



USAID
FROM THE AMERICAN PEOPLE

**BUSINESS CLIMATE
REFORM**

Date: 29 May, 2007
To: Olin McGill
From: Manana Dumbadze
CC: Tamara Grigorjeva
Re: Talk Show – Business Climate Reforms in Georgia

Background:

On May 19, 2007 USAID’s Business Climate Reform in cooperation with Imedi TV aired the third show of the fourteen part series “Business Class”. The series highlights key economic issues in Georgia. The programs focus on real stories of individuals related to the episode’s theme, and cover issues such as tax and customs reform, rural economic development and planning, resource management, business financing, and business/agricultural skills development. The shows are financed by USG funded development projects, and the USG has the right to rebroadcast the programs on public TV or other venues. The show which aired on May 19th focused on Business Climate Reforms in Georgia.

Objective:

The goal of the program was to provide the viewer with the opportunity to learn about key business climate reforms undertaken by the GoG with USG support.

Key speakers:

Vakhtang Lezhava, Deputy State Minister for Reforms Coordination
Giorgi Chirakadze, United Global Technologies (UGT) President

Moderator:

Revaz Sakhevarishvili, Economics Analyst with Imedi TV in Tbilisi

Participants:

Tato UrjumelaSili, USAID Business Climate Reform, Commercial Team Leader; David Lelashvili, USAID Business Climate Reform, Business Process Reengineering Specialist; Thea Shonia, Union “Caucasus - 2006”, President; Marlen Melkadze, Info-Audit Ltd., Director; Irakli Lomidze, "Civil Registry Project" IT, Consultant. Other representatives of private companies, law firms, insurance companies, businessmen, ordinary citizens, economic and law experts, and USAID Business Climate Reform project representatives also participated.

Content

The program focused on business climate reforms in Georgia, particularly on reforms in licensing and permitting, including construction, unified business and tax registration, e-governance, and Georgia’s performance on the World Bank Doing Business Survey. The program provided viewers with the opportunity to learn about reform priorities, why they matter, and when they will impact the lives of ordinary citizens.

The program included a slide presentation by USAID Business Climate Reform representatives David Lelashvili and Tato Urjumelashvili, which showed the monetized impact related to Georgia’s accession to The Hague Convention. The total annual monetized

benefit of the Hague Convention for Georgian citizens and businesses will be approximately \$11,311,041 and Georgia's performance on WB Doing Business Index will improve as well.

The audience was remarkably active in obtaining full and detailed information on the issues covered by the main speakers. There was full participation of the representatives of the private sector from the audience in discussions on permits and licenses, e-filing etc. The main speakers, the moderator and the audience created an atmosphere of a partners' professional discussion on policy making and reforms implementation problems.