



Dear Colleagues, Partners, Clients and Friends...

After almost two rewarding decades of innovation, creativity, and collaboration, the time has come for Global-NY to say goodbye.

From our humble beginnings to becoming a trusted partner for some of the world's most iconic brands — Direct TV, Lukoil, Maserati, Lufthansa, Thai Airways, Turkey, Aeroflot, SAP, Merck, and Novartis to name a few — we have always embodied the spirit of openness and globalization that defined the early 21st century.

We take pride in having helped our clients overcome cultural, linguistic, and economic barriers, strengthen their international connections and expand into new markets. With our headquarters in New York and offices in Europe and Asia, Global-NY was perfectly positioned to capture the opportunities of the open economy. By leveraging innovative go-to-market strategies and tactical mergers & acquisitions we supported our clients to build resilient and globally recognized brands.

As the third decade of the 21st century begins, the world is entering a period of profound change. The rise of anti-globalist trends, conflicts, sanctions, tariff wars are making entire industry sectors off limits for global companies. Priorities have shifted firmly in favor of national interests and local markets. These changes indicate not only economic and political shifts but also evolving consumer and business expectations.

The closure of Global-NY is not a step backwards but a conscious decision shaped by new realities. We are proud of our contribution to brand globalization and the lasting success of our clients in international markets. We close this chapter with a sense of accomplishment and pride in the longstanding partnerships we've built with those who trusted us along the way.

We say farewell, but our legacy will continue to inspire those who strive to overcome barriers, build bridges, and seek new opportunities in this ever-changing world.

Givi Topchishvili
Founder & President