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# BUILDING BUSINESS BRIDGES: LEBANON - GEORGIA

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A Corporate, Cultural & Business Networking Event | March 27-28, 2026, Tbilisi - Georgia



المجلس الاعترافي اللبناني للأعمال  
Lebanese International Business Council  
Conseil International Libanais d'Affaires



LOUBNANY

A Program by The Chamber of Commerce in Europe, Asia & Africa in collaboration with  
[Loubnany.com](http://Loubnany.com)

# Building Business Bridges | Lebanon – Georgia

A Corporate, Cultural & Business Networking Event

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March 25 – March 28, 2026 | Biltmore Hotel, Tbilisi

A Program by **The Chamber of Commerce in Europe, Asia & Africa**  
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## Event Objectives

The **Chamber of Commerce in Europe, Asia & Africa**, in collaboration with the Export Promotion Platform **Loubnany**, with the support of the **Lebanese International Business Council**, jointly intend to launch the corporate, cultural & business networking event entitled: “**Building Business Bridges | Lebanon - Georgia**”.

Lebanon and Georgia share historical ties and economic complementarities that make bilateral cooperation valuable. Georgia’s strategic position as a gateway between Europe and Asia, combined with Lebanon’s established business networks, creates ideal conditions for expanded trade, cultural exchange, and investment.

The **Building Business Bridges** event seeks to leverage this potential by providing a structured, dynamic, and visible platform for mutual engagement. It responds to key regional trends:

- Growing opportunities for Lebanese SMEs to expand outside the MENA region.
- Georgia’s favorable investment environment, especially its recently announced digital transformation strategy.
- Rising global demand for Lebanese food, fashion, design, and creative production.

By integrating cultural diplomacy with economic activities, the event strengthens both soft power and trade capacity for Lebanon’s private sector and diaspora entrepreneurs.

The event, to be held on March 27 - 28, 2026, should be a corporate networking event of high standing, inviting business collaboration between Lebanon and Georgia, and aiming to:

1. **Promote** Lebanese products and identify new market opportunities in Georgia and the Caucasus region;
2. **Foster** business connections and networking between Lebanese and Georgian counterparts
3. **Highlight** potential profitable investment ideas and joint ventures

The event is to be held in the Conference Hall & Ballroom of the **Biltmore Hotel, Tbilisi**, the Hall in question being the previous seat of the Georgian parliament. The program is tailored for government representatives, investors, business leaders, entrepreneurs, cultural figures, and the media. The initiative aims to stimulate trade relations, unlock investment potential, and expand Lebanese presence in the Georgian market.

## Target Stakeholders

The event is designed to attract a wide spectrum of stakeholders:

**1. Government & Diplomatic Entities:**

- Diplomatic missions in Georgia
- Georgian government representatives
- Trade boards and economic institutions
- Delegations from neighboring countries

**2. Private Sector Leaders:**

- Business owners, investors, and exporters
- Chambers of commerce
- Hospitality, F&B, construction, tech and retail leaders

**3. Startups & Entrepreneurs :**

- Tech founders
- The innovation sector
- Diaspora startups and entrepreneurs

## Expected Outcomes & Impact

The Building Business Bridges event should have an impact at four essential levels:

**1. Economic Outcomes:**

- Strengthened Lebanon–Georgia business networks.
- Increased export opportunities for Lebanese products.
- Signing of MOUs and partnership agreements.

**2. Cultural Outcomes:**

- Wider recognition of Lebanese crafts, cuisine, and arts.
- Enhanced cultural understanding and tourism interest.

**3. Innovation Outcomes:**

- Exposure for Lebanese startups seeking investment.
- Expanded collaboration in the digital services and tech sectors.

**4. Diplomatic Outcomes:**

- Reinforcement of bilateral ties through structured engagement.
- Raised regional profile for Lebanon through public diplomacy.

## Event Program

### March 25 Arrival

- Arrival of the Lebanese Delegation & various event travelers to Georgia. Airport pickup and drop-off to hotels.
- *Delivery of exhibition material to event site (logistics partner).*

### March 26 Day 1

Daytime	• Guided City Tour including a traditional Georgian lunch
Evening	• Free Time

### March 27 Day 2

Daytime	<ul style="list-style-type: none"><li>• Setup &amp; preparations by event participants</li></ul>
6:00 PM - 7:30 PM	<ul style="list-style-type: none"><li>• Official Launching: <b>“Building Business Bridges   Lebanon – Georgia”</b> Launching Ceremony   Ballroom Event &amp; Exhibition<ul style="list-style-type: none"><li>• Welcoming remarks by the Honorary Consul of Lebanon in Georgia</li><li>• Remarks by Georgian Official representatives</li><li>• LIBC Keynote Speech</li><li>• Event introduction video: “Lebanon – Innovation &amp; Opportunity”</li><li>• Loubnany Keynote Speech: Launching the Exhibition and B2B functions</li></ul></li></ul>
8:00 PM	<ul style="list-style-type: none"><li>• Buffet dinner (~100 guests) combining Lebanese and Georgian delicacies.<ul style="list-style-type: none"><li>• Distributing the next day's schedule</li><li>• Announcing tomorrow's speakers &amp; presentations</li></ul></li></ul>

### March 28 Day 3

10:30 AM	<ul style="list-style-type: none"><li>• Lebanese Delegation Presentations</li></ul>
11:30 AM	<ul style="list-style-type: none"><li>• Keynote Panel: Lebanon &amp; Georgia: Investment Opportunities in Trade, Tourism &amp; Food Industries<ul style="list-style-type: none"><li>• Speakers from Chambers of Commerce</li><li>• Q&amp;A session</li></ul></li></ul>
12:15 PM	<ul style="list-style-type: none"><li>• Networking Break</li></ul>
1:00 PM	<ul style="list-style-type: none"><li>• B2B Matchmaking Sessions – Round 1<ul style="list-style-type: none"><li>• Food &amp; Beverage</li><li>• Hospitality &amp; Tourism</li></ul></li></ul>

- Construction & Real Estate
- 2:30 PM • Lebanese Delegation Lunch
- The **Tasting Fiesta – Round 1: Lebanese Delicatessen on Display**
- 3:30 PM • Lebanese Delegation Presentations
- 4:30 PM • B2B Matchmaking Sessions – Round 2
- Workshops (parallel)
  - Exporting Lebanese Products to Georgia
  - Georgian Investment Laws for Lebanese SMEs
  - Branding Lebanese Products for International Markets
- 8:00 PM • Gala Dinner
  - Lebanese live band
  - Showcasing Lebanese brands
- The **Tasting Fiesta – Round II: Lebanese Delicatessen on Display**

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*Tentative Program - Slight modifications may be applied.*

## Program Details

This high-profile, two-day corporate, cultural, and economic event is designed to strengthen bilateral relations between the two countries through business forums as well as an export promotion exhibition. It positions Lebanon as a key regional partner to Georgia and highlights opportunities for collaboration across multiple sectors.

The program is launched on the evening of March 27 with a welcoming address by the event host: **Chamber of Commerce in Europe, Asia & Africa**, followed by high profile representatives and dignitaries from both countries, laying the overall framework for cooperation. A word by the **Lebanese International Business Council** sets the stage for collaboration through this esteemed organization. **Loubnany**, the export promotion portal powering this event, presents an overview of the sectors that stand to benefit most. The display of Lebanese exhibitions is launched.

Participants then attend a number of brief presentations by various members of the Lebanese Delegation. After breaking for networking, B2B collaboration meetings are set up under a number of pertinent themes.

During the lunch hour, a *Tasting Fiesta* would display a number of Lebanese delicacies seeking exposure into the Georgian market and its surroundings. This is followed by more presentations by the Lebanese Delegation in the afternoon sessions, and another B2B matchmaking round. The day ends with a Gala Dinner, during which the *Tasting Fiesta* receives further exposure.

## Budget Framework (Indicative Summary)

In order to cover the various expenses related to venue, logistics, accommodation, marketing, catering and various others, revenues will be based on the following centers:

Revenue Center	Participation Fees
Exhibition Stands	\$1,800 / 9-sqm stand
Delegation Speakers	\$1,500 / per speaker
Advertising	\$500 / visual
The Tasting Fiesta	\$1,000 / display
Attendance & B2B Networking*	\$600 / attendant

*\*Speakers, advertisers and exhibition participants are not charged any attendance fees.*

To secure bookings, please contact:

For participation:	<b>Loubnany.com</b>	+961 3 644294 +961 81 004127 <a href="mailto:info@loubnany.com">info@loubnany.com</a>
For favorable travel, accommodation & transportation rates	<b>Chamber of Commerce in Europe, Asia &amp; Africa</b>	+995 511 33 11 65 <a href="mailto:info@coceaa.org">info@coceaa.org</a>

## In Summary

The **Building Business Bridges** event is a platform with long-term impact. By blending cultural diplomacy with economic collaboration, the event supports Lebanon's global positioning, strengthens regional partnerships, and opens new opportunities for businesses, creatives, and innovators. We look forward to building this landmark initiative together.

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**H.E. Dr. Anestass El Murr**  
Honorary Consul for Lebanon in Georgia  
President – Chamber of Commerce in Europe,  
Asia and Africa

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**Mrs. Dalia Khalil**  
Founder – Paragon Business Improvement  
& Loubnany.com