

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

- International Engagements, Achievements, and Global Recognition of the Georgian Competition and Consumer Agency
- Ongoing Monitoring of Strategic Markets
- Concentration Control
- Consumer Rights Protection
- Significant Decisions in the Field of Consumer Protection
- Training Research Center Activities
- Local and International Cooperation Formats
- Comprehensive Review of Key International Developments and Landmark Decisions in Competition Policy

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## INTERNATIONAL ENGAGEMENTS, ACHIEVEMENTS, AND GLOBAL RECOGNITION OF THE GCCA

THE 4TH INTERNATIONAL CONFERENCE ON COMPETITION AND CONSUMER PROTECTION WILL BE HELD IN TBILISI FROM 13 TO 15 NOVEMBER

### COMPETITION AND CONSUMER PROTECTION IV INTERNATIONAL CONFERENCE



NOVEMBER 13-15 | 2025 | TBILISI, GEORGIA

#### ICPEN AND WORLD BANK AWARD

THE GEORGIAN COMPETITION AND CONSUMER 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.

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By unanimous agreement of nearly 90 member countries, the Georgian Competition and Consumer Agency (GCCA) has been designated to the Presidency of the International Consumer Protection and Enforcement Network (ICPEN) for the 2026-2027 term.

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

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 (GCCA) 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, the Georgian Competition and Consumer Agency (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

THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS LAUNCHED A COMPREHENSIVE MONITORING OF THE MEDICAL SERVICES MARKET TO EVALUATE ITS COMPETITIVE ENVIRONMENT.

THE MONITORING WILL EVALUATE THE MARKET BASED ON PARAMETERS DEFINED BY COMPETITION LEGISLATION, INCLUDING MARKET SIZE, ACTIVE COMPANIES, CONCENTRATION INDEX, MARKET SHARES AND DYNAMICS, AND THE PRESENCE OR ABSENCE OF DOMINANT POSITIONS. GIVEN THE SECTOR'S UNIQUE CHARACTERISTICS, ADDITIONAL FACTORS INFLUENCING COMPETITION WILL ALSO BE CONSIDERED.

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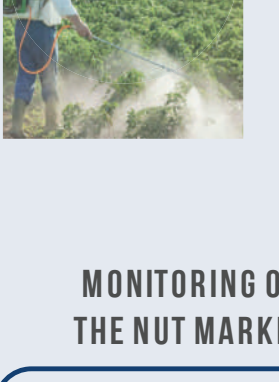


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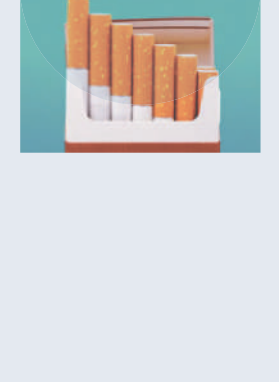
MONITORING OF THE AUTO FUEL MARKET



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

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THE GCCA HAS CONCLUDED AN INVESTIGATION INTO THE ABUSE OF DOMINANT POSITION IN THE PHARMACEUTICAL MARKET, RESULTING IN FINES TOTALING GEL 560,000 IMPOSED ON FOUR PHARMACEUTICAL COMPANIES FOR ENGAGING IN ANTI-COMPETITIVE PRACTICES.



ADDITIONALLY, AN INVESTIGATION IS CURRENTLY ONGOING CONCERNING A POTENTIAL VIOLATION OF ARTICLE 6 OF THE LAW OF GEORGIA ON COMPETITION BY JSC "TBC BANK" AND LLC "TINETI".

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## THE GEORGIAN COMPETITION AND CONSUMER AGENCY HAS COMPLETED THE REVIEW OF FIVE NOTIFICATIONS, GRANTING APPROVAL FOR CONCENTRATIONS IN THE FOLLOWING MARKETS:

- GAMBLING SERVICES MARKET
- INFANT FOOD PRODUCTS MARKET
- ROAD CONSTRUCTION MARKET
- GPS DEVICES AND RELATED SERVICES MARKET
- CEMENT AND CONCRETE PRODUCTION MARKET

The Georgian Competition and Consumer Agency (GCCA) has granted approval for the concentration proposed by LLC "Georgian Cement", involving the acquisition of shares or assets of LLC "Georgian Building Group" and LLC "Georgian Building Group Beton", subject to the fulfillment of independent behavioral commitments.

The Agency is currently reviewing two notifications concerning the higher education provision market and the heating and cooling systems market. During the same period, the Agency imposed fines totaling GEL 50,000 on four entities, comprising three individuals and one legal entity for executing concentrations without prior approval.

## CASE OF „GEORGIAN CEMENT“ AND „GEORGIAN BUILDING GROUP“, „GEORGIAN BUILDING GROUP BETON“

The Georgian Competition and Consumer Agency has approved the concentration to be implemented by LLC "Georgian Cement" through the acquisition of shares or assets of LLC "Georgian Building Group" and LLC "Georgian Building Group Beton" in the grey cement and concrete production markets

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**CASE OF „GEORGIAN CEMENT“ AND „GEORGIAN BUILDING GROUP“, „GEORGIAN BUILDING GROUP BETON“**

THE GEORGIAN COMPETITION AND CONSUMER AGENCY HAS APPROVED THE CONCENTRATION TO BE IMPLEMENTED BY LLC "GEORGIAN CEMENT" THROUGH THE ACQUISITION OF SHARES OR ASSETS OF LLC "GEORGIAN BUILDING GROUP" AND LLC "GEORGIAN BUILDING GROUP BETON" IN THE GREY CEMENT AND CONCRETE PRODUCTION MARKETS.

<https://gcca.gov.ge/index.php?m=356&lng=eng>

**CASE OF "BETLIVE" AND "GLOBAL GAMING"**

THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS APPROVED THE ACQUISITION OF 100% OF „GLOBAL GAMING“ LLC'S SHARES BY „BETLIVE“ LLC IN THE GAMBLING AND GAMING SERVICES SECTOR.

[https://gcca.gov.ge/index.php?m=372&news\\_id=1775&lng=eng](https://gcca.gov.ge/index.php?m=372&news_id=1775&lng=eng)

**CASE OF "TEGETA MOTORS" AND "I GPS OPERATOR"**

THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS APPROVED A CONCENTRATION IN THE MARKET FOR GPS DEVICE SALES, INSTALLATION AND MONITORING SERVICES, THROUGH THE ACQUISITION OF A CONTROLLING STAKE IN "I GPS OPERATOR" LLC BY "TEGETA MOTORS" LLC.

[https://gcca.gov.ge/index.php?m=372&news\\_id=1774&lng=eng](https://gcca.gov.ge/index.php?m=372&news_id=1774&lng=eng)

**CASE OF NATURAL PERSON PAATA SHUBITIDZE AND "NOMERI - ERTI"**

THE AGENCY HAS APPROVED A CONCENTRATION IN THE ROAD CONSTRUCTION SECTOR, INVOLVING THE ACQUISITION OF A 100% SHARE IN LLC "NOMERI - ERTI" BY NATURAL PERSON PAATA SHUBITIDZE, DEEMING IT COMPATIBLE WITH A COMPETITIVE MARKET ENVIRONMENT.

[https://gcca.gov.ge/index.php?m=372&news\\_id=1766&lng=eng](https://gcca.gov.ge/index.php?m=372&news_id=1766&lng=eng)

**CASE OF JSC "GEPHA" AND "FINE TREE INTERNATIONAL"**

THE AGENCY HAS APPROVED A CONCENTRATION THROUGH THE ACQUISITION OF 100% OF LLC "FINE TREE INTERNATIONAL" BY JSC "GEPHA."

[https://gcca.gov.ge/index.php?m=370&news\\_id=1759](https://gcca.gov.ge/index.php?m=370&news_id=1759)

THE GCCA HAS CONCLUDED, FOLLOWING A COMPREHENSIVE REVIEW, THAT NO ANTI-COMPETITIVE AGREEMENT EXISTS IN THE BATUMI FISH MARKET CASE.

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## GCCA DEVELOPS GUIDELINE DOCUMENT FOR STAKEHOLDERS

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