The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations' Sustainable Development Goals.


About EU4Business Initiative

EU4Business is an EU initiative funded by the European Union that covers all EU support for small and medium-sized enterprises in the region of the Eastern Partnership, which brings together the EU, its member states and six partner countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.


About ITC

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About CBI

The Centre for the Promotion of Imports from developing countries (CBI) contributes to sustainable economic development in developing countries by promoting exports from these countries. By increasing the export-related knowledge and skills of entrepreneurs and helping them enter European markets, CBI aims to strengthen their international competitive capacity. CBI projects are focussed on exports to member states of the European Union and the European Free Trade Association.

More information on www.cbi.eu.

“"It is crucial to convey technical knowledge that will allow Georgian export products to meet standards and be competitive in the European market. This is what the EU’s new initiative in Georgia implies. It will help not only the Georgian producers, but also the institutions, which contribute to small and medium size businesses for further development.”

H.E. Levan Davitashvili
Minister of Environmental Protection and Agriculture of Georgia

“We are very proud to participate in this project. It is significantly more than just the opportunity to increase exports of Ukrainian berries. It helps develop business capacities of enterprises and increase their international competitiveness in global trade. ITC support is invaluable for UBA and for the development of the entire berries sector.”

Mrs. Iryna Kukhtina
President of the Ukrainian Berries Association

“Eastern Partnership:
Ready to Trade
Project funded by the European Union"
MAIN BENEFITS

For small and medium-sized enterprises

- Enhanced capacities to produce goods in accordance with global and EU market demands through advisory services, coaching and trainings on: sourcing, quality (including certification), packaging, production, marketing, branding, e-commerce, promotion and other.

- Increased awareness of the requirements for access to international and EU markets through various workshops and seminars.

- Business linkages with EU value chains and markets through participation in trade fairs, study tours, buyer/seller meetings and other.

For business support organizations

- Improved business development services through capacity-building activities on: sectoral trade intelligence, quality management and certification procedures, marketing strategies, e-commerce and other.

- Expanded skills and networks with potential clients as a result of participation in training and consulting events for SMEs.

PROJECT AT A GLANCE

Donor: EU — Directorate-General for Neighbourhood and Enlargement Negotiations (DG NEAR)

Time-frame: 2017-2020

Inception Phase

- September 2017

Implementation Phase

- March 2018
- August 2020

Country Coverage: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.

Beneficiaries: Small and medium-sized enterprises (SMEs) and relevant business support organizations (BSOs) and other sector representative bodies.

Objective: Help SMEs from six Eastern Partnership countries integrate into global value chains and access new markets with a focus on the European Union (EU).

Strategy

Assist SMEs in producing value-added goods in accordance with international and EU market requirements, while linking them with buyers from global value chains and markets. This includes:

- Developing roadmaps for selected value chains in each country
- Strengthening capacities of SMEs to increase value added production and improve competitiveness
- Enhancing capacities of sectoral BSOs to provide SMEs with quality and relevant services along the value chains
- Creating business linkages.

Expected results:

- Greater export flows from Eastern Partnership countries to the EU market
- Enhanced competitiveness of Eastern Partnership SMEs
- Improved business-development services provided by national BSOs

Target product groups

Armenia: canned fruits & vegetables, dried fruits & vegetables and herbal teas

Azerbaijan: canned fruits & vegetables, dried fruits, silk scarfs and handicrafts, other

Belarus: garments, textile and textile articles

Georgia: juices, processed hazelnuts, dried fruits and tea

Moldova: apparel sectors

Ukraine: fresh, processed & organic berries

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