

## FOR IMMEDIATE RELEASE

April 20, 2025

### Regional Conference “Digital Trade for Growth in the Middle Corridor: Foundations, Finance and Adoption” Held in Cooperation with EBRD, ADB, ICC Georgia and Bank of Georgia

The regional conference “Digital Trade for Growth in the Middle Corridor: Foundations, Finance and Adoption,” bringing together leading financial institutions and industry experts, was held in Tbilisi on April 16–17, 2026, in cooperation with EBRD, ADB, ICC Georgia, and Bank of Georgia.

During the conference, speakers discussed international legal frameworks, the impact of digitalization on trade processes, modern digital trade finance instruments, and the potential of digital assets. The event brought together representatives from local and regional financial institutions, private sector leaders, and industry experts, including Alkis Vryenios Drakinos, Caucasus Regional Head at EBRD; Shona Tatchell, EBRD Head of the Trade Facilitation Programme; Lesley Bearman Lahm, ADB Country Director in Georgia; Fady Asly, Chairman of ICC Georgia; and Pamela Mar, Managing Director at the International Chamber of Commerce’s Digital Standards Initiative, among others.

*“At ICC Georgia, we believe that digital trade is a strategic priority for strengthening our country’s role in regional and global value chains. By promoting internationally aligned legal frameworks, interoperable digital standards, and closer cooperation between policymakers, banks, and businesses, we are laying the foundation for a more efficient, transparent, and inclusive trade ecosystem. This conference reflects our strong commitment to supporting the digital transformation of trade and helping bridge the global trade finance gap.”- said Fady Asly, the Chairman of ICC Georgia.*

*“Supporting trade and value chains is the lifeblood of the global economy and central to the EBRD’s mandate. The digitalisation of trade amplifies all the benefits of trade finance - enhancing efficiency, increasing transparency, reducing risk and supporting sustainability across global supply chains.*



*Simply put, digitalisation helps trade move faster, more securely and more fairly, unlocking opportunities for businesses, especially SMEs, and strengthening economic resilience. We are delighted to partner with ICC DSI, the ADB, ICC Georgia and Bank of Georgia -to advance this transformation, because the benefits of digital trade are simply too significant to ignore,” said Alkis Vryenios Drakinos, EBRD Regional Director for Caucasus.*

*“Advancing Georgia’s digital trade agenda is critically important, and we greatly value this partnership with EBRD, Bank of Georgia, and ICC Georgia. By bringing these actors together in Tbilisi, we aim to move digital trade from discussion to implementation and drive systemic transformation. Digital trade finance supports sustainable growth by enabling businesses—particularly smaller ones—to expand with confidence, strengthen supply chains, and compete beyond their home markets,” said Lesley Bearman Lahm, ADB Country Director in Georgia.*

*“Participation in international trade finance events provides local businesses with a valuable opportunity to explore best practices and modern trends. As a partner to businesses, Bank of Georgia actively works on the digitalization of trade finance processes and continues to implement a number of initiatives in this area,” said Galina Oganessiani, Head of the Trade Finance Sales Unit at Bank of Georgia.*

