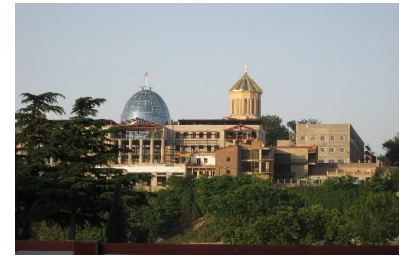




Georgia



Country Overview:

Location: Southwestern Asia, bordering the Black Sea, between Turkey and Russia

Size: 69,700 sq km

Population: 4,555,911 (July 2013 est.)

Capital: Tbilisi

Export-commodities: Scrap metal, machinery, chemicals, fuel re-exports, citrus fruits, tea and wine

Import-commodities: Fuel, machinery and parts, transport equipment, grain and other foodstuffs and pharmaceuticals

Currency: Lari (GEL)

Ethnic groups: Georgian 83.8%, Azeri 6.5%, Armenian 5.7%, Russian 1.5%, other 2.5% (2002 census)

Religion: Orthodox Christian 83.9%, Muslim 9.9%, Armenian-Gregorian 3.9%, Catholic 0.8%, other 0.8%, none 0.7%

Government type: republic

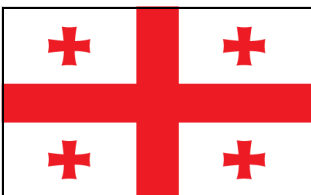
Chief of State: President Mikheil SAAKASHVILI (since 25 January 2004); the president is the chief of state and serves as head of government for the power ministries of internal affairs and defense

Head of government: Prime Minister Bidzina IVANISHVILI (since 25 October 2012)

Language: Georgian 71% (official), Russian 9%, Armenian 7%, Azeri 6%, other 7%

note: Abkhaz is the official language in Abkhazia.

Georgia is the 69th largest economy in the World.



Georgia / Sak'art'velo

Meetings and Negotiations

- Georgian business culture is noticeably **less formal** than in other countries.
- It is best to show up **on time**, but do not expect the meeting to start on time. Georgians are notoriously **unpunctual**.
- When meeting someone for the first time, shake hands while saying "gamarjoba" ("hello"). The person of the **higher** status should initiate the handshake.
- When greeting a **woman**, it is polite to wait for her to extend her hand.
- Maintain **eye contact** during the greeting.
- Only when addressing close friends or family Georgians will use **first names**. However, first names may be used with the word Batono ("Sir") or Kalbatono ("Madam") immediately afterwards, which

brings a sense of **formality**. Most people would still expect to be addressed with their appropriate **title** followed by the surname.

- Georgia is a hierarchical society. Age, position and power usually earn respect.
- Meetings can be frequently **interrupted**. Do not interpret this as a sign of disinterest since Georgians will not see any problem with dealing with more than one issue at a time.
- It can also prove fruitful to send a full biography of the individuals attending the business meeting.
- Meetings may continue over a lunch or dinner.

Business Attire

- For men, suit and tie are usually expected. Business women generally wear long skirts. Nice pants are acceptable as well.
- Make sure shoes and boots are always **cleaned** and polished. People will most likely

look down on you if you have worn looking shoes.

Behavior

- Table manners are generally unfussy and **relaxed**.
- **Do not** toast with beer. It is only used to toast the enemy.
- Keep your hands **visible** when eating and try **not** to rest your **elbows** on the table.

Gift Giving

- Gifts are always well received, though **not** necessarily **expected**. Gifts do **not** need to be **expensive** or elaborately wrapped.
- Gifts are not generally opened when received.

Appropriate Gifts:

- A box of chocolates, high quality wine or liquor.

Gifts to Avoid:

- Even number of flowers are reserved for funerals.

Business Tips continued

Conversation

- Most Georgians tend to be **indirect** with people they do not know well. Once Georgians are better acquainted, they become more direct in their communications.
- When speaking, Georgians are often very close to one another. A little less than arm's length is

the norm.

- Georgians can be **emotive** speakers. When discussing a topic, voices may become raised and hand gestures increased. It is common to see people engaged in what **appears** to be angry conversation yet, it is likely a simple discussion or debate.
- **Personal** questions are very

common. Georgians are not shy in asking how much money you make; whether you want to marry a Georgian, etc.

Topics to Discuss:

- family, work, Georgian food, art and music.

Topics to Avoid:

- local politics and regional conflicts.

