and IT support across industries.

Flat Rock takes pride in standing at the forefront of technological advancement. Our company is always busy introducing innova-

tion to the market, which recently includes Big Data/Data Analytics, Process Automation and complex integration projects.

Our main goal is to help businesses grow and achieve objectives through bespoke software solutions.

We are devoted to excellence and are constantly thriving to widen our expertise and knowledge and meet the evolving

needs of our customers. It makes our company a reliable partner of 12 years for a wide range of European client base as well as some US clients.

Today Flat Rock unites more than 180 professional and likeminded people. We operate from 4 locations, London as HQ, Amsterdam as a sales office, and Varna and Tbilisi as R&D and BPO centres.

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## COMPANY INFORMATION



Grant Thornton Georgia, a member of Grant Thornton International, is a multi-professional group of public accountants and auditors, specialist advisers in finance, business and management, as well as tax and legal advisers. Our Clients benefit from both International and local professionals, who offer their in-depth knowledge of management, industry and business consulting, local legislation and international law, international

and local accounting principles, corporate finance and taxation. Grant Thornton's business process outsourcing (BPO) services include Bookkeeping & financial accounting; Payroll and personnel administration; Human Resources administration; Tax compliance within outsourcing; Secondments/staff loan services; Monthly accounting and tax reports controllership; Recovery and reorganizations of accounting books and tax reports;

Corporate secretarial services. Grant Thornton's services are accepted by the World Bank, EU/ European Commission, EBRD, UN agencies, USAID, Eurasia Foundation, GTZ, KfW and other International Finance/Lending Institutions and Organizations. Grant Thornton, Georgia's experience in the region, allow us to state our capacity as of a highest level audit and consulting entity with developed infrastructure and experienced staff.

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## DESTINATIONS

BY GERMAN OUTSOURCING ASSOCIATION



K•Call is the first 24/7 Multi-language outsourcing contact center in Georgia. Sales Partner Group strives for boosting partner companies' awareness, and demand on their product/ services and K•Call retains customers with professional agents, software support and technical equipment. K•Call supports interaction with clients, using all possible communication channels, ranging from phone/ SMS to social media. We offer the most advanced, innovative and high-tech services and solutions,

which will transform our partner organizations into technological leaders in client relationships.

**Multichannel Communication:** Call Center; Messages and comments in Social Media Network Online Chat; Get Call – Callback function on the website; Auto Diller; E-mail/SMS marketing.

**Incoming calls and processing of orders:** receiving, processing and closing orders.

**24/7 Hotline:** Getting and processing calls 24/7; providing all the necessary information; managing problematic issues; pro-

viding feedback on the problem; problem classification.

**Telephone Surveys:** Potential customers' preferences identification; Market capacity research; Determination the target audience; Effectiveness evaluation of marketing activities; Customer satisfaction surveys; Analysis of reduced demand and changes on the market.

**CRM:** Creating customer database sorted by-name, gender, age, geographical area, the source of the call, categorization of incoming calls.

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## COMPANY INFORMATION



Established in 2007, Georgian Service Group is the first multilingual BPO company on Georgian Market. With more than 350 employees, company operates two sites in Tbilisi and Kutaisi.

The Tbilisi office serves customers in 9 languages, including German, English, French, Spanish, Italian, Russian, Greek, Polish and Turkish. The company has recently introduced IT outsourcing services in portfolio. Georgian Service Group has acquired

ISO 9001:2015 certificate in 2019 furtherly enabling the company to expand its international client portfolio.

Opening a site in Kutaisi in 2017 was an important step for the company to expand its footprint in Georgia and to effectively serve its European clients. With more than 50 employees, Kutaisi office provides voice and non-voice contact center services in German, Spanish, French languages.

**GSG / Georgian Service Group\_2007**

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Service portfolio of GSG includes:

**Customer Service** – email and call center support

**Managed Services** – including marketing, finance and logistics;

**Software development** - providing full stack SW development services using modern technologies in cloud based containerized environment.

## DESTINATIONS

BY GERMAN OUTSOURCING ASSOCIATION



Majorel incorporates Bertelsmann and Saham Group World Customer Service Business, Majorel serves customers across the world through 50,000+ employees based in 29 countries in Europe, the Middle East, Africa, the Americas, and Asia in more than 36 languages.

Majorel (former Arvato) started its operations in Tbilisi in September 2016. During the last years, the company grew exponentially in Georgia by opening a second office in Tbilisi and one in Kutaisi.

Majorel Georgia supports top global brands operating in the Travel, Airlines, E-commerce, IT

and Automotive industries by managing their processes or customer care solutions in 4 major languages: German, Russian, English and Turkish. In 2020 Majorel Georgia added a new industry to its portfolio and is now also offering content moderation service to a social media platform.

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## COMPANY INFORMATION



Nexia TA Georgia joined Nexia International member countries in May 2014 and was granted the status of official representative. Nexia International is a highly active network that drives quality and facilitates collaboration to enable its member firms to provide effective local and global solutions. Nexia is represented in 122 countries with more than 727 offices worldwide and operates successfully in Georgia with more than 220 employees. Nexia

TA offers outsourcing services to a broad spectrum of its customers involved in the construction, manufacturing, finance, trade, banking, real estate, transport and tourism, non-governmental/budget organizations, retail and HoReCa sectors. Services include: Tax Advisory; Accounting & Bookkeeping; Payroll & Reporting services; Advisory; Legal Services. Among company's clients are also represented International brands like McDonald's,

Gtex, Loidl, Doehler. In 2017 Nexia TA was awarded as "COMPANY OF THE YEAR" on the annual summit of Nexia International. Nexia TA is one and only company from Georgia who has won an award - Accounting Capacity Building Champion 2018. Nexia TA became the "Responsible Employer" of the Year 2019 on "Georgia's Responsible Business Awards Meliora 2019".

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## DESTINATIONS

BY GERMAN OUTSOURCING ASSOCIATION



Olmait is doing projects and building dedicated teams in Data science, data-related software and cloud infrastructures for companies and institutions in Europe, USA, Israel and China. Domains - healthcare, cybersecurity, e-commerce and more. Expert in MVP building for data-focused products. Olmait is an Israeli-Georgian joint venture, with offices in Tel-Aviv (Isr), Haifa (Isr), and Boston (US). Their R&D center in Tbilisi (Georgia) is host-

ing one of the strongest software development teams in the region. Olmait has three primary offerings: time and material, dedicated team and outstaffing. Time and material base is the fastest and most flexible way to ramp-up the development resources. It offers on-demand software developers and data scientists, chasing product-market fit together with the client. Dedicated team base offers full-cycle / turnkey projects from design, software

development and data science (AI) services: market and technology research, use case analysis, planning and budgeting, architecture, development, infrastructure creation, all the way to production. Outstaffing means building the client's own IT team located in Georgia and completely aligned with their culture and business goals. Practically the client's team, employed and taken care-of by Olmait.

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The company was established in 2012, representing the synergy of an experienced team and high potential of outsourcing human resources to Georgia. We have started as a dedicated call-center and BPO and have gradually expanded since. The company works to provide clients with a one-stop-shop covering any business activity required and offer customized solutions, and cost-effective HR plans tailored according to their business needs.

Outsource Georgia has a capacity of 30 fully equipped stations with the potential of fast growth based on the scale of projects. So far the company has cooperated with a number of international companies and provided them services such as inbound and outbound telemarketing, phone, email and chat support, appointment scheduling, market research, data collection, remote IT service and many more. Most of our client companies are

from overseas, and so are their customers. We provide services in multiple languages, including but not limited to English, Russian, German, Spanish, French. The company's main focus is to hire the right people for the right jobs and to create a desirable atmosphere for the team members. This attitude pays back with dedicated and reliable personnel and ensures the provision of high-quality services to our customers.



Wandio is one of the leading custom software development companies in Georgia. We have been building middle and large Web and Mobile systems for Georgian and Foreign markets for more than six years already. We have developed over 100 different products such as e-commerce systems, mobile banking, loyalty management mobile applications, HR management systems, ERP systems, face recognition systems, online platforms for ticket sales, and many more. We

work with businesses from a variety of fields including - finance and banking, retail, telecommunications, real estate, and more. **Custom Software Development:** Web, Mobile Application, Desktop Application Development - Building any type of custom software fully covering the needs of the client. **Product Development Outsource:** Full cycle product development, Maintenance, and support - Creating digital products tailored to companies' business needs. **Team Augmen-**

**Wandio**  
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**tation:** Teams or individual team members to extend your current team or cover specific technical needs - "Renting" out our talent to the companies in need of expansion of their technical teams. **Digital Product Design:** UX/UI Design - Providing full cycle of product design starting from research to UI. **Machine Learning/AI:** Computer Vision, Natural Language Processing, ChatBot, Big Data, and Predictive Analytics.

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The series of Outsourcing Destination Guides provide relevant information and contacts to evaluate a potential fit for outsourcing or investments in local delivery centre operations. We have been working with local industry associations, consultants, companies, sector development agencies and investment support organizations to gather the rel-

evant information allowing insights into the local conditions and to show case the opportunities for investors and for organizations looking to extend their resources and competencies in ICT and business processes.

We would like to thank all of our partners, especially Enterprise Georgia and all other in-

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This publication is distributed among more than 300,000 contacts and is available as PDF for free download and as print copy on selected industry events around Europe.

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Visit the websites of our partners for more information regarding market insights, investment conditions and references for ICT and business process services.

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