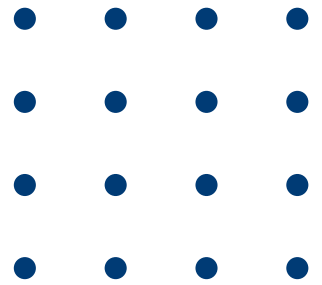


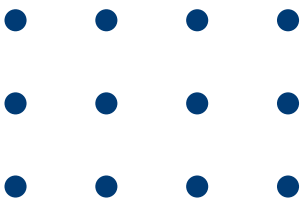


EU4Business



# CITIZENS' SUMMARY 2022

EASTERN PARTNERSHIP



[WWW.EU4BUSINESS.EU](http://WWW.EU4BUSINESS.EU)



# HELPING SMALL AND MEDIUM ENTERPRISES GROW

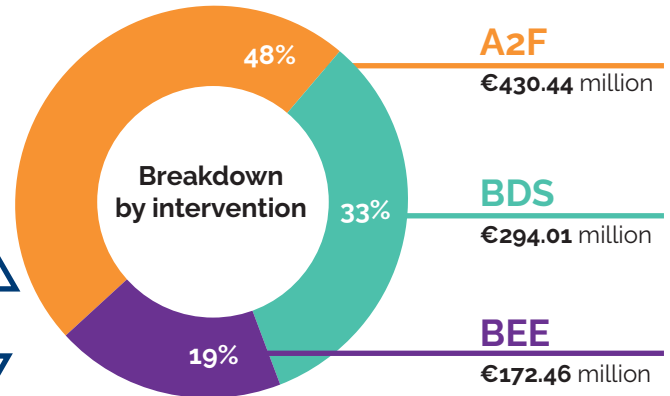
EU4Business is an umbrella initiative of the European Union covering all EU support to SMEs in the 6 Eastern Partnership countries – Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine.

## PORTFOLIO\*

**108**  
Projects

Total Budget  
of EU support

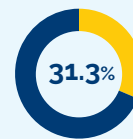
**€896.91**  
million



## RESULTS IN FIGURES\*\*

**78,045**

SMEs supported



women-owned

**66,678**

new jobs created

↑ **+8.1%**

increase in staff among EU-supported SMEs

↑ **+26.2%**

growth in SMEs' turnover recorded

↑ **+4.89%**

EU-supported SMEs engaged in exporting

↑ **+11.48%**

increase in exports among EU-supported SMEs

**€2.026**  
billion

extra income generated

\* total budget of active projects in 2021

\*\* data for 2021

# 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

## RESULTS PER PILLAR

A2F



17,979

SMEs received loans

36.15%

to women-owned SMEs

€259.34 million

total value of loans

€14,425

average loan

39

partner financial institutions working with EU4Business

600

business support organisations improved their capacity

55,582

consultancy services delivered to SMEs

29.77%

women-owned

2,159

SMEs participated in B2B events

BDS



BEE



594

laws, policies, regulations and procedures reformed

105

public-private dialogue events held

227

government institutions improved their capacity

# SUCCESS STORIES

## How Armenian dried apricots conquered the UK market

**Vardges Davtyan**, founder of Lukashin Agricultural Association, was one of the first to set up the production of dried Yerevani apricots and to export them to the UK. As part of the EU4Business "Ready to Trade" project implemented by ITC, Davtyan has attended a number of trade fairs, such as Biofach and Anuga, and built a website helping connect with new partners. In 2021, export volumes have grown 20-30%.

[Read full story](#)



## Co-operation proves key to success for persimmon farmers in Azerbaijan

**Nizami Musayev** has been growing and selling persimmon for the past 15 years. After trainings run by UNDP and ABAD under the EU4Business, Nizami united several fellow persimmon families under one common brand. They have managed to get their persimmon products displayed and sold in some of the major supermarket chains, including in Baku.

[Read full story](#)

## Digital waste management: A win-win solution for Belarus

**The ZeroWaste initiative** under the EU4Business project implemented by UNDP is bringing to life the idea of installing sensors on trash containers. A "smart" sensor can track the level of utilisation of each container while an application optimizes the movement of garbage trucks, saving taxpayers a considerable amount.

[Read full story](#)



## EU4Business helps Georgian firms unlock the power of digital sales

**Keti Vachiberidze**, founder of e-commerce platform B2C.GE, received support through the EU4Business "Women in Business" programme implemented by EBRD. The company engaged local consultants to bring the platform's functionality in line with that of global e-commerce platforms. The number of shops on the platform has increased by 135% while the company's sales were up more than 1,000%.

[Read full story](#)

## Moldovan farm operations get a boost with EU4Business

**Cristina Marcenco**, a 26-year-old from the village of Baurci Moldoveni, invested in a wine business in 2017, and now owns 10 ha of vineyards. Through the EU Livada Moldovei project, she received a loan of €34,000 and invested this into building a small facility to store grapes at the proper temperature in winter.

[Read full story](#)



## Ukrainian doors that open all over the world

**Svitlana Bortnyk's** Brama company is one of Ukraine's largest manufacturers of interior doors. With the EU4Business support, Brama purchased new equipment to manufacture doors using water-based paint with a soft low-collateral loan from Ukrgasbank under the EIB project. This allowed the company to make a meaningful entrance into the European market and start manufacturing doors covered with safe non-toxic paint for the Ukrainian consumers as well.

[Read full story](#)

Find out more:

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