

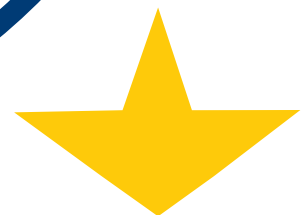


EU4Business

IMPACT SUMMARY 2021



GEORGIA



WWW.EU4BUSINESS.GE



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.



2020 PORTFOLIO IN GEORGIA*



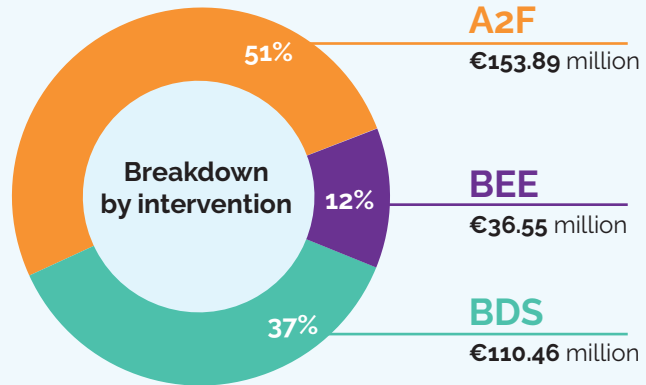
38 projects



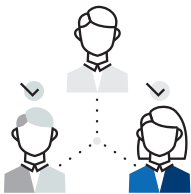
Total budget of EU support



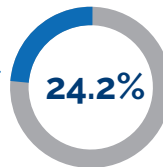
€300.9
million



2020 RESULTS IN FIGURES*



18,947 SMEs supported

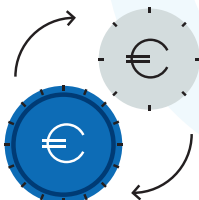


10,055
new jobs created



+12.4% increase in staff in EU-supported SMEs

€69.86
million extra income generated



+9.4% growth in SMEs' turnover recorded

+1.2% EU-supported SMEs engaged in exporting

+3.3% EU-supported SMEs increased their exports

* The data presented in this brochure has been estimated based on a sampling of EU projects based on a defined methodology: <https://eu4business.eu/useful-toolkit/data-collection-methodology/>

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):

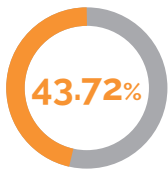
- promoting regulatory reform and best practice
- building capacity amongst policy makers and regulators
- encouraging public-private dialogue
- informing business about reform processes and rules/procedures



2020 RESULTS PER PILLAR

2,987

SMEs received loans



to women-owned SMEs

€70.25

million
total value of loans

€22,394

average loan

6

partner financial
institutions supported



648

business support organisations
improved their capacity

15,694

consultancy services
delivered to SMEs



women-owned

40

SMEs participated
in B2B events



48

laws, policies,
regulations and
procedures reformed

116

public-private dialogue
events held

17

government institutions
improved their capacity

SUCCESS STORIES

EU4Business helps creative overall maker shift gears with Covid-19

Gano Melitauri received EU4Business support implemented by GIZ to procure new sewing equipment in the middle of the pandemic so that her company **Kombinezona** did not have to halt production. Instead, they shifted their focus to making antibacterial face masks and protective gear, were able to employ more people, and distributed a good number of free masks.

[Read full story](#)



EU4Business helps Georgian digital agency build global brand recognition

Leavingstone, an award-winning digital agency in Georgia, developed a new mission statement and a handbook detailing company policies and procedures with the EU4Business support implemented by the EBRD. The company has managed to start cooperating with such giants as Siemens, Zeiss, Deutsche Telekom, Netflix, and the Fox Broadcasting Company as a result.

[Read full story](#)



Local enterprise expands its potato storage facility with EU support

Mziani Mosavali solved the issue of storing potatoes through the EU ENPARD programme implemented by the Food and Agricultural Organization of the United Nations (FAO). The enterprise purchased containers with more than 500 tonnes capacity, as well as a specialized forklift that allowed the company to expand operations.

[Read full story](#)



Georgia's Food Alliance expands its frozen pastry business

Natia Khelaia, CFO at Food Alliance, a company offering high-quality frozen pastry, received a loan of through the EU4Business-EBRD Credit Line, which includes a 15% cash-back incentive funded under the EU4Business Initiative. This enabled the company to add necessary inventory and equipment to its factory, expanding production while increasing efficiency by 50%.

[Read full story](#)

Fixing the world, one bag at a time, is GreenPack's goal

GreenPack, a Georgian company producing paper packs and reusable shopping bags, set up the Packaging Association, with support from the EU4Business implemented by UNDP. The Association took on the role of a cluster management organization significantly widening its scope and coverage of the packaging makers, broadening the packaging value chain.

[Read full story](#)



EU-supported Agro Centre advances local production in Bolnisi, Georgia

The Bolnisi Agro Centre, set up under the EU4Business umbrella, helps improve the livelihoods of local residents by providing the practical tools to operate their business more effectively. It supports three areas with a high potential for economic growth: agriculture, winemaking and tourism. Up to 900 family wineries in the Bolnisi area are able to use the services of the Agro Centre.

[Read full story](#)

Find out more:

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