

Brilliant Entrepreneur Programme in Georgia
March-October 2018

Women entrepreneurs in Georgia taking the lead

It was all about talent and entrepreneurship development in the [Brilliant Entrepreneur](#) programme in Georgia. If you use your talent, the growth and success of your business becomes a lot easier. And more fun. Because, when talents come together a vibrant network and even friendships emerge!

This has been the experience of the fifteen Georgian SME women entrepreneurs during the seven-month Brilliant Entrepreneur programme. The rich results were celebrated during the closing event in October 2018. The combination of talent-in-business training, the focus on a concrete business innovation project and a trade mission to the Netherlands is a golden formula.



Talented women!

In the first training, discovering their talents was a big surprise for all participants. "Do I have a talent? Is that not only meant for famous people?" some of them doubted. The opposite proved to be true. Talents like 'making people happy', 'creative problem solver', 'life is a party' soon created a lively interaction and fruitful business cooperation between the participants. And it did not stop there. Knowing their talents gave them the (self)confidence that they needed to take new and challenging steps in their business.



International steps

The trade mission to the Netherlands was a great source of inspiration and new knowledge. The wish to introduce Dutch agricultural technology in Georgia has come closer for some of them. New European partnerships have emerged for the sale of Georgian hazelnuts and exclusive herbal teas. Plans are in the making for the Georgian Design Week, inspired by the Dutch Design Week.

Innovation and employment

The entrepreneurs have also profiled themselves on their national market. New products (soft fruit, tableware, etc.) and services such as HACCP training meet the growing demand from the booming tourism sector and the growing middle class. The young entrepreneurs in agriculture are a stimulating example for other young people in rural areas. And an important source of much needed employment.



Mentoring

To extend the impact of the program, each participant became the mentor of a small, emerging woman entrepreneur. With their help, several mentees succeeded to increase the profitability of their businesses!

Visibility

Making the women entrepreneurs more visible is important for the participants and for raising public awareness of the power of women entrepreneurs. They are role models! In Georgia a large audience was reached through articles and movies in the national media.

In order to reach an even larger audience, also beyond Georgia, photographer [Michel Marang](#) made a beautiful [photo series](#) about the Georgian brilliant entrepreneurs. These photographs are available for exposition in the Netherlands.

Future

The basis for the growth of the enterprises has been laid. New project ideas have come up. The women entrepreneurs are ready for the next step!

About Brilliant Entrepreneur

The Brilliant Entrepreneur programme assists female SME entrepreneurs in developing and emerging economies with taking the next step in their business. This is needed to unleash the great potential of women entrepreneurs whose businesses are often smaller than those of their male counterparts. Growth of the SME sector contributes substantially to the increase of employment opportunities. Until now, the Brilliant Entrepreneur programme was successfully implemented with women entrepreneurs from Uganda, Zimbabwe, the Balkan and several countries in the Middle East.



Fotografie Michel Marang, Jacqueline Janssen en Akaki Pkhakadze