EU-GEORGIA BUSINESS COUNCIL

EU Awareness Centre

MEMORANDUM OF COOPERATION

BETWEEN

The EU Awareness Centre (EUAC) and the EU-Georgia Business Council (EUGBC)

1. PURPOSE

The EU Awareness Centre (EUAC) and the EU-Georgia Business Council (EUGBC) agree to cooperate to promote Georgia's European integration, strengthen the country's economic and governance alignment with EU standards, and support informed engagement of businesses, civil society, and the wider public in EU-related processes.

This Memorandum of Cooperation ("MoC") outlines the mutual intention of the Parties to collaborate on regulatory alignment, public awareness, and capacity building, thereby contributing to a stronger and more resilient EU–Georgia partnership.

2. AREAS OF COOPERATION

To support Georgia's European integration process, improve understanding of EU regulations, and strengthen the business and civic environment, EUAC and EUGBC will focus their cooperation on the following core areas:

2.1. Trade, Investment, and Regulatory Awareness

Jointly developing materials, briefings, and informational tools explaining EU market rules, AA/DCFTA obligations, investment regulations, and sector-specific opportunities for Georgian businesses. This includes clarifying regulatory obstacles, market access requirements, and compliance procedures relevant to EU–Georgia trade.

2.2. Business Support, Policy Dialogue, and Stakeholder Engagement

Cooperating on business forums, seminars, and consultations with EU institutions, EU Member States, the Government of Georgia, and international organisations to strengthen advocacy, improve the investment climate, and support transparent, rules-based economic development.

2.3. Public Awareness and EU Integration Communication

Conducting public outreach, awareness campaigns, and joint communication initiatives aimed at highlighting the benefits of EU integration for citizens and the private sector. This includes countering disinformation related to EU–Georgia trade, standards, investment, and economic cooperation.

2.4. Joint Projects, Research, and Capacity Building

Developing joint initiatives such as grant proposals, research projects, educational materials, and training programmes to support SMEs, sectoral associations, and civic actors in navigating EU regulations and opportunities created by the AA/DCFTA.

The above areas of cooperation are non-exhaustive and may, with mutual consent, be expanded to include additional activities that advance the objectives and shared mission of both Parties.

3. FUTURE STEPS

The Parties may enter into specific agreements or project arrangements to implement the cooperation outlined in this MoC. Amendments to this MoC will require prior written approval by both Parties.

4. LEGAL RELATIONSHIP

This MoC is not legally binding and does not create enforceable obligations or rights under law. Neither Party shall use the name, trademark, or logo of the other in any publicity or publication without prior consent. Upon mutual agreement, the Parties may list each other as strategic partners on their respective websites.

Nothing in this MoC shall prevent either Party from entering into similar cooperative arrangements with other organisations.

5. COMMENCEMENT, RENEWAL, TERMINATION

This MoC will take effect on the date of signature and remain in force indefinitely. Either Party may terminate the MoC by giving one (1) month's written notice to the other Party.

6. CONFIDENTIALITY

The Parties acknowledge that certain confidential or proprietary information may be shared in the course of cooperation. Such information will be handled in accordance with the confidentiality provisions of the Belgian model, with the necessary adjustments to comply with Norwegian and EU law. Obligations of confidentiality shall survive for one (1) year after termination.

Signatures:

Executed in English in two (2) original copies, each Party receiving one duly signed copy

For the media platform EUGBC

Ambassador Zviad Chumburidze
Secretary General

Signature: _____

Date: 29.12.2025

For the EU Awareness Centre (EUAC):

Dr George Robakidze
Executive Director

Signature: _____

Date: 29.12.2025