

# Invest in Kakheti - Investment Climate and Potential





# KAKHETI - An Investment Destination of Choice

## Basic Details

- 16% of the country's total area
- Population (2019) - 312 500
- Administrative center - Telavi
- Number of municipalities - 8

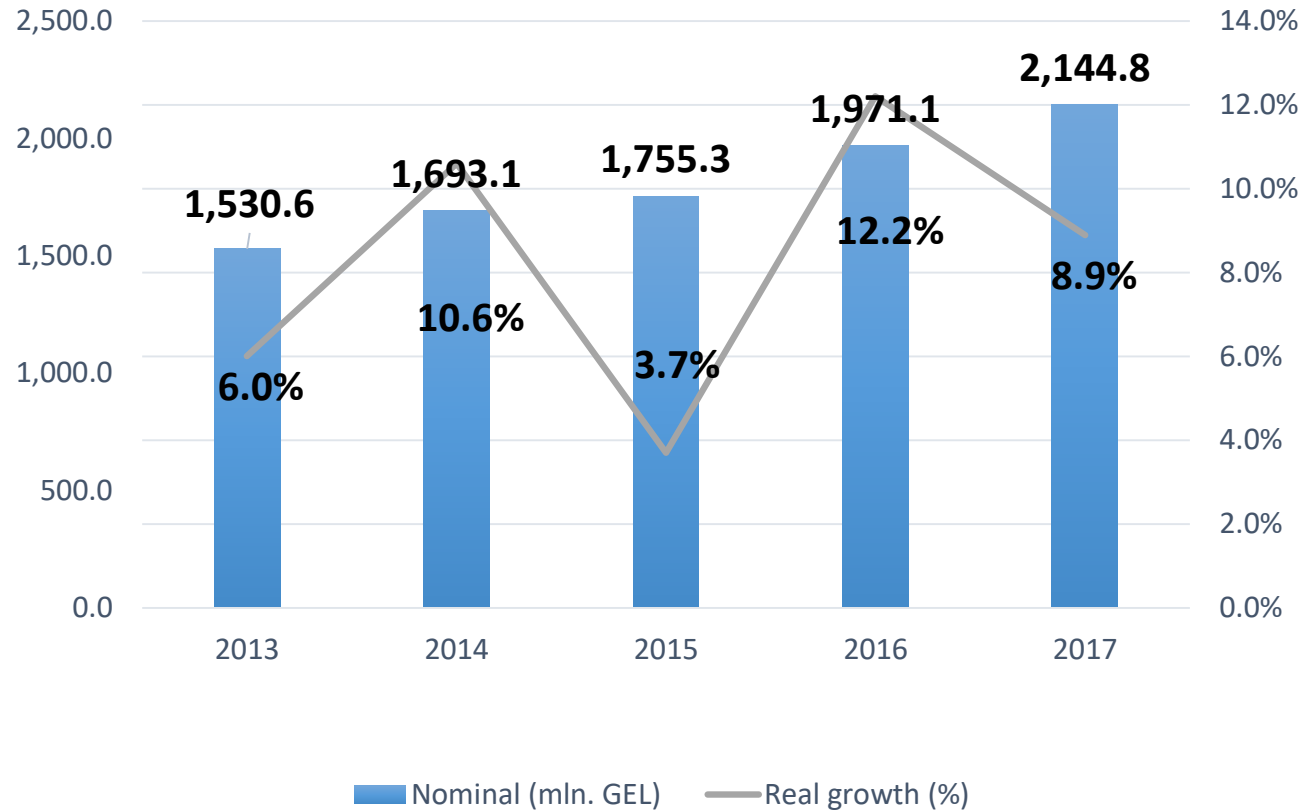
## Competitive facts of the region

- Attractive geographical location – proximity to Tbilisi and border with Azerbaijan
- A major wine producer and wine tourism destination in Georgia
- A major producer of agricultural goods in Georgia
- Access to healthcare and education services in the region
- All levels of the educational system – State university, vocational colleges
- Access to gas, electricity, water and internet in most areas of the region
- Skilled and competitively priced labor force

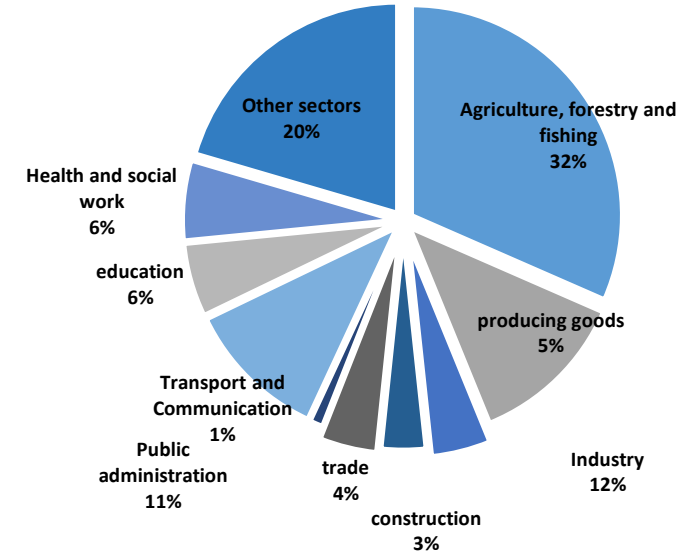
Named as the **cleanest** region of Georgia (2019)

# Sustainable Economic Development

Growing Regional GDP (million Gel)



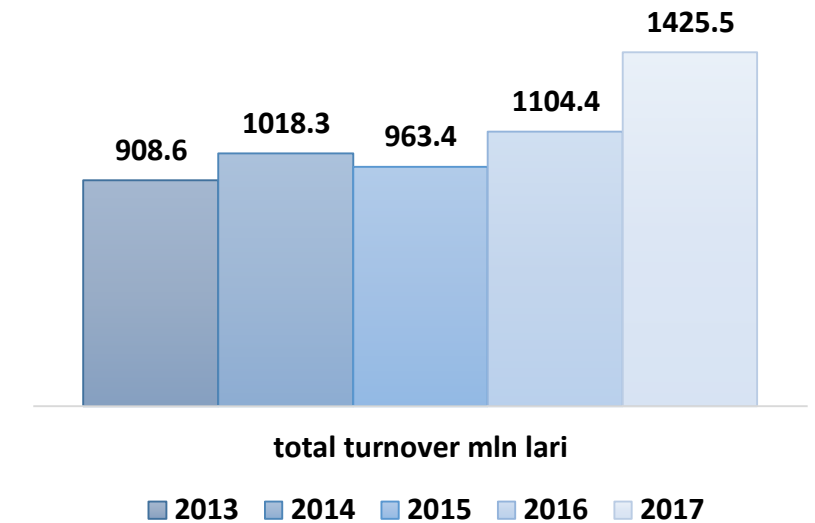
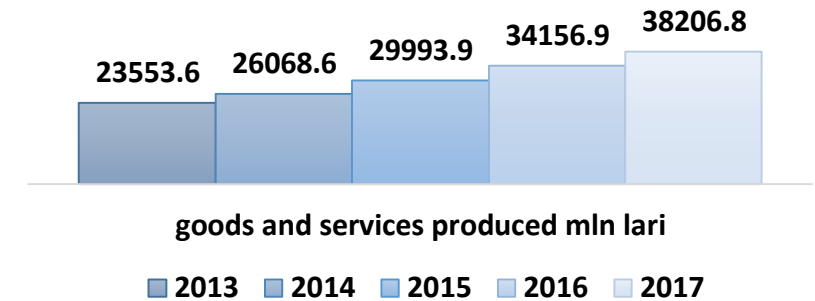
Diversified Nominal GDP in 2017



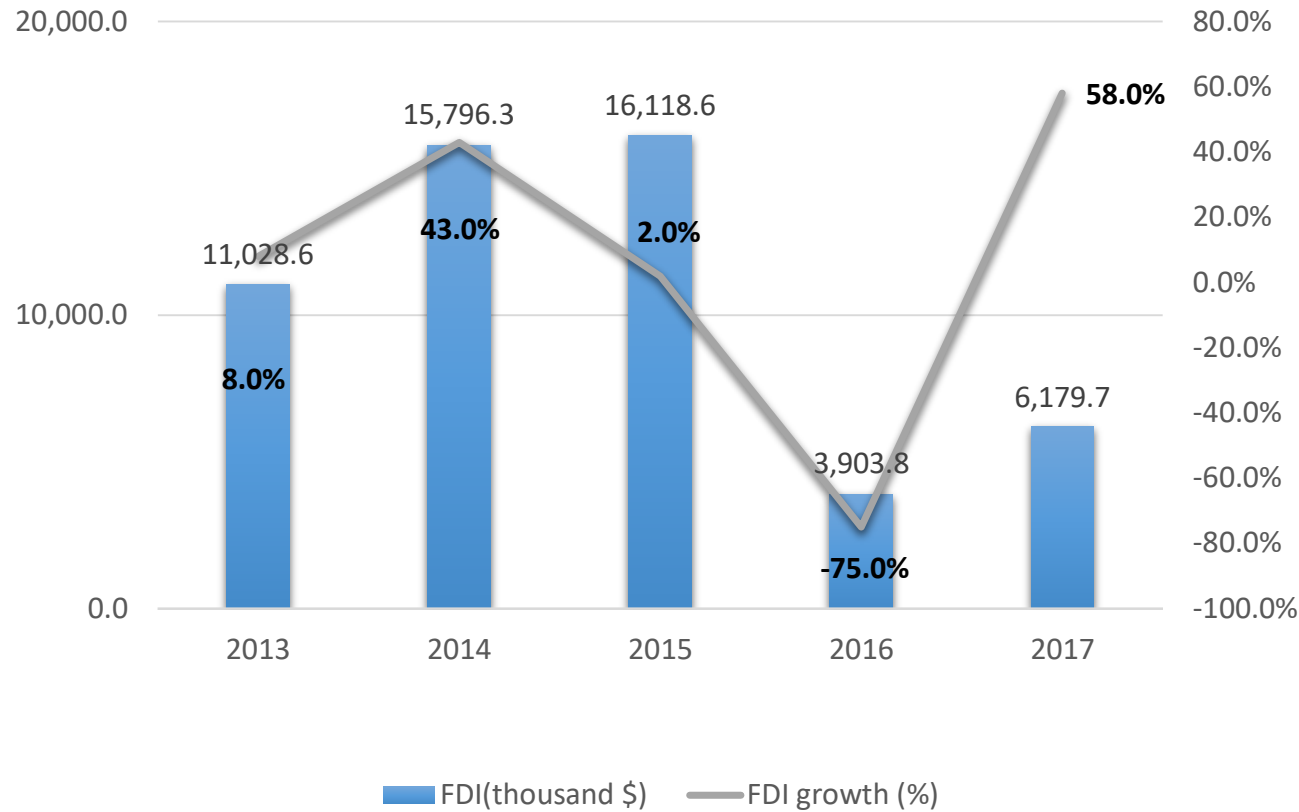
# Rapid Growth of Economic Activities

## TOP sectors based on 2017 statistics:

- ❑ Total turnover sectors – manufacturing, construction, trade, agriculture
- ❑ Goods and services produced by business - manufacturing, construction, trade, agriculture
- ❑ Active registered businesses – trade, manufacturing, hospitality and real estate, agriculture



# Foreign Direct Investments



**Top FDI sectors:** Agriculture, Hospitality and Real Estate, Energy, Manufacturing

## Top investor countries

- Russia
- China
- EU countries
- Turkey
- Iran



# Perspective Investment Sectors

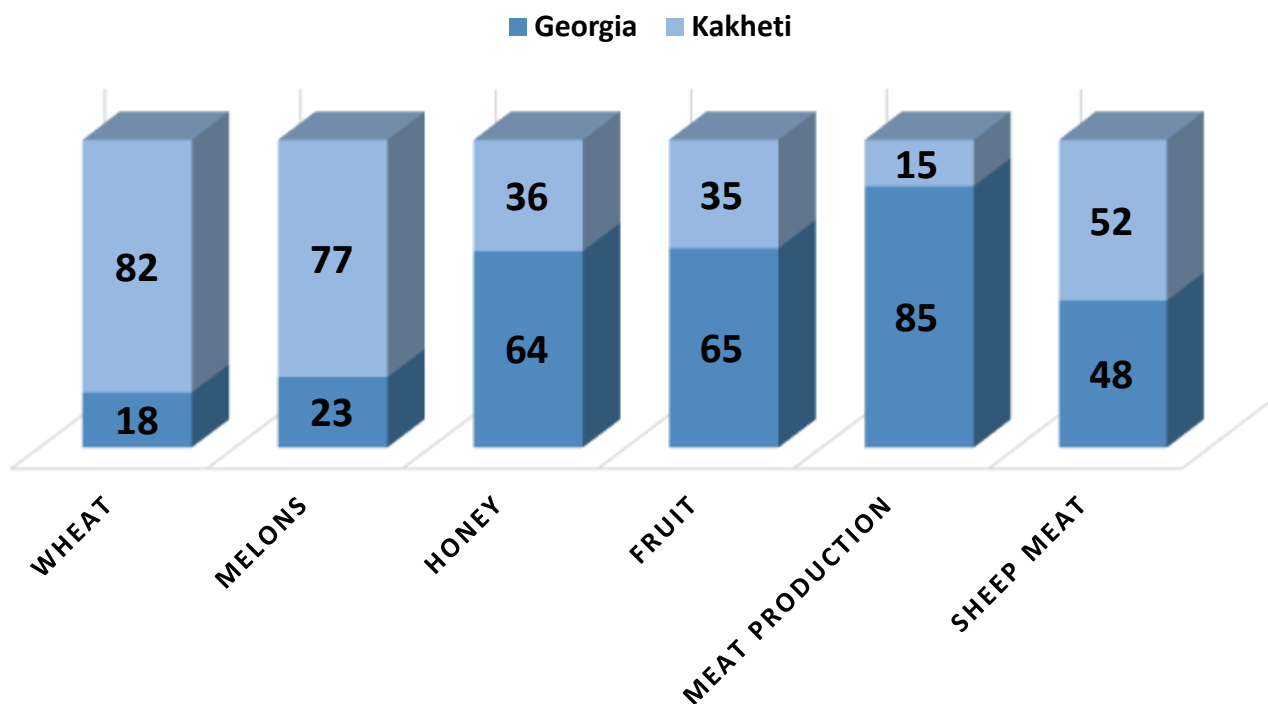
- Agriculture and Food Processing
- Hospitality and Real Estate
- Energy Sector and Natural Resources



# Why to Invest in Agriculture and Food Processing



SHARE OF KAKHETI IN TOTAL PRODUCTION 2017(%)

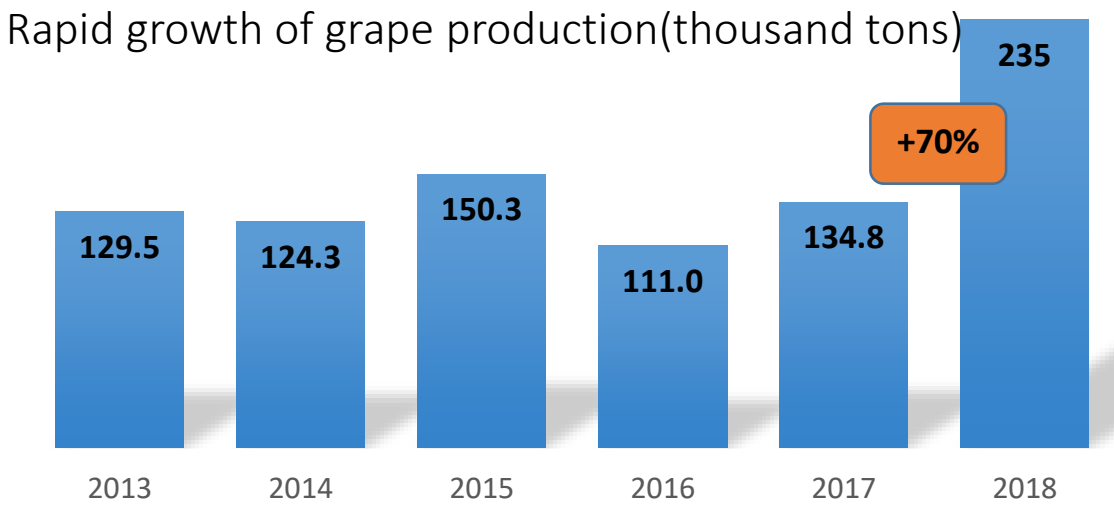


- ❑ 40% of total agricultural land of Georgia
- ❑ Fertile soil and favorable climate conditions
- ❑ Clean and Safe environment

# Viticulture and Winemaking

## By 2018 year

- Income gained through the grape production – 288 mln lari
- Export from Georgia reached 86.2 mln bottle-203 mln \$ - **70%** of total export is from Kakheti



- ❑ Kakheti is a unique ancient region with unique Kakhetian traditional method of winemaking
- ❑ 8000-year tradition of wine making in Qvevri vessel
- ❑ 75% of total country production
- ❑ Rapidly growing areas of vineyards
- ❑ 15 appellations of origin of wines



# Investment opportunities in Agriculture



## Wine and spirits



- 8000 years of continues wine making tradition
- Unique wine making method
- Special micro-climate zones and fertile soils
- Bio wine producing possibilities

## Organic production



- Rich and pesticide free soil
- Arable land resources

## Food processing



- Increased production due to currently ongoing projects, nuts, walnuts, almonds, pistachio, olives have the best processing potential nowadays

## Livestock farming



- The biggest area of agricultural land, especially – arable lands

## Aquaculture

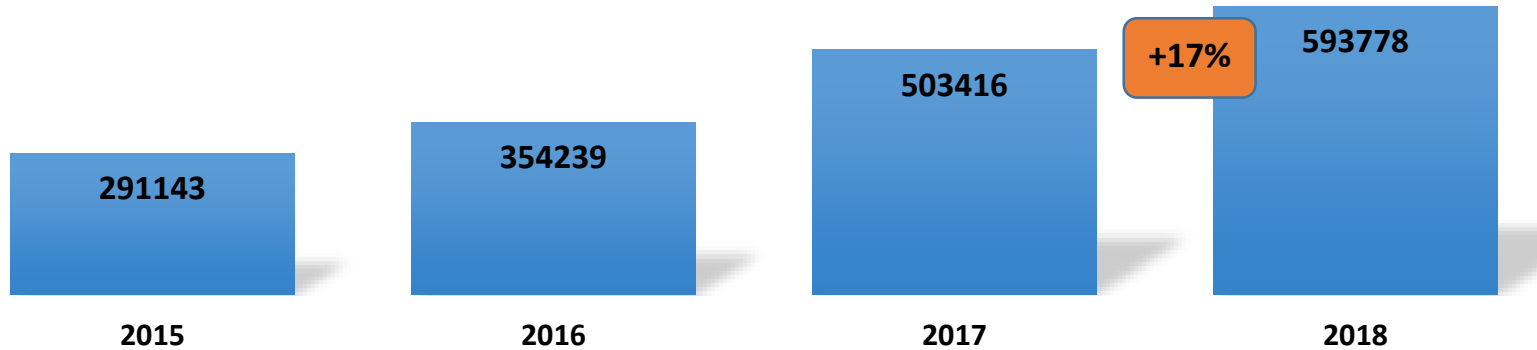


- Access to clean mountainous water
- Currently unused resources



# Why to Invest in Hospitality and Real Estate

Number of international visitors has been growing rapidly



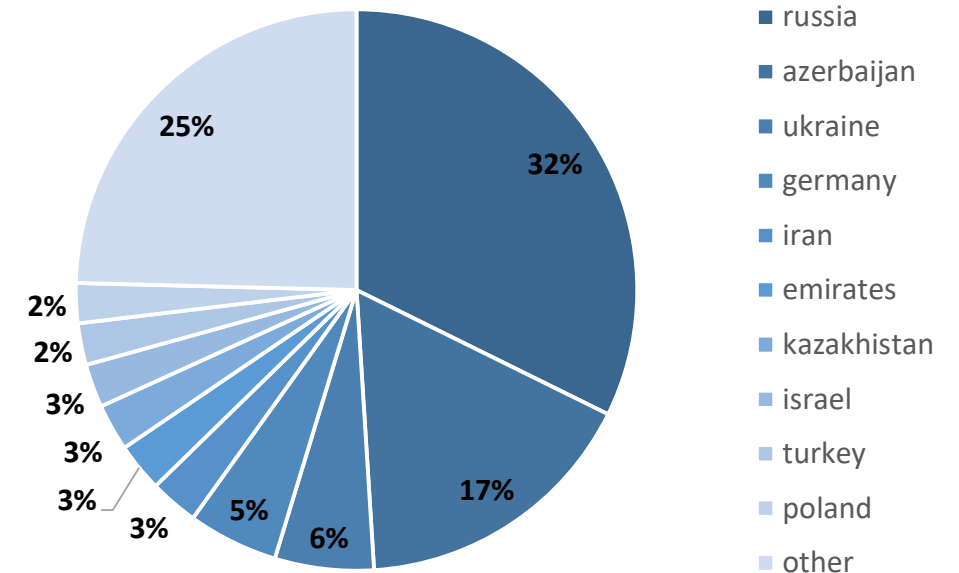
Top Reasons of visit:

- Holiday-wine, adventure tourism
- Religion
- Medical and wellness tourism
- Economic activity

Already-Operational International Hotel Chains include Radisson, Holliday Inn



Top countries by international arrivals in 2018



Source: GEOSTAT, national tourism administration

# Hospitality and Real Estate Investment Opportunity



Medical and wellness resorts

Four season resorts

Conference towns

Hunting tourism

Gambling

- ❑ **Wine Heritage** – home to both ancient wine making techniques and artifacts and high-quality modern wines
- ❑ **Cultural Heritage** – predominantly early Christian-era monuments, art, architecture, and living culture (food, music, dance, and other cultural traditions)
- ❑ **Nature and Adventure** – dramatic landscapes, hiking, trekking, biking, and winter sports, home to numerous natural heritage and cultural monuments - 37% of the country's protected areas – 2 national parks and 16 different categories of protected areas
- ❑ *Rapid increase in the number of new hotels in recent years.* The existing number of hotel bed is 4,109 with additional 1,733 hotel beds coming soon





# Why to Invest in Energy Sector

## Investment Opportunities in the Solar Energy and the Natural Resources

- In the southern part of Kakheti there are 250-280 sunny days in a year, which is approximately 6000-6780 hours
- Currently unused resources
- Deposits of Mineral Resources



Administration of the State  
Attorney

**KAKHETI**

– **The Destination of Your Future Investment**

Thank You

N16, Erekle II Ave. Telavi, Georgia  
[project@kakheti.gov.ge](mailto:project@kakheti.gov.ge)  
[Natia.Tatishvili@Kakheti.gov.ge](mailto:Natia.Tatishvili@Kakheti.gov.ge)