



Georgian-American Business Association (GABA)

International Georgian-American Business Conference: *'Empowering Women Entrepreneurs: Global Cooperation and Innovations'*

Conference Dates: December 10–12, 2025

P R O G R A M

The International Georgian-American Business Conference “*Empowering Women Entrepreneurs: Global Cooperation and Innovations*” aims to support women entrepreneurs through education, networking, and access to resources, with particular emphasis on participants arriving from Georgia. The event provides a platform for collaboration among representatives of Georgia, Europe, the United States, and the United Nations, with active involvement of the diaspora.

The conference will also address modern innovative strategies, including artificial intelligence and ESG standards, which will foster the development of new opportunities and sustainable practices. Special attention will be given to the promotion of Georgian business by showcasing wine, tourism, and other local products to an international audience.

Ultimately, the conference will play an important role in supporting the United Nations Sustainable Development Goal (SDG 5 — Gender Equality), thereby amplifying women’s voices in global economic and related processes.

Conference Themes

- 1. Women’s Leadership and Entrepreneurship:**
 - Role of women leaders in modern business and overcoming gender barriers in entrepreneurship.
 - Success stories of women entrepreneurs from Georgia, Europe, and the U.S.
- 2. Global Business Opportunities:**
 - Strategies for entering international markets.
- 3. Technology and Innovation:**
 - Artificial Intelligence and digital transformation in business.
 - Opportunities in online marketing.
- 4. Networking and Collaboration:**
 - Role of the Georgian diaspora in business development.
 - Building and strengthening women’s business networks.
- 5. Access to Finance:**
 - Venture capital and women-led startups.
 - Financial education and resource access.
- 6. Cultural and Business Differences:**
 - Distinct features of Georgian, European, and American business cultures.
 - Experiences of women entrepreneurs from the diaspora.

7. Branding and Marketing:

- Effective marketing strategies for small and medium-sized businesses.

8. Business Potential of the U.S. and Georgia:

- Promoting the U.S. and Georgia as attractive business destinations.
- Export opportunities for Georgian products and services.
- Sharing investment opportunities.

Conference Format:

- Panel Discussions: Thematic conversations where participants will share their experiences.
- Seminars and Workshops: Practical sessions on finance, marketing, digital technologies, and artificial intelligence.
- Networking Sessions: Special events where participants will establish business connections.
- Keynote Speakers: Prominent Georgian women entrepreneurs as well as leaders from the United States and European Union countries.

The event will also explore opportunities for promoting Georgian culture and business, such as showcasing traditional Georgian products and the potential of tourism.

Participation in the conference is possible only through in-person attendance.

Conference Dates: December 10–12, 2025

- **Day 1 (December 10):** Visits to Georgian businesses (Asaia, Cheese Boat, Georgian Wine House) and a tour of New York’s Financial District.
- **Day 2 (December 11):** Meetings at the United Nations Headquarters and the UN Women Office.
- **Day 3 (December 12):** Conference and Gala Dinner (LUMA STUDIOS, located in the Garment District, 38th Street and 8th Avenue, NYC, NY).

Participation Fee:

Region	Fee / Participant	Fee Covers	Fee Does Not Cover
Georgia	\$1,200*	Transportation from airport to hotel and back; local transportation for planned events (December 9–13)	Hotel, meals (unless otherwise specified), Gala dinner
Europe	\$300	Registration fee only	Hotel, transportation, airport pick-up
USA	\$100 (GABA member) / \$300 (non-member)	Registration fee only	Hotel, transportation, airport pick-up

***Note:** For participants invited from Georgia — in the event that the U.S. Consulate denies the visa application, the conference participation fee will be refunded to the participant’s designated bank account within 10 business days, excluding the bank service fee (USD 50). Upon receiving the official notification of the visa denial from the U.S. Consulate, the participant must inform the organizers no later than December 1, 2025, by sending an official message to: info@gabausa.org and gaba.gen.sec@gmail.com.

Detailed Schedule

December 9, 2025

Arrival and Registration of Participants

- 📍 Newark & JFK Airports
 - 🕒 Transfer to hotel, check-in, and rest.
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Day 1 – December 10, 2025

Visits to Georgian Businesses and Cultural Tour

- **13:00–15:00** – Visit to *Asaia*: Introduction to Georgian cuisine and meeting with the owner.
 - **15:30–17:30** – Visit to *Cheese Boat*: Discussion of Georgian culture and business.
 - **18:00–20:00** – Visit to *Georgian Wine House*: Wine tasting and networking event.
 - **20:30** – Tour of New York’s *Financial District* and return to the hotel.
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Day 2 – December 11, 2025

Visit to the United Nations Office and Diplomatic Meetings

- 📍 United Nations Headquarters, New York

Host: Permanent Mission of Georgia to the United Nations (Head – Mr. D. Bakradze) and the Consulate General of Georgia in New York (Consul – Ms. Maia Bartaia).

Partner: UN Women

- **09:00–09:30** – Transfer of participants to the UN Office
 - **09:30–10:00** – Welcoming remarks (GABA, UN Women, Permanent Mission of Georgia to the UN) and the representative from the Consulate General of Georgia
 - **10:00–11:00** – Meeting of conference participants with representatives of the United Nations Office, held within the framework of partnership with UN Women, to discuss the prospects and strategy for future cooperation.
 - **12:00–14:00** – Meeting with representatives of the Embassy and Consulate General of Georgia.
 - **14:30–15:30** – Lunch and networking session.
 - **16:00** – Return to hotel, free time.
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Day 3 – December 12, 2025

International Business Conference

- 📍 *LUMA Studios*, Garment District, 38th Street & 8th Avenue, New York, NY

- **08:30–09:00** – Registration and coffee break.

Exhibition booth: Georgian wine and handmade crafts (*Chkhaidze Wine*, tourism brochures).

- **09:00–11:00** – Opening Session
 - *Ina Asanidze* – Project Director
 - *Ketevan Goldi* – President of GABA
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Welcome remarks:

- *Inna Vernikov* (NYC Councilwoman)
- *Senator Jessica Scarcella-Spanton* (NYS Senator for SI-BK, SD23)
- *Svetlana Zelenskaya* (President, New York Women’s Club)
- *Lena Pechenik* (President, Brighton Beach Business Association)

Keynote Speaker: *Ketevan Goldi*

Panel Discussion: *“The Role of Women Leaders in Modern Business”*

Participants: Natia Shatirishvili (Georgia), Lela Alasania (USA), Irma Rubino (USA), Nana Jikia (Georgia), Natia Chachua (Georgia), Bela Asanidze (Georgia), Izolda Kvitsiani (Netherlands), Sesili Biniashvili (Israel), Manana Gogoladze-Kobidze (Spain), Khatuna Baratashvili (Georgia).

- **11:00–12:00** – Workshop: *“Strategies for Entering International Markets and Digital Marketing.”*
Speaker: Zurab Parkosadze (Media Manager, Digital Marketing Specialist).
- **12:00–12:30** – Presentation: *“Social Entrepreneurship: Successful Cases and Innovative Practices.”*
Speaker: Lia Kiladze (Director, International Education and Development Academy; Doctor of Business Administration).
- **12:30–13:00** – Coffee break / Networking
- **13:00–13:30** – Panel Discussion: *“The Role and Significance of Successful Women in Global Business.”*
Speaker:
- **14:00–15:00** – Lunch and Presentation of Georgian Products (wine, tourism).
- **15:00–15:30** – Workshop: *“Business Start-Up Opportunities in the U.S. and Access to Finance.”*
Speaker: Dali Khokhobashvili (Licensed Agent, U.S. Internal Revenue Service).
- **15:30–16:00** – Thematic Session: *“Achieving Financial Balance in Women’s Lives.”*
Speaker: Nina Kanchaveli-Finnegan (Financial Planning and Consulting Expert).
- **16:00–17:00** – Panel Discussion: *“The Role of the Georgian Diaspora in Business Development.”*
Speakers: Nikoloz Chkheidze, Gogita Mamporia, Zviad Devdariani.
- **17:00–18:00** – Closing Remarks and Conference Summary (GABA).
- **19:00–22:00** – Gala Dinner: Georgian wine tasting, networking, and cultural program.

Event Partners:

- Permanent Mission of Georgia to the United Nations
- Association “Tvistomi,” United States
- Association “Diaspora House”
- Society of Women Leaders, Georgia
- David the Builder Academy, Georgia

Georgian-American Business Association (GABA)

President

Ketevan Gold

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