



Georgian Film Production Guide

20-25% CASH  
REBATE

Our Story

# BETTERFLY FILMS

BetterFly Films is a part of BetterFly Group, the largest group of creative and media companies in Georgia.

BetterFly Films was established in 2012 with the goal to create Georgian production hotspot for international filmmakers. Since the launch, our company has provided production and post production services to more than 100 local and International projects like feature films, commercials, music videos, etc.

# 12+

Year Experience

BetterFly Films was the first company to receive State Cash Rebate for Bollywood feature film - **"The Machine"**





# WHY?

Inspirational locations: shoot subtropical, coastal, alpine mountains, desert and beautiful forest scenes in one day.

Unique and captivating fusion of medieval and modern architecture with Asian, European, and Soviet Styles

Six climate zones and long sunny days

Upon request, we can craft a customized selection of locations from our extensive library to help you envision your project in Georgia. If you'd like to explore further, we're ready to organize personalized scouting trips.

Fully accessible public locations free of charge

Competitive financial incentives: 20-25% cash back

Easy to apply cash rebate program: one-stop-shop principle and no red-tape

Modern infrastructure: three international airports, cargo and passenger ports, and well-connected roads and rail across Georgia

High speed fiber-optic internet connectivity across the country

Strong partnerships with Georgian and international rental companies allow us to source any equipment you need with discounts of 30% or more.

Full catering services with VIP options, multicultural menus (European, Indian, Georgian, etc.), set management, and complete equipment (kitchen truck, tents, tables, etc.), adaptable to any location.

Film friendly society

# SERVICES



Transportation and  
Accommodation Management



SFX & Stunt



Catering



Wardrobe, Hair and Makeup  
services



Set Construction and Props  
Rental



Camera, Light & Grip  
Equipment Rental



Casting



Line Production Management



Government Relations (Cash  
back, Permits)



Location Scouting and  
Management





# OUR WORK



# OUR PARTNERS



MARFLIX



MADFILMS





## ABOUT GEORGIA

Georgia, located in the Caucasus region where Europe meets Asia, has a lot to offer to filmmakers – from flamboyant glass-and-steel structures to ancient fortresses and Soviet era buildings, snowy mountains to seashores, tick humid woods to semi-deserts. Here you can find the perfect location for your production and each corner is capture ready.

If you don't have 80 days to travel or scout for locations around the world, choose Georgia - a scaled down version of the planet Earth.



## FACTS AND FIGURES

CAPITAL: Tbilisi AREA: 69 700 square kilometers (26 911 square miles)

POPULATION: 3 718 200 LIFE EXPECTANCY: 73

OFFICIAL LANGUAGE: Georgian Literacy:

99.7% CURRENCY: Lari (GEL) GDP: USD

15164.5 mln. FDI INFLOWS: USD 1 861.9 mln.

UNEMPLOYMENT RATE: 11,8%

Association Agreement (AA) with the EU  
Visa-Free travel to the EU Countries





Public Service Hall  
Tbilisi

# CITIES







# TBILISI

Capital of Georgia

Tbilisi represents the epitome of East meets West.

Asian and Art Nouveau architecture and atmosphere along with the Soviet era left overs is still present in the contemporary Tbilisi giving the city one of a kind flavor.

Flamboyant glass-and-steel structure stand next to the 13th century cliff-top church while ancient fortress overlooks buildings from Soviet times.









Old Tbilisi is divided in two. Asian part which looks like a maze with narrow, winding streets and open courtyards full of grapevines twisted around traditional balconies...

# TBILISI



Tbilisi has rich Soviet architectural heritage including buildings and industrial sites.





© Joel Rookwood

Tbilisi is the city of dynamic changes. In the past 12 years Tbilisi became home for a number of futuristic buildings perfectly reflecting Georgia's aspiration for fast economic development.



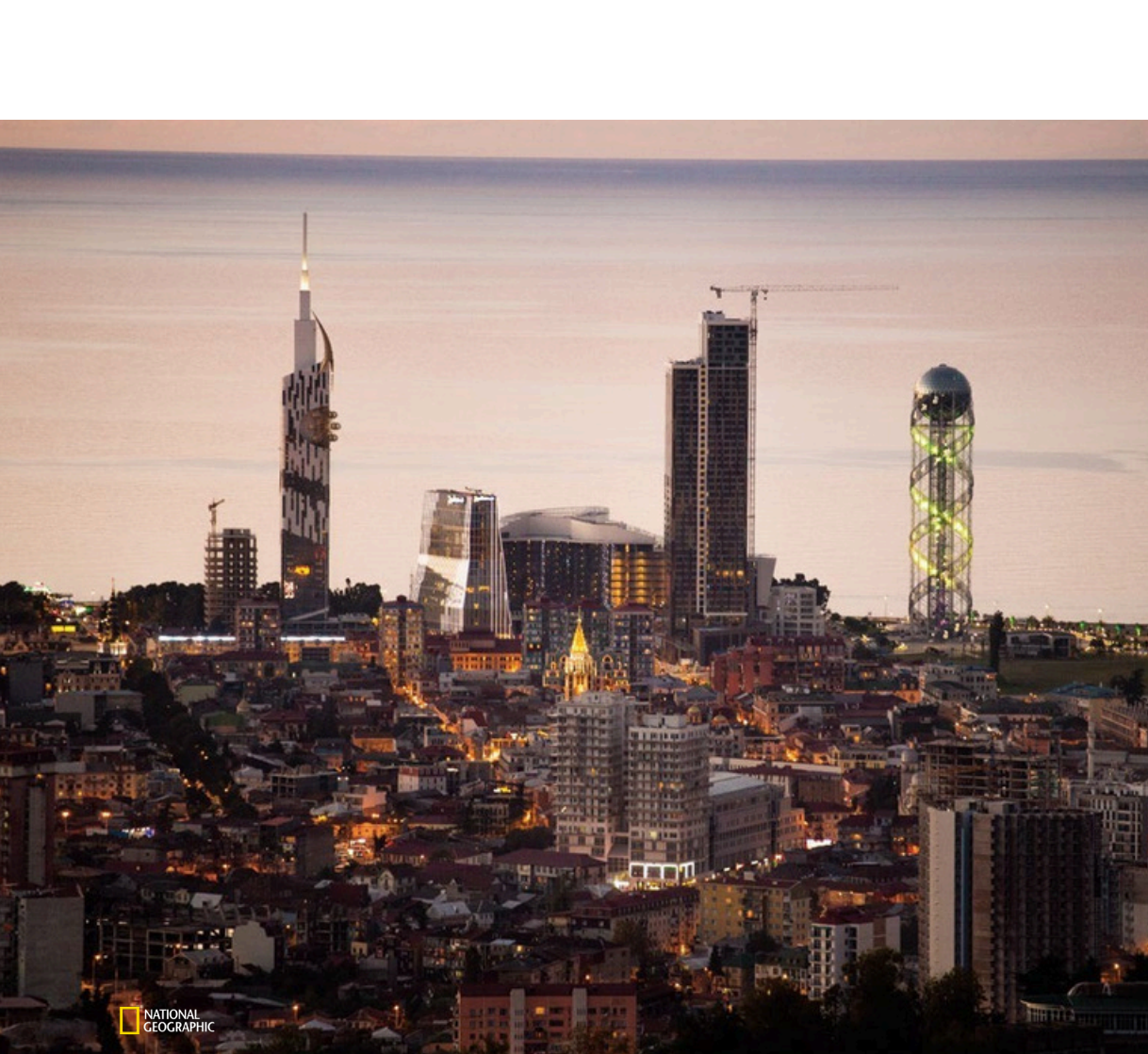




# TBILISI

Here you can find districts  
of Soviet era buildings.





NATIONAL  
GEOGRAPHIC



# BATUMI

Batumi is the second-largest city in Georgia. Located on the coast of the Black Sea, it is lined with palm trees and surrounded by mountains. Batumi presents an eclectic mix of architecture, ranging from charming 19th century classical edifices to ultra-modern skyscrapers housing hotels and casino. Seasides have everything from “optionally” sandy to rocky beaches, luxury yachts and boulevards.





European architects undertook numerous projects in Batumi at the beginning of the 20th century...







# BATUMI PORT



NATIONAL  
GEOGRAPHIC

# BOTANICAL GARDEN OF BATUMI

Batumi Botanical Garden, a 108 hectare area of land is home of vast expanses of completely unspoiled wildernesses.



Currently, the garden consists of nine floristic sectors, those of Caucasian humid subtropics, East Asia, New Zealand, South America, the Himalayas, Mexico, Australia, and of the Mediterranean.

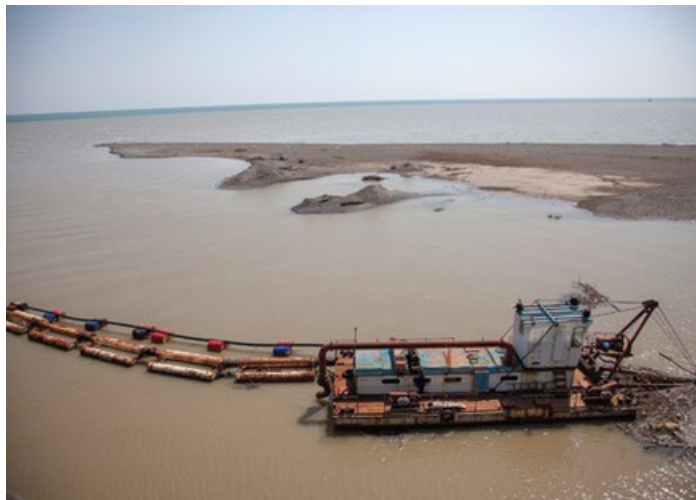




# ANAKLIA

Anaklia represents one of the most quickly developing resorts in the world. Existence of magnetic sand and a divergent architecture distinguishes it from other sea-side places.

Just several years ago, on the place of Anaklia there were only two villages with the population of 2.5 thousand... and today, this is quickly developing resort with comfortable hotels, restaurants and entertainment establishments.







# CHIATURA

The City of Chiatura, a manganese mining town in Georgia, is often referred to as the city of cable cars.



Chiatura looks as you'd expect a former Soviet mining town to, with run-down industrial buildings and stark concrete housing projects painted in pastel shades.



Tskaltubo is by far the largest spa town south of the Great Caucasus Range and owes its existence to Soviet planners. Tskaltubo became a very important resort during Soviet times and was often referred to as Soviet Baden Baden.



# TSKALTUBO

© Nata Kipiani



Here you can dip into pure soviet nostalgia since most of the architecture is still preserved.

© Johnny Kvezereili



During the Second World War, the Tskaltubo sanatoriums were used as hospitals.





# MESTIA



Mestia is a townlet of Svaneti, where mountains surround you from all sides and every corner is capture- ready.

Despite its small size, the townlet was an important centre of Georgian culture for centuries and contains a number of medieval monuments, such as churches and forts, included in a list of UNESCO World Heritage Sites.





# RUSTAVI-GARDABANI



Rustavi-Gardabani was rebuilt as a major industrial center during the Soviet Era with ironworks, steelworks, chemical plants and an important railway station on the Tbilisi-Baku railroad line. Approximately 90 large and medium-sized industrial plants are located in Rustavi and Gardabani.







GARDABANI



# VILLAGE OF GORELOVKA



© Nino Zedginidze

Gorelovka village in Ninotsminda is home to one of the Doukhobor communities in Georgia - white houses with blue and green windows looking at stork-nests on electricity-poles creates a magnificent beauty.



Lake and vineyard resorts have been the recent trend in Georgia. Here you can find a wide selection of new contemporary buildings or old Soviet times tunnels turned into winery and tasting rooms with territories that spread over hundreds of hectares of beautiful natural landscape. Besides virgin forests, lakes and vineyards filmmakers can benefit from the facilities like modern spa, indoor and outdoor swimming pools, stables, restaurants and wine cellars.



# VARDZIA CAVE CITY





© Renis Fischer



## UPLISTSIKHE CAVE CITY

Georgia, the so called country of caves is a home of cities completely carved out in rock.

On the border with Azerbaijan, the ancient monastery complex of Davit Gareja (or Gareji) is one of the most remarkable of Georgia's historic sites. Its uniqueness is heightened by a lunar, semidesert landscape that turns green and blooms with flowers in early summer. Davit Gareja comprises about 15 monasteries spread over a remote area (most long abandoned).

Literally meaning 'fortress of the lord', Uplistsikhe dates back as far as the Iron Age and is one of the oldest urban settlements in Georgia.



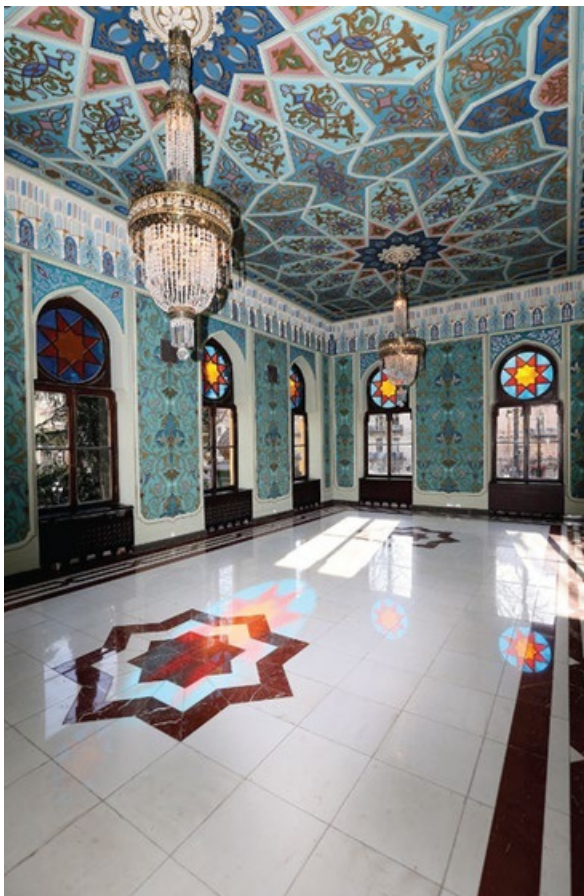




# INTERIORS

Former Cable Car Station  
Tbilisi

## STATE OPERA HOUSE OF GEORGIA



Tbilisi theatres and Operas have always been very popular with filmmakers. Beautiful building of Opera in Mauritanian style, Rustaveli National Theatre housed in an ornate Roccoco-style edifice, newly renovated art nouveau Marjanishvili State theatre and many more are perfect places to recreate scenes from different periods and lifestyles.







# TSKALTUBO



Beauty in the decay...









© locationStock.com

## BATUMI CIRCUS

A history of circus in Batumi started in 1908. For many years, a circus was a favorite place for Batumi locals as well as for guests. Nowadays the circus hosts different circus groups from various countries.



# RUSTAVI, METALLURGICAL PLANT





The colorful mosaics some of them with Georgian motives and part of them conveying communist messages, used to adorn the buildings of former factories, schools and other institutions. Most of the mosaics are still preserved in modern Georgia.

# TBILISI, JUMAH MOSQUE





## TBILISI, MOTLEY SULPHUR BATH



Unique interiors of 17th century sulphur bath buildings distinguished by blue faience facades, lancet arches, and flanking minarets represent best remaining example of Islamic architecture in Tbilisi.





## OLD TBILISI ENTRYWAYS

Additional treasures are held inside the entryways of magnificent Art Nouveau homes. Most still retain their ornately painted ceilings, intricate stairway metalwork, and even wall decorations.









# LANDSCAPES

Lebaiskari  
Khevsureti









## VASHLOVANI NATIONAL PARK

The Vashlovani National Park is in the extreme Eastern part of Georgia-Dedoplistskaro district. Vashlovani is notable for its unique, bad-land-like landscapes of desert and semi-desert steppe vegetation and arid and deciduous forests.





## DAVID GAREJA

On the way to David Gareja cave city, that dates back to the 6th century, you will find 360 degree grass lands and half desert that changes colors from green to golden through seasons.



# BORJOMI





Pre-revolution and Soviet railroads and stations are still preserved in most parts of the country.







## TRUSO VALLEY

...and abandoned Ossetian villages

Mystical and spectacular Truso  
Valley is dotted with ancient  
towers, mineral carbon lakes....





© Giorgi Nakashidze



## GODERDZI SKI RESORT

Goderdzi Ski Resort, the four-season mountain resort, is located in a unique climate zone in Adjara, just 100 kilometers from the Black Sea coast and 2000 meters above the sea level.



© Giorgi Nakashidze



# KAZBEGI



The small town Kazbegi (Stepantsminda), which today is considered to be a resort is located at the foot of Mount Kazbeg - one of the highest peaks not only in Georgia, but throughout the Caucasus.

Kazbegi offers visually spectacular surrounding mountains, views of the mighty Mount Kazbeg, and the beautiful view from the town of the Holy Trinity Church outlined against Mount Kazbeg itself.

# ENGURI DAM



Enguri Dam, world's second highest concrete arch dam is a fantastic location for shooting an action movie. It represents not only a hydroelectric station, but it is one of the most beautiful and breathtaking sights of Georgia.



# KINCHKHA WATERFALL





## MARTVILI CANYON



Georgia is home to vast expanses of completely unspoilt wilderness, including one of Europe's largest national parks.









## GEORGIAN FILM INDUSTRY

Georgia is a home to vibrant film industry, which dates back to 1908. Since then national cinematography has enjoyed great success and established its own unique identity. Over the century, the film industry has nurtured experienced professionals who ensure that films made in Georgia are internationally acclaimed.

Annually Georgia produces around 15 feature films, 14 shorts, 8 feature documentary films and many commercials and music videos.

Recent developments indicate positive trends within the industry and create opportunities for international productions:

- At the beginning of 2016, Ministry of Economy and Sustainable Development of Georgia together with the Ministry of Culture and Monuments Protection of Georgia launched "Film in Georgia" – cash rebate incentive offering 20% rebate on qualified local spend and additional 2-5% for including Georgian elements.
- On February 24, 2015, Georgia joined the "Creative Europe Programm", becoming the first Eastern Partnership country to join the program.
- Through the recently implemented EU initiative "Digital Single Market", Georgian filmmakers can access larger audiences, which can also stimulate an increased number of productions and, therefore, a potential increase in demand for Post-Production services.

## TECHNICAL RESOURCES

Majority of equipment rental companies are located in Tbilisi. Latest grip equipment, generators, cameras, lighting equipment and cranes are available in Georgia, however; in particular cases equipment can be easily rented and shipped from neighbouring countries.

## GEORGIAN FILM CLUSTER

Georgian Film Cluster unites 15 leading companies and professionals in the audio-visual industry in Georgia. Its diverse membership base enables the Cluster to offer a full range of services to its clients at any stage of the film/video production process. Established in 2017 and supported by the German development agency GIZ within the frames of the European Union's "EU4Business Initiative", the Cluster aims to promote the Georgian film industry abroad, establish linkages between Georgian and international film producers, identify new opportunities for trainings and apprenticeships abroad, and serve as a united voice to lobby the industry interests and programs among the Georgian Government and the Cluster's international partners.

Contact information:

[www.filmcluster.org](http://www.filmcluster.org)

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## TAXES

Georgia is a country with low tax rates and transparent tax system. Tax and customs legislation is unified under one tax code and the collection of taxes and supervision of the tax environment is provided by Georgia Revenue Service. All tax administration procedures and customs clearances are performed online.

Georgia has Double Taxation Avoidance Treaties with 54 countries.

World Economic Forum's Global Competitiveness Report named Georgia #9 among low tax rate economies.

## INFRASTRUCTURE

During the past decade, Georgia has undergone significant transformation, becoming one of the most attractive destinations for investors, tourists and, of course, filmmakers. Tourism is booming in Georgia with number of foreign visitors increasing every year resulting in the entrance of international brand hotels to the country, development of transport infrastructure and other related sectors of economy.

## TRANSPORTATION

Georgia is a relatively small country that can be crossed by car in about 6 hours. The country has modern infrastructure with well-developed roads and rail system, several local airports connecting different parts of the country and 3 international airports with direct flights from major European cities

## FLYING TIMES

From Europe:  
Approx. 4 hours from Western Europe  
Approx. 3 hours from Eastern Europe

From Asia:  
Approx. 5 hours from Delhi  
Approx. 7 hours from Mumbai  
Approx. 12 hours from Beijing, Tokyo,  
Approx. 14 hours from Los Angeles, New York and Canada

## ACCOMMODATION

Both local chains and international brand hotels are available in Georgia. Tbilisi and the regions offer upscale as well as more affordable hotels. Good deals are available for longer stay and large group.

**The following international chains are present on Georgian market:**

- |               |                |
|---------------|----------------|
| • Marriott    | • Best Western |
| • Radisson    | • Hotels &     |
| • Holiday Inn | • Preference   |
| • Hilton      | • Mercure      |
| • Rixos       | • Ibis         |
| • Millennium  | • Ramada       |
| • Citadine    | • Pullman      |

## COMMUNICATIONS

Georgia has strong and stable internet coverage across the country. Free wireless internet is available in almost all hotels, restaurants and cafes.

## VISAS & PERMITS

The visa policy of Georgia is comparatively liberal, allowing citizens of 98 countries to enter, reside, work and study in Georgia without the necessity to obtain either visa or residence permit. In addition, Government of Georgia approved the list of 50 countries whose visa and/or residence permit holders may enter Georgia without a visa for an appropriate period and under appropriate conditions (detailed information available on [mfa.gov.ge](http://mfa.gov.ge)).

Nations that are not exempted from Georgian visa may submit the documentation both through E-Application System and via e-Visa Portal depending on the purpose of the travel. [www.evisa.gov.ge](http://www.evisa.gov.ge).

*\*For more information about visa regulations visit [www.geoconsul.gov.ge](http://www.geoconsul.gov.ge)*



## **STATE FUNDING**

Georgian National Film Center (GNFC) is the agency facilitating state funding support for film production, industry development and international outreach.

Support is provided to feature films (development, first time directors, established directors, co-production), feature documentaries (development, production, co-production), animated shorts (development, production), short films and screenplay development.

This results in about 10-15 production contests during the year, each contest having an allocated total funding. Applications are evaluated by selection jury (usually 5 or 7 people). The jury is put together separately for every contest and consists of rotating industry professionals (to ensure industry involvement). To avoid conflict of interest, jury members are not allowed to have an application in the contest.

Production funding by GNFC is capped at 75% of production budget. Subsidies received from GNFC are not recoupable.

## **PRODUCTION TREATIES AND MEMBERSHIPS**

Georgia is part of European Convention on European Co-production (known as European Co- production Treaty), which was signed in 2001. This enables Georgia to easily co-produce with all the European countries, either bilaterally or multilaterally. Additionally Georgia has a bilateral co- production treaty with France. Georgia is a member and frequent beneficiary of Council of Europe's pan-European co-production fund Eurimages.

Georgia is also a member of European Union's Creative Europe program and recently joined Council of Europe's European Audiovisual Observatory.

Memberships also include European Film Promotion (EFP), the international network of organisations promoting and marketing European films worldwide, and The Film New Europe Association, networking platform of professionals in the Central and Eastern Europe and Baltic region..

## FILM INSTITUTIONS

### ENTERPRISE GEORGIA

Enterprise Georgia (under the Ministry of Economy and Sustainable Development of Georgia) is the first state institution in Georgia mandated to facilitate private sector development, export promotion and investment attraction. The Agency is the main initiator and coordinator of the cash rebate program "Film in Georgia". The program is part of the Creative Industries Development strategy elaborated and implemented by the Government of Georgia in 2016.

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[www.enterprise.gov.ge](http://www.enterprise.gov.ge)

[www.filmingeorgia.ge](http://www.filmingeorgia.ge)

### GEORGIAN NATIONAL FILM CENTER

Georgian National Film Center is a legal entity of public law under the Ministry of Culture and Monument Protection of Georgia. It was established on December 5, 2000. Since its establishment, GNFC continues to work towards developing national cinema providing financial support for Georgian film production and setting a strategic course for the film sector. GNFC activities are focused on:

- Supporting education in the field of cinema;
- Supporting the development of the cinema network;
- Developing international business relations;
- Supporting projects aimed at the preservation of cinema heritage;
- Supporting the organization of film festivals and other related events;
- Developing film export at the local and international levels;
- Supporting the development of film infrastructure.

GNFC is a member of Eurimages, EFP - European Film Promotion, FNE - Film New Europe - and Creative Europe. For more information please visit: [www.gnfc.ge](http://www.gnfc.ge)

Contact information:

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## FUNDING OPTIONS

### INCENTIVE - FILM IN GEORGIA

Since the beginning of 2016 "Film in Georgia" – cash back incentive, offering 20-25% back on qualified local spend has been in place for productions in Georgia. The scheme is administered by Enterprise Georgia and Georgian National Film Center. The scheme can be combined with overseas funding, funding from Georgian Film Center helps to cross the minimum spending requirement but is not rebatable.

Initial 20% has no content requirement or cultural test and productions apply online. An additional rebate of up to 5% can be applied after receiving 20% cash back and is available if a production promote Georgia as a destination by meeting the program's "Cultural Test."

## ELIGIBILITY

« International and local productions must be registered as legal entity in Georgia « At least 50% of the total production budget should be in place at the time of application « Production in Georgia must be completed within 12 months after acceptance to the rebate program

Pducts Eligible for Cash Rebate and Minimum Requirements	Min. Local Expenditures	Audience Coverage Requirements (any type of agreement)
Feature Film	GEL 500,000 / ~USD 160,000	N/A
Internet/TV Film		In at least 3 countries outside Georgia
Drama/Series, mini series (including pilots)	GEL 300,000 / ~ USD 100,000	N/A
Documentary		In at least 1 country outside Georgia
Music Video		In at least 1 country outside Georgia
Commercials	GEL 100,000	N/A
Animated Film		N/A



## QUALIFIED EXPENSES

Name of Qualified Expense	Limit of Co-financing % to total qualified expenses budget
Rent of audio-visual equipment in Georgia	
Rent of wardrobe/costumes	15%
Service of hair and stage make-up studios	
Rent of requisites	
Rent of generator	
Rent of grip equipment (including its accessories)	15%
Rent of illumination equipment (including its accessories)	15%
Rent of pavilions, studios, rehearsal rooms, manufactories (property-room, joinery), workshops, sports storage spaces, stage, halls	
Rent of office space, office furniture and equipment	
Rent of air and water transport in Georgia	15%
Rent, training, feeding, transportation of animals	
Rent of water tanks and mobile toilets	
Rent of special personnel and special technics subjected to state and private sector	
Rent of land transport, vehicles and all special transport for film-making	
Security and urgent medical assistance services	
Food and catering services on the territory of Georgia if it is in direct relation to the final project	15%
Professional services rendered in Georgia – insurance, banking, accounting and legal services. Also, if necessary, the services provided by the interdependent person and in other cases provided by the legislation of Georgia, the service rendered by the expert to determine of the market price of	
Special effect services – specialists and equipment	
Special services – scuba diving, skydiving, rent of hang-glider and hire of instructor, mountainous services and all special services related to film-making	
Rent of filming places and cost of filming right – amount paid to owner (resident physical person of legal entity) of filming places related to audio-visual production on the territory of Georgia	
Decorations construction and /or arrangement services	

## QUALIFIED EXPENSES

Name of Qualified Expense	Limit of Co-financing % to total qualified expenses budget
Travel expenses on the territory of Georgia of administrative personal of the program beneficiary – in accordance with the legislation of Georgia	1%
Accommodation expenses in Georgia – hotel expenses for crew	15%
Expenses of the personal, which includes – wages of personal working on full/half term, remuneration of contractor manpower, who must be the resident of Georgia, paying taxes to Georgian budget, hired under the legislation of Georgia and on the territory of Georgia.	60%
Remuneration to be given to non-resident physical persons (the director, the actor, the main operator, production designer / chief designer, costume designer, the editor) by the beneficiary of the program	15%
Travel costs (only in Georgia)	5%
Fuel costs (in accordance with the rule established by the order N230 of April 18, 2011 of the Ministry of Finance of Georgia)	5%
Utility bills	1.5%
Telecommunication expenses – for telephone, cell phone, internet, fax bills in Georgia; Walkie-talkie rent	2%
Image editing	
Animation	
Visual effects (VFX) services	
Colour correction	
Music recording	
Voice recording studio rent	
Image rendering	
Rent of voice recording studios (voice recording for films)	
Translation	
Subtitling	
Laboratory expenditure borne in Georgia	
Creation of & film related packages to distribution and sales companies (deliverables)	

## CASH REBATE +5%

An additional 2-5% rebate is available if projects include elements designed to promote Georgia as a destination. To qualify, projects must meet the program's "Cultural Test":

1% – The production is completed and released theatrically or on major television network, and a "Making-of" video is produced that showcases the Georgian shoot.

1% – The production employs Georgian citizens in at least one of the following categories:

1. Lead actress or actor (first three positions in credits), or Director (first two positions in credits)
2. Screenwriter (first two positions in credits) or Composer (first two positions in credits)
3. Two supporting actresses or actors (first ten positions in credits)
4. At least three Heads of Department (DP, first position in credits), Producer (first three positions in credits), Production Designer (first position in credits), Costume Designer (first position in credits), Line Producer (first position in credits), Production Manager or Unit Production Manager (first position in credits, only if the picture does not have a line producer)

1% – Use of one of the following elements in the production:

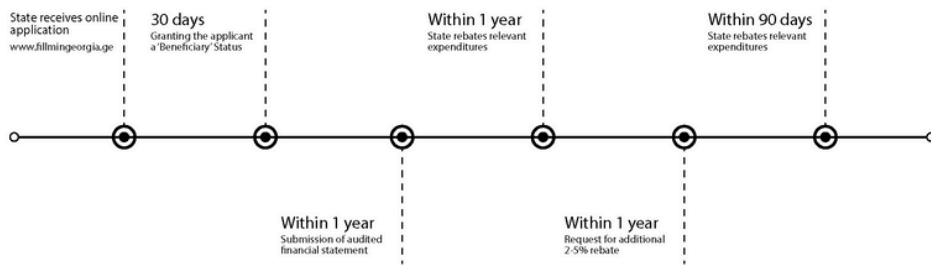
1. Depiction of Georgia as a location (identified via on- screen title or other indication)
2. Story based on a Georgian work of literature or historical event
3. Depiction of national landmarks commonly found in Georgia such as:
  - UNESCO cultural heritage sites (and candidate sites)
  - Landmarks from the approved list
  - The Georgian flag (visible on-screen for at least two seconds)

1% – Spending at least 50,000 GEL on post-production services in Georgia

1% – Distribution of final product in at least two EU member countries, the US, Canada, or India; or participation in the main competition of an FIAPF-accredited film festival, the Sundance Film Festival, or an AMPAS or BAFTA nomination.



## PROCEDURES – TIMELINE



# CONTACT US

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Betterfly Films