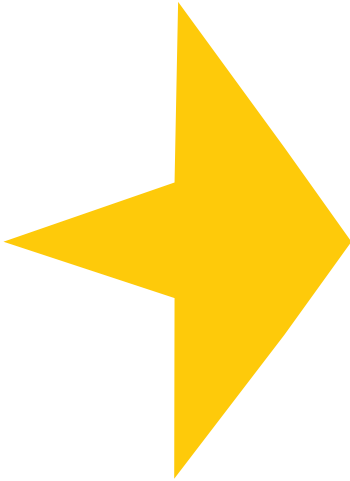




EU4Business

# CITIZENS' SUMMARY 2020

BELARUS



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

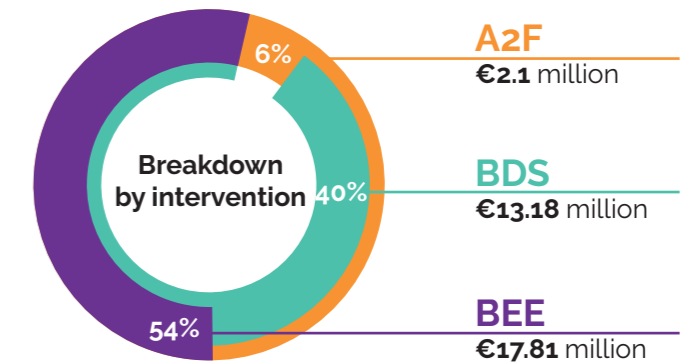


## PORTFOLIO\*

19 projects

Total budget of EU support

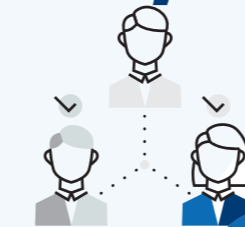
€33.08 million



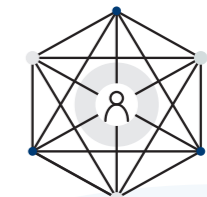
## RESULTS IN FIGURES\*

1,415

SMEs supported



26% women-owned



4,563 new jobs created

+21.2% increase in staff in EU-supported SMEs

+13.34% growth in SMEs' turnover recorded

+6.75% EU-supported SMEs engaged in exporting

+4% EU-supported SMEs increased their exports

€60.9 million extra income generated

\* data in 2019

# RESULTS PER PILLARS

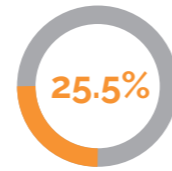
data in 2019



## ACCESS TO FINANCE (A2F):

**250**

SMEs received loans



to women-owned SMEs

**€11.1**

million  
total value of loans

**€44,400**

average loan

**3**

partner financial institutions supported



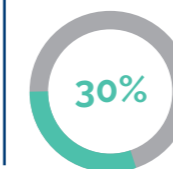
## BUSINESS DEVELOPMENT SERVICES (BDS):

**25**

business support organizations built their capacity

**995**

consultancy services delivered to SMEs



women-owned



## BUSINESS ENABLING ENVIRONMENT (BEE):

**15**

laws, policies and regulations reformed

**211**

public-private dialogue events held

**65**

government institutions built their capacity

# SUCCESS STORIES



## SuomiKids clothing keeps Belarusian babies warm

SuomiKids, a Belarusian brand selling warm clothes for children, took out an EU- and EBRD-backed loan worth US \$400,000 to expand its retail network. The company also turned to EU consultants to learn about expanding into foreign markets, putting together advertising strategies, developing an incentives system for employees and a loyalty system for customers. As a result, SuomiKids doubled its customer base, increasing its working capital by 116% and sales by 80%.

[Read full story](#)



## Mark Formelle aims for the hearts of fashion mavens and families alike

Mark Formelle, Belarus's leading fashion brand, received support from EU4Business and EBRD with advice on branding and marketing, which helped MF expand their retail chain, double exports and increase turnover by 87%.

[Read full story](#)



## Belarusian start-up making holographic ads proves "A picture's worth 1,000 words!"

EU4Business and EBRD helped HYPERVSN, a technology start-up developing 3D holographic images, step up its management effectiveness by implementing resource management systems and integrated accounts. This support translated into higher productivity and an increase in the company's income and net profitability. The start-up has attracted major brands like Adidas, Samsung, Coca Cola, and Louis Vuitton.

[Read full story](#)



## Silver Screen takes Belarusian cinemas to a new level

EU4Business and EBRD matched Silver Screen, an unconventional cinema chain in Belarus, with a consultant on strategic and sustainable development. This helped the company experiment with new ideas, such as ScreenX: with select scenes of feature films expanded to the left and right walls of the hall, the audience can to go beyond the traditional movie experience.

[Read full story](#)



## Support during COVID-19

## Belarusians laid off due to pandemic become eco-farmers with EU assistance

Sergei Strok and the Nikolaychuk family are newly-minted farmers who started an agri-business during the pandemic with help from EU4Business and UNDP. They attended a series of workshops on farming technologies, principles of sustainable plant cultivation, sales, financial literacy, and received seeds and seedlings. After harvesting, they will get further assistance in processing and selling their crop.

[Read full story](#)



## Support during COVID-19

## Nelva, maker of women's clothes, switches to making masks and PPE

Nelva, a well-known retailer of women's clothing, with 120 stores across Belarus, Russia and Ukraine, received EU4Business and EBRD support to improve brand visualization and strategy. The following year, the company's revenue grew by 20% and exports grew 45%. During the pandemic, the company switched to producing face mask, making some 15,000 a day and donating 5% of the PPEs to doctors in the Brest region.

[Read full story](#)

Find out more:

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