

Annex NI**Application Form****1. Information about the potential beneficiary enterprise:**

Name	
Legal form	
Personal number/identification number	
City/municipality/region	
Legal address	
Email	

2. Applicant's contact information:

Name, Surname	
Position in the company	
Telephone number	
E-mail	

3. Information about the company's activities:

Date of commencement of operation of the enterprise	
Volume of annual wine production (liters)	
Potential sales region of production (select no more than two regions, or only "all" regions)	☐ Europe ☐ Asia ☐ America ☐ Other ☐ All
Estimated volumes of exported wine during calendar years, total for each year (According to the regions you selected)	2025 Year _____ Liter 2026 Year _____ Liter
Estimated values of marketing activities carried out and to be carried out in the reporting periods (according to the regions you have selected)	From 01.10.2024 to 30.09.2025 _____ GEL From 01.10.2025 to 30.09.2026 _____ GEL

Explanation:

The Program does not apply to wine exported to GUAM/CIS countries or to marketing activities carried out in those countries.

A calendar year covers the period from 1 January through 31 December, inclusive.

A reporting period covers the period from 1 October of one calendar year through 30 September of the following calendar year, inclusive.

Distribution of regions by country:

a) **Asian Region** – a region comprising the following countries: United Arab Emirates, Jordan, Turkey, 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, Timor-Leste, Laos, Myanmar, Malaysia, Philippines, Cambodia, Singapore, Indonesia, Vietnam, and Japan;

b) **European Region** – a 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, Lithuania, Denmark, Norway, Iceland, Sweden, Estonia, Finland, Slovenia, and Latvia;

c) **American Region** – a region comprising the countries of North and South America;

d) **Other Region** – a region comprising countries not specified in subparagraphs (a), (b), and (c) of this Article.

Note: Where a beneficiary did not incur marketing expenses and/or did not export wine in accordance with the terms and conditions of the Program during the preceding calendar year and reporting period, the calculation shall take into account the most recently incurred marketing expenses and the volume of wine exported during the preceding three years.

4. Program objectives

Please indicate the desired direction/directions:

- ☐ *Implementation of various marketing activities aimed at facilitating entry into chain retail outlets;*
- ☐ *Shelf branding, placement in retail catalogues, and tastings aimed at promoting/stimulating sales in retail chains and specialised wine shops;*
- ☐ *Ensuring effective wine sales in retail outlets and specialised wine shops by engaging an international company for the effective placement and presentation of products;*
- ☐ *A media campaign aimed at increasing sales, including the promotion of products through various media outlets, online wine sales platforms, and social media;*
- ☐ *Procurement of sales agent services for the purpose of increasing sales;*
- ☐ *Participation in activities aimed at increasing sales in the target market for the purpose of identifying new business partners.*

Explanation: Participation in activities aimed at increasing sales in the target market for the purpose of identifying new business partners shall also include participation in international wine exhibitions and reimbursement of the related expenses, except for exhibitions and/or other related organizational expenses planned and incurred by the National Wine Agency.

Reimbursement of organizational and/or business travel expenses shall be determined in accordance with the procedure established by the legislation of Georgia.

Signature -----

Date -----