

Imereti Agro Zone (IAZ)

Greenhouse Cluster Development Project

IAZ Expression of Interest (EOI) Results

Invitation for the Expression of Interest (EOI)



On the 1st 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;

The image shows four sample pages from the EOI Main Document Annexes. The first page is a table titled 'IAZ EOI Եզրակացման ըզրագծեր' (IAZ EOI Summary Table) listing various plots with their IDs, areas, and descriptions. The second page is a map showing the location of the plots. The third and fourth pages are text-based annexes, likely containing the Minister's support letter and general terms and conditions.

The image shows six Returnable Schedules (RS) forms. RS 1 is a Bidder Declaration form. RS 2 is a Respondent Company Information form, including a table for company details. RS 3 is an Outcomes Experience Capability Expertise form. RS 4 is a Financial Offer form. RS 5 is a Plot Details form. RS 6 is an Executive Summary form.

Returnable Schedules

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:

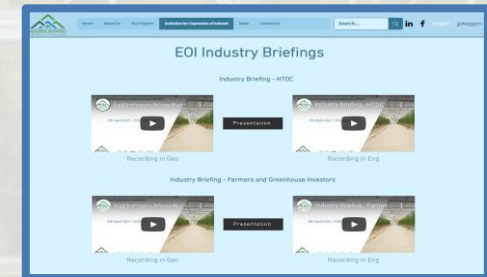
www.iaz.ge

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

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



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.

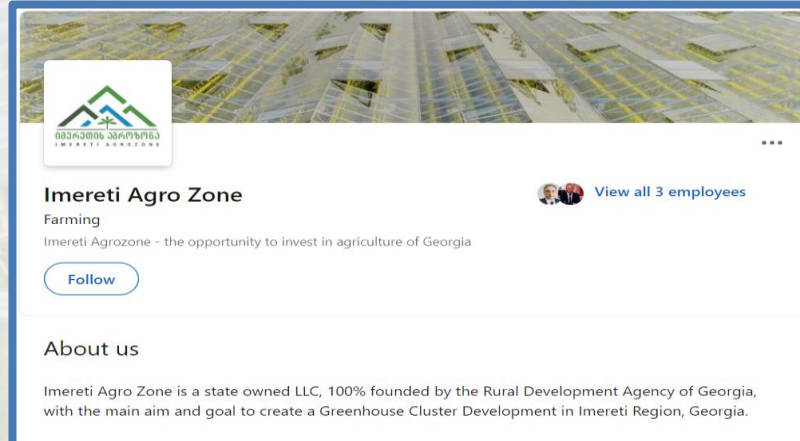
IAZ Facebook Page

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



IAZ LinkedIn Page

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



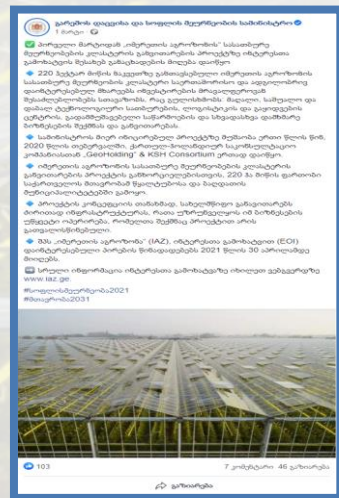
Invitation for EOI – Going Public



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



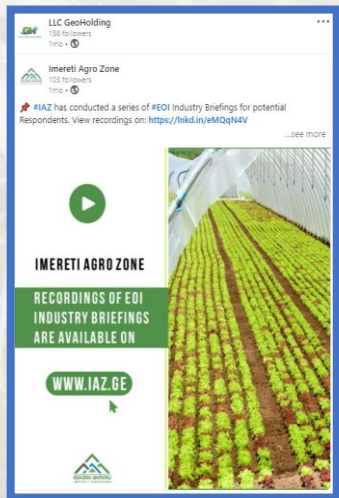
GHKSH Facebook Page



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).

JV GHKSH Agri Report

Imereti Agro Zone • იმერეთის აგროზონა
20 მარტი

იმერეთის აგრო ზონის კონტრაქტორი საკონსულტაციო კომპანიის JV „GeoHolding & KSH Consortium“ მეთხებ გამოცემა საქართველოს სოფლის მეურნეობის შესახებ ხელმისაწვდომია - <https://www.ghksh.de/researches-on-georgia/>

გამოცემა მიმოიხილავს:

- საქართველოსა და მთელს მსოფლიოში ლურჯი მოცვის წარმოებას;
- საქართველოს სოფლის მეურნეობის ძირითად მახასიათებლებსა და ინდიკატორებს;
- სახელმწიფო და კერძო გრანტების/სუბსიდიებს;
- სხვა მნიშვნელოვან სიახლეებს სოფლის მეურნეობის მიმართულებით.

19 March, 2021

JV "GeoHolding & KSH" Consortium
Agricultural Report on Georgia N4

For more visit our website : www.ghksh.ge

Report focus: Blueberry production

GH & KSH Consortium

GHKSH.DE
Agricultural Report on Georgia გაუგეთ მეტი

GeoHolding Newsletter

Imereti Agro Zone • იმერეთის აგროზონა
28 მარტი, 09:35-ზე

GEOHOLDING Weekly Newsletter

US Provides \$67 mln Grant to Georgia
A grant agreement has been signed between Georgia and the United States, based on which the United States Agency for International Development (USAID) will provide Georgia with a grant of up to \$67 million, with the possibility of increasing it to \$330 million.

Eurocontrol: air traffic in Georgia to return to pre-pandemic mark in 2022
If the vaccination process develops successfully globally and locally in 2021, air traffic in Georgia will return to the pre-pandemic mark in 2022 and will increase by 120%, says the European Organisation for the Safety of Air Navigation, commonly known as Eurocontrol.

USAID/Georgia Mission Director Peter Wiebler and Minister of Finance of Georgia Lasha Khutishvili signed a Development Objectives Grant Agreement that will enable USAID to provide \$330 in assistance to Georgia over the next five years.

წელს საქართველომ ექსპორტზე \$19 მილიონის ოქრო გაიტანა - საქსპორტო ბაზრები

“ოქლენდი” სურამში 20 მილიონამ ინვესტიციას ამორცილებს

Contact Us : www.llogeholding.org

facebook.com/llogeholding, in:skedin.com/company/llogeholding

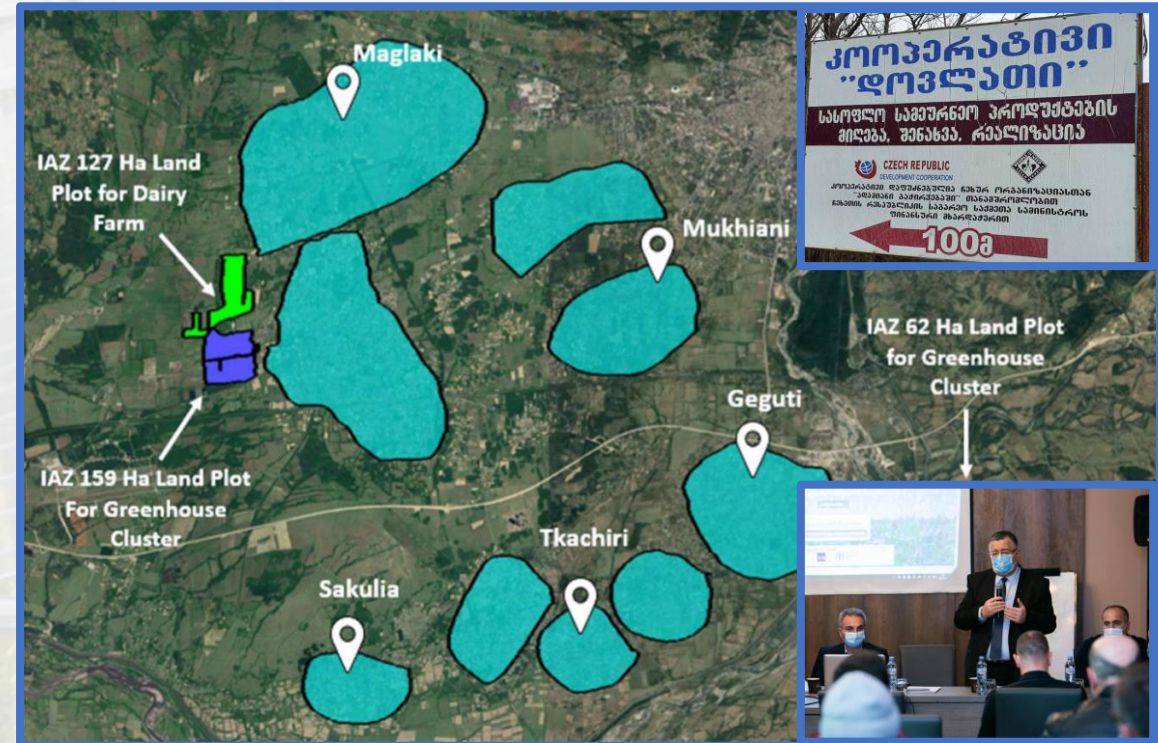
Invitation for EOI – Going Public



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

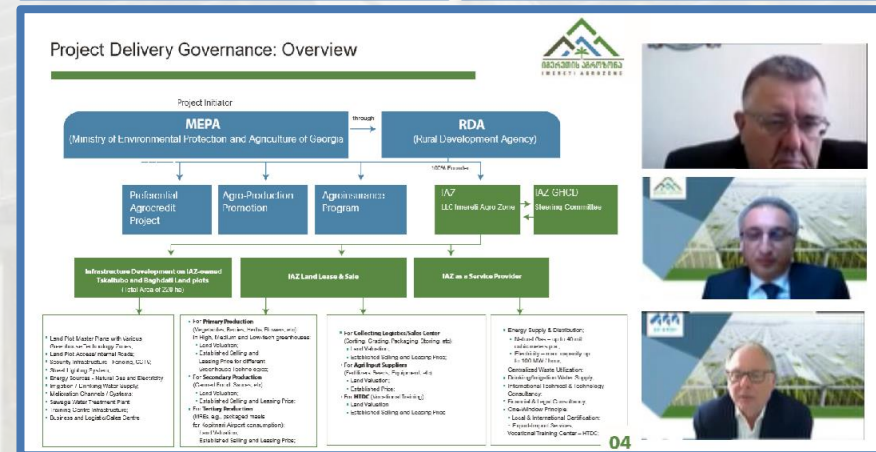
The Project Advisors estimate that overall, up to 350,000 individuals, companies and institutions were made aware of the IAZ EOI Opportunity.

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;



Filled out Returnable Schedules (RS)



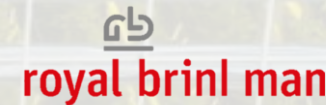
During the EOI process, total of 48 Sets of Returnable Schedules have been received by IAZ for further eligibility study and approval.

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:



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



This presentation is for information purposes only and does not constitute or form part of any offer to acquire, sell or otherwise dispose of, or issue, or any solicitation of any offer to sell or otherwise dispose of, purchase or subscribe for, any securities, nor does it constitute investment advice, nor shall it or any part of it nor the fact of its distribution form the basis of, or be relied on in connection with, any contract or investment decision. Certain statements in this presentation are forward looking statements. These forward-looking statements are based on expectations and beliefs current as of the date of this presentation, and, by their nature, are subject to a number of known and unknown risks and uncertainties that could cause the actual results, performance and achievement to differ materially from any expected future results, performance or achievement expressed or implied by such forward looking statements. No representation, warranty or assurance (expressed or implied) is given or made by the forward-looking statements contained in this presentation are accurate, complete, reliable or adequate or that they will be achieved or prove to be correct. The presentation disclaims any obligation or undertaking to disseminate any updates or revisions to any information contained in this presentation reflect any change in expectations, events, conditions or circumstances on which that information is based. This presentation is provided on a strictly private and confidential basis, to be used solely by the recipient. Neither this presentation nor any of its contents may be reproduced or used for any other purpose without the prior written consent of the owner. In accepting this presentation, the recipient agrees that it is provided solely for its use in connection with providing background information on the project and that it is not used for any other purpose.

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