

EU4Business



Citizens' Summary

Georgia



2023



www.eu4business.ge



Funded by
the European Union

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 in Georgia in 2023

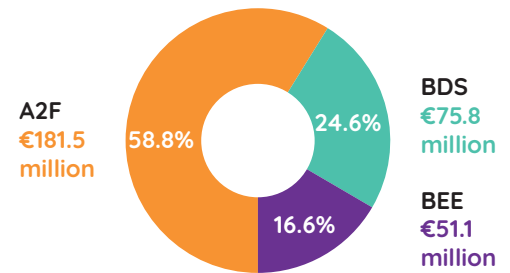
€308.3
million

total budget of EU support to SMEs

50
projects

provided support to SMEs

Breakdown by Intervention



Results in Georgia in 2023



39,072

SMEs supported

40.4%

share of women-owned/
managed enterprises

€203.9
million

extra income generated
by EU-supported SMEs

↑ 12.8%

growth in EU-supported
SMEs' turnover

36,973

new jobs created

↑ 26.5%

increase in staff amongst
EU-supported SMEs

458

EU-supported SMEs
engaged in exporting

↑ 6.8%

increase in exports
amongst EU-supported
SMEs



Results per Pillar in Georgia in 2023



Access to Finance (A2F):

17,275

SMEs received loans

30.3%

share of women-owned/managed enterprises

€541.5

million

total value of loans triggered

€21,975

average loan

13

partner financial institutions working with EU4Business

- 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):

20,789

consultancy services delivered to SMEs

48.6%

share of women-owned/managed enterprises

208

business support organisations improved their capacity

171

SMEs participated in B2B events

- 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):

173

laws, policies, regulations and procedures reformed

169

government institutions improved their capacity

201

regional public-private dialogue events held

14

country public-private dialogue events held

- 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

Success stories

Navigating change: Diogene's digital transformation in Georgia

The Diogene publishing house founded more than 28 years ago is currently undergoing structural, operational, and strategic transformation with consultancy services supported by EU4Business. The company was able to create a well-designed, highly functional website that features an online shop, the company's full story, and information on authors. The website not only boosts Diogene's own sales but also serves as an informative platform for customers.



[Read full story](#)

EU4Business helps bring Georgian wine-stone jewellery to the world

Wine Diamond products – brooches, rings, earrings, and other types of jewellery using wine crystals – are now reaching beyond Georgia's borders with the help of EU4Business. Tamar Abuladze participated in an exchange programme to Italy, where she was hosted by the renowned wine critic. During her stay, Abuladze collaborated with him in promoting her products, and establishing new ties in the wine industry across Italy. She made design changes to her collections that have resulted in about a 30% increase in sales.



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Furniture parts maker ups production with EU4Business support

LTB is the provider of a comprehensive range of furniture components and accessories. With the EU4Business credit, LTB bought a German tile-cutting machine and an Italian saw. Additionally, Georgia's first automated laboratory, furnished with Italian equipment, was integrated into their painting house. As a result of this support, sales at have increased by three times. Moreover, thanks to the new laboratory, the painting house can now offer an even wider range of colours – 2,500 hues.

From plastic production to a circular economy

LL Plast, the plastic packaging producer, is now transitioning to sustainable production methods and products, aiming to recycle and reuse plastic waste. The company joined Georgia's EU-supported Packaging Cluster/PMAG and purchased plastic processing equipment. This enabled LL Plast to open new production lines to recycle and reprocess up to 30 tonnes of plastic waste per month. The transition to plastic recycling and reuse has brought impressive economic results: 8 new jobs have been created, dependence on production imports was decreased by 50%, costs were reduced by 20%, total productivity was increased by 30%, and productivity of the recycling component was even more impressive, having doubled.

Find out more: www.eu4business.ge