



Training in Corporate Branding

On November 18-19, 2013 GYLA and the Caucasus Institute for Peace, Democracy and Development arranged a training for the representatives of the small and medium business sector.

The training was held in the framework of the EU funded project “Promoting Well-Managed Migration between EU and Georgia”. One of the project directions migration and development implies increase of the role of Georgian Diaspora in state development process and establishment of suitable conditions for sharing their knowledge-experience.

Erekle Inashvili, who received education in Germany and has relevant experience facilitated the training. Training participants were selected on the basis of the competition from different regions of Georgia. The training focused on the following issues: the essence of the branding and its mission, the unique differentiating factor, corporate design, approaches of the popular Georgian and European brands.