

➔ Citizens' Summary



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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.



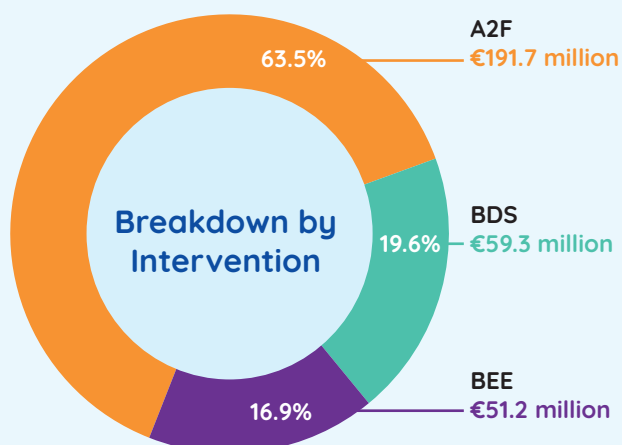
Portfolio in Ukraine in 2024

50
projects

provided support to SMEs

€302.2
million

total budget of EU support to SMEs



Results in Ukraine in 2024

14,860 SMEs supported

36.6% share of women-owned/managed enterprises

7.5% increase in staff amongst EU-supported SMEs

7.0% growth in EU-supported SMEs' turnover

1,476 EU-supported SMEs engaged in exporting

9.8% increase in exports amongst EU-supported SMEs

18,332 new jobs created

€326.1 million extra income generated by EU-supported SMEs

Results per pillar in Ukraine in 2024



Access to Finance (A2F):

9,539

SMEs received loans

39.9%

share of women-owned/
managed enterprises

€741.9

million

total value of loans
triggered

€88,718

average loan

14 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):

3,379

consultancy services
delivered to SMEs

39.6%

share of women-owned/
managed enterprises

107

business support
organisations improved
their capacity

364

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):

71

laws, policies, regulations and
procedures reformed

6,811

government institutions
improved their capacity

83

country public-private
dialogue events held

131

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



Aiming for ‘pop’-ularity: With EU support, Zernovyta’s breakfasts set to explode onto US market

For over two decades, Zernovyta has been a trusted name in Ukrainian pantries, known for its high-quality groats and health-focused products. Now, with the support of the EU4Business programme, the Zhytomyr-based manufacturer is entering new markets with an innovative line of “puffy grains”. With EU4Business co-financing, the company launched a new production line, introduced Ukraine’s first puffed wheat, rice, and pearl barley cereals. Zernovyta debuted the products at Europe’s largest food fair and has already signed its first U.S. contracts.

[Read full story](#)



Zhytomyr sock manufacturer enters new markets with EU4Business support

Hosiery brand Lehka Khoda, once known for its classic black and grey socks, rebranded and launched colourful new designs just a few years before Russia’s full-scale invasion of Ukraine. With support from the EU4Business programme, the company joined the “Made in...” campaign to maintain momentum. The results were instant: the number of customers in the new branded store rose, online sales grew. Today, it supplies socks to Ukraine’s Armed Forces and exports to Poland and Germany.

[Read full story](#)



Ukrainian 3D wall panel designer taking strides in European markets with EU4Business support

Founded in 2014, Venko Workshop began with keychains and custom decor before discovering a niche in textured 3D wall panels. With a trade mission to Germany supported by the EU4Business programme, Venko connected with international partners and sparked growing interest from designers in Germany and the Czech Republic. Inspired by the visit, they expanded their team, began building their own showroom and are set to enter the international stage.

[Read full story](#)



How deregulation opens new opportunities for Ukrainian businesses

With support from the European Union, Ukraine is implementing a major deregulation reform from 2023 to 2025 — a reform that is changing the rules of the game for entrepreneurs. More than 300 excessive or outdated business regulations have already been repealed. Ukraine has also launched the digital permit platform “ePermit”, providing a single online access point for licences and authorisations. This digitalisation effort speeds up decision-making, reduces human interference, and lowers corruption risks.

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