

Imereti Agro Zone (IAZ) Greenhouse Cluster Development Project (GHCD)

IAZ GHCD Priority Project Number 1

Horticultural Training & Demo Center (HTDC) Foundation Meeting

Organized by IAZ, RDA, MEPA
In "New Sairme" hotel, Sairme, Imereti, Georgia
from 23rd of March to 25th March 2022

Date: 2.25.2022

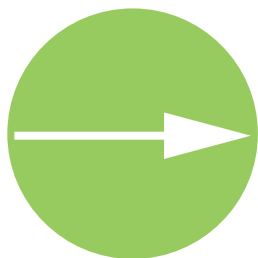
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What, Who, How and When?

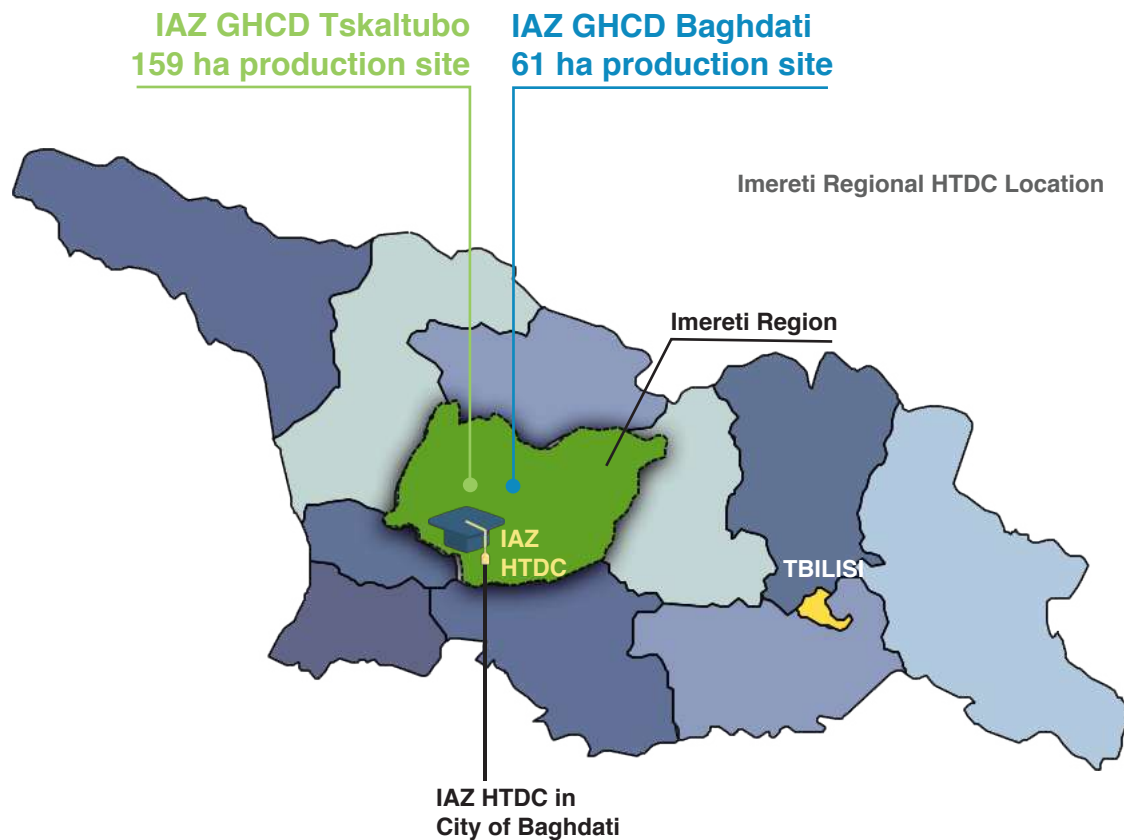
- **Successful conclusion of the IAZ 2nd stage RfP** in December 2021:
28 qualified responses received
- **Development of the HTDC** (Horticultural Demonstration and Training Centre) identified as **focal priority to advance the GHCD** (Greenhouse Cluster Development) in the Imereti region of Western Georgia
- HTDC location in **Baghdati ideally suited to create a vocational training facility** benefitting the Imereti and wider Caucasian region
- **Aligned with UNIDO survey results** for the development of the Imereti regional greenhouse cluster
- **Designed to attract agricultural technology providers** from a wide variety of well-established countries



HTDC Foundation Meeting to facilitate the engagement of 28 qualified RfP Applicants in the future development of the IAZ GHCD

What is IAZ HTDC

Regional Horticultural Training & Demo Center (HTDC) has been founded in February 2022 by IAZ, as a knowledge transfer platform for modern Agri-technologies, equipment & growth cultivation.



HTDC Expected Audience

- Trainer of Trainers and Extensionists
- Farmers
- Managers and Technical Staff
- Agricultural Students

Taught Subjects

- Technical Aspects of Greenhouse Productions
- Sustainable Growth Technology
- Enterprise, Labor Management
- Food Safety

HTDC Sustainable Development

- Company donations to present innovative technologies
- Course Fees
- Production & Sales of Harvest
- Grant Provisions

HTDC within IAZ GHCD Cluster territory

Imereti Region, located in the central part of Georgia is the most populated region in the country. With the administrative Center City of Kutaisi (in Tskaltubo Municipality) and the total area of 6,680 km², and with the population of 486,986 people, Imereti is divided in 11 municipalities.

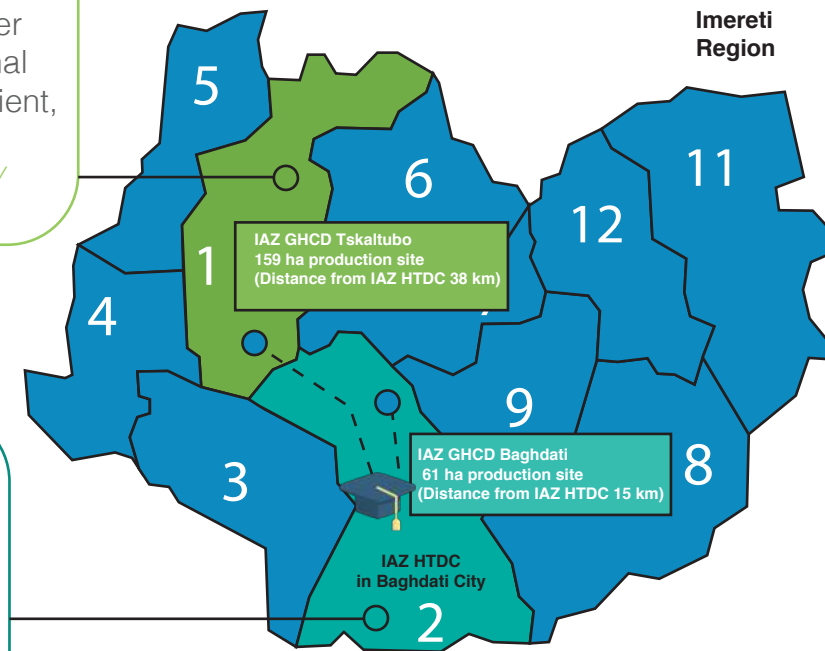
Up to 5000 Greenhouse Cluster Members according to UNIDO

With the survey from May 2021, UNIDO has confirmed IAZ as a Greenhouse Cluster Developer company consolidating up to 5,000 low-tech farmers in Tskaltubo municipality with the seasonal production of herbs, vegetables, and berries in more than 77.1 ha of simple, non-energy efficient, low-tech greenhouse facilities.

(Number of in fact farmers in Imereti region to be additionally researched by UNIDO in other 10 municipalities, with the totally expected identified farmers of more than 15,000 for all 11 Imereti municipalities)

Baghdati City, Regional Center for Agriculture

IAZ considers to develop the Greenhouse Cluster to support existing historical production quality & capacity raise in Imereti region, Georgia. IAZ would like to introduce the concept of the regional Horticultural Training & Demo Center, to be allocated in city of Baghdati, 15 Km south from IAZ-owned GHCD 61 ha Production site at Vartsikhe village.

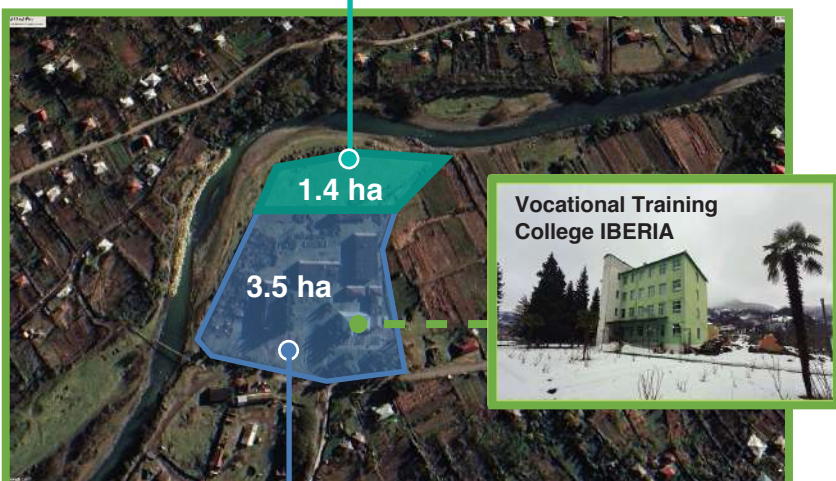


- Tskaltubo Municipality (up to 5,000 greenhouse farmers & more than 77.1 ha of existing greenhouses identified by UNIDO survey from 2021)
- Baghdati Municipality (UNIDO survey to be conducted)
- Other Municipalities of Imereti Region (UNIDO Survey to be conducted)

Existing Land Plots & College Facility in Baghdati City

With the support of the Ministry of Education & Science (MoES) IAZ has obtained 3.5 ha of non-agricultural and 1.4 ha of agricultural land plots in the City of Baghdati, Baghdati municipality, Imereti region, Georgia

Total of 1.4 ha Agricultural Land plot



Total of 3.5 ha non-Agricultural Land plot

Existing buildings & other outdoor infrastructure on the 3.5 ha Land plot

- Fully fenced total of 3.5ha nonagricultural land plot;
- The central 4 floor, renovated, vocational training center (College Iberia) building to be further renovated; (Potential HTDC Facility)
- 3 floor Soviet type historical dormitory building (to be renovated)
- Internal asphalt roads;
- Electrical substation and internal grid for transforming high voltage to the middle and low voltage electricity;
- Internal sewage system available and is connected to the city centralized system;
- Internal drinking water supply system is available and is connected to the city supply chain;
- 2700 m2 of well landscaped front yard;
- Available outdoor lightening

Vocational Training College IBERIA

The Central 4 floor, 2500 m2 newly renovated State owned facility located at the entrance of the 3.5 ha land plot is currently used by vocational training center college "IBERIA" and is fully equipped and adapted for the educational and training activities for 200 students.

Available indoor infrastructure of the Facility:

- Conference halls;
- Office Rooms;
- Laboratories;
- Computer Rooms;
- Training Rooms;
- Classrooms;
- Lavatory on each floor

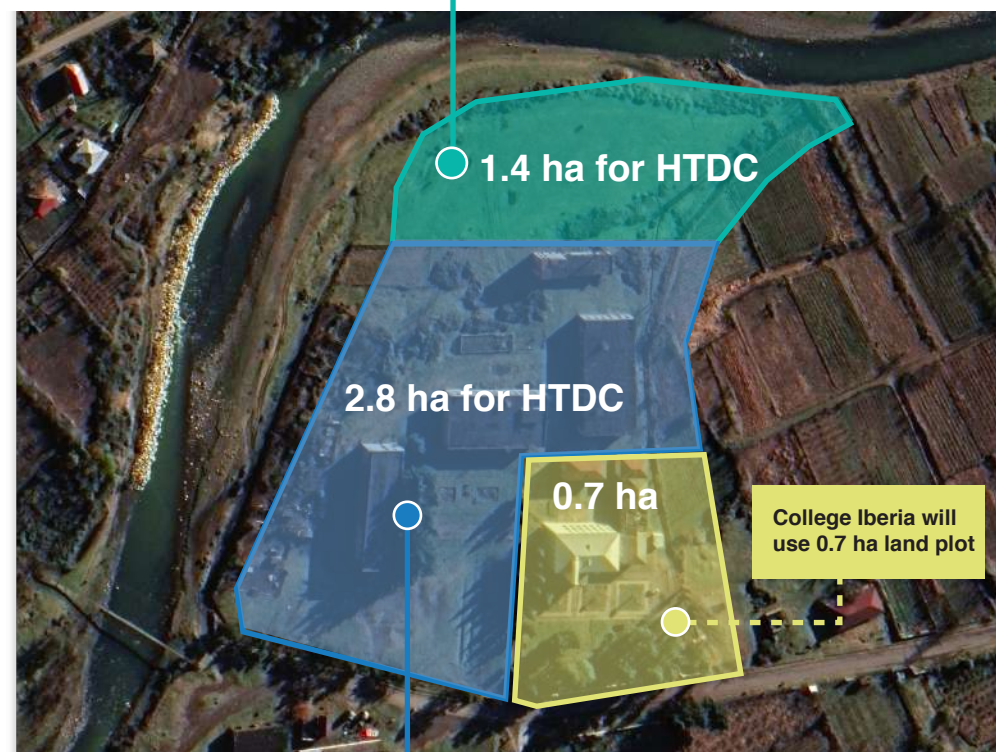


IAZ HTDC Development Site

As agreed with the MoES, the 3.5 ha non-Agricultural land plot (30.11.31.092) for HTDC development site will be shared with the existing vocational training center managed by College Iberia (212682051) on the following terms and conditions:

- From the total of 3.5 ha of the non-agricultural land plot managed by College Iberia, the College will use 0.7 ha of the existing land plot together with the existing building premises on the land plot sites for its own vocational educational purposes as is given on the map;
- College Iberia will provide its office premises, meeting and classrooms together with other related infrastructure, including access to energy sources and utilities available at Baghdati vocational center site for minimum of 3 years after signing the relevant agreement between IAZ, College Iberia and MoES to ensure IAZ HTDC infrastructure successful development on the IAZ-owned non-agricultural land plot;
- Rather than reconstructing the existing old soviet building, IAZ intends to use the existing vocational facility before the modern high tech Greenhouse type exterior, aluminum and glass construction HTDC facility is constructed in accordance with the recommendations provided by the RFP Applicant Agri-input and other companies and/or educational centers to be invited in the working Members' advisory group.

Total of 1.4 ha Agricultural Land plot



Total of 2.8 ha Agricultural Land plot

IAZ GHCD UNIDO Survey

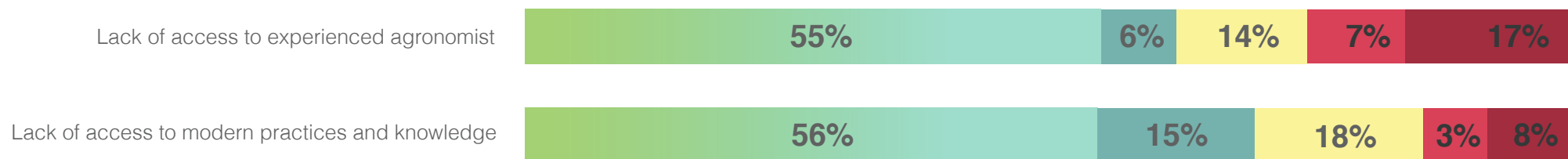
In 2017, the Ministry of Environmental Protection and Agriculture (MEPA) agency RDA, founded IAZ as an LLC, to develop the greenhouse cluster in Imereti region, Georgia, attract international & local investors to support vegetable, herb, berry and flower all year round production in modern, greenhouse production facilities in Georgia.

One of the main assigned goals to the IAZ GHCD project development was to support Imereti region community, existing private, low tech, mainly seasonal, non energy efficient greenhouse production, that somehow collectively produces e.g. up to 70% of herbs produced in Georgia from the very Soviet periods.

The survey (required by IAZ and conducted by UNIDO in 2021) on the existing greenhouse production facilities in one of the 11 municipalities of Imereti region, has defined, amongst others, the following immediate requirements for up to 5,000 farmers with total of more than 77 ha of existing low tech production greenhouse facilities for herbs, vegetables, berries and flowers in Tskaltubo municipality:

'How Problematic is Access to Knowledge and Modern Practices' – UNIDO survey in Tskaltubo municipality

■ 1 - Not problematic at all
 ■ 2 - Somewhat problematic
 ■ 3 - Moderately problematic
 ■ 4 - Very problematic
 ■ 5 - Extremely Problematic



Source: Survey of Greenhouse Farmers, TBSC Consulting

IAZ intends to continue intensive cooperation with DAs & IFIs in 2022 and amongst others, ask UNIDO to further support IAZ GHCD project development by researching and defining potential greenhouse cluster member farmers and their production facilities in the left 10 Imereti regions. [More on the farmers needs and requirements, please find attached UNIDO 2021 Survey](#)

IAZ HTDC for Local Farmers

Besides the medium-and high-tech training facilities and programs, described in detail on the next slides, a special education program needs to be developed by HTDC, addressing these low-tech farmers and enabling them to develop into low/medium-and medium-technology greenhouse growers.

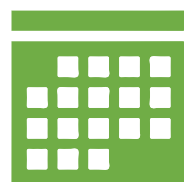
HTDC for Farmers implementing at present Low-Tech Greenhouse growing practices

- These special education programs need to follow a step by step approach, where the offered technological solutions and improvements are disseminated in a way and in line with the real necessities of the low-tech farmers.
- These courses should be practically oriented, cover the basics of improved growing and in language at par with the educational level of these farmers and their family members.
- Participation of these special courses should not only be aimed at the heads-of-family, but also at the female members of the family and socially less privileged and destitute persons. This will enable these persons to obtain the new knowledge, through which they will have a better chance of obtaining permanent and higher paid jobs in the greenhouse sector.

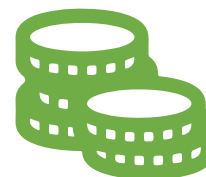
HTDC to support IAZ GHCD Farmers in:



Minimum doubling
existing average
annual produce per 1m²



Increasing average
annual selling price
per 1kg / stem of their produce.



Increasing average
annual selling price
per 1kg / stem of their produce.



Promoting the cultivation
of crops in a sustainable
and eco-friendly way

Involvement in HTDC Project Design

With the NNLE HTDC Foundation Meeting, HTDC first Members will have the privilege to be included in the HTDC Members' infrastructure renovation planning Advisory Group and take part in planning, renovation, reorganization & construction of the modern, state of the art, high-tech, regional HTDC building facility.

IAZ would like to develop agricultural educational & vocational training regional center in the City of Baghdati and attract international knowledge and expertise on the sample of the World horti Center as given below:

Infrastructure development on the example of World Horti Center located in Naaldwijk, Westland, The Netherlands.



All photos and related information to the World Horti Center are obtained from the public sources like World Horti Center website & Social media

Involvement In HTDC Project Design

Infrastructure development on the example of AERES HOGESCHOOL DRONTEN located in Dronten, The Netherlands.



All photos and related information to the AERES HOGESCHOOL DRONTEN are obtained from the public sources like AERES HOGESCHOOL DRONTEN website & Social media

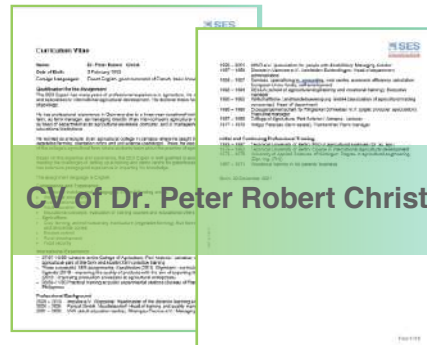
HTDC Senior Expert Invitation

Senior Expert request from SES for IAZ HTDC development

In order to support LLC Imereti Agro Zone Greenhouse Development Project with the goal to establish the Horticultural Training and Demo Center (HTDC), IAZ has invited Retired international Expert through Senior Expert Service (SES), Dr. Peter Robert Christ.

The main goal for requesting the HTDC Development International Senior Expert, is to support LLC Imereti Agro Zone Greenhouse Development Project, with the final goal to establish the Horticultural Training and Demo Centre (HTDC), as well as help IAZ in researching fundraising possibilities and reporting on the requirements and the procedure for applying to the IFIs for financing and other Development Agencies technical assistance support.

IAZ has already received a potential candidate SES Expert CV from Dr. Peter Robert Christ, who has many years of working experience in agricultural educational project developments and is recommended by SES as well qualified to support IAZ in meeting the challenges while setting up HTDC in City of Baghdati, Imereti, Georgia.



CV of Dr. Peter Robert Christ

HTDC Founding Members

Senior Expert request from SES for IAZ HTDC development

In order to provide sustainable Development of HTDC for IAZ GHCD project, it was decided to found Non-entrepreneurial (non-commercial) (NNLE) organization and invite international and local parties to participate in project implementation process

The Founding Members of the Organization

The 100% Founding Member of the NNLE HTDC is:

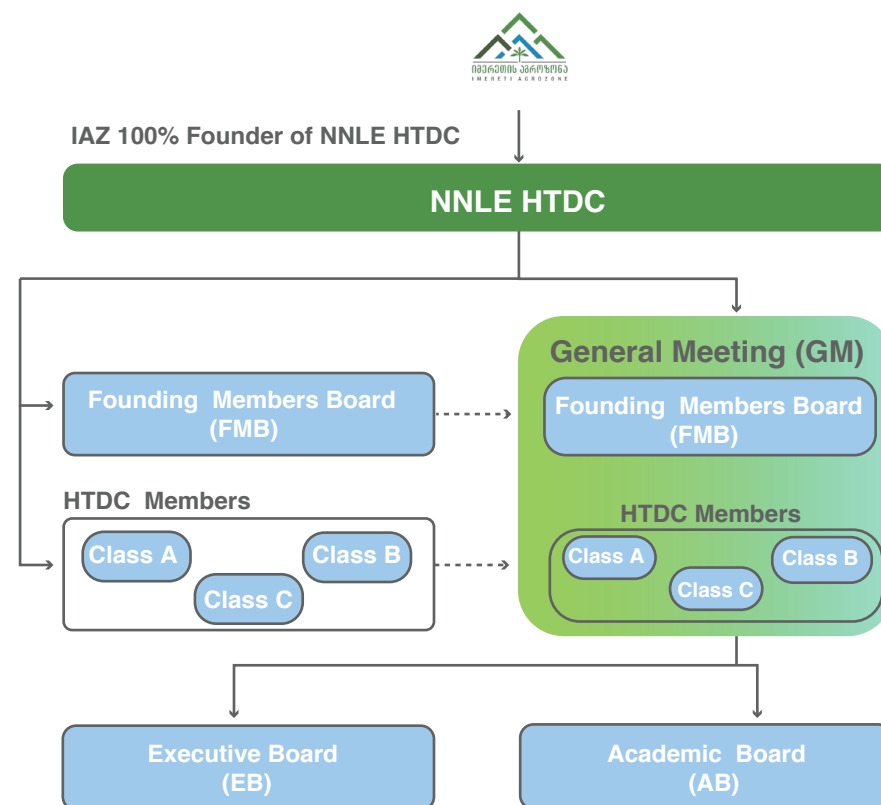
- LLC Imereti Agro zone (100% state owned LLC founded in 2017 by Rural Development Agency (RDA)) with the aim to develop the IAZ GHCD project for supporting agricultural development in Imereti region, Georgia.

Founding Members Board

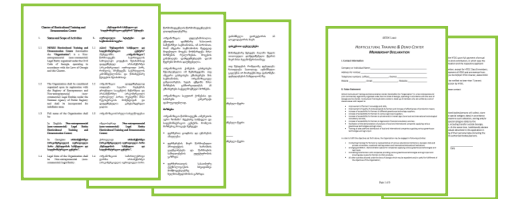
The Founding Members Board, formed by IAZ, RDA and MEPA internal cooperate decision, shall decide on certain material issues. Founding Members Board shall be active and carry out its functions for 3 (three) years from the date of the incorporation of the organization. Following the expiry of the mentioned 3 year term, The Founding Members Board shall be revoked and all rights, obligations and duties of the Founding Members Board shall be transferred to the **General Meeting**.

Founding members board is entitled to:

- Adopt and sign the first charter of the organization;
- Participate in the General Meetings and the meetings of the founding board with a right to vote;
- Nominate 3 members of the executive Board, during the first 3 years from the date of incorporation;
- Nominate 1 member of the Academic Board out of the executive Board members, during the first 3 years from the date of incorporation;
- Nominate executive Director, during the first 3 years from the date of the incorporation of the organization;
- Request and receive information regarding activities of the organization.

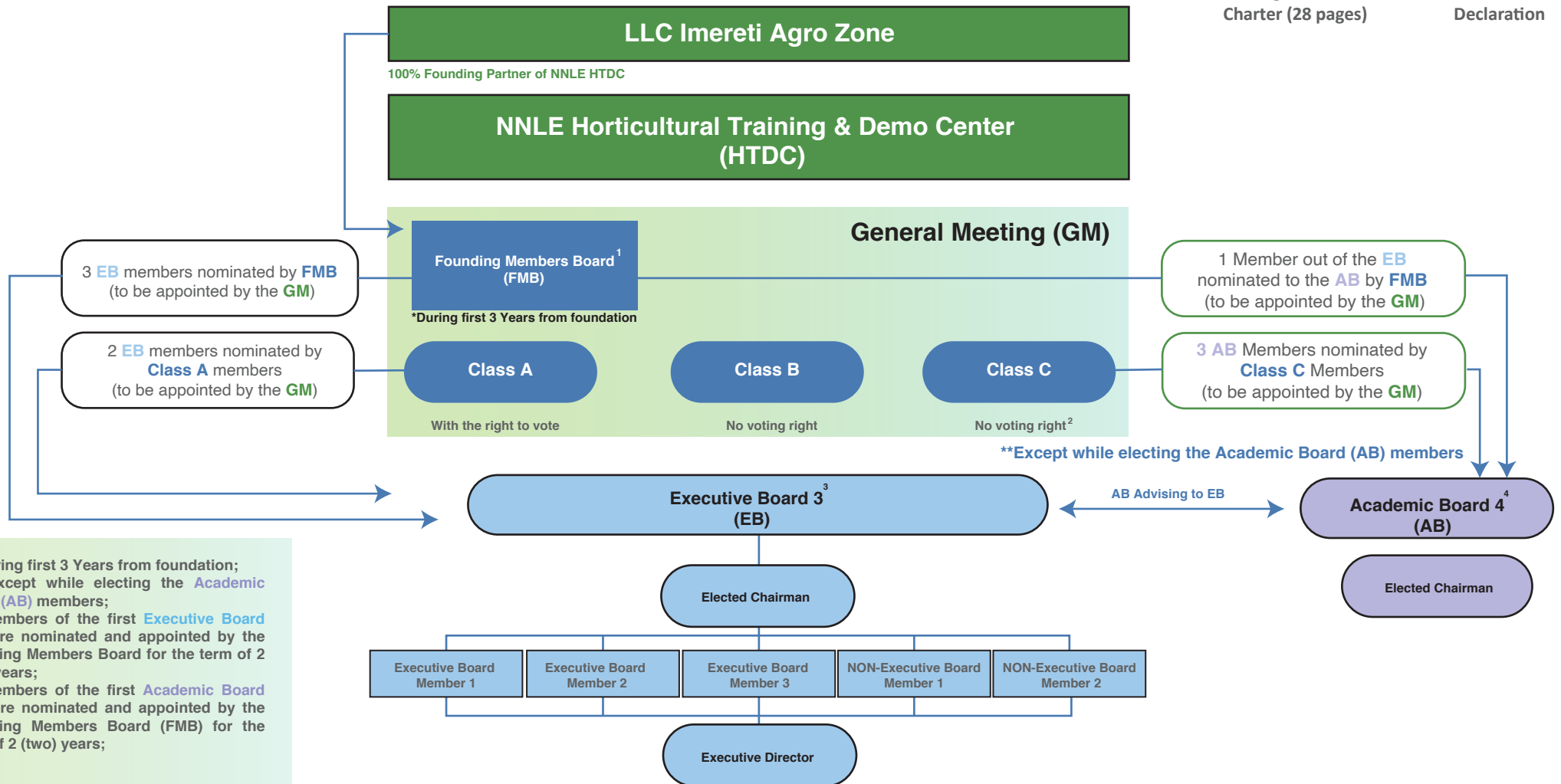


NNLE HTDC Organizational Chart



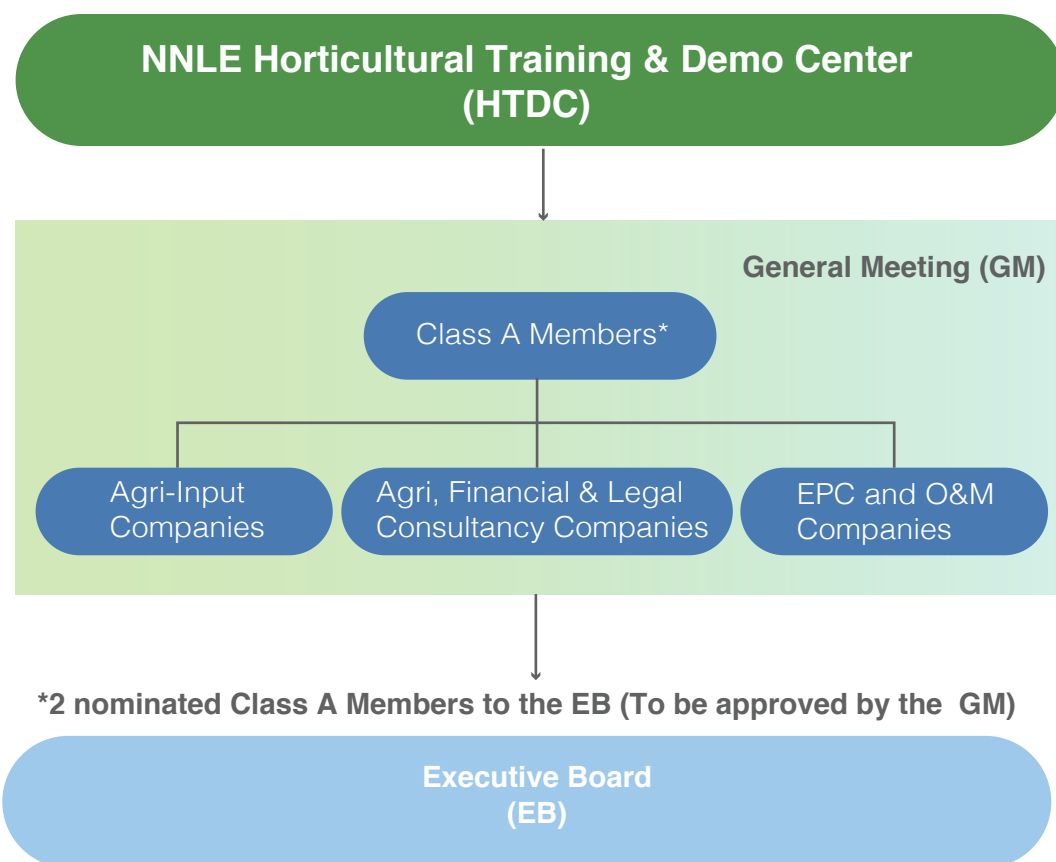
Bilingual HTDC Charter (28 pages)

HTDC Membership Declaration



HTDC Membership Class A

Class A Members - Class A Members may be any legal or natural person supplying agri input, greenhouse technologies and/or any products/services related to the purposes/objectives of the Organization, wishes to participate in activities of the Organization and pays Class A Membership Fee (in accordance with the provisions of the HTDC Charter). The person may obtain Class A Member status by the respective decision of the Executive Board.



Class A Members are entitled to

- Participate in the General Meeting with a right to vote;
- Nominate 2 Members of the Executive Board during the first 3 years from incorporation of the Organization;
- Inform Class B members regarding important decisions and actions;
- Review and analyze information provided by the Class B Members;
- Suggest new programs and/or provide feedback for improvement of the existing ones;
- Suggest to the Academic Board ideas for necessary Trainings;
- Make in kind contributions (Matter of the Valuation and other related terms & Conditions to be negotiated with LLC IAZ;

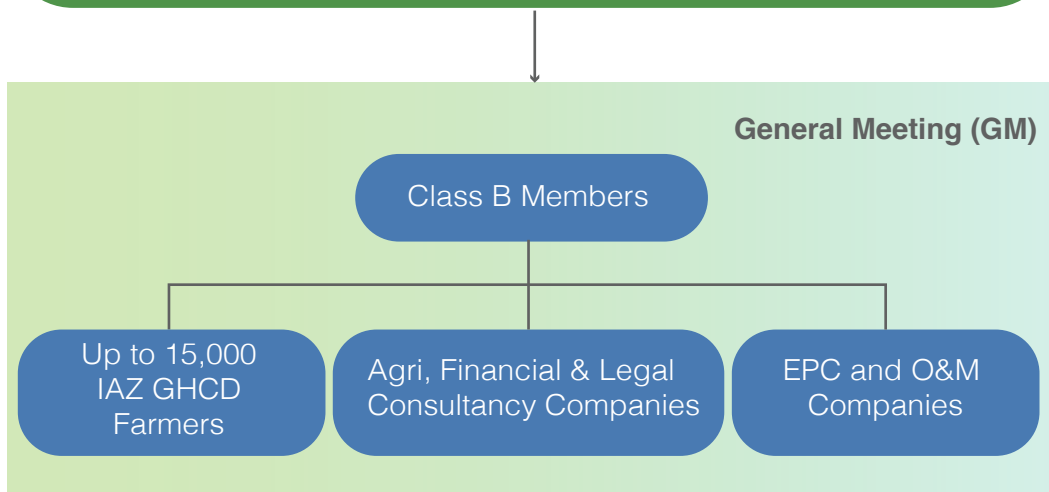
Class A Provisions for HTDC Members

- ✓ Access to the HTDC Matchmaking Platform;
- ✓ Agri-Technical Consultancy;
- ✓ Agri-Technological Consultancy ;
- ✓ Financial Consultancy;
- ✓ Legal Consultancy;
- ✓ Agri-inputs & Supplies.

HTDC Membership Class B

Class B Members - Class B Members may be any legal or natural person, which intends to participate in the activities of the Organization without payment of any membership fees. Such person shall obtain the Class B Member status by the respective decision of the Executive Board. Class B Members are considered as the main beneficiaries of IAZ GHCD project, they are mainly associated to the Imereti greenhouse farmer communities, and shall not be required to pay any HTDC membership fee.

NNLE Horticultural Training & Demo Center (HTDC)



Class B Members are entitled to

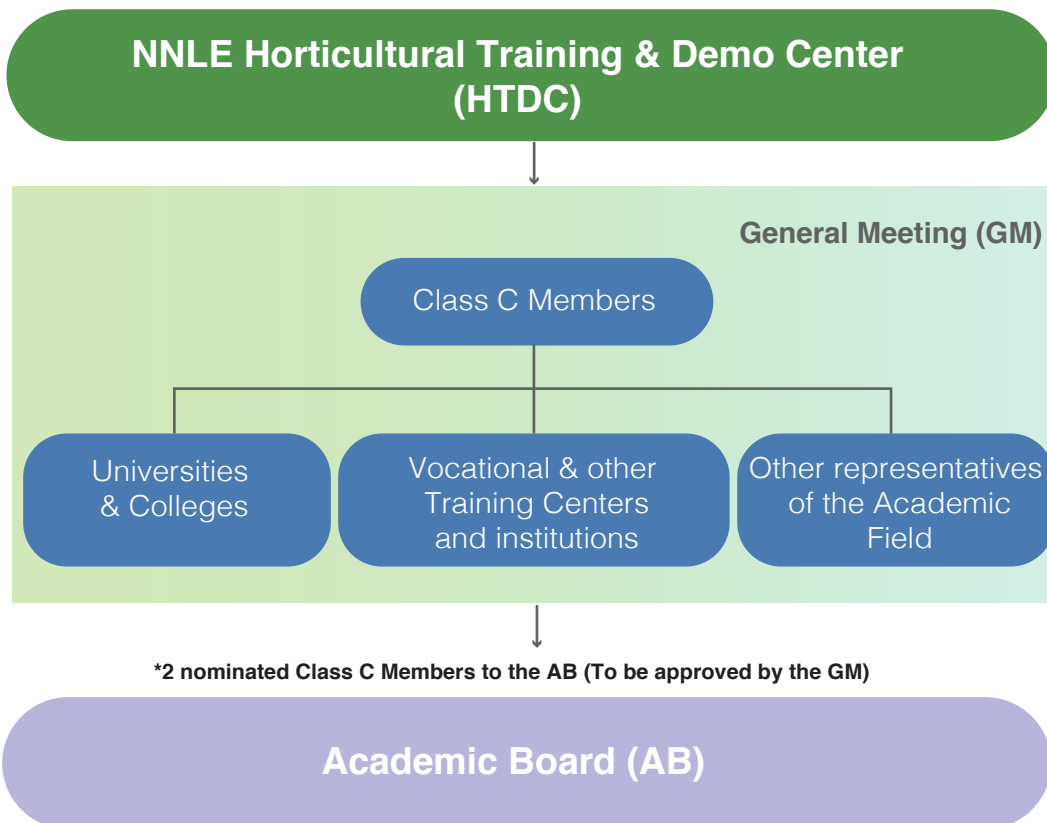
- Attend the General Meeting and participate in discussions without a right to vote;
- Inform the General Meeting regarding the needs/or problems of the Class B members seeking solutions for the farmers;
- Inform farmer communities regarding decisions of General Meeting and activities of the Organization

Class B Members Access to the services provided by HTDC

- ✓ Access to the Agri-Technical Consultancy;
- ✓ Access to the Agri-Technological Consultancy ;
- ✓ Access to the Financial Consultancy;
- ✓ Access to the Legal Consultancy;
- ✓ Access to the Agri-inputs & Supplies;
- ✓ Access to the DA programs and IFI technical assistance;
- ✓ Access to the knowledge, Trainings.;
- ✓ Access to the IAZ HTDC Matchmaking Platform;

HTDC Membership Class C

Class C Members - Class C Members may include various universities, vocational training centers and other representatives of the academic field. C members shall pay Membership Fee (in accordance with the provisions of the HTDC Charter).



Class C Members are entitled to

- Attend General Meeting and participate in discussions without right to vote;
- Nominate 2 members of the academic board on General Meeting; seeking solutions for the farmers;
- Vote on General Meetings solely in relation to the appointment of the Academic Board Members

Class B Members Access to the services provided by HTDC

- ✓ Provision of the Agri-Technical educational programs;
- ✓ Provision of the Agri-Technological educational Programs
- ✓ Provision to the Financial, bookkeeping, Agri-project management educational programs;
- ✓ Access to the DA programs and IFI technical-assistance;
- ✓ Access to the IAZ HTDC Matchmaking Platform;

HTDC Membership Declaration

HTDC Membership Declaration is a fill-in application form required for the HTDC membership applicant to qualify for Class A, Class B or Class C type of memberships. The HTDC Membership declaration incorporates Annual Membership Fees and In-kind Contributions principles as assigned for each Membership Class.

Annual Membership Fees are defined in the following fashion:

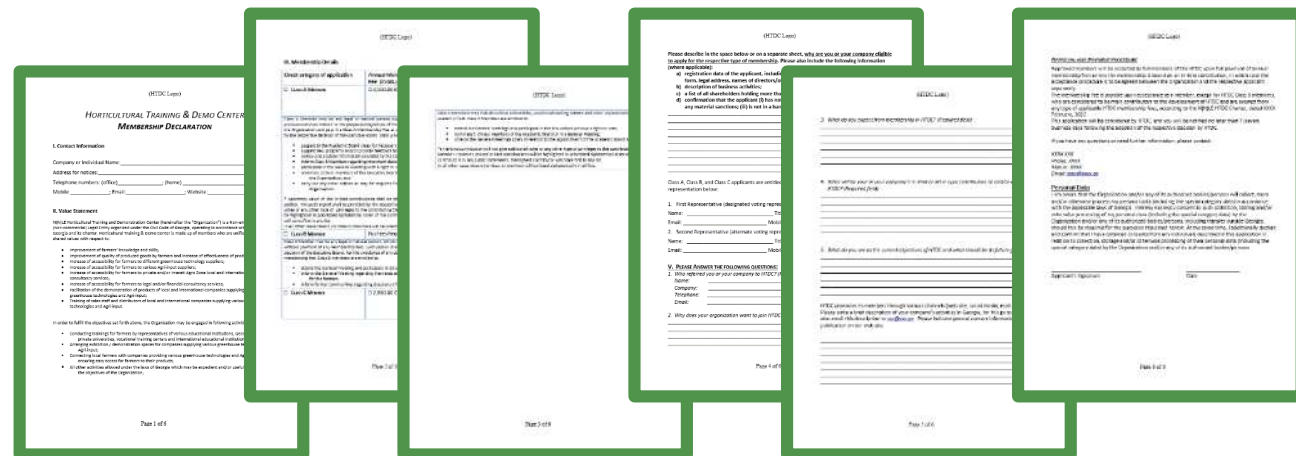
**Class A – 4,500.00 ₾
In-kind Contribution***

Class B – No Fee Required

**Class C – 2,850.00 ₾
In-kind Contribution***

*Terms and conditions to be negotiated on an individual basis.

Monetary value of the in-kind contributions shall be determined by an internationally recognized independent auditor. The audit report shall be provided by the respective member.



HTDC Technology Transfer Platform

The objectives of HTDC as a technology transfer platform may include:



Improvement of farmers' knowledge and skills;



Increase to accessibility For farmers to various Agri-input suppliers;



Improvement of quality of produced goods by farmers and increase of effectiveness of production means;



Increase of accessibility for farmers to private and/or Imereti Agro Zone local and international technological consultancy services;



Increase of accessibility For farmers to different greenhouse technology suppliers;



Increase of accessibility for farmers to legal and/or financial consultancy services;



Training of sales staff and distributors of local and international companies supplying various greenhouse technologies and Agri-input.



Facilitation of the demonstration of products of local and international companies supplying various greenhouse technologies and Agri-input;

NNLE HTDC as a Regional Agri Platform

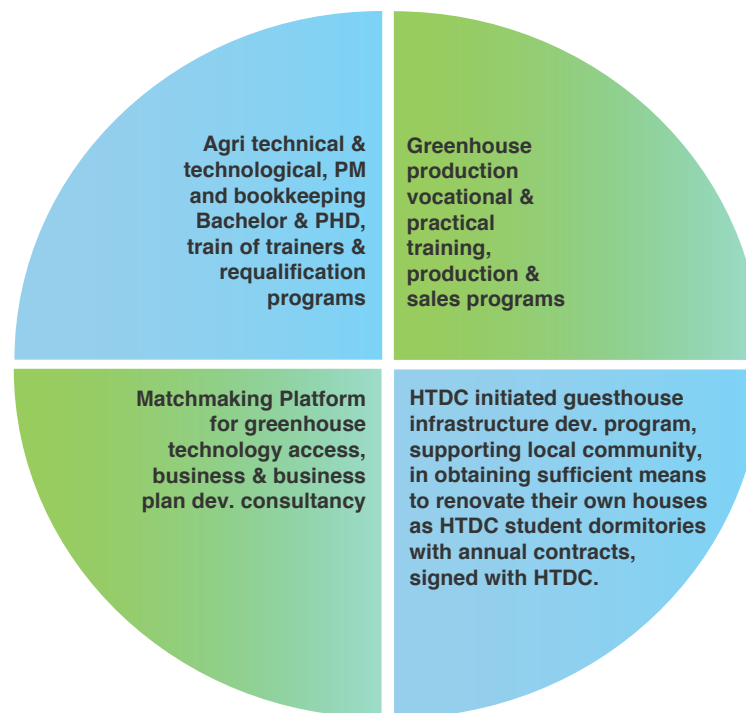
HTDC Services to the GHCD Project Cluster Member Farmers and Potential IAZ Tenants

• HTDC as a platform for local & International:

- ✓ Universities;
- ✓ Agricultural educational centers;
- ✓ MoES, DAs & IFs

• HTDC as a platform for local & International:

- Agricultural educational centers;
- Agri-input companies;
- IAZ GHCD member farmers and potential tenants;
- MoES, DAs & IFIs;
- Financial Institutions & local banks.



• HTDC as a platform for local & International:

- ✓ Agri - input companies;
- ✓ Universities;
- ✓ Agri educational centers;
- ✓ MoES, DAs & IFIs;

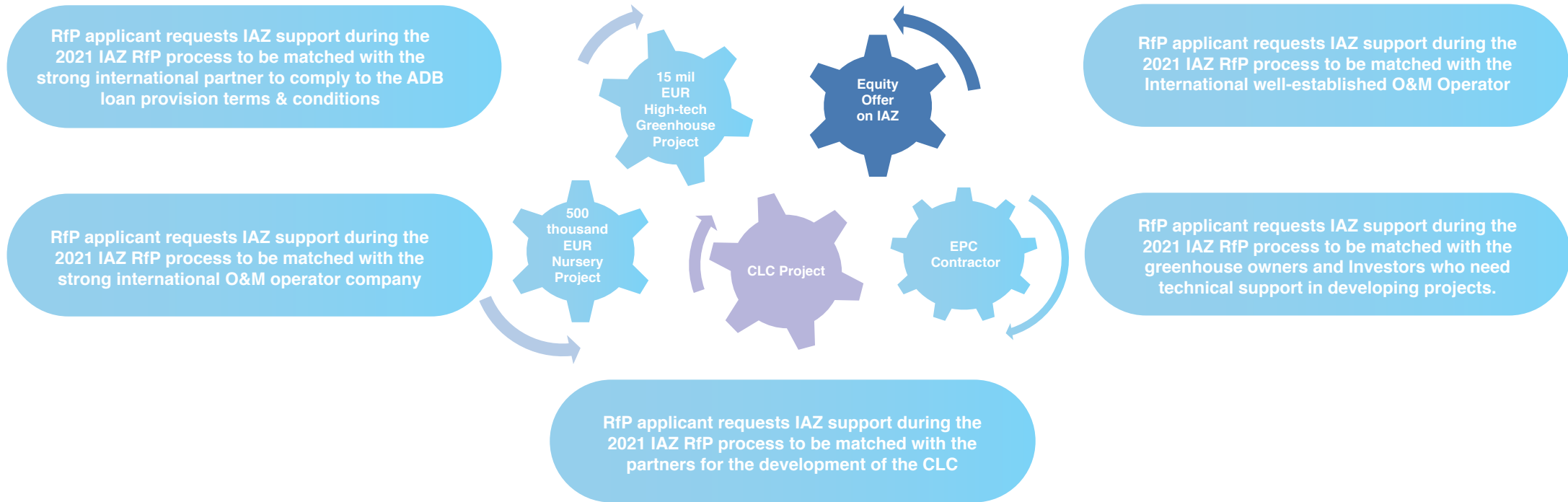
• HTDC as a platform for local & International:

- MoES vocational high school training programs;
- MEPA, DAs and IFI technical assistance educational programs;
- Agri-input companies

HTDC Matchmaking Platform

Development of private initiatives at IAZ GHCD through NNLE HTDC Matchmaking Platform

Potential HTDC Class A & B Members:



2 IAZ GHCD farmer groups requested to be matched with Agri-input companies, and to be supported through HTDC by RDA and/or DAs programs, loan provision possibilities with the local banks.

RfP Applicant from IAZ GHCD Farmers from Kopitnari IDP Settlement

RfP Applicant from IAZ GHCD from Mukhiani village

HTDC Proposed Projects & Programs

Developing Accommodation Infrastructure for Vocational Training Center Students

HTDC would like to initiate a family type guest house infrastructure development program, by supporting local community member families, in obtaining sufficient knowledge and resources, to renovate their owned houses as HTDC student dormitories with annual fixed contracts, signed with HTDC.



Baghdati, Imereti Region, Georgia.



HTDC Proposed Projects & Programs

Development of City Partnership Educational and Training Programs with:

HTDC would like to initiate a family type guest house infrastructure development program, by supporting local community member families, in obtaining sufficient knowledge and resources, to renovate their owned houses as HTDC student dormitories with annual fixed contracts, signed with HTDC.

The possible partners for Baghdati include:

Wageningen The Netherlands



Winnipeg Canada



Almeria Spain



Den Bosch The Netherlands



Witzenhausen Germany



Sample Educational & Vocational Training Programs

Educational & Vocational Programs at World Horti Center

Agricultural Water Management

Last week, the minor Agrarian Water Management started 📖 Students start working on topics such as flooding, drought and water quality 💧 One part is, for example, writing water management plans for various agricultural companies 🙌

But this minor also crosses the line! 🇪🇬 Together with Kafrelsheikh University in Egypt Aeres High School Dronten is implementing a project there . We help make agriculture a climate booster there .

👩🎓👨🎓 The students are very excited and have all kinds of ideas they want to explore, also in collaboration with the lecturer Agricultural Water Management .

#studeren #student #studie #studiekeuze #hogeschool #agrarisch #waterbeheer #onderzoek #Egypte #minor

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Plant Resilience and Immune Systems

Did you know that plants have the ability to defend themselves against diseases and pestilence? Do you want to know everything about the resilience and the immune system of a plant? The

During the webinar Resistant Counting organized by participant Hogeschool Inholland you can learn all about it here . It is also discussed how to strengthen the capacity of a plant with the right cultivation conditions . The

You can register at: <https://forms.office.com/Pages/ResponsePage...>
See more

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Energy Efficiency

As a breeder, how can you best deal with the high energy prices and what can you do to improve your current situation? And how can you worry in the future to be less dependent on the unpredictable energy market? I'm going to have a good time.

On Wednesday afternoon 20 October Glastuinbouw Nederland, Kas als Energiebron en Ministerie van Landbouw, Natuur en Voedselkwaliteit will host a strategic energy session for teachers . During the event, the high energy prices are foc... See more

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All photos and related information to the World Horti Center are obtained from the public sources like World Horti Center website & Social media

Sample Educational & Vocational Training Programs

Educational & Vocational Programs at World Horti Center

Horticulture innovation Management

Learn to innovate successfully and systematically! The

Dutch horticulture stands and falls with innovation . But how do you stimulate innovation in your business? That's what you'll learn during the Innovation Management Horticulture course, a university course organized by [Erasmus Universiteit Rotterdam Business School](#) en [World Horti Center](#) , 100% focused on innovation honor in the horticulture . The

On May 11, 2022 the fourth edition of this successful learning course b... [See more](#)

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Flower Binding Competition

Who is the best flower child in the Netherlands? In [World Horti Center](#) students from all over the Netherlands fought each other for the Skills The Finals 2022. More than a competition, because with this Worldskills Netherlands also wants to draw attention to the importance of craftsmanship and vocational education in young people . The

The participants were judged on five different components: making a bouquet in a vase, cost calculation, wrist corsage, table decoration and... [See more](#)

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Horticultural Busyness Advancing

Florpartners consultants deploy their expertise daily to help the sector innovate, organize smarter and strengthen collaboration . By sharing knowledge and making connections, they are helping horticultural businesses advance . This seamlessly connects to the goals of World Horti Center . That's why we are excited that Florpartners will start their operations from World Horti Center from June 2022 . Together we will get further! I'm going to have a good time.

Inge Vermeulen... [See more](#)

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All photos and related information to the World Horti Center are obtained from the public sources like World Horti Center website & Social media

Sample Educational & Vocational Training Programs

Educational & Vocational Programs at World Horti Center

International Scholarship

Seven Holland Scholarships were recently awarded to international students! 🇳🇱 With this scholarship, students from outside the European Union will, through a financial contribution, have the opportunity to come and study in the Netherlands 🌍

This scholarship is also used the other way around, so for Dutch students who want to study in a country outside the European Union 🇳🇱 And we have good news! We have 2x as many scholarships to forgive than normal this year! ✨

👤 🗣️ Do yo... [See more](#)

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Vertical Farming

With the world's population growing and more people living in cities, we're constantly looking for smart ways to produce food . Vertical farming is such a solution and that's what program [Het Klokhuis](#) wants to know everything about . After watching this episode, are you curious about even more smart applications to produce food? Visit soon too our I-Grow Pavilion in . [World Horti Center](#) I'm going to have a good time.

Watch the episode here: https://www.npostart.nl/het.../10-11-2021/VPWON_1316493

[#klokhuis](#) [#vertical](#) [#farming](#) [#food](#)

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Business & Management

"A new school, with interaction with companies"

Students Scott, Ilse and Nino explain in the video why they chose the Business & Management course from [Lentiz MBO Westland](#) . Lots of business interaction within this broad economic course . What they think of the company visits and international internships they tell in the video . I'm going to have a good time.

Watch the video via: <https://www.youtube.com/watch?v=79JvofBHIm...> [See more](#)

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All photos and related information to the World Horti Center are obtained from the public sources like World Horti Center website & Social media

Sample Educational & Vocational Training Programs

IAZ GHCD NNLE HTDC Project Implementation Phase 1

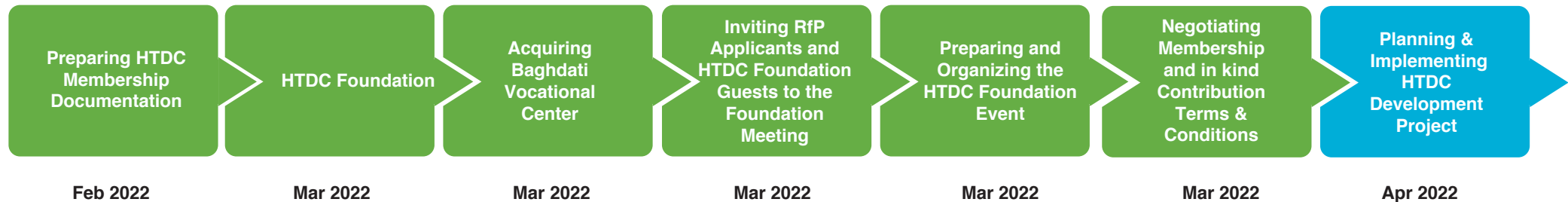
IAZ GHCD NNLE HTDC Development Membership Goals Estimated For 2022

- HTDC Class A Members – total of 30
- HTDC Class B Members – total of 100
- HTDC Class C Members – total of 5

IAZ GHCD NNLE HTDC Development Membership Goals Estimated For 2023

- HTDC Class A Members – total of 50
- HTDC Class B Members – total of 500
- HTDC Class C Members – total of 7

HTDC 2022 Considered Milestones:





SUSTAINABLE DEVELOPMENT GOALS

IAZ pursues a sustainable strategy, fully aligned with the United Nations Sustainable Development Goals



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Contact

A dedicated project team has been established by IAZ to manage the RfP – process.

IAZ has also appointed advisors on an exclusive basis for this Project (Project Advisors).

Please refer additionally to the page "RfP Submissions Process" for communication details to be observed during the RfP process.

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