



PRESENTATION
BY GEORGIA

Promoting MSME Development in Georgia

Insights into Women's Entrepreneurship, Trade
Digitalization and MSME Policy Framework

Presentation for
World Trade Organization
Working Group on MSMEs

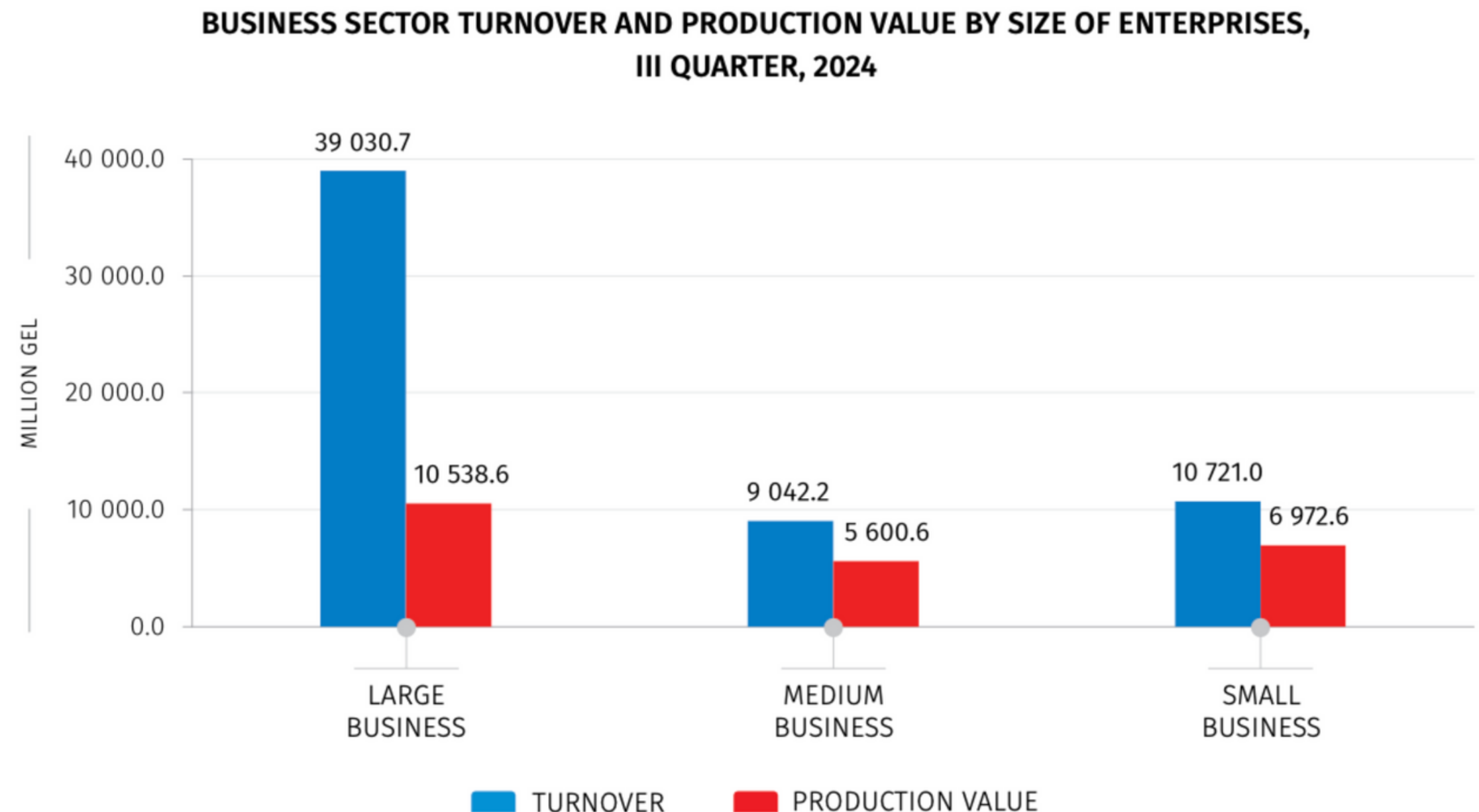
December 10 2024





Importance of SME's For Georgian Economy

- MSMEs are vital to Georgia's economy, contributing **57.3% of total employment** and **59% of total value added**.
- MSMEs play a critical role in production value, with **medium businesses contributing 24.2%** and **small businesses 30.2%**.



Ref. [National Statistics Office of Georgia \(2024\). Activities of Enterprises – III Quarter, 2024. Retrieved from Geostat.ge, p. 2.](#)



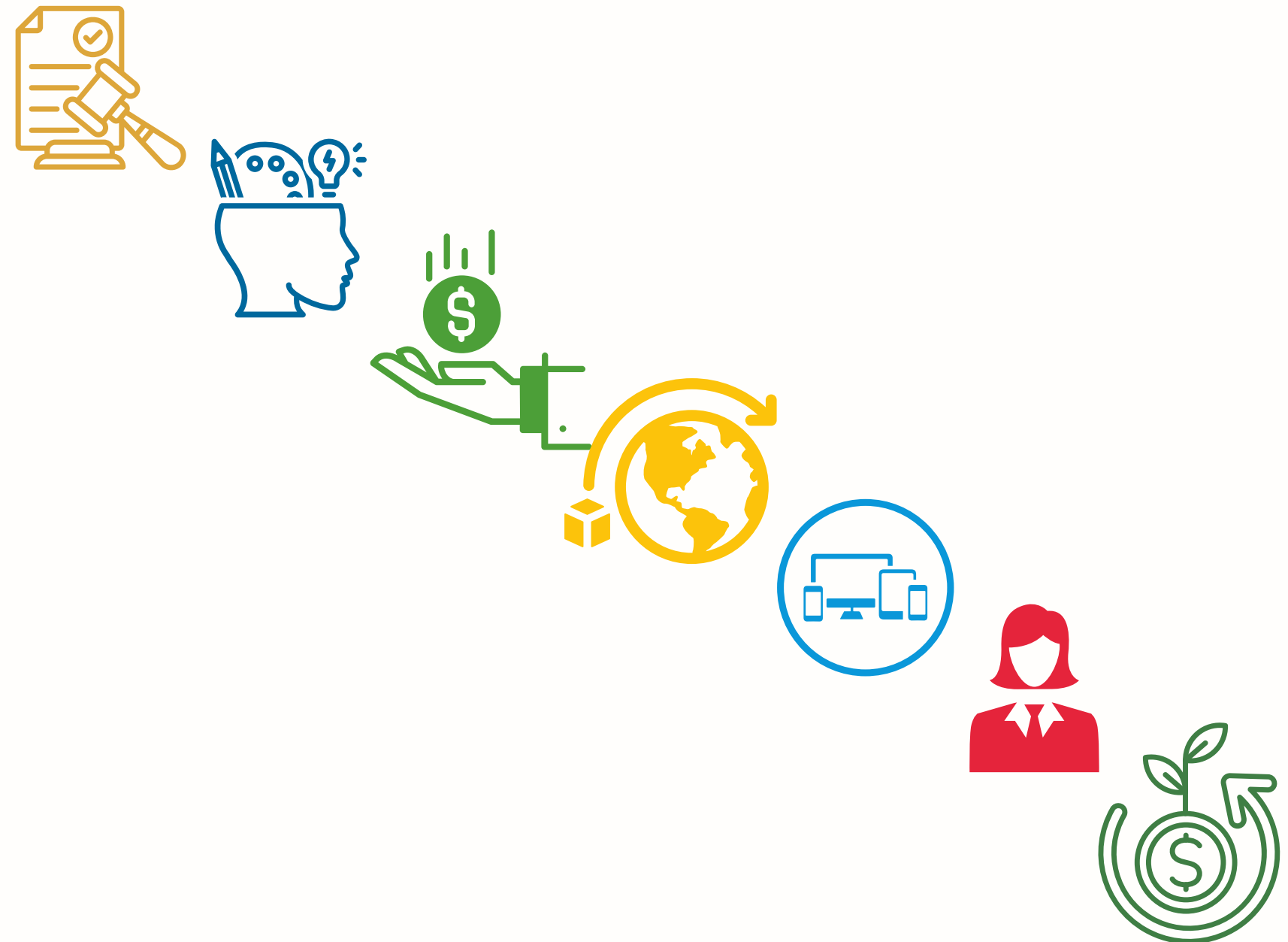
SME Development Strategy 2021-2025

Ministry of Economy and Sustainable Development

Built on EU's Small Business Act principles: "Think Small First".

7 Priority Areas:

1. Legislative and operational improvements.
2. Skills development.
3. Access to finance.
4. Export growth.
5. Digital innovation.
6. Women's entrepreneurship.
7. Green economy.





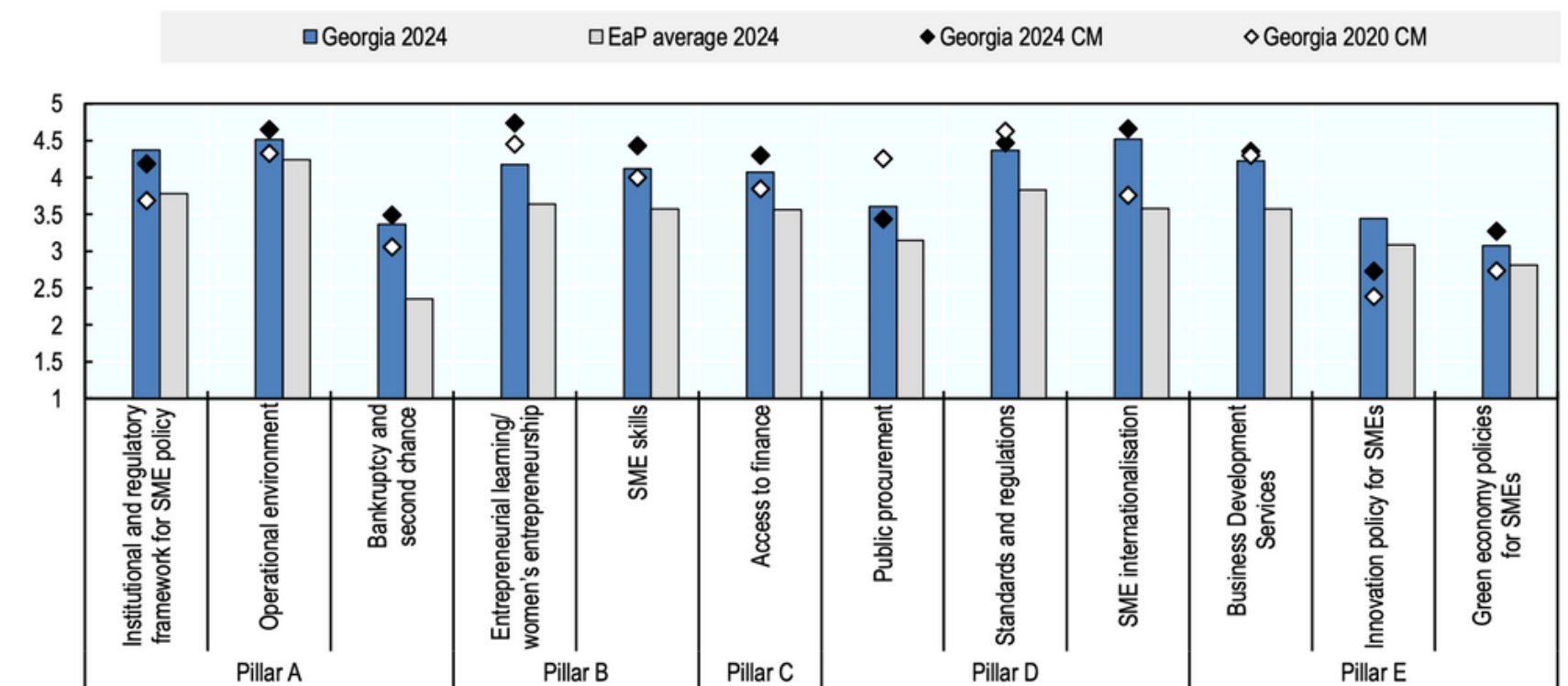
SME Policy Index Scores for Georgia (2024)

OECD SME Policy Index 2024 – places Georgia at the top in 11 out of 12 categories

- **Institutional and Regulatory Framework:** Georgia scored highly in creating a conducive policy environment, aligning closely with EU standards.
- **Access to Finance:** Targeted government programs and enhanced financial literacy initiatives have strengthened SME support.
- **Entrepreneurial Learning and Women's Entrepreneurship:** Focused policies and capacity-building efforts place Georgia among the top performers in this area.
- **Internationalization of SMEs:** Measures to facilitate exports and integration into global value chains are reflected in robust scores.

Figure 12.1. SME Policy Index scores for Georgia

Country scores by dimension, 2024 and 2020 vs 2024 CM



Note: CM stands for comparable methodology. See the "Policy framework, structure of the report and assessment process" chapter and Annex A for information on the assessment methodology.

[OECD/EBRD \(2023\). SME Policy Index: Eastern Partner Countries 2024 – Building Resilience in Challenging Times. OECD Publishing, Paris. Retrieved from OECD Report, p. 312.](#)



Promoting Women's Entrepreneurship in Georgia

- Women's entrepreneurship is a key policy priority under the **SME Development Strategy of Georgia (2021–2025)**.
- Initiatives target strengthening women's economic potential and fostering their contributions to national economic development.
- **Sub-Council of Women Entrepreneurship Promotion** established to institutionalize support for women entrepreneurs:
 - Established in 2018 under the Private Sector Development Advisory Council.
 - Focused on assessing needs, identifying obstacles, and providing recommendations for promoting women's entrepreneurship.
 - Encourages active participation of government, private sector, and women-focused associations.



Key Support Programs for Women Entrepreneurs

- Enterprise Georgia: Provided interest rate subsidies for **1,562 women beneficiaries between 2021 and 2023**. In 2023 alone, **569 female beneficiaries** received support.
- Rural Development Agency (RDA): "Pilot Program for Women" provided financial assistance to female beneficiaries in the Kakheti and Kvemo Kartli regions, with investments totaling 182,996 GEL.
- **Georgian Chamber of Commerce and Industry**: Organized **eight international business forums** in 2023 alone, facilitating women's participation and partnerships in countries such as UAE, Slovenia, and Turkmenistan.
- Strengthened digital skills: 100 women trained in e-commerce and digital marketing in 2023; 540 women trained since program inception.
- **Promoted Women's Empowerment Principles (WEPs)**: 12 training sessions conducted in 2023, benefiting over 85% of participants.

References:

[SME Progress Report \(2023\). Annual Review of Women's Entrepreneurship in Georgia. Ministry of Economy and Sustainable Development, pp. 107–112.](#)



Trade Digitalization

- The **Unified Customs and Tax Agency Website**, which provides tools for commodity code lookups, duty calculations, and electronic document submissions, reducing administrative burdens for traders.
- Transitioning to a **paperless framework**, replacing paper-based licenses, permits, and certificates with electronic systems.
- Establishing **electronic origin data exchange systems** with trade partners like China, Türkiye, and Azerbaijan, facilitating smoother cross-border trade.
- In February 2025, Georgia will launch the **New Computerized Transit System**, further connecting our trade network with the EU , EFTA and neighboring countries.



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