

## Annex no. 2

### Detailed factual, time and financial framework of foreign development cooperation project

**Project title:** Promotion of the hazelnut trade

**Implementing and partner institution:** Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic | Georgian Hazelnut Growers Association (GHGA)

**The development objective of the project:** The development objective of this project is to increase the awareness and capacity of Georgian producers and enterprises in the hazelnut trade. In particular, the following activities are foreseen:

- Increasing knowledge in the subject area, i.e. how to get to know a particular foreign market properly and how to obtain sufficient verified references about it, i.e. what are the preferences of this market (e.g. in terms of quality, required quantities, etc.), what are the exact expectations of consumers, how to find possible reliable business partners, etc.
- To help remove other possible constraints, i.e. how to set up functioning communication channels and direct contacts with foreign business partners.
- Promoting the effective adjustment of these inputs to help boost mutual trade, increase competitiveness, in this case in hazelnut trade, and how this will help increase employment, development and income in rural areas in Georgia to fight poverty, etc.

**Objectives of the project:** The main objective of the project is to show, using the example of the Czech Republic, the correct procedures for foreign market research in the search for direct connections to end customers and to describe other contexts necessary for the sustainable development of mutually beneficial foreign trade.

OUTCOMES OF THE PROJECT	ACTIVITIES WITHIN THE PROJECT	Expected financial requirements for individual activities	Invoicing date
<p><b>Output 1.1</b></p> <p>Preparation of a complete market survey in the Czech Republic in the field of hazelnut trade in Czech and English</p> <p><b>Timeframe for achieving the output:</b> 5-7/2024</p>	<p><b>Activity 1.1.1</b></p> <p>This activity will involve the preparation of a comprehensive market survey in the Czech Republic, specifically in the hazelnut trade. The development of the market research in the Czech Republic will be carried out with an emphasis on the specific requirements of the Georgian partner in order to ensure a high level of customisation and comprehensiveness of the service. As part of this activity, AMSP CR will work with selected hazelnut market experts and will work in close cooperation with the partner to ensure that all key aspects and requirements relevant to the market environment are covered.</p>	<p>175,457.00 CZK (incl. VAT)</p>	<p>30/11/2024</p>

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<p><b>Output 1.2</b></p> <p>Comprehensive preparation for the implementation of "Georgian Hazelnut Promotion Days" in the Czech Republic and "Three-day trip for representatives of selected Czech companies to Georgia" and preparation of the document "Business Policy Guideline" for Georgian farmers.</p> <p><b>Timeframe for achieving the output:</b> 8-11/2024</p>	<p><b>Activity 1.2.1</b></p> <p>Implementation of the promotional event "Georgian Hazelnut Days in the Czech Republic". GHGA will ensure the organization of this activity, while all details of the event, such as the number of days, venue, number of participants, promotion, etc. will be defined by the partner organization GHGA according to their own requirements and wishes. The AMSP CR will identify as many potential stakeholders (companies, entrepreneurs, traders, etc.) interested in the hazelnut market segment and business cooperation with Georgian partners as possible for this event and invite them to attend this event, i.e. help the Georgian partner with promotion on the Czech side. The value of this activity will be up to a maximum of 123,000.00 CZK (excluding VAT). GHGA will be able to invoice these costs to AMSP CR as the implementer on the Czech side. The AMSP CR is also entitled to re-invoice these costs to the donor organisation, i.e. the MIT, which will reimburse the implementer from the project budget.</p> <p>Implementation of a three-day trip for representatives of 3-4 Czech companies to Georgia. This activity will also be implemented by the Georgian partner GHGA. On the spot, the Czech delegation will have the opportunity to visit relevant farmers and get acquainted with specific hazelnut farms, processing methods, quality, quantity produced, etc. The trip will be attended by representatives of 3-4 selected Czech companies and 1 representative of the AMSP CR, up to a <u>maximum of 5</u> persons. Among the selected Czech companies, representatives of relevant hazelnut producers/farmers/processors or similar selected organisations are expected. AMSP CR will select 3-4 Czech representatives for this event, who will be presented to the Georgian partner for approval in advance. All details of the event, such as number of days, venue, number of visitors, promotion, etc. will be defined by the partner organization GHGA according to their own requirements and wishes. This activity is expected to be worth a maximum of 196,800.00 CZK (excluding VAT). GHGA will be able to invoice these costs to AMSP ČR. The AMSP CR is then entitled to re-invoice these costs to the contracting authority, the MIT, which will reimburse the contractor from the project budget.</p> <p>The final phase of the project will be the development of a "Business Policy Guideline" by the GHGA, which will compile the information gathered during the previously implemented activities. The document will serve as a manual for Georgian farmers interested in exporting their produce abroad.</p>	<p>800,543.00 CZK (incl. VAT)</p>	<p>30/11/2024</p>
<p><b>THE TOTAL COST OF THE PROJECT:</b></p>			<p>976,000.00 CZK (incl. VAT)</p>

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 Association of Small and Medium-sized Enterprises  
 and Crafts of the Czech Republic (AMSP CR)

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 Georgia Hazelnut Growers Association  
 (GHGA)