EU4Business

CITIZENS' SUMMARY 2020

BELARUS

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EU4Business

HELPING SMALL AND MEDIUM ENTERPRISES GROW

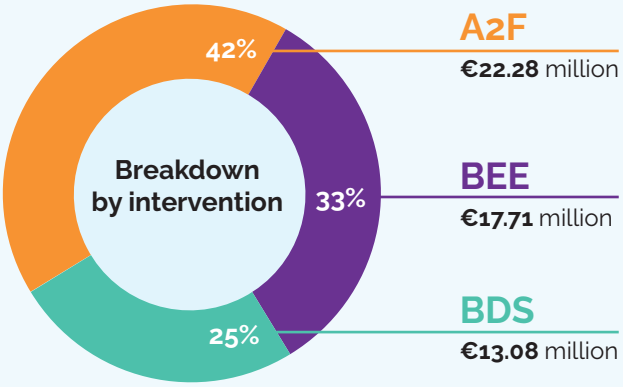
EU4Business is an umbrella initiative of the European Union covering all EU support to SMEs in the 6 Eastern Partnership countries – Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.

PORTFOLIO*

20 projects

Total budget of EU support

€53.07 million



RESULTS IN FIGURES*

1,448 SMEs supported

28.7% women-owned

5,895 new jobs created

€45.91 million extra income generated

+8% increase in staff in EU-supported SMEs

+8% growth in SMEs' turnover recorded

+4% EU-supported SMEs engaged in exporting

-8.1% decline in exports of EU-supported SMEs due to COVID-19 challenges

* data in 2020

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

571
SMEs received loans

27.45%
to women-owned SMEs

€13.13 million
total value of loans

€22,994
average loan

2
partner financial institutions supported

79
business support organisations improved their capacity

851
consultancy services delivered to SMEs

29.45%
women-owned

74
laws, policies, regulations and procedures reformed

16
public-private dialogue events held

9
government institutions improved their capacity

SUCCESS STORIES

Big Benefits of Small Bees

Natalia Vasko received EU funds to open a support centre for novice beekeepers to popularise beekeeping in Žlobin County. The centre teaches novice beekeepers the know-how of keeping bees and provides access to equipment, such as a honey extractor, a wax melter, etc.

Read full story

Waste not, want not, says Belarus couple with a farm business

Svetlana and Vyacheslav Talchuk, farmers from the village of Veletin, attended specialized courses organised by the EU-supported Tramplin Business Center on where and how to look for customers, and how to increase sales. They learned how to make presentations and mastered video filming. The couple also applied to compete in the project for socially significant initiatives and was selected for additional funding.

Read full story

One woman making a difference to Belarus farm folks

Natalia Strok opened an Agro-Eco-Entrepreneurship Support Center in Bereza County of Brest oblast with the EU4Business support implemented by UNDP. Through it, locals are offered free courses in innovative technologies, the principles of green economy, and the basics of business and financial literacy.

Read full story

Maxavto offers bikes for car repairs, training for young people in Belarus

Maladzečna's **Maxavto service station** received an EU grant through UNDP aimed to support eco-friendly projects in Belarus and invested into new equipment in addition to the company's existing inventory. The company also came up with the idea of lending bikes to clients for free instead of calling a cab to stay healthy and eco-friendly. The bicycle park with bicycles is ready now. As part of the initiative, Maxavto will generate 15 new jobs.

Read full story

How 150 business owners from Kobryn launched a business school

Sergey Panasyuk was able to take his Kobryn Business School to the new level, turning from informal community of entrepreneurs to an official business support centre in just one year with the help of the Local Economic Development project implemented by UNDP as part of the EU4Business Initiative. Now the school has more than 150 active business owners who share their experience and knowledge with others, and have also established dialogue between the business community and the government.

Read full story

The Belarusachka brand takes on EU clothing markets

The Belarusachka, a family business from Minsk employing over 100 local women, benefitted from the EU4Business "Ready to Trade Project" implemented by ITC to enter new markets. The company received training on wholesale and retail sales management, franchising and merchandising, production development, and e-commerce. Finally, a new brand Mirolina focused on the EU market was established. Today, Mirolina is selling clothing in Poland, Germany, France and other EU countries.

Read full story

Find out more:

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