

➔ Citizens' Summary

2024

Georgia



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Funded by
the European Union



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 2024

54

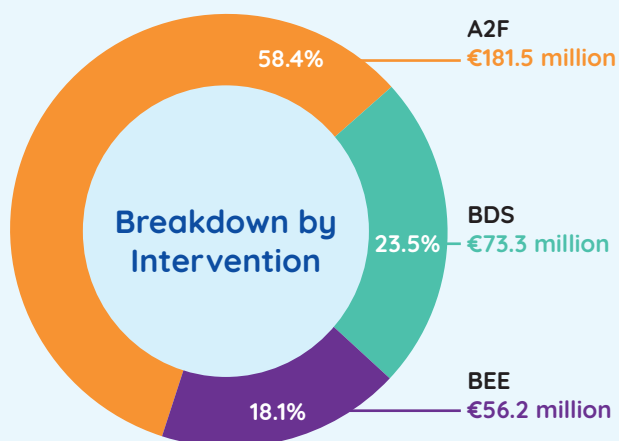
projects

provided support to SMEs

€311.0

million

total budget of EU support to SMEs



Results in Georgia in 2024

40,801

SMEs supported

32.3%

share of women-owned/
managed enterprises

37.8%

increase in staff amongst
EU-supported SMEs



12.6%

growth in EU-supported
SMEs' turnover

453

EU-supported SMEs
engaged in exporting



12.6%

increase in exports
amongst EU-
supported SMEs

51,976

new jobs created

€261.4
million

extra income generated
by EU-supported SMEs

➤ Results per pillar in Georgia in 2024



Access to Finance (A2F):

32,374

SMEs received loans

34.1%

share of women-owned/
managed enterprises

€561.4

million

total value of loans
triggered

€17,341

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):

7,505

consultancy services
delivered to SMEs

22.3%

share of women-owned/
managed enterprises

191

business support
organisations improved
their capacity

127

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):

142

laws, policies, regulations and
procedures reformed

44

government institutions
improved their capacity

187

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



Building beehives, practising safe food production, establishing connections

In the remote village of Khulo, Zebur Iakobadze is keeping his family's beekeeping tradition alive — now with modern tools and EU support. The EU4Business grant helped him purchase woodworking equipment, transforming his barn into a workshop and reducing hive-building time from days to just hours. With this support, Zebur has built 150 beehives, expanded honey production, and started selling at farmers' markets. EU-supported training also strengthened his skills in food safety and business development.

[Read full story](#)

EU4Business helps growing businesses of women entrepreneurs in rural Georgia

Guruli Ezos Satburi — a greenhouse business launched by Irma Chaladze in the village of Erkneti — is thriving with support from the EU4Business project. After moving from Rustavi, Chaladze bought a secondhand greenhouse and began supplying greens to local vendors. Through project-supported trainings, she gained the skills to expand her business and explore agrotourism. She now hosts international guests for hands-on workshops and plans to develop seasonal experiences, hoping to bring new life to her village and inspire others to follow her path.

[Read full story](#)

EU4Business helps Georgian cable producer go solar

Founded in 1957, Sakcable became Georgia's first cable producer and now offers 75 cable types. The company leads the local market with eight showrooms and exports to EU countries, meeting European standards since 2018. Supported by the EU4Business-EBRD credit line, Sakcable invested in a 500 kW solar power plant, supplying a third of its energy and cutting costs. This green move inspired the launch of the certified "Solar" cable for the EU market. Sakcable continues expanding to replace imports and grow internationally with high-quality Georgian-made products.

[Read full story](#)

EU4Business strengthens the Georgian Tourism Association

The Georgian Tourism Association (GTA), led by Nata Kvachantiradze, unites private tourism companies across the country. With the EU4Business support, GTA representatives took study trips to Spain, Hungary, and Estonia to learn about tourism innovation and development. As a result, GTA launched a digital transformation committee and training programmes to boost members' digital skills. The association also contributed to shaping Georgia's new Tourism Law to improve regulations for organised tourism activities.

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