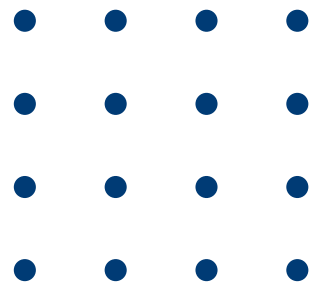




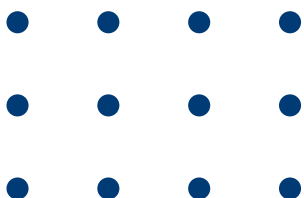
EU4Business



CITIZENS' SUMMARY 2021



GEORGIA



WWW.EU4BUSINESS.GE



EU4Business

HELPING SMALL AND MEDIUM ENTERPRISES GROW

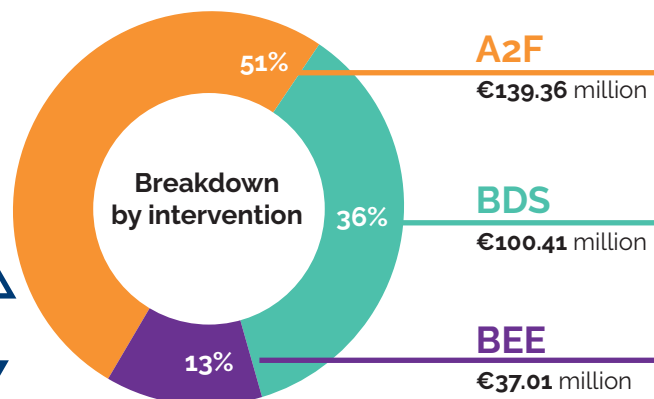
EU4Business is an umbrella initiative of the European Union covering all EU support to SMEs in the 6 Eastern Partnership countries – Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine.

PORTFOLIO*

36
Projects

Total Budget
of EU support

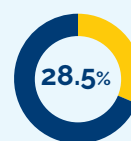
€276.78
million



RESULTS IN FIGURES

34,634

SMEs
supported



women-
owned

15,643

new jobs
created

↑ **+8%**

increase in staff among
EU-supported SMEs

↑ **+10.1%**

growth in SMEs'
turnover recorded

↑ **+1.9%**

EU-supported SMEs
engaged in exporting

↑ **+6.56%**

increase in exports among
EU-supported SMEs

€120
million

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):

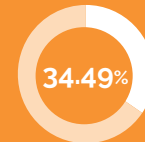
- ➔ promoting regulatory reform and best practice
- ➔ building capacity amongst policy makers and regulators
- ➔ encouraging public-private dialogue
- ➔ informing business about reform processes and rules/procedures

RESULTS PER PILLAR

A2F



12,095



SMEs received loans

to women-owned SMEs

€71.35
million

total value of loans

€5,899

average loan

9

partner financial institutions working with EU4Business

BDS



126

business support organisations improved their capacity

21,351

consultancy services delivered to SMEs



women-owned

387

SMEs participated in B2B events

BEE



52

laws, policies, regulations and procedures reformed

10

public-private dialogue events held

52

government institutions improved their capacity

SUCCESS STORIES

Georgia's 8,000 year-old wine industry gets a real boost in Racha

Tamaz Omanadze is a winemaker from Lechkhumi. His Khomli's Marani company produces organic wines, free of chemicals. With the support of EU4Business, Sweden and Austria, Khomli's Marani acquired new equipment and managed to improve the operational process of the winemaking. Furthermore, Tamaz received marketing support to promote well-established bio-wine products to the international market. Omanadze's wine is now sold in the UK for the hefty price of over £800 a bottle.

[Read full story](#)



Eco-friendly clothing brand in Georgia goes online

Nino Giorgadze's Leader company, with its kids brand Lemo, received support from the Georgian Apparel and Fashion Association (GAFA) established under the EU4Business Clusters4Development project. The enterprise that started with just 3 workers back in 2016 now employs 26 local women. The local market is not the limit for Leader: 50% of its clothes are exported outside Georgia. The project provides everything you need to develop in this field, from bringing in an expert to networking, exhibitions and beyond, Giorgadze claims.

[Read full story](#)



Boosting organic tea in Georgian mountains

The organic tea leaves at Agro Culture+ are hand-picked, processed and packaged in a facility that was built with GRETA's support under the EU4Business umbrella. Agro Culture+ was able to also acquire the equipment necessary to increase its production: a tea roller, wilting, drying and packing machines, and a partial subsidy for bio certification. Today, 10 Georgians work at Agro Culture+'s tea plantation, producing and handling tea leaves throughout the year. In the summertime, 25 Georgians, mostly women, harvest the tea.

[Read full story](#)



Helping Georgian book distribution company go solar

Irakli Sebiskveradze's Bookland company supplies 150 bookshops in Tbilisi, as well as another 100 or so across the country. Bookland secured a loan through the EU4Business-EBRD Credit Line to acquire solar panels and storage. The loan was complemented by a grant and advisory support. Going solar for Bookland means fewer expenses, but the move goes far beyond saving money – reducing its negative impact on the environment.

[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](#)



EU4Business supports breadmaking enterprise to reach more customers

Mzia Bendeliani's Tavgukhi enterprise offers Georgian customers high-quality bread products made from 100% natural and healthy ingredients. The Packaging Cluster, which is supported by EU4Business through UNDP, helped Tavgukhi with educational and consulting services, networking, expert mentorship, catalogue creation, and more. Tavgukhi is going through a rebranding process and wants to significantly improve its marketing strategy.

[Read full story](#)



Find out more:

WWW.EU4BUSINESS.GE