



# Citizens' Summary

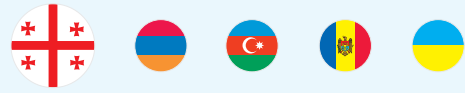
2023



GEORGIA



# EU4Business

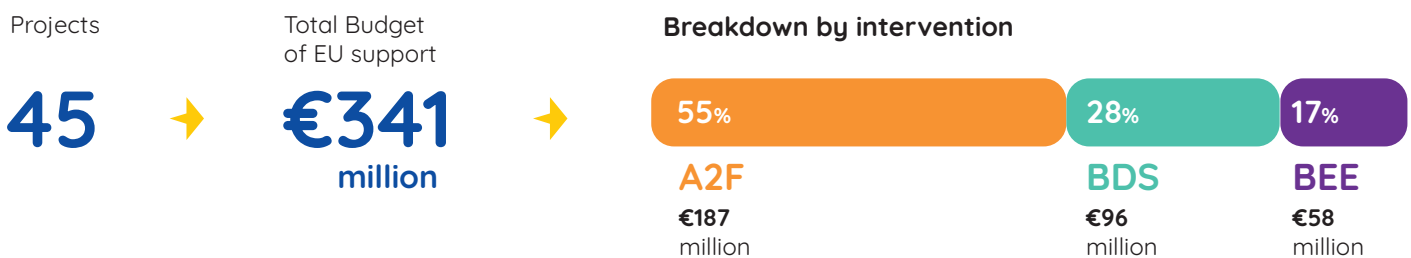


## Helping small and medium enterprises grow

EU4Business is an umbrella initiative of the European Union encompassing all EU support to SMEs in the 5 Eastern Partnership countries - Armenia, Azerbaijan, Georgia, Moldova, and Ukraine.

### Portfolio\*

\* total budget of active projects in Georgia, 2022



### Results in Figures\*\*

\*\* data for Georgia, 2022



↑ +20% increase in staff among EU-supported SMEs

↑ 160 EU-supported SMEs engaged in exporting

↑ +18% growth in SMEs' turnover recorded

↑ +16% increase in exports among EU-supported SMEs

# 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

11,460

SMEs received loans



to women-owned SMEs

€255

million

total value of loans

€22,255

average loan

13

partner financial institutions working with EU4Business



BDS

257

business support organisations improved their capacity

18,597

consultancy services delivered to SMEs



women-owned

144

SMEs participated in B2B events



BEE

47

laws, policies, regulations and procedures reformed

32

country public-private dialogue events held

7

regional public-private dialogue events held

109

government institutions improved their capacity

## Success stories



### Boosting export potential: EU4Business and Eurochambres join efforts to support Georgian eco-friendly design companies

Funduki is a Georgian design store with a cultural approach and creative edge. Under the EU4Business project, the company got assistance in export activities, participated in study visits, had a number of B2B meetings, and placed their productions in the leading concept store in Tallinn.

[Read full story](#)



### Wine soap and pumpkin seed oil: EU4Business supports new Georgian products from tourism cluster members

Once the Georgian small business sets on a journey of leading a business, many discover that they lack not only the necessary equipment but market connections and experience. At this critical juncture, EU4Business project offers them assistance in the form of business consultations and exchange programmes.

[Read full story](#)



### EU4Business-supported fashion entrepreneur revives old, environmentally friendly dyeing tradition

Eco-textile startup called Colors of Caucasus is a member of the Georgian Apparel and Fashion Association (GAFA), which was established with the support of the EU4Business project. The industry clusters help SMEs team up with other businesses to become more competitive.

[Read full story](#)



### Georgian producer of churchkhela expands production with EU4Business support

Nugbari got support from the EU4Business project, which assisted it in acquiring new, modern machinery. With the new equipment, the company can process more than 10,000 Churchkhela daily. It means they can now take big export orders and not worry about the product quality anymore.

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Find out more: [www.eu4business.ge](http://www.eu4business.ge)