21/10/2026

H.E. António Guterres
Secretary-General
United Nations
New York, NY 10017
USA

Dear Mr. Secretary-General,

I am pleased to confirm that **Sales Association** supports the Ten Principles of the UN Global Compact with respect to human rights, labor, environment and anti-corruption. With this commitment, we express our intent to support the Global Compact advancing these principles, and will make a clear statement of this commitment to our stakeholders and the general public.

We also pledge to participate in and engage with the UN Global Compact in the following way(s):
Sales Association Georgia supports a competitive, responsible, and sustainable private sector in Georgia, with a focus on SMEs. Through business forums, B2B networking, exhibitions, international delegations, and professional development, we strengthen business capabilities, promote international cooperation, and contribute to sustainable economic growth and responsible business practices. Our major activities include the Georgia–Uzbekistan Silk Road Exhibition, business delegations to international trade shows such as the Canton Fair and Frankfurt Tech Show, and the annual “The People Behind the Business” exhibition, held since 2022. The latter brings together 40+ companies and approximately 4,000 corporate visitors in one day. In 2025, our Georgia–Uzbekistan initiative brought together 40+ Georgian companies and facilitated 90+ B2B meetings through a business conference and exhibition focused on market opportunities and international business connections.

We recognize that a key requirement for participation in the Global Compact is the submission of a Communication on Engagement (COE) that describes our organization’s efforts to support the implementation of the ten principles and to engage with the Global Compact. We support public accountability and transparency, and therefore commit to report on progress within two years of joining the Global Compact and every two years thereafter according to the Global Compact COE policy.

Sincerely yours,

David Chikvaidze,
President at Sales Association

Digitally signed by David Chikvaidze, Highest-Level Executive at Sales Association.
21 Oct 2026; 18:55:25 UTC.