

## ➔ Citizens' Summary



2024



EaP



[www.eu4business.eu](http://www.eu4business.eu)



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.



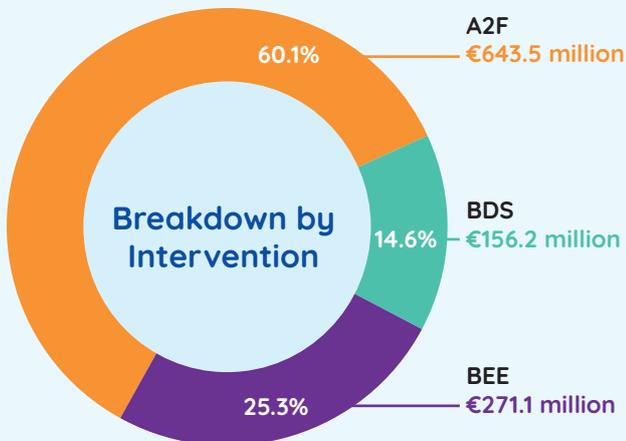
### Portfolio in the Eastern Partnership in 2024

**120**  
projects

provided support to SMEs

**€1,070.8**  
million

total budget of EU support to SMEs



### Key results in 2024

**80,146** SMEs supported

**35.6%** share of women-owned/  
managed enterprises

**22.6%** increase in staff amongst  
EU-supported SMEs

**↑ 10.6%** growth in EU-supported  
SMEs' turnover

**2,517** EU-supported SMEs  
engaged in exporting

**↑ 9.8%** increase in exports  
amongst EU-supported SMEs

**120,763** new jobs created

**€950.6**  
million extra income generated  
by EU-supported SMEs

# Results per pillar in the Eastern Partnership in 2024



## Access to Finance (A2F):

55,992

SMEs received loans

34.4%

share of women-owned/  
managed enterprises

€1.9

billion

total value of loans  
triggered

€34,800

average loan

48

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):

707

consultancy services  
delivered to SMEs

37.0%

share of women-owned/  
managed enterprises

18,237

business support  
organisations improved  
their capacity

1,176

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):

310

laws, policies, regulations  
and procedures reformed

6,948

government institutions  
improved their capacity

399

country public-private  
dialogue events held

136

regional 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



### From local maker to industry player: How EU support powered the rise of Hrashk Group in Armenia

[Read full story](#)

After launching as a family business, Armenian furniture company Hrashk Group strategically partnered with the EU4Business Initiative to achieve remarkable growth. With expert guidance and financial support, the company launched a new e-commerce platform and gained ISO certifications for quality and sustainability. These key interventions, along with the installation of solar panels and the acquisition of advanced machinery, helped the company quadruple its turnover between 2021 and 2025. Today, Hrashk Group is a leading player in its market.



### Digital transformation in advertising: How a Baku-based SME boosted revenue and productivity

[Read full story](#)

Facing fragmented workflows and operational inefficiencies, Baku-based company Setline turned to the EU4Business programme for a full digital transformation. With expert guidance, the company implemented centralised systems and automation tools. This strategic change delivered remarkable results: within a year, turnover and labour productivity rose by 40%. This digital shift has given the company better control and enabled it to scale faster.



### EU4Business helps growing businesses of women entrepreneurs in rural Georgia

[Read full story](#)

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.



### More than just juice: A business grown with heart and responsibility in Moldova

[Read full story](#)

Vladimir Burlac from Moldova turned to the EU4Business Initiative to boost his natural juice company, SRL “BON AMI PLUS.” With the EU funding, the company acquired a pallet truck, a key piece of equipment that eliminated the time-consuming manual labour of unloading fruit. This strategic investment streamlined their entire production process, enabling the company to grow from a small operation to having its “Dor” juice stocked in over 30 cafés and shops, with plans to expand production and reach new markets.



### Bringing Ukrainian cheese back to international markets with EU support

[Read full story](#)

After the Russia’s war against Ukraine forced a strategic shift, cheese company Komo-Export focused on reclaiming its international markets. By attending SIAL Paris 2024 with the support from the EU4Business Initiative, the company held over 40 meetings to understand partner requirements and showcase its products, including a new line of processed cheese. This effort delivered immediate results: Komo-Export secured a concrete agreement to resume exports to Israel and established dozens of promising new contacts in Norway and the UK, with talks already underway to expand into these new markets.



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