

## NCC – “The New Construction Company” with Old Experience and New Visions

Rezo Baghaturia

There are about 100 construction companies today on the real estate market of Georgia that meet the existing large and diverse requirements of the market by offering various kinds of quality flats and through the application of common as well as individual approaches.

Hotels, business centers, offices, residential apartments... just about everything that can be constructed is being constructed. Experts suggest that Georgia's construction boom is the result of the rapid development of the construction business itself as well as the recent creation of a middle and upper class. According to analysts, these new constructions are motivated by the particular investment environment which has been created within the country. Together with a boost of investment a need for A-class business-centers, office space and other commercial areas that meet European standards has been created.

Along with the capital's recent spate of new constructions, it is also important to reconstruct and renovate the city's historical districts. This is a delicate process that relies on creative architectural skills and building professionalism that coincide with a specific situation and environment in terms of its unique and functional aesthetics.

Recently, thanks to the efforts of GRDC, the Green Building has been reconstructed enabling the city to preserve one more interesting building of historical value and cultural heritage. The restoration of the Green Building was carried out by the New Construction Company (NCC), the same firm which was responsible for the renovation of the former department store building which now houses the TBC Bank offices.

“It is our core objective to create a high quality construction product on the Georgian real estate market. The people working together with us are mostly Georgians and they gained quite a lot of experience during the renovation of the TBC Bank building – a project which has

had quite fruitful results. In fact, it was specifically this team that carried out the renovation of the Green Building. Let me point out that during the renovation process there were some particular difficulties that should be taken into consideration. For instance, the problem of pre-



The old Green Building restored by the New Construction Company (NCC)

servicing the historical features of the monument's facade while simultaneously highlighting its modernity was a particular challenge which our team managed to solve with elan. We managed to preserve all the characteristic features of the building, while at the same time equipping this building with ultra-modern technology – something that is very original from an aesthetic viewpoint. Therefore the Green Building is a significant

achievement as it offers a combination of old and new construction. It should be also mentioned that while constructing the underground car stoppage at the Green Building we encountered some particular hurdles brought on by the presence of a high population density. We

should take into consideration every detail in order not to cause any kind of inconvenience for the population. All this work has been implemented according to the highest standards, and this has enabled us to create an extremely high-quality product in quite a short period of time – just two months,” General Manager of the New Construction Company Ercan Gunes commented.

He also added that the time has come

for Georgia to share the European experience by opening new business centers equipped with modern technology while at the same time preserving their old facades.

“Let me remind you that NCC was founded in 2005 to build industrial, business, residential and infrastructure projects throughout Georgia. The New Construction Company, from the very day of its establishment, has been carrying out the construction of the GRDC and TBC Bank projects. The company's team has successfully implemented other important projects in Georgia as well (including construction of New US Embassy, led by Mr. Ercan Gunes. After the completion of the mentioned project he decided to join NCC). Today's global construction industry is full of strong competition and therefore time, quality and price play the core important and decisive roles. The company introduced its own system for state-of-the-art management and modern technique to be applied for further improvement of the quality and achievement of long-term success in this field. In addition, the highest quality of construction control, finishing the building on schedule and guaranteed security entirely justifies the demands of the client as well as proves reliability of the company,” explained NCC's head.

NCC is a construction company and not a development company – a fact which was also highlighted by the manager of the company. “Our goals are basically oriented towards high construction quality as well as meeting our client's demands,” said the manager. Regarding the name of the company – why it is called the “New Construction Company,” Gunes explained that “It does not mean that we are a fresh company, the name is based on our capabilities. We are ready to receive new ideas, technologies and changes in management systems.”

### NCC is proud of its realized projects

The studio city in Dihgomi; the Vera, Vake, Didube, Mtatsminda and Saburtalo branches of the TBC Bank; the cin-

ema-city “Adam and Eve”; the museum auditorium; the pharmacological hospital; and the office design of EBRD – these are all projects that have been successfully realized by the New Construction Company since its creation.

The company has also started work on a number of other projects including: the construction of the GRDC office; the Mukhran Batonis Sasakhle (“Palace of Mr. Mukhran”); and the Batumi branch of the TBC Bank and artists' club. The majority of these projects shall be completed by the end of the year. “We are constructing a state-of-the-art winery in Mukhrani every existing detail of which will be transformed into a modern interpretation. It is very important for us to go along with modern technologies and at the same time to preserve a building's historical values, and not to miss any detail. Such an approach is very important for an historic country like Georgia, where one can find lots of cultural monuments,” noted Gunes.

The New Construction Company is proud of its activities and realized projects in Georgia and it links these achievements to the joint work carried out by foreign and Georgian managers. “We work with European and Georgian consultants in order to realize qualitative, state-of-the-art and attractive works. Proceeding from these experiences, we can offer diverse managerial capabilities in the field of design and building, which is very rare in Georgia,” explained the head of the company.

High quality, effective service and the best outcome – these are the advantages that make the New Construction Company different from others. The objective of the company is to create an ideal environment for partner companies to carry out successful activities. For this reason the New Construction Company offers state-of-the-art engineering systems, the highest quality service and original architectural products equipped with international standards of security.

## The Upside of Globalization: Europe's Best Bread now Produced Locally

### An interview with the director of the Lithuanian bakery Nika Peradze

Giorgi Khelaia

GT: First of all I would like to ask you what got you interested in a Georgian bakery business as this market is more-or-less saturated?

N.P: The idea followed the desire to start a serious business. Bread was, is and shall be one of the basic elements of the Georgian supra. You have probably heard about the small quantities of bread consumed by foreigners. In some countries it is not cut into pieces at all. Bread is put on a plate at the edge of a table and anybody who wishes to eat simply cuts it themselves. It is absolutely different in Georgia. It has been largely consumed here and that is why the market is so important.

GT: Is this one of the reasons that obesity is on the rise in Georgia?

N.P: It might be. However, despite the fact we have been working in Georgia for more than one year, our company cannot be blamed for anyone's obesity because we make that so-called “diet” bread that has becoming quite famous in Georgia with its “0%” sign. We do not use any sugars or yeast in our production and that is why it takes more than 18 hours for our pastry to reach the necessary condition for baking. If we were using yeast, it would take us several hours, although in that case we

won't be able to produce famous Lithuanian bread any more.

GT: Why specifically a Lithuanian bakery and not another type?

N.P: When I decided to launch a business and I had an intention of doing something new and extraordinary. Food production is significant for Lithuania as well as for Georgia and bread has some distinguishing values here. In Lithuania bread is like the same as wine in Georgia and when you decide to launch a product which differs from Georgian ones, there is no better bread than Lithuanian. It's famous all throughout Europe.

GT: What is necessary for such a bakery?

N.P: It consists of lots of components including desire, experience, knowledge, some money and the recipe for the best bread – and we have it. Before we started production we made contacts with European as well as Lithuanian bread producers. We visited competitions and exhibitions. At an exhibition we met families of bread producers and a *castity* (baker) who has 25 years of experience in that business. We agreed to bring him to Tbilisi and he has been living here for more than year. He was chosen intentionally. As you are aware, every swimmer has their own style and the same goes for bakers. The best results for bakers are the

production of yeast-less bread, but with sunflower seeds and plums. These breads are included in our assortment and we are planning to bring bread with coriander soon. Moreover, we are cooking bread with dry fruits and other ingredi-



An assortment of Lithuanian bakery products

ents for various hotels and diplomatic services in Georgia. It should be mentioned that there has been increasing demand on these onion crackers packed in containers and consumed by Georgian beer lovers.

GT: How do you plan to occupy your own niche in the bakery market while lots of bakeries and bread producing factories are already present?

N.P: I can freely declare that we have already gained a foothold on the mar-

ket. There are ancient baking traditions in Georgia and we have preserved an aboriginal species of corn – while rye bread has been newly introduced to the Georgian market. In any encyclopedia you can find that rye bread does not cause weight gain. It also contains different groups of vitamins and regulates stomach and bowel activity. That is why all pediatricians around the world advise pregnant women and breastfeeding mothers as well as diabetics to eat it. Soon we will work out a special program for them jointly with endocrinologists. Sportsmen have also shown an interest in our bread. Rye and other ingredients (sunflower, plum, coconut butter for crackers) have been imported from the west.

GT: We must also mention that the Lithuanian Bakery has increased prices meaningfully on its production

N.P: This is a very sensitive issue, although it has some explanation. There has been talk that the prices of white bread as well as *lavashi* will soon jump, thanks to the increased price of gas and electricity among other things. As I mentioned before, our rye is imported from the west and its harvest comes only once every two years. When the rye harvest coincides with a drought as happened this year, prices automatically double or even triple. Our price hike is because of these things – we could color it with food staining agents or import low quality rye to make it cheaper... but we will never do it. We'd prefer to temporarily lose some consumers than to produce a cheaper, inferior product.