

*SME Panel meeting*  
*Vilnius, 26-27 November 2013*



- European Commission grant contract
- Duration: 3,5 years (Oct 2010 – Apr 2014)
- Economic development and investment promotion
- Eastern Partnership countries (Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine)
- Business support organisations and SMEs

# Why - Background

- Eastern Partnership
- Young countries – big potential – big challenges
- Need for a favourable business climate in the region
- Need for strong and sustainable business intermediary organisations that can deliver services of value to their members
- Need for an open and transparent public private dialogue in the 6 countries

The East Alliance

Key words:

- Ownership
- Sustainability
- Mutual interest

- 85 Partners and 15 Associates
- EU (24), 6 EaP, Turkey
- CCIs, Federations, SME Agencies,
- ...

Capacity building at 2 levels:  
BSOs + SMEs  
Exchanges of best practices  
Long term partnerships  
Learning by doing

EUROCHAMBRES' Consortium:  
Partners and Associates



EUROCHAMBRES



# East Invest Priority Sectors

- Agrifood
- Tourism
- ICT
- Sustainable construction (link to energy efficiency)
- Transport and logistics
- Textile



## Capacity building measures:

### **16 Twinnings**

#### **Involving 48 partners**

- 12 months partnerships with EU organisations
- tailor made assistance

### **56 Exchange programmes**

- Short term,
- Individual traineeships
- Specific subjects

### **3 Academies**

#### **With 115 participants**

Management training for EaP BSO executives  
2 general Academies  
1 Advocay Academy  
17 Scholarships for EU academics

### **2 Train the Trainer seminars with 14 participants**

- Training on internationalisation and EU acquis

### **Coaching facility**

- Training for 23 potential coaches
- Pilot coaching sessions in the 6 countries with SMEs



## Additional Capacity building measures:

### **5 Consultancy services**

- Demand driven by EaP side
- EU experts to offer short term assistance on specific aspects

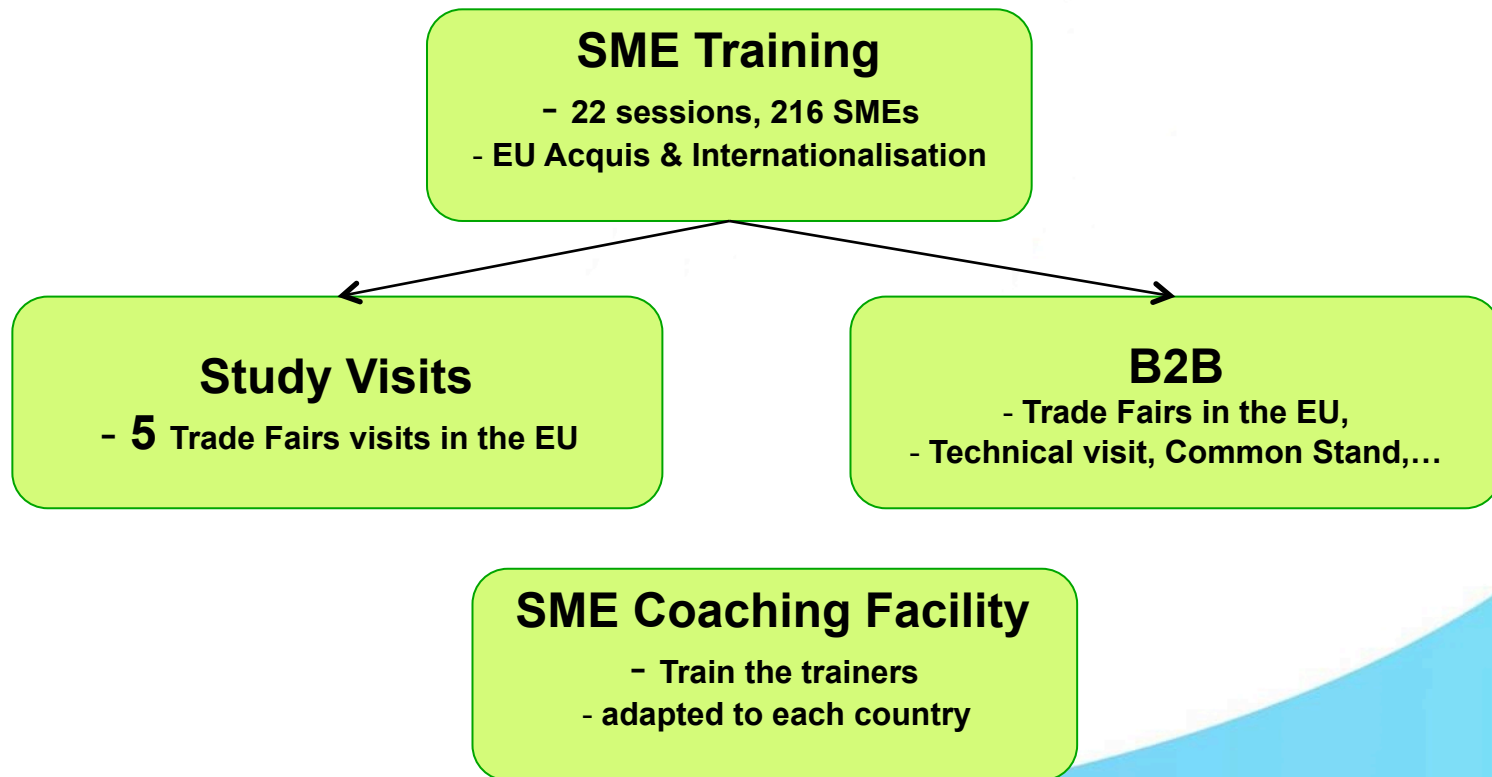
### **6 Project management & financial administration Training sessions**

- Strengthening the capacity of EaP BSOs

### **6 Distance mentoring schemes launched**

- Enhancing twinnings sustainability

## Capacity building for internationalisation





## Investment promotion activities:

- Strategic sectors identification
- Investment Intelligence
- Country mapping
- Investment conferences

## Investment conferences:

- Online investment proposals catalogue: > 250
- One conference per country – 6 in total
- Promoting the country's investment potential
- Discussion on the investment climate
- B2B meetings between EU and EaP businesses
- Investment project catalogues
- Conferences to come: Minsk 5/12/2013, Armenia early 2014 (?)

## Results BSOs:

- 4 project partners
- 2 BSO audits
- 2 twinning programs have been implemented
- 5 BSO exchange programmes completed, 2 additional in the pipeline
- 3 BSO representatives passed the train the trainers courses and became SME trainers
- 11 BSO executives at 3 East Invest Academies
- 4 senior BSO executives at 3 EUROCHAMBRES Academies

## Results SMEs:

- 33 local SMEs were trained (16-starters, 17-advanced)
- 18 SMEs visited European trade fairs in the frame of the study visits
- 25-30 SMEs should be coached. 4 companies have finished.
- 30 investment proposals have been gathered
- Investment conference in the pipeline

## Results BSOs:

- 3 project partners
- 2 BSO Audits and 2 twinnings
- 6 BSOs participated in the project activities
- 7 BSO executives at East Invest Academies
- 3 BSO executives at EUROCHAMBRES Academies
- 3 BSO experts completed the coaching training
- 2 BSO representatives took part in the BSO exchange programmes

## Results SMEs:

- 22 SMEs took part in 2 seminars on EU Acquis and Internationalisation
- 3 SMEs attended European trade fairs in the frame of the Study visits
- 85 European SMEs attended the investment conference in Baku on 11 September 2013
- 200 Azeri companies attended the investment conference in Baku on 11 September 2013

## Results BSOs:

- 2 Twinnings with 4 EU partners
- 6 BSO Exchange Program visits for Belarusian participants
- 1 Consultancy Service visit (10 Belarusian participants)
- 1 “Train the Trainers” seminar in Minsk (3 participants from Belarus)
- 21 Belarusian participants in 5 Academies (in the Ukraine, Moldova, Belgium, Switzerland, France)
- SME Coaching for 4 BSO trainees



## Results SMEs:

- 2 Seminars for SMEs
  - “**Starters**” - 23; “**Advanced**” – 16 participants
- 8 Belarusian SMEs received PLATO training
- 9 SMEs to Study visits:
  - SMAU, Milan, Italy
  - SIAL, Paris, France
  - FITUR, Madrid, Spain
  - CONSTRUMAT, Barcelona, Spain
- Investment conference to come

## Results BSOs:

- 2 project partners (+ 1 associate)
- 2 BSO audits and 2 twinnings
- 10 BSO representatives in the exchange programmes
- 1 BSO representative completed «Train the trainers»
- 9 BSO executives at East Invest Academies
- 2 BSO executives at EUROCHAMBRES Academies
- 1 BSO representative completed the coaching training

## Results SMEs:

- 44 SMEs took part in the SME training seminars
- 3 SMEs attended European sector trade fairs
- 27 EU companies attended the investment conference
- 170 local companies attended the investment conference

## Results BSOs

- *2 project partners (+1 associated partner)*
- *2 BSO Audits and 2 Twinnings*
- *1 Train the Trainers Seminar > 3 participants*
- 7 BSO representatives in the Exchange programmes + 3 to come
- 8 BSO representatives in Eurochambres Academies and Lobby Academy (2011 -2013 years)
- 26 BSO representatives in the East Invest Academies
- 1 BSO Consultancy Programme
- 2 SME Coaching training sessions
- Coaching 5 potential coaches from Moldova

## Results SMEs

- *2 SME training sessions*
- *18 starters+ 13 advanced level SMEs*
- *7 SMEs to European trade fair study visits*
- *Approximately 150 Moldovan SMEs and 50 European SMEs participate in the Investment Conference “Moldova – a Gate for new Opportunities”*

- 21 BSOs and 229 SMEs from 18 regions are involved in the project activities



## Results: BSOs

- 7 Project Partners
- 5 BSOs Audits (2011) and 5 individual Twinning programmes (2012)
- 21 BSOs participated in the project activities (2011-2013)
- 8 BSOs executives completed trainings at EUROCHAMBRES Academies (2011-2013)
- 27 BSOs from middle to senior managers of local, regional and national BSOs completed trainings at the East-Invest Academies (Ukraine-2011, Moldova-2013)
- 5 BSOs representatives completed “Train the Trainers” training and were lecturers in seminars for SME’s (starters level) from 6 EaP countries
- 4 experts from regional chambers of commerce completed the Coaching training
- 14 BSOs from middle to senior managers participated in the BSO Exchange Programmes with EU Partners (2012-2013)
- 2 Chambers of Commerce participated in the BSO Consultancy Programme



## Results: SMEs

- 36 SMEs participated in 4 seminars on EU Acquis and Internalisation organised in 2 levels (beginners/advance)
- 7 SMEs attended specialised European trade fairs in the framework of Study Visits programme
- 14 SMEs participated in trainings organised by the Union of the Entrepreneurs of Small Medium & Privatized Enterprises of Ukraine in the framework of the Twinning programme
- 43 SMEs are members of PLATO Club organised by the Ukrainian Chamber of Commerce and Industry in the framework of the Twinning programme
- 24 business women became members of the "Women Entrepreneurs Club" organized by the Sevastopol CCI in the framework of the Twinning Program
- 11 SMEs participated in a 4 day seminar on EU Acquis organised by the Crimean CCI in the framework of the BSO Consultancy programme
- 34 SMEs graduated International Trade skills school organised by the Donetsk CCI in the framework of the Twinning programme
- 60 SMEs participated at the Investment Conference in Donetsk, September 17, 2013

- Going by the economic perspective is no guarantee for success =>the social and cultural factors are important
- A common vision and shared objective are prerequisites for a successful implementation
- Each of the 6 EaP countries has its particularities and activities need to be adapted to the national/local context
- When there is openness for change, transformations happen more rapidly
- All levels of the beneficiary organisations need to be involved

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**Need for progress by public authorities  
(1 little - 6 biggest progress needed)**



## For SMEs:

Please assess how well you are informed about the different requirements needed to access the EU internal market in terms of:  
(from 1 very well informed to 6 have no clue)



## East Invest II

- Period :2014 – 2017
- European Commission services contract
- Total budget: 6.5 million EURO
- On the EU side: EUROCHAMBRES (lead organisation), BusinessEurope, UEAPME
- Beneficiaries on the EaP side: business support organisations and SMEs





For business support organisations:

- Empower the SME associations in the EaP countries and increase their capacity to take an active role in promoting a conducive business environment;
- Improve public-private dialogue in the EaP countries and enhance capacities of business associations to represent SMEs in dialogue with their governments;
- Ensure increased and sustainable capacity of SME associations in the EaP countries to provide better specialised services to their SMEs members;



## For SMES & BSOs:

- Facilitate long-term partnerships and trade between the SME and/or business associations from EU and SME and/or business association from the EaP countries, as well as within the EaP SME and/or business associations;
- Support the participation of SMEs in the DCFTA process while ensuring the familiarisation of business associations and SMEs with EU acquis and obligations deriving from the DCFTA agreements.

## Five overarching activity lines:

- Capacity building for business associations
- Technical assistance and trade support for SMEs
- Policy dialogue
- Eastern Partnership intelligence portal
- Large scale surveys on DCFTA and EU integration

## Capacity building for business associations:

- Academies
- Specialised seminars
- Short term exchanges
- Consultancy services
- Networking conferences
- Study visits

### Focus:

- ❖ Services development
- ❖ Membership
- ❖ BSO management
- ❖ Advocacy / lobbying skills
- ❖ DCFTA related issues

...

## Technical assistance and trade support for SMEs:

- Training seminars
- European trade fair visits including B2B
- Technical support facility for internationalisation

### Focus:

- ❖ Internationalisation & trade with the EU
- ❖ DCFTA
- ❖ Investment promotion

## Policy dialogue:

- National or regional conferences with public and private sector stakeholders => link to OECD activities, whenever possible

### Possible topics:

- ❖ Economy
- ❖ SME relevant policy topics
- ❖ Education & training
- ❖ DCFTA

## Eastern Partnership intelligence portal:

- An information hub for potential investors, built on the investment intelligence of the first phase

### Foreseen Content:

- ❖ Investment legislation
- ❖ Business opportunities
- ❖ FDI success stories
- ❖ Links to relevant support organisations
- ...

## Large scale surveys on DCFTA and EU integration

- Surveys with businesses in the 6 EaP countries to understand their concerns/expectations towards public authorities.



<http://www.east-invest.eu>

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