

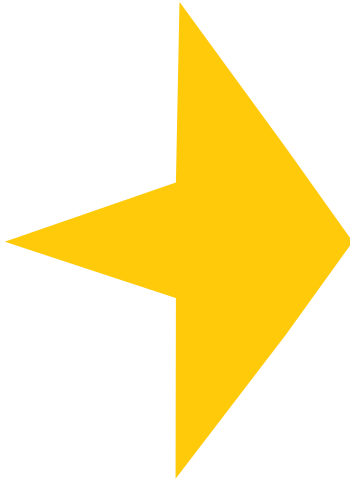


EU4Business

CITIZENS' SUMMARY

2020

AZERBAIJAN



READ SUCCESS STORIES

[EU4BUSINESS.EU](https://eu4business.eu)

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.

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):

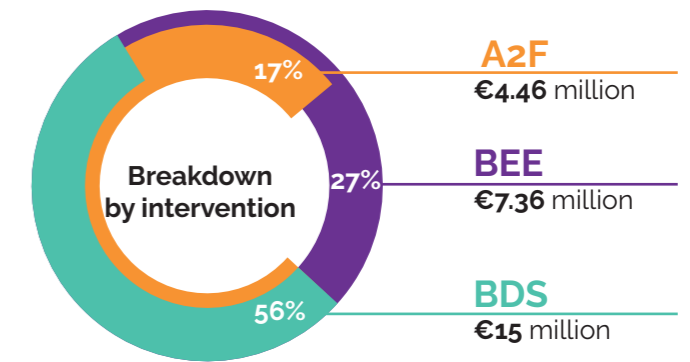
- promoting regulatory reform and best practice
- building capacity amongst policy makers and regulators
- encouraging public-private dialogue
- informing business about reform processes and rules/procedures



PORTFOLIO*

34 projects

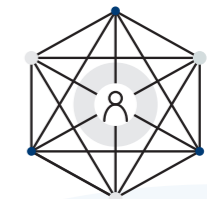
Total budget of EU support
€26.82
million



RESULTS IN FIGURES*

9,198

SMEs supported



3,931
new jobs created

32.3% women-owned

+12.2% increase in staff in EU-supported SMEs

+8.83% growth in SMEs' turnover recorded

+4.28% EU-supported SMEs engaged in exporting

+3% EU-supported SMEs increased their exports

€58.4

million extra income generated

RESULTS PER PILLARS



ACCESS TO FINANCE (A2F):

615

SMEs received loans



to women-owned SMEs

€2.5

million total value of loans

€4,065

average loan

1

partner financial institutions supported



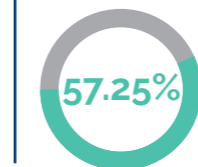
BUSINESS DEVELOPMENT SERVICES (BDS):

35

business support organizations built their capacity

8,033

consultancy services delivered to SMEs



women-owned

500

SMEs participated in B2B events



BUSINESS ENABLING ENVIRONMENT (BEE):

86

laws, policies and regulations reformed

332

public-private dialogue events held

86

government institutions built their capacity

SUCCESS STORIES



Azerbaijani gourmet food brand grows from the ground up

Zira Natural & Gourmet, a business in the premium foods segment, participated in a number of foreign exhibitions, revamped its website, and received EU4Business and ITC support for developing its business plan.

[Read full story](#)



Weaving a future: The Agalarov family rides carpets to success

The Agalarov family managed to start a carpet-weaving business after attending workshops for aspiring entrepreneurs supported by EU4Business and UNDP. The Agalarovs will soon become full members of ABAD and be able to place and sell their products in ABAD's large distribution network.

[Read full story](#)



The Miralamovs turn a cheesy idea into a business

The Miralamov family completed the training supported by EU4Business and UNDP and had their business plan approved by the instructors. Afterwards, the Miralamovs delivered their first order of 100 kg of cheese to ABAD's large distribution network, which supplies supermarkets and duty-free shops throughout Azerbaijan. They are now starting to sell online.



Azerbaijan's Mr Bee goes online with branded local honey

Mr Bee, an Azerbaijani company selling branded honey made by local producers, participated in a number of foreign exhibitions and workshops organized by EU4Business and ITC. The company learned about organizing sales and finding potential clients and markets. As a result, it revamped its sales strategy with a shift towards digital and started selling online through a modern website created with EU support.

Find out more:

[EU4BUSINESS.EU](https://eu4business.eu)