NEWSLETTER

2025

Georgian Competition and Consumer Agency

October-December

THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) CONTRIBUTES TO THE COUNTRY'S ECONOMIC PROGRESS BY CREATING A FAIR BUSINESS CLIMATE, BUSINESS COMPETITIVENESS AND EFFECTIVELY ENFORCING CONSUMER RIGHTS

CONTENT

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- Comprehensive Review of Key International Developments and Landmark Decisions in Competition Policy

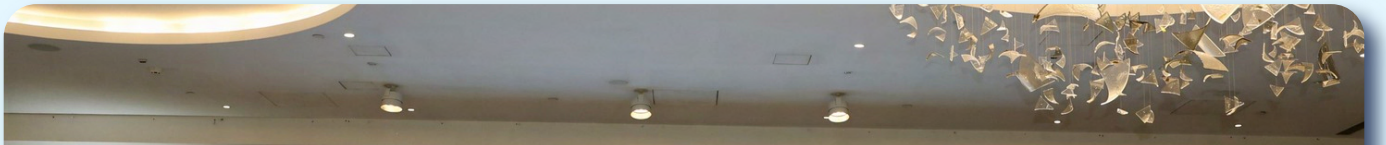
INTERNATIONAL ENGAGEMENTS, ACHIEVEMENTS, AND GLOBAL RECOGNITION OF THE GCCA

THE 4TH INTERNATIONAL CONFERENCE ON COMPETITION AND CONSUMER PROTECTION, HELD INTBILISI ON 13–15 NOVEMBER

https://gcca.gov.ge/index.php?m=370&news_id=1819&lng=eng

The International Conference on Competition and Consumer Protection was jointly organized by the Georgian Competition and Consumer Agency, the National Bank of Georgia, the Georgian National Energy and Water Supply Regulatory Commission (GNERC), the Insurance State Supervision Service of Georgia, and the Communications Commission. The Conference brought together approximately 350 delegates and featured up to 50 international speakers.

The three-day Conference featured ten panel discussions, including three international sessions, and a sectoral research presentation.



The Georgian Competition and Consumer Agency (GCCA) and the Competition Council of Bosnia and Herzegovina have signed a Memorandum of Understanding.

ICPEN AND WORLD BANK AWARD

The Georgian Competition and Consumer Protection Agency (GCCA) has been honored with the 2025 Consumer Education Award by the International Consumer Protection and Enforcement Network (ICPEN) and the World Bank in the category of “Developing and Implementing an Effective Communication Strategy in Business-Consumer Relations“.

This prestigious recognition highlights the Agency’s significant achievements in establishing and promoting a transparent, inclusive, and accessible communication framework aimed at strengthening consumer protection and trust in the marketplace.

The award ceremony was held on 3 October 2025 in the Dominican Republic, where Irakli Lekvinadze, Chairman of the Georgian Competition and Consumer Agency (GCCA), represented the Agency.

IN 2024, THE AGENCY LAUNCHED THIS INITIATIVE UNDER THE FRAMEWORK OF THE “NATIONAL CONSUMER RIGHTS PROTECTION STRATEGY”. THE STRATEGY’S CONCEPT EMPHASIZES COMMUNICATION BETWEEN BUSINESSES AND CONSUMERS AS A FUNDAMENTAL MECHANISM FOR ENSURING A FAIR, TRANSPARENT, AND TRUSTWORTHY MARKET ENVIRONMENT.

GEORGIAN COMPETITION AND CONSUMER AGENCY WILL HOLD THE PRESIDENCY OF THE INTERNATIONAL CONSUMER PROTECTION AND ENFORCEMENT NETWORK (ICPEN) IN 2026–2027

- IN 2026–2027, THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) WILL ASSUME THE PRESIDENCY OF THE INTERNATIONAL CONSUMER PROTECTION AND ENFORCEMENT NETWORK (ICPEN), WITH THE SUPPORT AND CONSENSUS OF NEARLY 90 COUNTRIES.

THE DECISION, WHICH REQUIRED THE CONSENSUS OF ALL MEMBER STATES, WAS ADOPTED DURING THE ICPEN INTERNATIONAL CONFERENCE, WHICH WAS HELD IN WASHINGTON, D.C., FROM MAY 12 TO 16.

DURING ITS PRESIDENCY, THE GEORGIAN COMPETITION AND CONSUMER AGENCY WILL FOCUS ON THREE STRATEGIC PRIORITIES IN CLOSE COLLABORATION WITH ICPEN MEMBER COUNTRIES:

01 Strengthening international cooperation by promoting the exchange of best practices, supporting the development of global standards, and addressing unfair commercial practices;

02 Enhancing consumer protection in digital markets through improved regulatory mechanisms and oversight;

03 Advancing the capacity of young consumer protection authorities by fostering closer cooperation with more established counterparts.

As President of ICPEN, GCCA will lead the coordination of the network's working groups, oversee the development of discussion topics aligned with the strategic agenda, contribute to the advancement of global consumer protection standards, and host an international conference with the participation of ICPEN member states.

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ONGOING MONITORING'S OF STRATEGIC MARKETS

MONITORING OF THE HEALTHCARE SERVICES MARKET

MONITORING OF THE AUTO FUEL MARKET

MONITORING OF PESTICIDES AND AGROCHEMICALS

MONITORING OF THE FMCG MARKET

MONITORING OF THE TOBACCO MARKET

MONITORING OF THE NUT MARKET

MONITORING OF THE BLUEBERRY MARKET

GCCA PUBLISHES INTERIM REPORT ON THE MONITORING OF THE PETROL AND DIESEL MARKET

ACCORDING TO THE AGENCY'S ASSESSMENT, FOR THE PERIOD COVERING JANUARY THROUGH SEPTEMBER, FLUCTUATIONS IN RETAIL FUEL PRICES BOTH UPWARD AND DOWNWARD, WERE CONSISTENT WITH GLOBAL MARKET DEVELOPMENTS AND REFLECTED THE ACTUAL COST OF IMPORTED FUEL, TAKING INTO ACCOUNT EXISTING COMPANY RESERVES AND THE EXCHANGE RATE OF THE GEORGIAN LARI.

IN JANUARY 2025, AN INCREASE IN RETAIL FUEL PRICES WAS OBSERVED FOR BOTH PETROL AND DIESEL. FOR MAJOR MARKET PARTICIPANTS, THE PRICE INCREASE RANGED BETWEEN 3-10 TETRI, WHILE FOR SMALLER RETAIL NETWORKS, THE INCREASE RANGED BETWEEN 10-20 TETRI.

FROM THE SECOND HALF OF MARCH 2025, RETAIL FUEL PRICES BEGAN TO DECLINE. OVERALL, FOR LARGE COMPANIES, THE RETAIL PRICE OF REGULAR-TYPE PETROL DECREASED BY 26-28 TETRI, PREMIUM-TYPE PETROL BY 17-26 TETRI, AND DIESEL BY 18-29 TETRI. IN SMALLER NETWORKS, PRICE ADJUSTMENTS BOTH INCREASES AND DECREASES WERE IMPLEMENTED MORE PROMPTLY COMPARED TO LARGER COMPANIES. SINCE JUNE 2025, RETAIL PRICES AMONG LARGE COMPANIES HAVE INCREASED BY AN AVERAGE OF 15-20 TETRI. IN SMALLER RETAIL NETWORKS, A COMPARATIVELY HIGHER INCREASE UP TO 25 TETRI WAS RECORDED, PARTICULARLY IN DIESEL PRICES.

THE AGENCY CONTINUES TO SYSTEMATICALLY MONITOR THE ACTUAL VOLUME AND COST OF FUEL IMPORTED BY COMPANIES WITHIN THE FRAMEWORK OF ITS ONGOING MARKET SUPERVISION ACTIVITIES.

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GCCA – 8344 CONCENTRATIONS REGISTERED IN GEORGIA IN THE FOURTH QUARTER OF 2025

BASED ON IDENTIFIED DATA, 8341 CASES DID NOT MEET THE CRITERIA THAT WOULD GIVE RISE TO THE OBLIGATION OF PRIOR NOTIFICATION. THIS CONCLUSION WAS BASED ON AN ASSESSMENT OF THE MARKET SHARE INVOLVED AND/OR THE JOINT ANNUAL TURNOVER OF THE PARTIES TO THE TRANSACTION. AMONG THE REMAINING 3 CASES, 1 FELL UNDER EXEMPTIONS PROVIDED BY THE COMPETITION LEGISLATION, THEREBY RELEASING THE RELEVANT PARTIES FROM THE OBLIGATION TO SUBMIT PRIOR NOTIFICATION TO THE AGENCY. IN THE REMAINING 2 CASES, THE GCCA DETERMINED THAT THE TRANSACTIONS LIKELY REQUIRED PRIOR NOTIFICATION, WHICH WAS NOT SUBMITTED BY THE PARTIES. ACCORDINGLY, THE AGENCY HAS INITIATED FORMAL PROCEEDINGS IN RELATION TO THESE CASES.

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THE REVIEW OF FOUR NOTIFICATIONS HAS BEEN COMPLETED, AND APPROVAL HAS BEEN GRANTED. THE PROPOSED CONCENTRATIONS WERE ASSESSED AND DETERMINED TO BE COMPATIBLE WITH COMPETITIVE CONDITIONS IN THE FOLLOWING MARKETS:

- THE HIGHER EDUCATION SERVICES MARKET;
- THE MEDICAL SERVICES MARKET, INCLUDING BOTH INPATIENT AND OUTPATIENT CARE;
- THE MARKET FOR AUTOMOTIVE, CONTAINER AND REFRIGERATED STORAGE HEATING AND COOLING SYSTEMS.

GCCA HAS REVIEWED THE CONCENTRATION IN THE MARKET FOR AUTOMOTIVE, CONTAINER AND REFRIGERATED STORAGE HEATING AND COOLING SYSTEMS AND HAS CONCLUDED THAT IT IS COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT.

THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS ASSESSED AND RECOGNIZED AS COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT THE CONCENTRATION IMPLEMENTED THROUGH THE ACQUISITION OF AN 80% SHARE IN LLC "TKJ" BY NATURAL PERSON TORNIKE KOTETISHVILI.

LLC "TKJ" IS ENGAGED IN THE SALE AND MAINTENANCE OF HEATING AND COOLING SYSTEMS DESIGNED FOR AUTOMOTIVE, CONTAINER, AND REFRIGERATION-WAREHOUSE APPLICATIONS. THE PARTIES INVOLVED IN THE TRANSACTION, AS WELL AS THEIR RELATED ENTITIES, OPERATE IN DIFFERENT MARKETS. TAKING THIS INTO ACCOUNT, ALONG WITH THE MARKET POSITION OF THE TARGET UNDERTAKING, THE AGENCY CONCLUDED THAT THE CONCENTRATION WOULD NOT HAVE AN ADVERSE IMPACT ON COMPETITION AND IS COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT.

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THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS DETERMINED THAT THE CONCENTRATION IMPLEMENTED THROUGH THE ACQUISITION OF 100 PERCENT OF THE SHARES OF THE INTERNATIONAL BLACK SEA UNIVERSITY BY THE GEORGIAN NATIONAL UNIVERSITY IS COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT.

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THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS APPROVED A CONCENTRATION IN THE SECTOR OF INPATIENT AND OUTPATIENT MEDICAL SERVICE PROVISION.

THE TRANSACTION CONCERNS THE ACQUISITION OF SOLE CONTROL OVER „GORMEDI" LLC BY „GEORGIAN CLINICS" JSC. BASED ON THE AGENCY'S ASSESSMENT, THE NOTIFIED CONCENTRATION IS NOT EXPECTED TO HAVE ANY SIGNIFICANT IMPACT ON THE COMPETITIVE ENVIRONMENT.

THE GCCA'S MARKET ANALYSIS DETERMINED THAT THE RELEVANT MARKET IS CHARACTERIZED BY A LOW LEVEL OF CONCENTRATION. MOREOVER, THE ANTICIPATED CHANGE IN THE HERFINDAHL–HIRSCHMAN INDEX (HHI) RESULTING FROM THE TRANSACTION IS MINIMAL, FURTHER CONFIRMING THAT THE CONCENTRATION IS COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT.

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THE GEORGIAN COMPETITION AND CONSUMER AGENCY HAS DETERMINED THAT A PROPOSED CONCENTRATION IN THE HIGHER EDUCATION AND HEALTHCARE SERVICE PROVISION SECTORS IS COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT. . THE CASE CONCERNED EUROPE UNIVERSITY LLC'S ACQUISITION OF 100% OF THE SHARES OF ST. MICHAEL'S HOSPITAL LLC. BASED ON THE AGENCY'S ASSESSMENT, THE NOTIFIED CONCENTRATION IS NOT EXPECTED TO HAVE A SIGNIFICANT IMPACT ON THE COMPETITIVE ENVIRONMENT.

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AS A RESULT OF IMPLEMENTING CONCENTRATIONS WITHOUT NOTIFYING THE AGENCY, TWO LEGAL ENTITIES WERE SANCTIONED DURING THE SAME PERIOD, WITH FINES TOTALING GEL 70,000.

GCCA INITIATES INVESTIGATION INTO 11 COMPANIES PARTICIPATING IN CONSTRUCTION SUPERVISION TENDERS

THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS INITIATED AN INVESTIGATION INTO 11 COMPANIES THAT PARTICIPATED IN CONSTRUCTION SUPERVISION TENDERS ANNOUNCED BETWEEN 2022 AND 2025, BASED ON INDICATIONS OF POTENTIAL CONCERTED PRACTICES.

THE INVESTIGATION WAS LAUNCHED PURSUANT TO A REQUEST FROM THE MINISTRY OF REGIONAL DEVELOPMENT AND INFRASTRUCTURE OF GEORGIA. THE REQUEST INDICATED THAT OBSERVATIONS MADE BY THE ADMINISTRATIONS OF STATE REPRESENTATIVES ACROSS VARIOUS TENDERS HAD REVEALED CIRCUMSTANCES THAT APPEARED TO BE INCONSISTENT WITH OR POTENTIALLY IN BREACH OF THE LAW OF GEORGIA ON COMPETITION, THEREBY REQUIRING APPROPRIATE ACTION.

SPECIFICALLY, THE TENDER MONITORING PROCESS IDENTIFIED CIRCUMSTANCES SUGGESTING POSSIBLE CONCERTED PRACTICES BY THE FOLLOWING COMPANIES IN RELATION TO CONSTRUCTION SUPERVISION TENDERS ANNOUNCED BETWEEN 2022 AND 2025 IN THE REGIONS OF RACHA, SAMEGRELO, GURIA, MTSKHETA-MTIANETI, SHIDA KARTLI, KVEMO KARTLI, IMERETI, SAMTSKHE-JAVAKHETI, AND KAKHETI:
LLC GEOEXPERT, LLC ZAISI & COMPANY, LLC ENGINEERING MONITORING GROUP, LLC INSPECT-AS, LLC OPTIMAL GROUP+, LLC EXPERT HOUSE, LLC SKYSCAPER, LLC TIAG AUDITESCORT, LLC CHRIZOLITI+, LLC MSHEN-EXPERT+, AND LLC MEGAMSHENI.

THE AGENCY'S PRELIMINARY ANALYSIS IDENTIFIED MULTIPLE FACTORS GIVING RISE TO A REASONABLE SUSPICION THAT COORDINATED CONDUCT MAY HAVE OCCURRED AMONG THE UNDERTAKINGS CONCERNED. CONSEQUENTLY, GCCA FORMALLY INITIATED AN INVESTIGATION.

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GCCA CONCLUDES INVESTIGATION INTO ALLEGED ARTICLE 6 VIOLATION BY JSC "TBC BANK" AND LLC "TINETI"

THE GEORGIAN COMPETITION AND CONSUMER AGENCY HAS CONCLUDED ITS INVESTIGATION INTO THE ALLEGED EXCLUSIVE AGREEMENT BETWEEN JSC "TBC BANK" AND LLC "TINETI" CONCERNING ITS COMPLIANCE WITH COMPETITION LEGISLATION. THE AGENCY DETERMINED THAT NO BREACH OF ARTICLE 6 OF THE LAW OF GEORGIA ON COMPETITION WAS ESTABLISHED BY EITHER PARTY. NEVERTHELESS, JSC "TBC BANK" WAS IDENTIFIED AS AN UNDERTAKING HOLDING A DOMINANT POSITION IN THE RELEVANT MARKET, AND A BINDING RECOMMENDATION WAS ISSUED FOR ITS COMPLIANCE.

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CONSUMER RIGHTS PROTECTION - SIGNIFICANT DECISIONS

CONFIRMATION OF A VIOLATION:

- **CASE OF "DILSI"**

The Georgian Competition and Consumer Agency has established a violation of the Law of Georgia on the Protection of Consumer Rights by the trader "Dilsi" LLC. As a result of assessing the case circumstances and reviewing the presented evidence, it was confirmed that the trader violated the fundamental obligations to provide consumers with essential information and to deliver the goods as stipulated in the contract. Furthermore, it was found that the trader engaged in misleading commercial practices through acts of omission. The trader was ordered to bring its trading policy into compliance with legal requirements and to restore the violated consumer rights within one month.

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CASE OF "ZOOMMER GEORGIA"

The Georgian Competition and Consumer Agency has established a violation of the Law of Georgia on the Protection of Consumer Rights by the trader "Zoommer Georgia"LLC. As a result of assessing the case circumstances and reviewing the presented evidence, it was confirmed that the trader violated the fundamental obligations to provide consumers with essential information. The trader was ordered to bring its trading policy into compliance with legal requirements and to restore the violated consumer rights within one month.

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GCCA IDENTIFIES MISLEADING COMMERCIAL PRACTICE BY "ICITY"

THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS DETERMINED THAT THE COMPANY "ICITY" ENGAGED IN MISLEADING COMMERCIAL PRACTICES.

The case originated from a consumer complaint submitted to the Agency, alleging that the company had disseminated inaccurate information in its advertisement concerning the terms of a promotional offer.

According to the company's commercial communication, consumers were informed that between 29 November and 1 December 2024, they could purchase desired products through TBC Bank's 0% installment plan. However, upon visiting the store, the consumer discovered that the offer was not actually in effect, and the installment terms differed from those advertised - a 1% monthly charge was applied instead.

The Agency's investigation confirmed that the company's advertisement contained misleading information regarding the 0% installment plan, creating a false expectation of a financial benefit that did not, in fact, exist. The GCCA determined that this conduct constituted a misleading commercial practice, as defined under Article 25, Paragraph 2 of the Law of Georgia on the Protection of Consumer Rights.

According to the Agency's decision, the trader was instructed to restore consumer rights and provide affected consumers with individually tailored special offers under the same terms initially advertised.

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CASE OF GLOBAL TRANSPORTER AND SPACE CARGO

The Georgian Competition and Consumer Agency (GCCA) has established violations of the Law of Georgia on the Protection of Consumer Rights by two companies operating in the parcel and cargo transportation sector.

Following the receipt of consumer submissions and the Agency's detailed assessment and examination of the matters, the GCCA concluded that Global Transporter LLC and Space Cargo LLC had committed unfair commercial practices.

In the case of Global Transporter LLC, the consumer reported that a parcel delivered to the trader's foreign address was not reflected in the consumer's personal account. Furthermore, following the consumer's application to the GCCA, the trader contrary to the terms of the existing agreement restricted the consumer's access to the service. The Agency assessed this conduct as the use of an unfair standard contract term. The examination further established that the company failed to provide consumers with information on the essential characteristics of the service, which constitutes a misleading commercial practice by omission.

Regarding Space Cargo LLC, consumers submitted applications alleging defective service provision. In one instance, upon the parcel's arrival in Georgia, the transportation fee was calculated using a method that differed from the one originally agreed upon. In another instance, the trader refused to compensate for the damage resulting from the loss of a parcel. The Agency concluded that the company had engaged in misleading commercial practices by omission. Moreover, the trader failed to properly fulfil its contractual obligation to deliver a parcel received abroad to Georgia, as the consumer never received the item accepted at the foreign address.

Pursuant to its decisions, the Agency required both traders to restore the violated consumer rights and ensure full compliance of their commercial practices with the applicable legislative framework.

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CASE OF QATAR AIRWAYS

In the case under consideration, a consumer used the services of Qatar Airways, during which the consumer's baggage sustained damage. The consumer subsequently contacted the airline to seek appropriate remedial action, however, the Georgia branch of Qatar Airways refused to satisfy the claim.

The consumer submitted the complaint in full compliance with the established procedures, within the statutory seven-day period and via the airline's official website. Notwithstanding this, the airline justified its refusal on the grounds that the claim had not been filed on the airport premises.

According to the Agency's assessment, the consumer reasonably relied on publicly available information disseminated by the trader, which states that, in the event of baggage damage, a claim may be submitted within seven days from the date of baggage receipt. This condition constitutes an essential element of the service contract, as it defines the consumer's right to seek appropriate remedies in cases of non-performance or improper performance of the service, including the assessment of baggage damage and compensation for the losses incurred.

By its decision, the GCCA ordered trader to restore the violated consumer rights within one month and to bring its commercial practices into full compliance with the requirements of the Law.

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CASE OF "IPLUS"

In the case under consideration, the Georgian Competition and Consumer Agency (GCCA) received complaints from two consumers concerning iPlus's failure to comply with its statutory obligations, specifically with regard to the delivery of goods in accordance with contractual terms and the provision of legally required warranty services. The Agency emphasized that trader are obliged to supply goods that fully conform to the contractual specifications, including their characteristics, quality, and functional features. In this instance, „iPlus" LLC failed to properly fulfill its contractual obligations, and the goods delivered did not meet the requirements established under Article 16 of the Law of Georgia on the Protection of Consumer Rights.

Furthermore, pursuant to Article 17 of the Law of Georgia on the Protection of Consumer Rights, traders are required to eliminate defects in goods.

By its decision, the GCCA ordered „iPlus" LLC to restore the violated consumer rights within one month and to bring its commercial practices into full compliance with the requirements of the Law.

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CASE OF "FRESCO"

In the case under consideration, the consumer was informed of a specific price at the time the product was weighed at the retail store. However, at the point of payment, the consumer was charged a higher price on the grounds that the discount period had expired.

According to the Agency, the modification of the price by the trader at the point of payment constitutes a misleading commercial practice, as it violates the fundamental principles of consumer law, including informed consent, reasonable expectations, and fairness. Furthermore, in cases involving the purchase of a large number of products, consumers are not reasonably able to independently verify the validity period of discounts applicable to each individual item. This circumstance significantly increases the risk that consumers may fail to notice the expiration of a discount and, as a result, remain unaware that the price of the goods placed in their shopping basket no longer corresponds to the price indicated on the shelf.

By its decision, the GCCA ordered trader to restore the violated consumer rights within one month and to bring its commercial practices into full compliance with the requirements of the Law.

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OTHER CASES:

CASE OF "TELAVI INN"

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CASE OF "AIRLINES TRAVEL"

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CASE OF "ELECTRONIC AUCTION"

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CASE OF "PUAJE CLINIC"

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CASE OF "ALTA RETAIL"

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Commitment Agreement:

CASE OF "WOLT GEORGIA"

The Georgian Competition and Consumer Agency (GCCA) has concluded the proceedings concerning an alleged violation of the Law of Georgia on the Protection of Consumer Rights by "Wolt Georgia" LLC by entering into a commitments agreement.

The proceedings were initiated on the basis of applications submitted to the Agency and focused on alleged breaches of the trader's obligation to deliver orders within the agreed timeframes, specifically cases of delayed delivery to consumers.

Within the scope of the examination, the Agency assessed the commitments proposed by the trader and concluded that their effective implementation would eliminate the risk of the alleged infringement. Accordingly, "Wolt Georgia" LLC undertook to revise its internal practices and to restore the rights of consumers who may have been adversely affected by its previous policies.

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CASE OF “HB MADIANI”

The Georgian Competition and Consumer Agency completed a case study concerning an alleged violation of the Law of Georgia on the Protection of Consumer Rights by the trader “HB Madiani” LLC. The Agency concluded the case by signing a commitment agreement with the trader. Under the agreement, the trader has committed to amend its reference (food) menu to ensure that consumers are provided with information on the final price of goods. This price must include value-added tax (VAT) and all other applicable taxes and charges, including service fees.

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OTHER CASES:

CASE OF “TORELIS”
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CASE OF “NEOTECH”
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CASE OF “SEGURA”
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CASE OF ““FOODMART“
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CASE OF “SUNRISE“
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CASE OF “GBC”
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CASE OF “BIKE LAND”
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CASE OF “ZUSE DIGITAL”
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CASE OF “M S GROUP”
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CASE OF “HAPPY HOT CARD”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpb5WYBT.pdf

CASE OF “GLOBAL AUTO IMPORT”
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CASE OF “IT SAMYARO”

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Imposition of Fines

Barami

GCCA IMPOSES FINE ON PARCEL AND CARGO TRANSPORTATION COMPANY "BARAMI LOGISTICS"

THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS IMPOSED A FINE ON „BARAMI LOGISTICS" LLC, A PARCEL AND CARGO TRANSPORTATION COMPANY, FOR FAILURE TO COMPLY WITH THE OBLIGATIONS PRESCRIBED BY THE AGENCY.

THE FINE, AMOUNTING TO UP TO 8,000 GEL, RELATES TO VIOLATIONS OF THE LAW OF GEORGIA ON THE PROTECTION OF CONSUMER RIGHTS, SPECIFICALLY, THE INCLUSION OF UNFAIR STANDARD TERMS IN CONTRACTS, MISLEADING COMMERCIAL PRACTICES THROUGH OMISSION, AND THE DEFICIENT PROVISION OF SERVICES.

UNDER THE GCCA'S DECISION, THE TRADER WAS REQUIRED TO BRING ITS COMMERCIAL PRACTICES INTO FULL COMPLIANCE WITH LEGAL REQUIREMENTS AND TO RESTORE THE INFRINGED CONSUMER RIGHTS WITHIN A ONE-MONTH PERIOD. THE COMPANY FAILED TO FULFILL THESE OBLIGATIONS.

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OTHER IMPOSED FINES:

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CONSUMER RIGHTS PROTECTION - OUTCOME REPORT

2025 YEAR

1470 Received Applications

5450 Received Calls

DECISIONS MADE

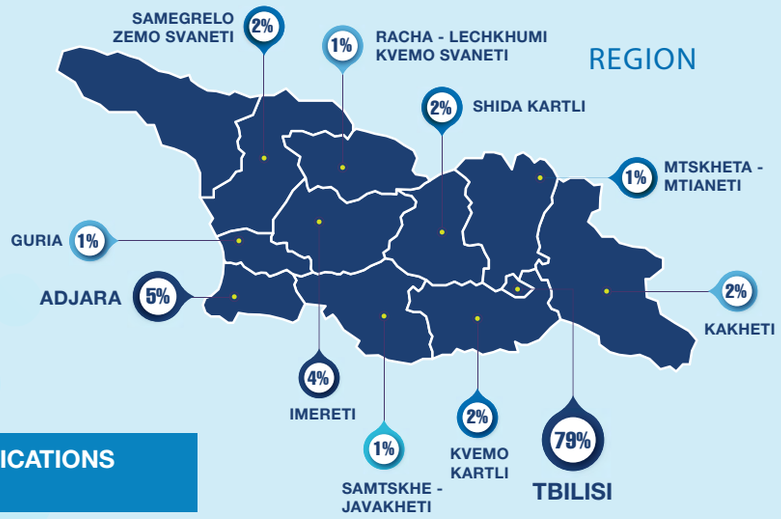
183 Confirmed Violations (288 cases)

161 Commitment Agreements (182 cases)

85 Imposed Fines (139 cases)

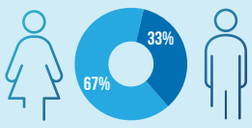
fine imposed: 135,955

REGION



COMPARED TO 2024, THE NUMBER OF APPLICATIONS INCREASED BY 65%.

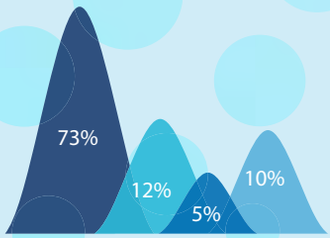
IN 90% OF COMPLETED CASES, DECISIONS WERE MADE IN FAVOR OF CONSUMERS, WHO WERE COMPENSATED WITH OVER 1 MILLION GEL.



ONLINE PURCHASE 66%

IN-PERSON PURCHASE 34%

SECTOR



73%	WHOLESALE AND RETAIL TRADE
12%	TRANSPORT AND STORAGE
5%	ART, ENTERTAINMENT AND LEISURE
10%	OTHER SECTORS

CONSUMER DEMANDS

465 Refund	**112** On-time delivery	**90** Other demands
484 Repair or replacement of goods not in conformity with the contract.	**273** Restoration of rights in cases of defective service	**46** Prohibition of misleading activities

Georgian Competition and Consumer Agency

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GCCA PUBLISHES CONSUMER PROTECTION STATISTICS, REPORTING A 65% INCREASE IN COMPLAINTS

90% OF CONCLUDED CASES WERE DECIDED IN FAVOR OF CONSUMERS, WITH TOTAL COMPENSATION EXCEEDING GEL 1 MILLION.

DURING THE REPORTING PERIOD, THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) IDENTIFIED 183 VIOLATIONS OF CONSUMER GROUP RIGHTS IN 288 CASES. DUE TO NON-COMPLIANCE WITH OBLIGATIONS IMPOSED BY THE GCCA, 85 TRADERS WERE FINED IN 139 CASES, WITH TOTAL PENALTIES AMOUNTING TO 135 955 GEL. FOR CONSUMER PROTECTION, 161 COMMITMENT AGREEMENTS WERE SIGNED IN 182 CASES, WHERE TRADERS COMMITTED TO MODIFYING THEIR INTERNAL BUSINESS POLICIES AND RESTORING THE RIGHTS OF AFFECTED CONSUMERS WHO SUFFERED DUE TO UNFAIR BUSINESS PRACTICES.

IN 2025, 66% OF SUBMITTED APPLICATIONS CONCERNED ONLINE TRANSACTIONS, WHILE 34% RELATED TO IN-PERSON PURCHASES. FROM A REGIONAL PERSPECTIVE, TBILISI ACCOUNTED FOR THE LARGEST SHARE OF APPLICATIONS (79%), FOLLOWED BY ADJARA AND IMERETI (5%). KAKHETI, KVEMO KARTLI, SHIDA KARTLI, AND SAMEGRELO-ZEMO SVANETI EACH REPRESENTED 2%, AND ETC.

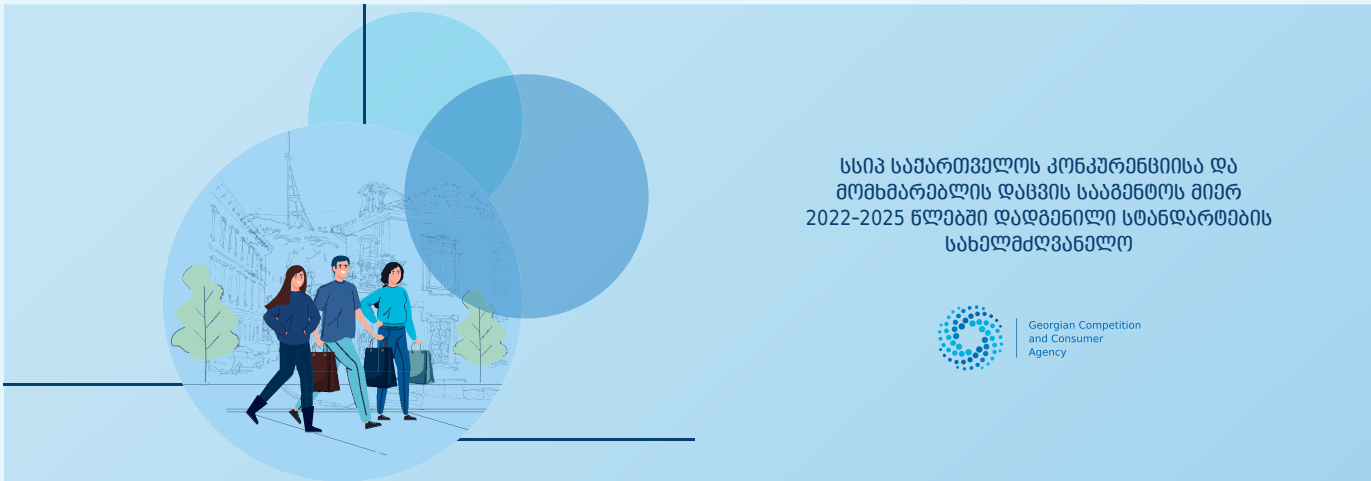
BASED ON 2025 DATA, THE DEMAND FOR A REFUND IS 465, THE REPAIR OR REPLACEMENT OF DEFECTIVE ITEMS IS 484, 273 FOR RESTORING THE RIGHT TO A DEFECTIVE SERVICE, ENSURING DELIVERY OF GOODS WITHIN THE STIPULATED PERIOD 112, 46 RELATED TO THE PROHIBITION OF MISLEADING PRACTICES, AND THE REST IS 90. ACCORDING TO THE STATISTICS, 73% OF THE APPLICATIONS RELATED TO THE WHOLESALE AND RETAIL SECTOR, FOLLOWED BY TRANSPORT AND WAREHOUSING WITH 12%. THE ARTS, ENTERTAINMENT, AND RECREATION SECTOR ACCOUNTED FOR 5%, WHILE THE REMAINING 10% CONCERNED OTHER TYPES OF ECONOMIC ACTIVITIES.

THE AGENCY DEVELOPED AND APPROVED:

THE 2026 ACTION PLAN OF THE NATIONAL CONSUMER PROTECTION STRATEGY

THE ACTION PLAN IS DESIGNED TO STRENGTHEN THE EFFECTIVE PROTECTION OF CONSUMER RIGHTS, ENSURE TIMELY AND APPROPRIATE RESPONSES TO EMERGING TRENDS, AND PROMOTE ALIGNMENT WITH INTERNATIONAL STANDARDS AND BEST PRACTICES.

https://gcca.gov.ge/index.php?m=370&news_id=1849



GUIDELINE ON ESTABLISHED STANDARDS ADOPTED IN 2022–2025

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpRRsmUG.pdf

E-COMMERCE GUIDELINE

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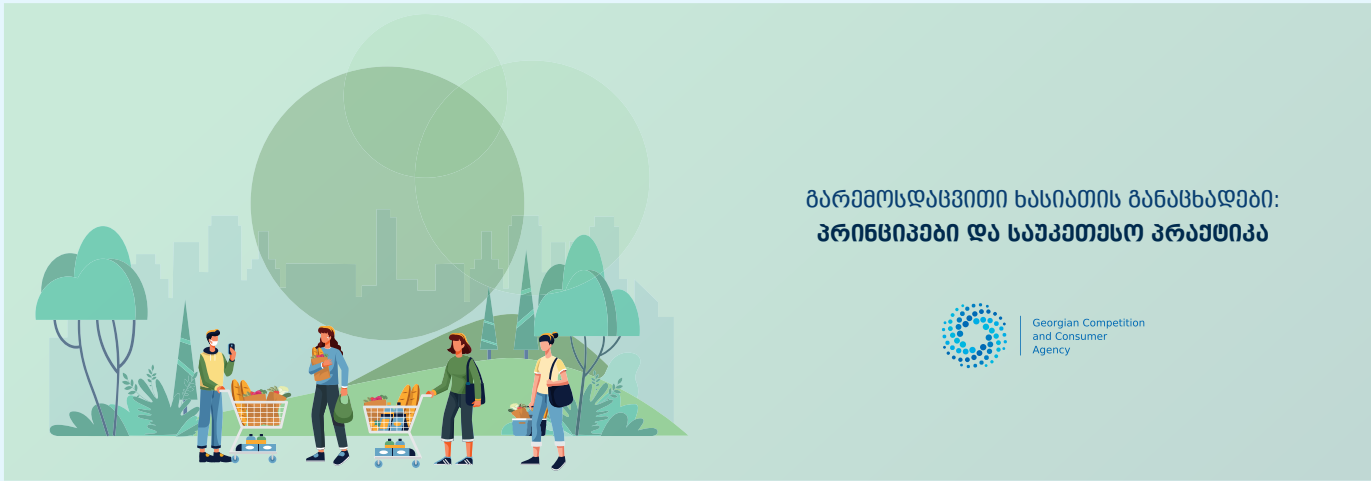

„ENVIRONMENTAL CLAIMS: PRINCIPLES AND BEST PRACTICES“

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AT PRESENT, 69 JUDICIAL PROCEEDINGS ARE ONGOING AT VARIOUS INSTANCES IN RELATION TO 59 DECISIONS ADOPTED BY THE AGENCY. OF THESE, 43 CASES PERTAIN TO COMPETITION-RELATED MATTERS, WHILE 26 CASES CONCERN CONSUMER PROTECTION.

TRAINING RESEARCH CENTER ACTIVITIES

SCHOOL MEETINGS

UNDER THE PROJECT "RAISING AWARENESS OF COMPETITION AND CONSUMER RIGHTS IN SCHOOLS", WHICH AIMS TO INFORM AND EDUCATE STUDENTS ON COMPETITION AND CONSUMER RIGHTS ISSUES, THE GEORGIAN COMPETITION AND CONSUMER AGENCY ORGANIZED MEETINGS IN 25 SCHOOLS ACROSS TBILISI AND OTHER REGIONS.

UNIVERSITY INITIATIVES

AS PART OF EFFORTS TO RAISE AWARENESS OF CONSUMER RIGHTS, AN INFORMATIONAL AND EDUCATIONAL SESSION IS BEING PLANNED AT TBILISI STATE UNIVERSITY AND KUTAISI INTERNATIONAL UNIVERSITY.
IN LINE WITH ITS ONGOING EFFORTS TO PROMOTE CONSUMER RIGHTS AWARENESS, THE AGENCY HELD EDUCATIONAL MEETINGS WITH STUDENTS ON 28 OCTOBER 2025 AT IVANE JAVAKHISHVILI TBILISI STATE UNIVERSITY AND ON 6 NOVEMBER 2025 AT KUTAISI INTERNATIONAL UNIVERSITY.

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WITHIN THE FRAMEWORK OF THE MEMORANDUM OF UNDERSTANDING BETWEEN THE GEORGIAN COMPETITION AND CONSUMER AGENCY AND GEORGIAN UNIVERSITIES, UNDER WHICH THE PARTIES MAINTAIN ONGOING COLLABORATION TO SUPPORT STUDENTS' CAREER DEVELOPMENT, REPRESENTATIVES OF THE AGENCY'S TRAINING RESEARCH CENTER PARTICIPATED IN EMPLOYMENT FORUMS ON 4 NOVEMBER 2025 AT CAUCASUS INTERNATIONAL UNIVERSITY AND ON 25 NOVEMBER 2025 AT GRIGOL ROBAKIDZE UNIVERSITY.

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TO SUPPORT THE PROFESSIONAL DEVELOPMENT OF ITS EMPLOYEES, THE AGENCY CONDUCTED A COMPREHENSIVE ASSESSMENT OF TRAINING NEEDS IN KEY FUNCTIONAL AREAS. BASED ON THE RESULTS OF THIS ASSESSMENT, TARGETED TRAINING PROGRAMS AND RELATED DEVELOPMENT ACTIVITIES ARE BEING PLANNED FOR THE FORTHCOMING YEAR.

LOCAL AND INTERNATIONAL COOPERATION FORMATS

The 4th International Conference on Competition and Consumer Protection was convened in Tbilisi from 13 to 15 November

https://gcca.gov.ge/index.php?m=370&news_id=1819&lng=eng

GCCA Chairman Irakli Lekvinadze addresses the Global Forum on Competition

https://gcca.gov.ge/index.php?m=370&news_id=1834&lng=eng

GCCA Chairman Irakli Lekvinadze Addresses International Conference on "Platform Economy: Competition Law and Market Power of Digital Platforms"

https://gcca.gov.ge/index.php?m=372&news_id=1796&lng=eng

GCCA Chairman Irakli Lekvinadze Participates in International Conference on Competition Policy in Athens

https://gcca.gov.ge/index.php?m=372&news_id=1801&lng=eng

GCCA Chairman Irakli Lekvinadze attends ICPEN International Conference

https://gcca.gov.ge/index.php?m=372&news_id=1788&lng=eng

Georgian Competition and Consumer Protection Agency Receives 2025 Consumer Education Award from ICPEN and the World Bank

https://gcca.gov.ge/index.php?m=372&news_id=1792&lng=eng

GCCA and the Hungarian Competition Authority sign a Memorandum of bilateral cooperation

https://gcca.gov.ge/index.php?m=372&news_id=1804&lng=eng

GCCA Representatives Participate in an International Conference in Budapest Focused on the Exchange of European Best Practices in Competition Policy https://gcca.gov.ge/index.php?m=372&news_id=1797&lng=eng

GCCA and Retail Association Meet to Promote Fair Market Conduct and Strengthen Consumer Protection

https://gcca.gov.ge/index.php?m=372&news_id=1800&lng=eng

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COMPREHENSIVE REVIEW OF KEY INTERNATIONAL DEVELOPMENTS AND LANDMARK DECISIONS IN COMPETITION POLICY AND CONSUMER PROTECTION

INTERNATIONAL REVIEW

BUNDESKARTELLAMT - Bundeskartellamt initiates proceedings against TEMU

https://www.bundeskartellamt.de/SharedDocs/Meldung/DE/Pressemitteilungen/2025/10_08_2025_Temu.html?nn=52004

Autorité de la concurrence - Fuel products in Corsica

https://www.autoritedelaconcurrence.fr/en/article/fuel-products-corsica-autorite-imposes-fine-eu1875-million-totalenergies-marketing-france

Italian Competition Authority - Wizz Air to Pay a 500,000 Euro Fine

https://en.agcm.it/en/media/press-releases/2025/11/PS12922

Italian Competition Authority - Procedure for the Adoption of Interim Measures Against Meta Over Abuse of a Dominant Position

https://en.agcm.it/en/media/press-releases/2025/11/A576

Italian Competition Authority - Ryanair Fined Over € 255 Million for Abuse of a Dominant Position

https://en.agcm.it/en/media/press-releases/2025/12/A568

Italian Competition Authority - The Italian Competition Authority Launches Investigation into Citizen and Swatch

https://en.agcm.it/en/media/press-releases/2025/12/I879-I880

Office of Competition and Consumer Protection of Poland - Damaged or delayed baggage? President of UOKiK brings charges against LOT Polish Airlines

https://uokik.gov.pl/en/damaged-or-delayed-baggage-president-of-uokik-brings-charges-against-lot-polish-airlines

Office of Competition and Consumer Protection of Poland - Advertising targeted at children – UOKiK monitors social media

https://uokik.gov.pl/en/advertising-targeted-at-children-uokik-monitors-social-media

Competition and Markets Authority - Fuel margins remain “persistently high” and this is not explained by operating costs

https://www.gov.uk/government/news/fuel-margins-remain-persistently-high-and-this-is-not-explained-by-operating-costs-cma-finds

Competition and Consumer Commission of Singapore - CCS Takes Action against Courts and PRISM + for Misleading Website Features

https://www.ccs.gov.sg/media-and-events/newsroom/announcements-and-media-releases/ccs-takes-action-against-courts-and-prism--for-misleading-website-features/

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GCCA • Georgian Competition and Consumer Agency

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ბიზნეს ცენტრი “მწვანე ოფისი”