

Application Form

1. Information about the potential beneficiary enterprise:

Name	
Legal Form	
Personal number/identification number	
City/Municipality/Region	
Legal address	
E-mail	

2. Contact information of the applicant:

Name, Surname	
Position within the enterprise	
Telephone number	
E-mail	

3. Information about the company's activities:

Date of commencement of the enterprise's operations	
Annual wine production volume (liters)	
Potential sales regions for products (mark no more than two regions, or select "all" regions).	<input type="checkbox"/> Europe <input type="checkbox"/> Asia <input type="checkbox"/> America <input type="checkbox"/> Other <input type="checkbox"/> All
Estimated total volumes of wine exported during each calendar year, based on the selected regions.	2023 year _____ liters 2024 year _____ liters
Estimated values of the conducted and enforceable marketing activities during the reporting periods, based on the regions you have indicated.	from 01.10.2022 to 30.09.2023 _____ Lari from 01.10.2023 to 30.09.2024 _____ Lari

Explanation:

The program does not apply to wine exported to countries of the GUAM Organization for Democracy and Economic Development, the Commonwealth of Independent States, and to advertising activities.

The calendar year encompasses the period from January 1 to December 31.

The reporting period spans from October 1 of one calendar year to September 30 of the subsequent calendar year.

Allocation of regions according to the country:

a) Asia region - the region comprising the following countries: United Arab Emirates, Jordan, Türkiye, Iraq, Lebanon, Syria, Qatar, Kuwait, Saudi Arabia, Iran, Israel, Bahrain, Oman, Cyprus, Yemen, Afghanistan, China, Republic of Korea, Mongolia, Bangladesh, India, Bhutan, Pakistan, Nepal, Sri Lanka, Republic of Maldives, Brunei, Thailand, East Timor, Laos, Myanmar, Malaysia, Philippines, Cambodia, Singapore, Indonesia, Vietnam, Japan;

b) Europe region - the region comprising the following countries: Slovakia, Hungary, Romania, Poland, Czech Republic, Bulgaria, Albania, Netherlands, Germany, Switzerland, Belgium, Liechtenstein, Austria, Ireland, United Kingdom, Luxembourg, Monaco, France, Greece, Andorra, Serbia, Malta, Vatican City,

Croatia, Portugal, Spain, Montenegro, Italy, San Marino, Bosnia and Herzegovina, North Macedonia, Lietuva, Denmark, Norway, Iceland, Sweden, Estonia, Finland, Slovenia, Latvia;

c) America Region – the region encompassing the countries of North and South America.

d) Other region - the region comprising the countries not specified in paragraphs "a," "b," and "c" of this article.

Note: In the event that the beneficiary has not incurred any marketing expenses and/or has not exported wine in accordance with the program's terms during the previous calendar year and reporting period, the last marketing expenses and the volume of exported wine no more than the past three years will be considered in the calculation.

4. Objectives of the program

Please mark the desired direction/directions:

- Implementation of diverse marketing strategies to facilitate entry into network-based retail sales facilities.*
- Branding of shelves, placement in the catalog of the trade facility, and organization of tastings to encourage and stimulate sales in trade chains and specialized wine shops.*
- Ensuring the effectiveness of wine sales in trade facilities and specialized wine shops by engaging an international company for the optimal placement and presentation of products.*
- Media campaign aimed at increasing sales: ensuring the advertising of products across various media types, online platforms for wine sales, and social networks.*
- Procurement of sales agent services to enhance sales performance.*
- Participation in exhibitions designed to enhance sales within the target market to identify potential new partners.*

Explanation: In order to identify a new partner, participation in events designed to enhance sales in the target market also includes involvement in international wine exhibitions (with the exception of those planned and organized by the National Wine Agency).

Signature -----

Date -----