



Citizens' Summary

2023



**EASTERN
PARTNERSHIP**



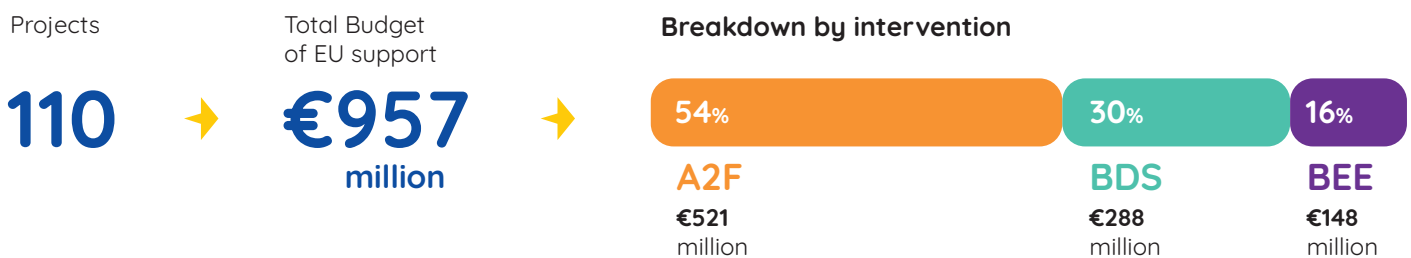
EU4Business

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 the 5 Eastern Partnership countries, 2022



Results in Figures**

** data for the 5 Eastern Partnership countries, 2022



↑ +14% increase in staff among EU-supported SMEs

↑ 2,782 EU-supported SMEs engaged in exporting

↑ +20% growth in SMEs' turnover recorded

↑ +12% 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

29,469

SMEs received loans



€537 million

total value of loans

€18,217

average loan

43

partner financial institutions working with EU4Business



BDS

1,282

business support organisations improved their capacity

37,642

consultancy services delivered to SMEs



1,623

SMEs participated in B2B events



BEE

321

laws, policies, regulations and procedures reformed

149

country public-private dialogue events held

151

regional public-private dialogue events held

375

government institutions improved their capacity

Success stories



Uteach: Online teaching with automation within minutes

Uteach is the Armenian platform to automate online education. Thanks to the EU4Business project, Uteach received a grant of EUR 62,000 and invested it in expanding the workforce.



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Curtain producer finds success by optimizing CRM and task management

Sarvagelli Racablina, a reputable company in the market of curtain production and sales, acquired a CRM system with support from the EU4Business programme and received consultancy services for a website and marketing strategy.



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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](#)



BeSweet cookie-maker goes from innovation to resilience with EU Support

BeSweet, a Chişinău-based cookie brand, has redefined cookie baking in Moldova, elevating product quality in the local biscuit market. With the EU support, BeSweet initiated a transformative rebranding to significantly enhance the company's brand recognition.



[Read full story](#)



Producers of traditional Ukrainian cheese go for growth with EU support

To help develop traditional cheese production in Ukraine, the Association of Producers of Traditional Carpathian Highland Cheeses was founded in 2018 with the help of the EU. The project contributes to more inclusive, competitive growth-orientated agriculture that respects the environment, increases rural incomes, and slows down rural-urban migration.



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