



EU4Business

# CITIZENS' SUMMARY 2021

## AZERBAIJAN



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# 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.

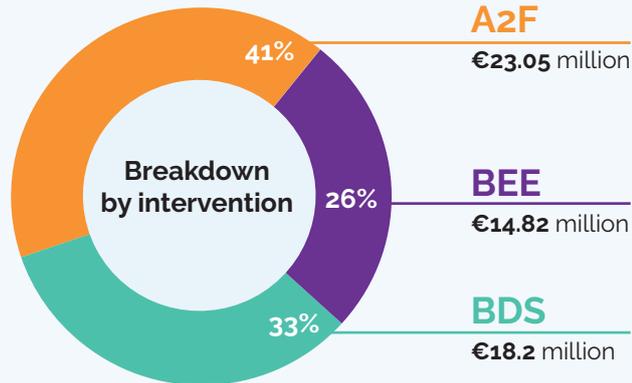


## PORTFOLIO\*

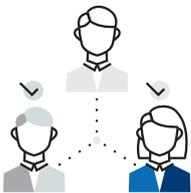
43 projects

Total budget of EU support

€56.07 million

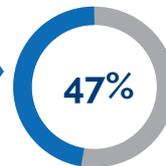


## RESULTS IN FIGURES\*

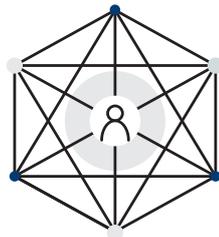


17,486

SMEs supported



1,275 new jobs created



+4.7%

increase in staff in EU-supported SMEs

+13%

growth in SMEs' turnover recorded

+0.19%

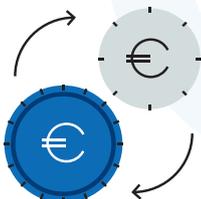
EU-supported SMEs engaged in exporting

+7.3%

EU-supported SMEs increased their exports

€34.09

million extra income generated



\* 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

**85**

SMEs received loans



to women-owned SMEs

**€3.18**

million  
total value of loans

**€37,398**

average loan

**6**

partner financial  
institutions supported



**43**

business support organisations  
improved their capacity

**16,071**

consultancy services  
delivered to SMEs



**1,300**

SMEs participated  
in B2B events



**51**

laws, policies,  
regulations and  
procedures reformed

**64**

public-private dialogue  
events held

**5**

government  
institutions improved  
their capacity

## SUCCESS STORIES



### Azerbaijan's OKI clinic invests in lives through quality healthcare

**Malik Kerimov** received EU4Business support for his OKI private clinic, which employs more than 150. The company upgraded the programming healthcare management and is now working on another project to provide better services for the diagnosis, management and treatment of cardiovascular risks.

[Read full story](#)

### From tree to table, Azeri dried fruit is a big hit at home and abroad

**Rafael Sulkhayev's** family not only managed to open a dried fruit business in 2020, just as the coronavirus pandemic raged, but to even export hundreds of tonnes of its product to both local and foreign markets. Sulkhayev and his cooperative's members were given an EU grant through the Azerbaijan Micro-finance Association (AMFA), which helped him to buy the necessary equipment and set up a small enterprise.

[Read full story](#)



### Pizza Mizza: When a marketing strategy has the "right stuff(ing)"

**Pizza Mizza**, one of the favourite places among pizza lovers in Baku, has boosted both brand awareness and customer loyalty with the support from EU4Business implemented by the EBRD. Experienced consultants helped the company identify an optimal marketing strategy. As a result, Pizza Mizza's orders increased 30%, turnover jumped 50% and the company expanded its staff by 82%.

[Read full story](#)



### Moving from words to businesses

**Taliya Mammadova** opened a fitness club for ladies with the EU4Business support implemented by AMFA. Thanks to grant funding, she bought the necessary equipment, including treadmills. She was able to save time and make customers happier and more comfortable.

[Read full story](#)



### Gurbanaliyev family beekeeping co-op branches out

**Lala Gurbanaliyeva** and her Zagatala-based family benefited from financial literacy training and a grant under the EU4Business initiative through Azerbaijan Micro-finance Association (AMFA) to expand their beekeeping business. They set up the family cooperative and invested funds in purchasing honey extraction equipment. They also bought about 60 new bee colonies, and some protective clothes.

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### A childhood dream comes true: 25 years later Yagut Akhmedova from Nakhchyvan starts painting again

**Yagut Akhmedova** started her own art business with an EU4Business grant and training – she purchased all the necessary items for painting, learned how to do accounting and business management.

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