



# Imereti Agro Zone (IAZ)

Greenhouse Cluster Development Project

IAZ Expression of Interest (EOI) Results

# Invitation for the Expression of Interest (EOI)



On the 1<sup>st</sup> of March 2021, Imereti Agro Zone formally invited all interested parties internationally to take part in the IAZ Greenhouse Cluster Development Project by publishing the Invitation for the Expression of Interest (EOI).

In order to conduct the non-binding EOI process, bilingual (Eng & Geo) Documentation has been prepared and delivered for MEPA approval.

## The EOI Main Document Includes:

- IAZ Invitation for Expression of Interest - The Opportunity;
- IAZ Invitation for Expression of Interest – Appendices;



# The EOI Main Document Annexes & RSs



The EOI main document contains 30 pages of Annexes (4) and Returnable Schedules (6):

## The EOI Main Document Annexes:

- Annex 1 - MEPA Minister's Support Letter;
  - Annex 2 - General Terms and Conditions;
  - Annex 3 – Glossary;
  - Annex 4 - IAZ EOI plot details;

## The EOI Returnable Schedules (RS):

- RS - Executive Summary;
  - RS 1 - Bidders Declaration;
  - RS 2 - Respondent Company Information;
  - RS 3 - Outcomes experience capability expertise;
  - RS 4 - Financial offer;
  - RS 5 - Plot details;

# Invitation for EOI – Going Public



In order to achieve set objectives of the EOI, the Project Advisors developed and supported the implementation of a broad pre-marketing and communications strategy for IAZ, deploying both traditional means of communications, including face-to-face meeting, and various social media.

## IAZ Web Page as the main communication platform

IAZ web page has been designed as the main platform for introducing the IAZ EOI Process to public. The bilingual IAZ web site (English & Georgian) has been structured mainly around the EOI process, using as the bases (agreed with RDA and MEPA) EOI documentation: [www.iaz.ge](http://www.iaz.ge)

## Frequently Asked Questions (FAQ)

During the EOI process, received brief enquiries that were related to the announced EOI, have been answered and transparently published for the information to all potential respondents on the IAZ web site FAQ page: [www.iaz.ge/faq](http://www.iaz.ge/faq)

## EOI Industry Briefings

All held Industry Briefing individual presentations, together with 4 different full version video recordings are uploaded in both, English and Georgian languages on the Industry Briefing web page: [www.iaz.ge/industry-briefings](http://www.iaz.ge/industry-briefings)

A screenshot of the IAZ website homepage in Georgian. The header features the IAZ logo and navigation links. A large banner image shows a solar panel array. Below the banner, there's a section titled "იმურეთის აგრო ზონა" (Agrozone) with a "Registration" button. Logos for ADB and European Bank are visible.

A screenshot of the IAZ website's FAQ page in Georgian. It starts with a note about responses being available to all potential respondents via the English version of the page. Below is a list of frequently asked questions with answers, such as "How can I apply if I haven't yet delivered the filled out signed REDI?", "Is there a public list of companies involved in the construction of the greenhouse?", and "Can foreign investors acquire plots of land located in the IAZ Greenhouse Cluster Development?".

A screenshot of the IAZ website's EOI Industry Briefings page in English. It shows four video thumbnails: "Industry Briefing - HTDC", "Industry Briefing - Farmers and Greenhouse Investors", "Recording in Geor", and "Recording in Eng".

# Invitation for EOI – Going Public



## IAZ Social Media

In order to ensure bigger outreach to the IAZ international and local potential beneficiaries, the Project Consultants have advised to establish and develop IAZ Social Media: IAZ page on LinkedIn and IAZ page on Facebook. All related news, publications and updates to the announced IAZ EOI were published accordingly on the IAZ website and have been shared to the IAZ Facebook and LinkedIn pages.

### IAZ Facebook Page

<https://www.facebook.com/imeretiagrozone/>

A screenshot of the IAZ Facebook page. At the top left is the page's profile picture, which is the Imereti Agro Zone logo. To its right is the page name "Imereti Agro Zone" and a brief description in Georgian and English. Below this is a large image of a modern agricultural greenhouse. On the left side of the page, there is a sidebar with links to "მიმღების აგრძელება", "ფოტოები", "ვიდეოები", "პისტოები", "შპსები", and "საზოგადოება". The main content area shows a post with a video thumbnail showing two people speaking, followed by a caption in Georgian and English describing the Imereti Agro Zone as a state-owned LLC.

### IAZ LinkedIn Page

<https://www.linkedin.com/company/imereti-agro-zone>

A screenshot of the IAZ LinkedIn company page. It features the same logo and basic information as the Facebook page. The main image is a large photograph of a greenhouse. On the right side, there is a "View all 3 employees" button, a "Follow" button, and a "About us" section. The "About us" section contains a brief description of Imereti Agro Zone as a state-owned LLC with the goal of creating a Greenhouse Cluster Development in Imereti Region, Georgia.

# Invitation for EOI – Going Public



## Other Social Media Supporting Pages

MEPA, RDA together with the Consultants intensively supported the EOI Going Public process, by reposting the IAZ Greenhouse Cluster Development Project Expression of Interest related posts, articles and advertising material, through their social media pages and websites.

MEPA Facebook Page



RDA Facebook Page



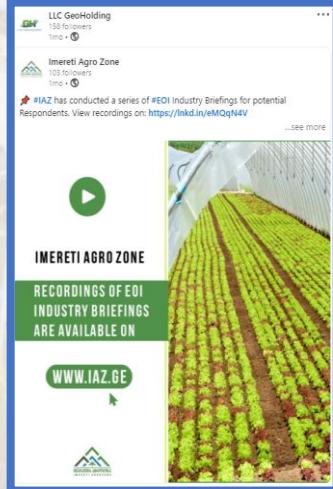
GHKSH Facebook Page



GHKSH LinkedIn Page



GeoHolding LinkedIn Page



GeoHolding Facebook Page



# Invitation for EOI – Going Public



## Producing Weekly Market Reports and Newsletters

The Project Advisors supported IAZ Social Media managers by creating and introducing the Weekly Market Reports and Newsletters to insure IAZ social media content and attractiveness during the announced Invitation for the Expression of Interest (EOI).

A screenshot of the JV GHKSH Agri Report newsletter. The header reads "JV GHKSH Agri Report" and "Imereti Agro Zone • იმერეთის აგროზონა 20 მარტი - 2021". The main content discusses the "GeoHolding &amp; KSH Consortium" and its research on Georgia's agriculture, specifically blueberry production. It features a photo of blueberries and the GH &amp; KSH logo.

A screenshot of the GeoHolding Newsletter. The header reads "GeoHolding Newsletter" and "Imereti Agro Zone • იმერეთის აგროზონა 28 მაისი, 09:35-შე". The main content includes a photo of US Ambassador Peter Weller and Georgian Minister of Finance Lasha Khutishvili, news about a \$67 million grant from USAID, and a section on Eurocontrol's air traffic forecast. It also features the GH &amp; KSH logo.

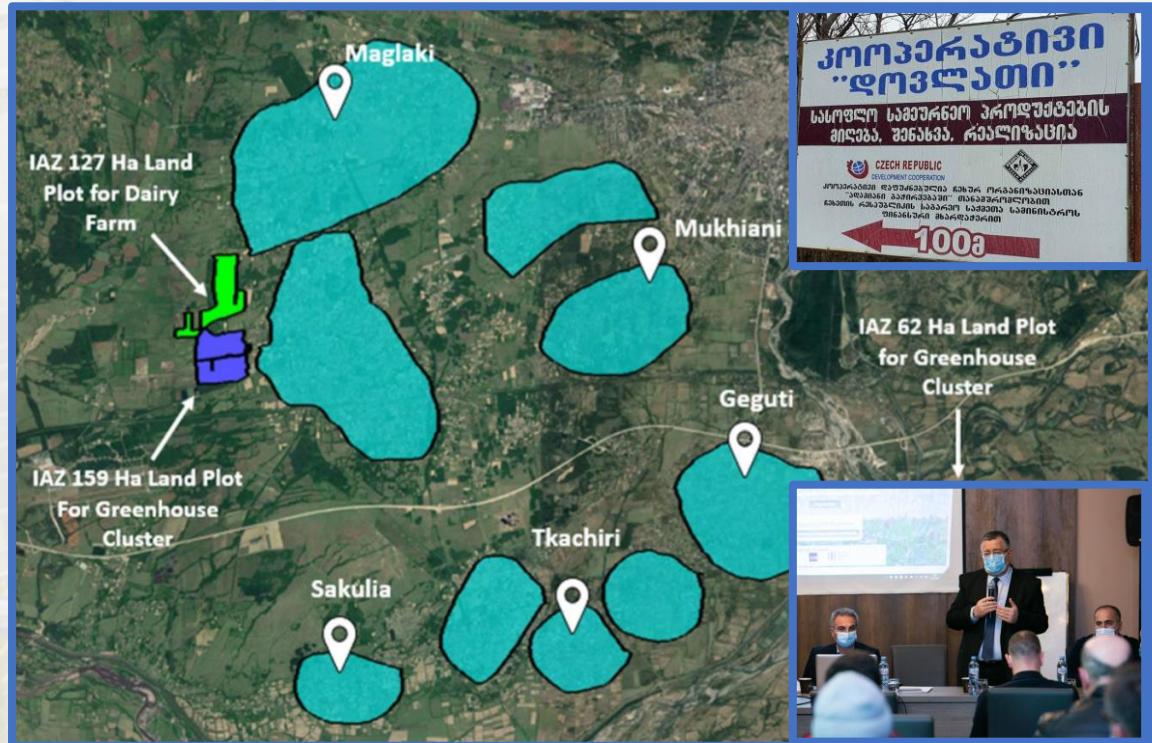
# Invitation for EOI – Going Public



## Face-to-face Meetings with Farmers

Face to face meetings were conducted in the villages surrounding the IAZ Greenhouse Cluster two production sites, in Tskaltubo and Baghdati municipalities.

Also, 2000 brochures were printed, out of which 1200 brochures were distributed in Tskaltubo and Baghdati municipalities by the RDA Regional Relationship Department.



# Invitation for EOI – Results



As shown in the IAZ EOI Final Report, the EOI process in itself and the IAZ GHCD project were well received by all stakeholders, from:

- Georgia's Council of Minister;
- Ministry of Environmental Protection and Agriculture (MEPA);
- Rural Development Agency (RDA)
- Embassies of Foreign Countries in Georgia - 52
- Embassies of Georgia in Foreign Countries - 50
- Development Agencies; International Financial Institutions (IFIs) (29);
- 200 Potential Farmers;
- Investors and O&M Operators;



Kingdom of the Netherlands



TIFLIS



European  
Investment  
Bank

The Project Advisors estimate that overall, up to 350,000 individuals, companies and institutions were made aware of the IAZ EOI Opportunity.

# Invitation for EOI – Results



## ✓ 50 EOI responses received:

- 32 Respondents from Georgia;
- 5 Respondents from Italy;
- 4 Respondents from Turkey;
- 5 Respondents from The Netherlands;
- 1 Respondent from Germany;
- 1 Respondent from China;
- 1 Respondent from France;
- 1 Respondent from Qatar;

- ✓ 95 international participants in four Industry Briefings;
- ✓ 300,000 Reach on Facebook (Total of All Pages);
- ✓ 26,000 Post Impressions on LinkedIn (Total of All Pages);
- ✓ 15 500 engagements on social media;

A composite image showing the Project Delivery Governance Overview and a list of attendees. The governance diagram illustrates the flow from the Project Initiator (MEPA) through RDA to various IAZ entities like Agro-Production, Infrastructure Development, Land Lease &amp; Sale, and Service Provider. The attendee list shows 42 individuals from 18 countries, including Georgia, Germany, Italy, Turkey, The Netherlands, France, China, and others.

# Filled out Returnable Schedules (RS)



During the EOI process, total of 48 Sets of Returnable Schedules have been received by IAZ for further eligibility study and approval.

Conducted Eligibility studies for total of 48 Respondents:

- 45 were recommended by the Project Advisors as eligible according to the set EOI rules and procedures;
- 2 were recommended by the Project Advisors to be reconsidered carefully by relevant state institutions;
- 1 was rejected to be recommended by the Project Advisors to IAZ;

Received and Confirmed Returnable Schedules

- 50 RS 2 Documents have been received;
- 20 Sets of RS 1, RS 2, RS 3 Documents have been received;
- 9 Sets of RS1, RS 2, RS 3, RS 4, RS 5 Documents have been received;



# Analysis of the Received Proposals



From the received Returnable Schedules, the distribution of differentiated proposals according to the 4 target groups defined for the EOI process is as follows:



Overall Management



Ancillary Businesses



HTDC



Farmers and Investors

1 Proposal:

- GeoHolding – Castlepines Equity Fund;

19 Proposals:

- EPC Contractor;
- Greenhouse Equipment Suppliers;
- Plant Protection input Suppliers;
- Certification and Inspection;
- Lab Control;

5 Proposals:

- Development of Educational-Training Courses;
- Consultancy Services;

5 Proposals:

- Greenhouse – 33ha;

# Disclaimer



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# Contact



## JV GeoHolding & KSH Consortium

32 Razmadze Str, 0179,  
Tbilisi, Georgia  
Tel: +995 591159993  
[www.ghksh.de/](http://www.ghksh.de/)



## LLC GeoHolding

32 Razmadze Str, 0179,  
Tbilisi, Georgia  
Tel: +995 591159993  
email: [info@llcgeoholding.org](mailto:info@llcgeoholding.org)  
[www.llcgeoholding.org/](http://www.llcgeoholding.org/)



## K. Spiertz Holding B.V.

Vilgert 30, 5941 CT Velden,  
The Netherlands  
[www.kspiertz.com](http://www.kspiertz.com)



Giorgi Dadiani  
Executive Director  
[goga.dadiani@llcgeoholding.org](mailto:goga.dadiani@llcgeoholding.org)  
+995 591 159 993

Michael North  
Founding Board Member  
[michael.north@llcgeoholding.org](mailto:michael.north@llcgeoholding.org)  
+43 676 5072292

Karel Spiertz  
Vice Executive Director  
[karel.spiertz@ghksh.de](mailto:karel.spiertz@ghksh.de)  
+31 6 51318478

Marius Pakker  
Senior Agricultural Expert  
[marius.pakker@ghksh.de](mailto:marius.pakker@ghksh.de)  
+971 58 662 1467

Eberhard Brodhage  
Financial Expert  
[eberhard.brodhage@ghksh.de](mailto:eberhard.brodhage@ghksh.de)  
+49 179 1099174



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