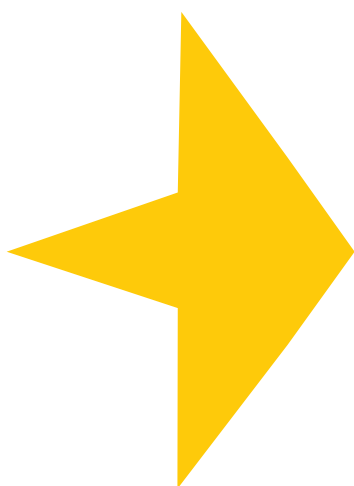




EU4Business

CITIZENS' SUMMARY 2020

EASTERN
PARTNERSHIP



READ SUCCESS STORIES

[EU4BUSINESS.EU](https://eu4business.eu)

HELPING SMALL AND MEDIUM ENTERPRISES GROW

EU4Business is an umbrella initiative of the European Union covering all EU support to SMEs in the 6 Eastern Partnership countries – Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine.



WHAT SUPPORT DOES THE EU PROVIDE TO SMES?



Access to Finance (A2F):

- concessionary loans via national banks
- micro financing for household businesses
- small grants to SMEs
- training staff at national banks to better serve SMEs
- training SMEs in financial literacy



Business Development Services (BDS):

- providing direct advice and training to SMEs
- training and capacity-building among national business support organisations (BSOs)
- establishing business incubators for start-ups
- developing business clusters for mutual support and development
- supporting governments in identifying new markets
- building capacities at export support organisations



Business Enabling Environment (BEE):

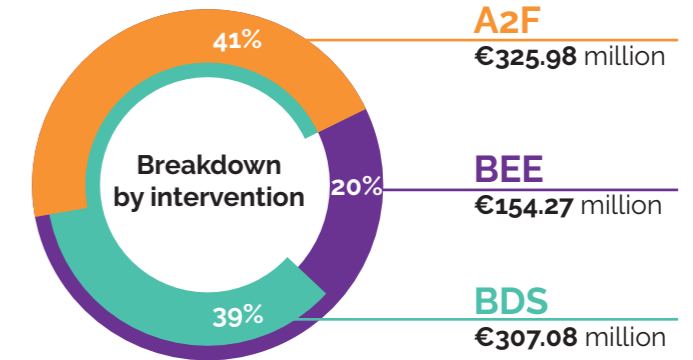
- promoting regulatory reform and best practice
- building capacity amongst policy makers and regulators
- encouraging public-private dialogue
- informing business about reform processes and rules/procedures

PORTFOLIO*

116 projects

Total budget of EU support

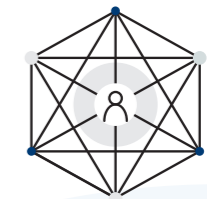
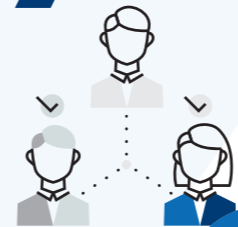
€787.33
million



RESULTS IN FIGURES*

78,995

SMEs supported



117,254
new jobs created

29.8%

women-owned

+21%

increase in staff in EU-supported SMEs

+16.1%

growth in SMEs' turnover recorded

+5.9%

EU-supported SMEs engaged in exporting

+3.84%

EU-supported SMEs increased their exports

€1.3

billion extra income generated

* data in 2019

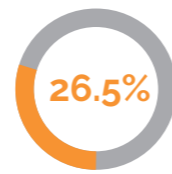
RESULTS PER PILLARS



ACCESS TO FINANCE (A2F):

5,668

SMEs received loans



to women-owned SMEs

€504

million
total value of loans

€88,607

average loan

36

partner financial institutions supported



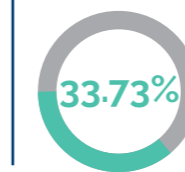
BUSINESS DEVELOPMENT SERVICES (BDS):

796

business support organizations built their capacity

68,752

consultancy services delivered to SMEs



women-owned

2,259

SMEs participated in B2B events



BUSINESS ENABLING ENVIRONMENT (BEE):

714

laws, policies and regulations reformed

1,527

public-private dialogue events held

456

government institutions built their capacity

SUCCESS STORIES



Armenian organic herbal teas spread nature's healing power

EDNA LLC, a natural herbal tea producer, received support from EU4Business and EBRD with branding and packaging design to enter new markets. The company saw an increase in sales by 30% and growth in turnover by 35%.

[Read full story](#)



Azeri gourmet food brand grows from the ground up

Zira Natural & Gourmet, a business in the premium foods segment, participated in a number of foreign exhibitions, revamped its website, and received EU4Business and ITC support for developing its business plan.

[Read full story](#)



Mark Formelle aims for the hearts of fashion mavens and families alike

Mark Formelle, Belarus's leading fashion brand, received support from EU4Business and EBRD with advice on branding and marketing, which helped MF expand their retail chain, double exports and increase turnover by 87%.

[Read full story](#)



Young entrepreneur turns abandoned building into international hotel in Telavi

Financing and consultations supported by EU4Business and EBRD helped 27-year-old Levan Eristavi turn an abandoned building into an international hotel under the Holiday Inn brand. In the process, Eristavi generated 65 new jobs and attracted thousands of tourists to Telavi, Georgia.

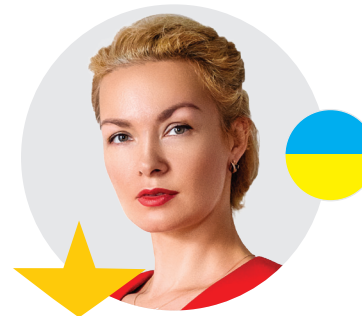
[Read full story](#)



The science of beekeeping is mastered by a woman from the village of Sipka

Natalia Porhun, owner of a beekeeper business in Moldova, received support from EU4Business and UNDP to purchase mobile equipment for honey extraction. This equipment replaces the work of three people and led to a major boost in productivity. Now Porhuh can collect up to 800 kilograms of honey per day.

[Read full story](#)



Western Ukraine's biggest aquapark broadens its business

After attending a series of training sessions supported by the EU4Business and EBRD, Plyazh Aquapark changed its entire business model resulting in 15% growth in customer flow and almost 40% repeat sales.

[Read full story](#)

Find out more:

[EU4BUSINESS.EU](https://eu4business.eu)