

as well as tradition of pottery and ceramic production. The traditions of Imeretian and especially Zestafoni cuisine and culinary / gastronomy are well known. Most importantly, there are enough businesses in all these directions that are established on the domestic market and have successful cases of getting International market. At the same time we have good experience of government, business and CSO cooperation and growing trend and good level of engagement in local issues.

However there are some weaknesses: limitation of municipal budget resources, lack of financial sustainability of existing businesses, low level of external relations, lack of position on the foreign market, not enough qualified management and lack of relevant personnel requirements, low knowledge level of modern technologies and electronic equipment. Our vision is: Zestafoni Municipality – industrial and commercial center of upper Imereti is developed by industrial production and traditional winemaking and pottery fields, durable and high quality of service facilities, With good conditions of governance is build high level cooperation between Government business and CSO, established permanently working relationships for cooperation with international partners of the region, municipality and business circles. Sharing, generating and implementing innovative ideas. Economy increases and produces more income and raise of the number of employees.

Based on this main goals are:

1. Stimulating and developing traditional trends of farming, establishment of local and external markets;
2. Cooperation of business, government and international partners, sharing experience and implementation of joint business projects.
3. Creating opportunities of qualification raising and professional growth, trainings.

The main activities covered by the plan are: Organize annual business forum; Creation of renewable database and catalog on land plots and other real estate in the municipality, as well as on operating enterprises and vacancies; Organizing participation of local entrepreneurs and managers to the field meetings and exhibitions, seminars and business forums, demonstration and advertising of local products; Establishment of Information-Consultation Center; Establishment of "Employment Assistance Center" and others; Financing of the activities is planned with the basic principle for involving as much donor and participants as possible for implementation of this plan.

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