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We entered Georgian car market because of ease availability of private bonded areas, good access to other Caucasus countries such as Armenia and Azerbaijan, neutral political condition with other Caucasus countries (strong availability of diplomatic relations), extremely low corruption level and availability of English speaking staff relative to its immediate neighbor countries

We have been showing good results in Georgia. However, due to the global financial crisis, country faced wearing down of consumer confidence like in Worldwide, which also affected our sales performance

Once the economic situation recovers and consumer confidence starts resuming, we will be able to expand our business operations in Georgia. Furthermore, our headquarter in Japan has also been considering to make some investments in Georgia other than in car industry when time comes

A.MATSUI  
President  
Toyota Caucasus LLC