



Georgia Employment and Infrastructure Initiative
საქართველოს დასაქმებისა და ინფრასტრუქტურის ინიციატივა

COMMUNITY ACHIEVEMENTS

Artisans, Farmers and Guesthouses Promote Businesses at Holiday Festival



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On December 19, CHF~Georgia hosted a Christmas party at its Tbilisi office to exhibit and sell agricultural products and market tourism products supported by the USAID funded Georgia Employment and Infrastructure Initiative program (GEII).

The party had much to offer guests: homemade sweets from the regions of Kakheti and Samtskhe-Javakheti, Churchkhela, delicious cheese, famous Kakhetian wine and Badagi, fruit from Guria, honey, different kinds of tea, medicinal herbs, colorful Christmas oriented handicrafts from Kakheti and Samtskhe-Javakheti rural artisans.

Each producer and artisan had his or her own booth offering value-added products that were unique and perfect for the holiday season. Visitors had difficulty detaching themselves from the splendor and variety on display; not only did they have the chance to purchase the items on display, but they were also able to take home producers' business cards with contact information to make future orders and possibly even business relationships.

As part of an effort to promote USAID~GEII supported guesthouses, a slideshow was presented, taking visitors on a journey through the most beautiful parts of rural Georgia. Although the guesthouses owners from these areas were not present at the event, their products were showcased at different booths. It was a wonderful opportunity for guests to spend the end of the working day in a pleasant atmosphere, indulge in tasty Georgian sweets, drink some glint wine and buy gifts for their families and friends.



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The 3-hour-long event generated income totaling 1,690 GEL (about \$ 1,000)

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