



# Newsletter

MINISTRY OF ENVIRONMENTAL PROTECTION AND AGRICULTURE OF GEORGIA

AUGUST 2025

## Minister of Environmental Protection and Agriculture David Songulashvili Meets with UAE Ambassador to Georgia Ahmed Al Nuaimi



Minister of Environmental Protection and Agriculture of Georgia, Mr. David Songulashvili, held a meeting with the Ambassador of the United Arab Emirates to Georgia, Mr. Ahmed Al Nuaimi.

During the meeting, the parties discussed prospects for deepening trade and economic relations between the two countries, while also focusing on potential investment opportunities.

Minister Songulashvili emphasized the importance of the strategic partnership between Georgia and the United Arab Emirates and outlined the strong potential for exporting Georgian agro-food products to the UAE market.

Discussions also covered areas of mutual interest, including food safety, efficient management of water resources, climate change, biodiversity protection, and the promotion of renewable energy production.

The parties explored opportunities for knowledge and experience sharing in the key sectors.

Ambassador Al Nuaimi noted that the existing partnership between the two countries provides a solid foundation for implementing meaningful projects in the fields of environmental protection and agriculture.

The Deputy Minister, Mr. Lasha Dolidze, and the Heads of Relevant Departments of the Ministry attended the meeting.

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## Nino Tandilashvili: “From both a political and regulatory perspective, Georgia has taken significant steps in the field of waste management



Mrs. Nino Tandilashvili, First Deputy Minister of Environmental Protection and Agriculture of Georgia, delivered remarks in Geneva, Switzerland, at the Ministerial meeting of the Intergovernmental Negotiations focused on preventing plastic pollution.

Mrs. Tandilashvili emphasized the progress Georgia has made in the area of waste management at both the political and legislative levels, noting that the country has taken significant steps in line with the EU-Georgia Association Agreement, including the development of a National Waste Management

Strategy and the gradual implementation of the Extended Producer Responsibility (EPR) system.

The First Deputy addressed the existing challenges related to effective waste separation and underscored the importance of investment in the mentioned process.

“Like many other countries, Georgia is committed to reducing plastic pollution- a step that will improve environmental conditions and stimulate economic activity. However, overcoming structural, financial, and institutional barriers requires joint efforts. Therefore, we believe that a new international agreement aimed at preventing plastic pollution must include robust financial support mechanisms. Such mechanisms will help countries adopt new waste management approaches, improve existing infrastructure, and implement modern technologies,” stated Mrs. Tandilashvili.

According to the First Deputy Minister, with the active involvement of the business sector, the Extended Producer Responsibility (EPR) system is being gradually implemented for

the collection and recycling of various specific types of waste. “We have a firmly defined policy on sustainable development and the efficient use of natural resources. Promoting green growth, European integration, and inclusive development are key components of our strategic vision. We see this as an opportunity to create green jobs, reduce dependence on raw materials, empower local entrepreneurs, and modernize infrastructure,” emphasized the First Deputy Minister. The Ministerial meeting in Geneva aimed to discuss national achievements and challenges in combating plastic pollution, share experiences, attract investments, and promote the effective implementation of national policies and approaches. Organized by the United Nations and the Swiss government,

the Ministerial brought together Ministers and high-level representatives from nearly 100 countries, including the Deputy Secretary-General of the UN, Inger Andersen, Executive Director of the UN Environment Programme, and Jessica Rosvalley, European Commissioner for Environment. The Ministerial, organized by the United Nations and the Swiss government, brought together Ministers and high-level representatives from nearly 100 countries, including Mrs. Inger Andersen, Under-Secretary-General of the United Nations and Executive Director of the United Nations Environment Programme, and Mrs. Jessika Roswall, European Commissioner for Environment.

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## David Songulashvili: “Promoting Local Production Is a Solid Foundation for Strengthening the Economy and Enhancing Public Well-Being”



The Minister of Environmental Protection and Agriculture, Mr. David Songulashvili, visited the Samtskhe-Javakheti region, where he met with local entrepreneurs and employees of various structural units under the Ministry. “To fully understand the challenges on the ground and respond in a timely and effective manner, I regularly meet with local communities in the regions. Today’s visit to Samtskhe-Javakheti was part of that ongoing effort. I believe that direct communication is the most effective way to make informed and prompt decisions, including amending existing programs



or developing new approaches when necessary,” stated the Minister. During the visit, the Minister toured several enterprises, including LTD Meskheti Poultry Farm, LTD Geo Flowers—a facility that processes fruit and medicinal plants, and LTD Tsipora-Samtskhe, a milk processing enterprise. “For more than a decade, the state has implemented targeted programs to support production. The development of local industries is a solid foundation for strengthening our national economy and enhancing the well-being of our citizens. Moreover, State programs are designed to cover every stage of the value chain, enabling quicker and more effective outcomes. Entrepreneurs receive support across all phases of their operations. The clearest indicators of success are the expansion of cultivated agricultural land, an increasing presence of Georgian products in local markets, and the growth of agricultural exports. State support continues, carefully tailored to the evolving needs of farmers and entrepreneurs. I would also like to highlight that during our visits to Borjomi and Akhaltsikhe, we held meetings with employees from several agencies operating within the Ministry’s system. These included rangers from protected areas, specialists from the National Food Agency and the State Laboratory of Agriculture, as well as representatives from the Environmental Supervision Department and the National Forestry Agency.



The purpose of these meetings is to gather in-depth, firsthand insights into the challenges and needs faced by these professionals. Their working conditions-such as infrastructure, technical resources, and support for continuous knowledge development are essential to enabling them to efficiently carry out their duties. The efficient operation of these services plays a critical role in the country’s overall development and progress,” said Minister Songulashvili.



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## Nino Tandilashvili Meets with Inger Andersen, Under-Secretary-General of the United Nations and Executive Director of the United Nations Environment Programme



Mrs. Nino Tandilashvili, First Deputy Minister of Environmental Protection and Agriculture of Georgia, met with Mrs. Inger Andersen, Under-Secretary-General of the United Nations and Executive Director of the United Nations Environment Programme, in Geneva, Switzerland. The meeting took place within the framework of the Intergovernmental Committee Ministerial Session on preventing plastic pollution of the environment.

During the meeting, Mrs. Tandilashvili briefed Mrs. Andersen on the reforms implemented by the Government of Georgia in recent years aimed at improving environmental governance, sustainable management of water resources, climate change mitigation, air quality enhancement, and waste management. “Georgia continues to advance its integration with Europe by adopting European standards, aiming to improve environmental conditions and align with EU requirements.



This process includes the practical implementation of obligations taken under all relevant multilateral international agreements, underscoring once again the Government of Georgia’s firm commitment to faithfully fulfilling its international environmental obligations,” stated Mrs. Nino Tandilashvili. The First Deputy Minister emphasized the importance of introducing an Extended Producer Responsibility system in waste management and expressed gratitude to Mrs. Inger Andersen for her personal efforts aimed at achieving an international agreement on the prevention of plastic pollution. Mrs. Andersen positively assessed the steps taken by the Government of Georgia towards improving environmental standards, while highlighting the country’s steadfast support for the international environmental agenda and the implementation of multilateral environmental agreements. During the meeting, both parties discussed opportunities for future cooperation and the development of new initiatives in waste management.

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## David Songulashvili Meets with the Ambassador of the Republic of Korea to Georgia



Minister of Environmental Protection and Agriculture of Georgia, Mr. David Songulashvili, held a meeting with the Ambassador Extraordinary and Plenipotentiary of the Republic of Korea to Georgia, Mr. Hyondu Kim.

During the meeting, the two sides discussed prospects for bilateral cooperation in the fields of agriculture and environ-

mental protection, as well as opportunities to deepen trade and economic relations.

The Minister emphasized the importance of effective collaboration on ongoing projects, particularly in protected territories. Minister Songulashvili stressed that adopting Korea's expertise and technologies is crucial, specifically for managing protected areas, mitigating climate change, promoting sustainable water use, and responding to crises.

The parties also discussed food products with high export potential. According to Minister Songulashvili, Georgian wine, nuts, and berries are among the key products with strong export capacity. He also touched upon the promising prospects for aquaculture development in the country.

Ambassador Hyondu Kim stated that cooperation between the two countries is active and successful, and expressed readiness to support Georgia through knowledge-sharing as well as technical and financial assistance.

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## A prestigious German publication, “Wein+Markt”, has published an article about Georgian wine

“Wein+Markt” is one of the leading specialized publications for Germany's wine trade sector, offering its target audience updates on market trends and contemporary demands. Featuring the best Georgian wines and traditional winemaking practices in this publication will contribute to increasing the popularity and sales of Georgian wine in the German market. The article discusses the culture, traditions, and mod-

ern industry of Georgian winemaking. At the same time, “Wein+Markt” presents nearly 50 Georgian wines selected through a tasting competition held in June.

With the support of the National Wine Agency of Georgia and organized by the German marketing company ff.k Public Relations, a Georgian wine tasting-competition titled “Best of” was held in Cologne, Germany, on June 16 within the framework of cooperation with the publisher “WEIN+MARKT”.

The professional jury included representatives from the sales sector, sommeliers, experts, and wine journalists.

A total of 100 wine samples produced by 72 Georgian wine companies—using both Qvevri and classic methods—were presented at the competition. Based on a so-called “blind tasting,” information about 47 top wines from 32 companies was selected and published in the magazine.

Since 2020, Germany, the largest wine importer in Europe, has been added to the list of strategic markets for Georgian wine. To promote Georgian wine and increase its export potential, cooperation between the National Wine Agency and the German company ff.k Public Relations began in 2021 and remains active to this day.

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## The National Wine Agency Launches Active Marketing Campaign in German Wine Retail Chains

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With the support of the National Wine Agency and organized by the Agency's contracted marketing company, "FF.K Public Relations", an active marketing campaign for Georgian wine has started in retail wine sales chains in Germany.

The goal of such consumer-oriented events is to promote sales growth of Georgian wine in export markets.

In one of the most prestigious German wine retail chains, Jacques Wein Depot, Georgian wine was presented in a special promotional wine section across more than 300 stores.

At the same time, as part of the campaign, an online shelf and a dedicated page for Georgian wine were launched in HAWESKO's online store. HAWESKO Holding is the largest and most prestigious retailer in Germany in the premium wine category, with whom the National Wine Agency has cooperated since 2023. The number of Georgian wines in this company's portfolio increases annually.

This consumer-oriented campaign will become even more

active starting in the autumn, when wine sales traditionally increase. Alongside the above-mentioned companies (HAWESKO, Jacques Wein Depot), the marketing campaign for Georgian wine will continue in cooperation with popular retail chains and import companies such as Mack & Schühle, Interpartner, Rindchen's, and others.

To promote Georgian wine and increase its export potential, the National Wine Agency has been cooperating with the German marketing company FF.K Public Relations since 2021.

Within the framework of the marketing campaign, in addition to the above activities, tasting seminars are being held this year in various German cities for wine professionals, representatives of the wine trade sector, and consumers; Georgian wine is presented at international exhibitions; targeted advertising and media campaigns are carried out; and wine tours to Georgia are organized for media representatives, wine professionals, and sales sector specialists.

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