



# Clusters4Development

## Better Business Sophistication in Georgia

This project is funded by the European Union and the German Government

## Agenda: Kakheti & Imereti Authentic Tourism Regional Cluster Exchanges

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### Summary

As such the C4D tourism project will support two separately themed cluster exchanges, the first focusing on Food and Wine and Concept Accommodation, the second focusing on the Cultural Heritage and Crafts sector at the end of May and June 2022. Two events are planned as to ensure all members can engage in an appropriately focused exchange visit for their business sectors.

The exchanges will be a guided learning experience for cluster members, and will allow time for demonstrations, participation in other member’s activities, sharing of ideas, and time for reflection. Additionally, a series of cluster-related organizational development activities will take place simultaneously.

Themes for the first exchange on Food & Wine and Concept Accommodation would be **Bourgeois and Aristocratic** experiences, incorporating accommodation settings with food and wine degustation. The second exchange on **Cultural Heritage and Crafts** will focus on sales channels and improving quality.

Each exchange will be divided into two geographical components, Kakheti members visiting Imereti, and then vice-versa. Each day of the exchange would begin with a briefing of activities and learning objectives, and end with a debrief. The final day will incorporate a short workshop on cluster Organizational Development. Each component will include a maximum of 25 people, including cluster members and C4D staff and consultants, and will be 4 days / 3 nights.

## Proposed dates

### Food & Wine and Concept Accommodation

Imereti visiting Kakheti: 27<sup>th</sup> of May

Kakheti visiting Imereti: 6<sup>th</sup> of June

### Cultural Heritage and Crafts

Imereti visiting Kakheti: 13<sup>th</sup> of June

Kakheti visiting Imereti: 20<sup>th</sup> of June

## Draft Agendas

Note: Detailed learning experiences will be elaborated, and it is planned that logistics will be managed by a tendered logistics company. This will allow the C4D team to focus on delivering content and encouraging inter-cluster discussion, networking, and business sharing.

### Food & Wine and Concept Accommodation

Food & Wine and Concept Accommodation		
Component 1: Imereti visiting Kakheti		
Date/Time	Activity	Where/Who
<b>Day 1</b>		
08.00	Departure from Kutaisi	
13.30	Lunch, formal introductions, and mission objectives presentation. Site inspection, brewery visit and beer degustation	Lost Ridge Inn
15:00	Concepts: <b>Nature in living culture route:</b> future biosphere reserve products  <b>Birds around us:</b> Protected Area and its colours  <b>Innovating traditions:</b> degustation and site inspection	Guesthouse Savannah  Persvebi art house  Nasrashvili estate
18.00	Concept accommodation: check in and welcome introduction to concept	Elizbar 1918
19:30	Blacksmith performance & Dinner	Aladashvili blacksmith
21.30	Return to accommodation	Elizbar 1918
<b>Day 2</b>		
09.00	Breakfast discussion: introduction to the day's agenda & recap	
10.00	Presentation of aristocratic wine route and site inspection Kakhetian wine degustation	Tsinandali Ghvardzelashvili
13.00	Lunch and discussion of differences between Aristocratic and Postmodern wine offers and presentation of how to develop a family restaurant by Sopo & Tsago.	Marletas
16:00	Small degustation and presentation of products	Odlisi, Jamx and Rostomaant wines

19.00	Saperavi route presentations from Lagazi, Juka Sano and Tchotiashvili, Beka Nasrashvili	Biodynamic vineyard
21.30	Return to accommodation	Elizbar 1918
<b>Day 3: The other side of the river</b>		
09.00	Breakfast discussion: introduction to the day's agenda & recap	
10.00	Cheese degustation	Tsivis Kvili
12.00	Story of Tushetian Craft - Craft artifacts presentations	Wool Factory
13.30	Lunch and bakery visit	Lagazi Wine Cellar
15:00	Presentations & Discussions CSR programme - Community based production Cluster OD: Visioning	Lagazi Wine Cellar Natalia Bakhtadze Mike Haynes
17.00	Degustation and site inspection	Tchotiashvili wine cellar
18.00	Temi community - production presentation	Temi Community Development Centre
19.00	Short site inspection of concept accommodation	Chubini wine cellar
19.30	Dinner and overnight at Nekresi Estate. Site inspection of concept accommodation	Nekresi Estate
<b>Day 4</b>		
09.00	Breakfast discussion: introduction to the day's agenda & recap Reflection of visit Organisational Development planning: Objectives and Mission	Nekresi Estate
11.00	Udin community tour with story, meeting elders and visiting api house and lunch with Udin cuisine	Udi Community Centre
14.30	Return to Imereti	

<b>Food &amp; Wine and Concept Accommodation</b>		
<b>Component 2: Kakheti visiting Imereti</b>		
<b>Date/Time</b>	<b>Activity</b>	<b>Where/Who</b>
<b>Day 1</b>		
08.00	Departure from Telavi	
12.00	Formal introductions, and mission objectives presentation. Presentation of production experience by Eris Ukvdaveba Zaliko & Bojadze	Imeretia qvevrin
14:00	Lunch at Sapovnela - Meeting Maghradzes and presentation of experiences	Sapovnela
17:00	Degustation at Archil Guniava wine cellar	Archil Guniava
19.00	Dinner at Lia Deida	Lia Deida
21.00	Check in and overnight at Sazano	Sazano
<b>Day 2</b>		
09.00	Breakfast, presentation of concept accommodation, and site inspection Organisational Development mini-workshop	Sazano
11:00	<b>Roots of Imeretian Kings viticulturists</b> – Presentation by Gia Chubinidze & wine degustation	Nanua wines
13:00	Lunch and presentation with Makaridze wines	Makaridze wine cellar
15.30	Site inspection, presentation, and short degustation at Mates wine cellar	Mates wine cellar
16.30	Presenting Otia's family story	Otias wine cellar
17:30	Tea degustation at Tamaris tea and product presentation by Gorduli	Tamaris tea
18:30	Dinner and discussion at Lazuri Keria	Lazuri Keria
20.00	Check in and overnight at Chateau Chikovani	Chateau Chikovani
<b>Day 3</b>		
09.00	Breakfast, presentation of concept accommodation, and site inspection. Introduction to the day's agenda & recap	Chateau Chikovani
11.00	Visit Vani Museum	Vani Museum
13:00	Wine degustation and food pairing concept lunch in Zeindari	Igavi wines
15.30	Dionide and V-Vine concept presentation and degustation	Dionide
17.00	Drive to Sairme	
19.00	Check in and overnight in New Sairme Hotel	New Sairme Hotel
19.30	Imeretian wine and food pairing	
<b>Day 4</b>		
09.00	Breakfast discussion: introduction to the day's agenda & recap Reflection of visit Organisational Development planning: Workplan setting	New Sairme Hotel
12.00	Departure from Sairme	
13:00	Petnat degustation and concept presentation	Baias Winery
14.30	Site inspection, presentation, and lunch at soap workshop and lunch	Margi soap
16.00	Drive to Kakheti	

## Cultural Heritage and Crafts

<b>Cultural Heritage and Crafts</b>		
<b>Component 1: Imereti visiting Kakheti</b>		
<b>Date/Time</b>	<b>Activity</b>	<b>Where/Who</b>
<b>Day 1</b>		
08.00	Departure from Kutaisi	
13.30	Formal introductions, and mission objectives presentation. Lunch and presentation at Ruispiri Biodynamic Vineyard, followed by vineyard tour and degustation	Ruispiri Biodynamic Vineyard
15:00	Drive to Telavi and visit Kera ceramic shop for short demonstration/masterclass	Kera ceramics
15.30	Soap Master class at Tamar Mikeladze Shop	Tamar Mikeladze
18.00	Check in and overnight at Overnight at Elizbar 1918 and Communal hotel	Elizbar 1918
19.00	Dinner at Marletas cheese farm	Marletas
<b>Day 2: Cultural Experiences</b>		
09.00	Breakfast, presentation of concept accommodation, and site inspection. Introduction to the day's agenda & recap	Elizbar 1918
10.00	Red Terror Tour of Telavi	Tengo Simanishvili
12.30	Complex Degustation with Cheese Wine and Jams and light lunch	Rostomaant Marani
14:30	Udin culture experience at Zinobiani with a short introductory tour.	Udin Culture Centre
18.00	Ludwig Guesthouse presentation and inspection followed by dinner Organisational Development Discussions	Ludwig Guesthouse
20.00	Overnight at Overnight at Elizbar 1918 and Communal hotel	Elizbar 1918
<b>Day 3: Tusheti Experience</b>		
09.00	Breakfast Introduction to the day's agenda & recap Organisational Development Feedback Session	Elizbar 1918
10:30	Presentation of Wool Factory of Dito with a story of Tushetian Craft, and visit Tushetian craft producers	Dito Wool Factory
12:00	Tushetian wine, bread and gouda cheese tasting	Lagazi wine
13.30	Tusheti craft masterclass at Mzemoa in Kvemo Alvani	Mzemoa
15.00	Presentation and site inspection of all production processes at Bio Chaduna Social enterprise and tea degustation	Bio Chaduna
18.00	Dinner and Kakhetian wine degustation with Chubini, Ghvardzelashvili, Tchotiashvili, and Nasrashvili	Temi winery
20.00	Overnight at Overnight at Elizbar 1918 and Communal hotel	Elizbar 1918
<b>Day 4:</b>		
08.00	Breakfast discussion: introduction to the day's agenda & recap Reflection of visit Organisational Development planning: Workplan setting	Elizbar 1918

10.00	Presentation of Pesvebi Workshop	Pesvebi
11.30	Short visit to Aladashvili workshop with small snack	Aladashvili
13.30	Visit new (proposed) Souvenir shop in Signaghi	Signaghi
14.30	Lunch at Lost Ridge Inn	Lost Ridge Inn
16.00	Departure towards Imereti	

<b>Cultural Heritage and Crafts</b>		
<b>Component 2: Kakheti visiting Imereti</b>		
<b>Date/Time</b>	<b>Activity</b>	<b>Where/Who</b>
<b>Day 1</b>		
08.00	Departure from Telavi	
12.00	Formal introductions, and mission objectives presentation. Presentation of Eris Ukvdaveba workshop	Ukvdaveba workshop
13.30	Lunch at Leila Deida	Leila Deida
15.00	Check in at Solomon Hotel	Solomon Hotel
16.00	Presentation and Gocha Arishvili workshop	Gocha Arishvili
18.00	Dinner at Guesthouse Korena – Overnight at Soloman Hotel	Guesthouse Korena
<b>Day 2:</b>		
09.00	Breakfast, presentation of concept accommodation, and site inspection. Introduction to the day's agenda & recap Organisational Development Planning and next steps	Solomon Hotel
10.30	Jewish and Kutaisi catholic tours	Kutaisi City
13.00	Museum and site tour and presentation of Otia's wine, followed by wine degustation	Otia's Ezo
15:00	Presentation of Niko Nikoladze Museum	Niko Nikoladze Museum
17.00	Dinner and evening discussions in Khoni	Lazuri Keria
20.00	Overnight at Soloman Hotel	Solomon Hotel
<b>Day 3:</b>		
09.00	Breakfast Introduction to the day's agenda & recap	Solomon Hotel
11.00	Guided visit of Vani Museum and discussion of crafts and incorporating new designs	Vani Museum
13.30	Lunch and wine degustation at Baia's Wine	Baia's Wine
16.00	Short Story presentation and vine story tour at Nanuas wine	Nanuas wine
17.00	Short walking tour at Chkhari	Chkhari
19.00	Dinner at Makaridze Wine cellar	Makaridze Wine cellar
20.30	Overnight at Soloman Hotel	
<b>Day 4:</b>		
09.00	Breakfast discussion: introduction to the day's agenda & recap Reflection of visit Organisational Development planning: Workplan setting	Solomon Hotel
12.00	Soap masterclass at soap Margi	Margi Soap
14.00	Drive to Kakheti	Solomon Hotel