

**Favorability of Governmental Programs for Micro and Small Business Sectors  
on the Case Study "Produce in Georgia"**

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## **Statement**

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## Abstract

In June 2014, by the Ministry of Economy and Sustainable Development of Georgia, along with the Ministry of Agriculture, new governmental incentive “Produce in Georgia” was launched. The program's goal is to advance an innovative and entrepreneurial culture all through the nation by invigorating the foundation of new small/micro and medium enterprises as well as support extension of existing businesses. As a component of the program Produce in Georgia, the business division advances and supports the establishment of new enterprises, furthermore it provides assistance to existing activities and business operations by providing budgetary support, export promotion and informational reinforcement to the entrepreneurial community.<sup>1</sup>

The main objective of the research is to analyze the program “Produce in Georgia” and its favorability for the existing or potential entrepreneurs of the agricultural sector. Moreover, to provide conceptual, technical and practical recommendations reflective of proven best international practice, which will be consistent with needs and expectations of potential investors and beneficiaries of the program.

**Key terms:** Produce in Georgia, Enterprise Georgia, Agribusiness, Invest in Georgia, Investment promotion, SME development, Micro and small enterprises, Governmental incentives, Governmental programs

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<sup>1</sup> Enterprisegeorgia.gov.ge. (2019). About | Enterprise Georgia. [online] Available at: <http://www.enterprisegeorgia.gov.ge/en/about> [Accessed 5 Jun. 2019].