
Advice to Small Business: EBRD's Business Support Program

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Reconstruction and Development**

**From innovative ideas to successful businesses:
EaP conference
Minsk, 21 September 2017**

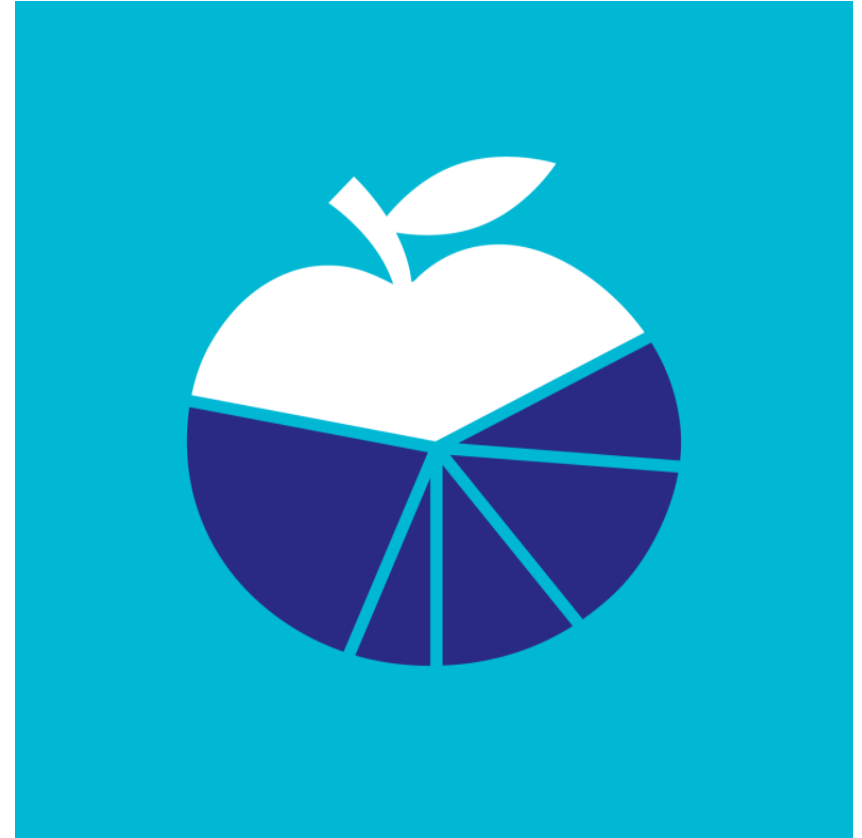


European Bank
for Reconstruction and Development

The *know-how* to help small businesses grow

The EBRD can help small and medium-sized enterprises with **advice** as well as **finance**

- We've helped nearly **16,000 enterprises** access business know-how since 1993
- We work in **26 countries** across Southern and Eastern Europe, North Africa and the Middle East and Central Asia
- Connecting businesses with **local consultants** and **international industry experts**





Russia

Russia

Belarus

Ukraine

Moldova

Romania

Kazakhstan

Mongolia

Croatia

Bosnia and Herzegovina

Serbia

Montenegro

Kosovo

Georgia

Armenia

Kyrgyz Republic

Albania

FYR Macedonia

Turkey

Azerbaijan

Turkmenistan

Tajikistan

Tunisia

Morocco

Cyprus

Jordan

Egypt

Programme-wide results

- Active since 1993, with more than **20,000 projects**
- Network of **6,000+ local consultants** and **1,500+ international experts**
- In 2014-2016 alone, our clients **created 24,500 new jobs**
- Focus on delivering international **best practice** to achieve tangible results
- 1 in 4 of our clients accessed **external financing** in 2014-2016

Clients assisted

16,000

Total donor contribution

€300 mln

Clients who increased turnover

74%

Clients who secured external financing

25%

Average increase in turnover

30%

Clients who increased employment

+51%

Donors

- more than 20 bilateral and institutional donors
- over €300 million in funding for all countries of operation
- European Union, Government of Sweden, Early Transition Countries (ETC) Fund
- €6 million EU funding for ASB Program in Belarus for 2018-2022



Our work

- The EBRD can **help small and medium-sized businesses** access the business know-how they need to **grow**
- Our projects are **tailored** to the needs of each SME client
- Our projects provide **business advice** in a wide range of areas, covering part of the cost (60% /up to 10,000€)
- We require **cost-sharing** in all our projects, ensuring client commitment and ownership
- With our help, our clients **expand** their businesses, often **employing** more people and accessing external **finance**
- We also look to the long-term, helping **build strong markets** for business advice that will thrive long into the future

Advice to Small Business areas



Strategy

Strategic planning , feasibility studies and partner search



Quality Management

ISO certification, food safety, work health and safety



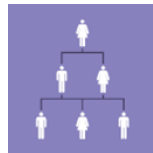
Engineering Solutions

Production design, optimisation and deployment



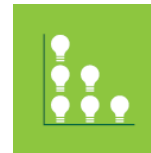
Marketing

Market research, branding and e-commerce



Organisation

Organisational development and human resources management



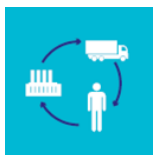
Energy/Resource Efficiency

Energy audits & management, renewable energy



ICT

Management information systems, manufacturing systems and ERPs



Operations

Business process re-engineering, supply chain management

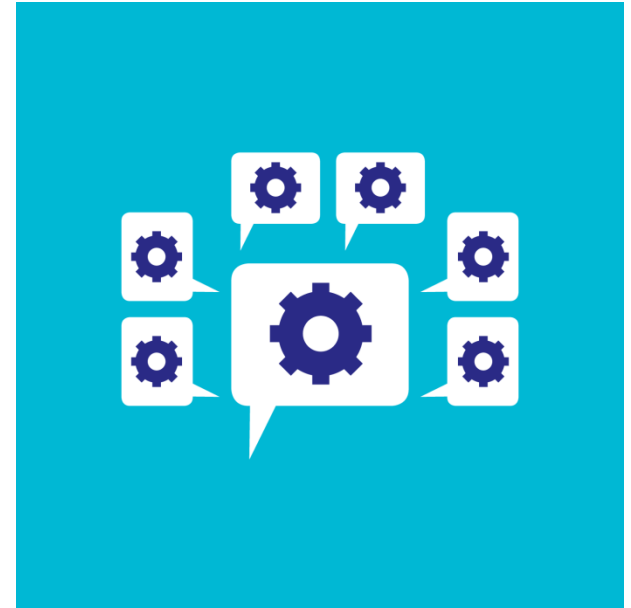


Accounting and Financial Reporting

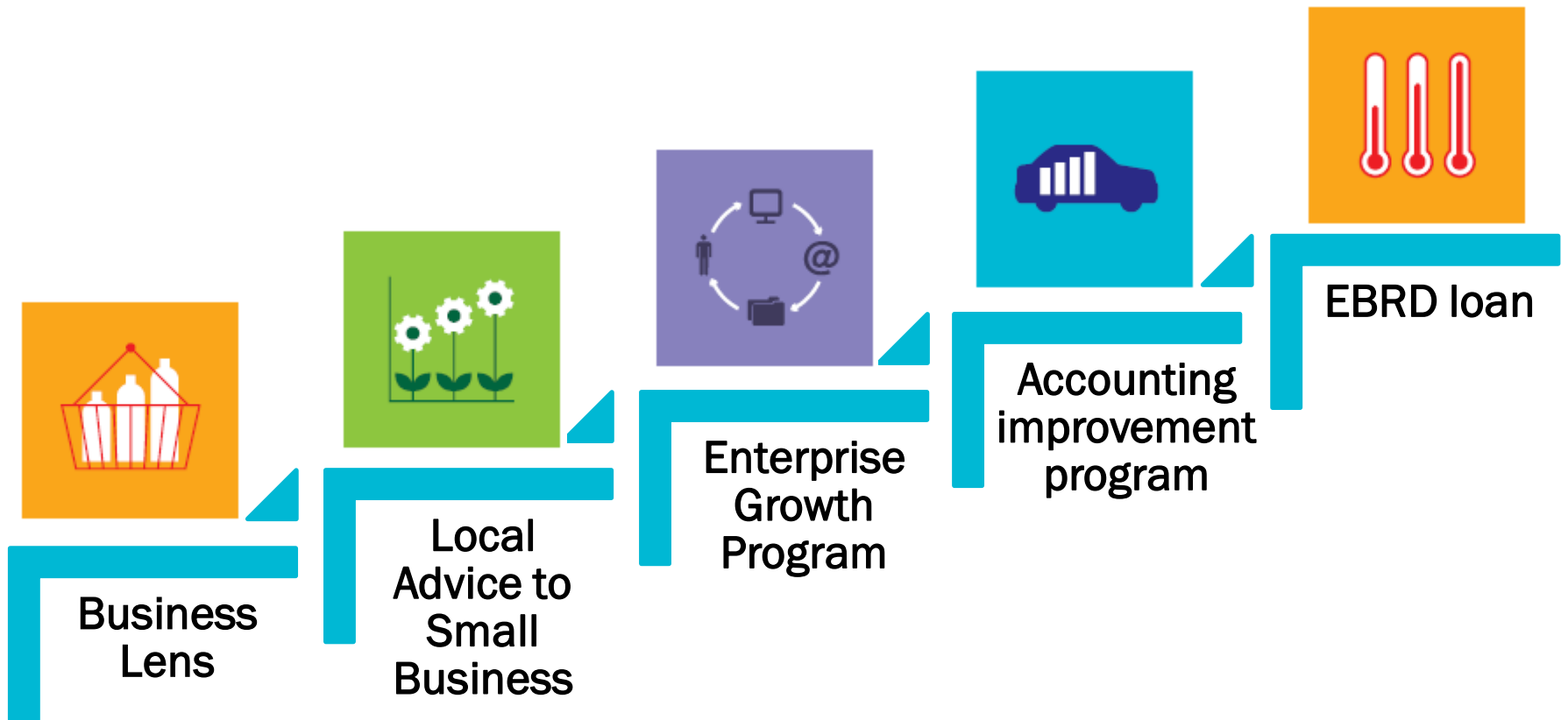
Financial management & reporting, IFRS conversion

SME Selection Criteria

- More than **2 years in the market**
- More than **50% local ownership**
- From **10 to 250** employees
- Annual turnover **not more than 50 mln. €**
- **Women in Business** are encouraged to participate (Women entrepreneurs or top managers)
- Businesses from **small towns and rural areas** are encouraged to participate

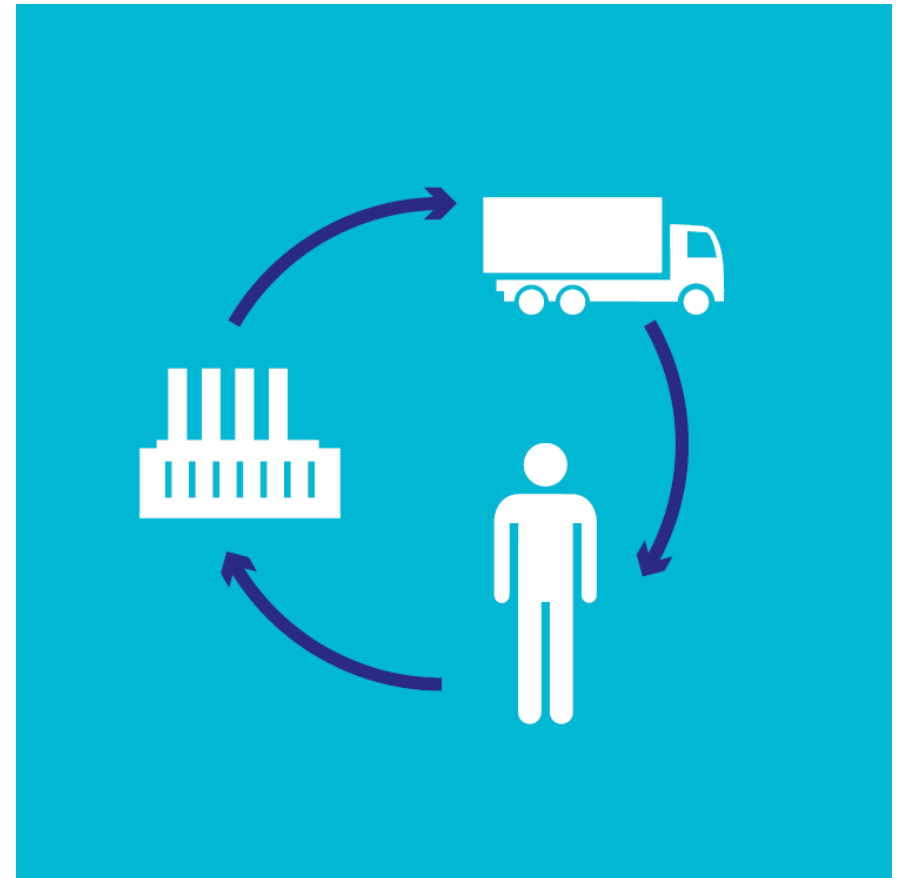


From Advisory to Investment

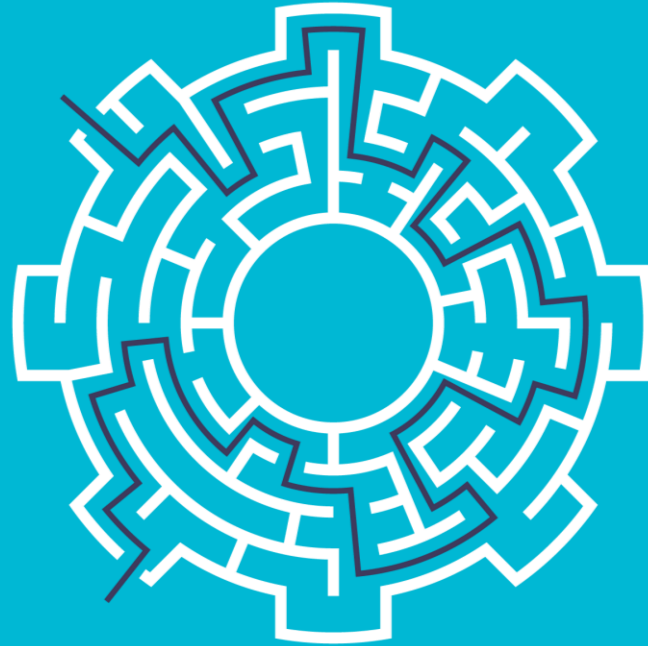


Enterprise Growth Program

- Opportunities to work with an **international expert** from the **same industry**
- Working closely with senior management, sharing **best practices**
- **Strategic review** of every aspect of an enterprise
- For medium-sized companies looking to compete on the global frontier
- Network of **over 1,500 advisers**, from 65+ countries



Transform your business. *Know how.*



Mechatronics:

Telematics sensors from regional Belarus



- A producer of **hi-tech equipment** for fuel level and consumption control.
- Founded in a **regional town of Vileika**, Belarus in 2013.

Management consultant helped the company to develop and implement:

- Strategic and operational **planning system**;
- New **organisational structure**, including technical support, logistics and strategic development departments;
- New **business processes**, sales and dealer policy, after sales support.

Mechatronics expanded its product range and markets to 42 countries in **Europe, Latin America and Asia**.

Turnover
+38%

Countries of sales
+35

Productivity
+34%

Volis:

Laser cutting company from Belarus



- Founded in **1994** as a wholesaler and retailer.
- Diversified their core distribution business into **laser cutting services**.

- Conducting a **thorough analysis** of the laser metal cutting market with a **marketing consultant's assistance**;
- **Identifying demand** for laser cutting services in Belarusian and Russian markets;
- Transferring **best practices** from leading overseas competitors;
- Providing recommendations on **market entry and international expansion**.

An initial **investment of € 1 million** (a combination of own funds and trade finance) allowed Volis to buy and install a **state-of-the-art laser cutting machine**.

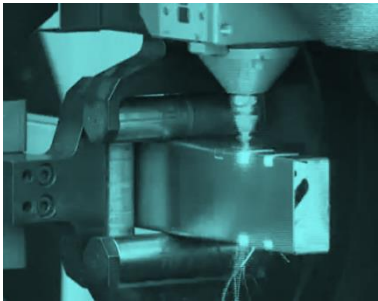
Turnover
+45%

Number of employees
+30%

Productivity
+12%

ScienceSoft:

Enterprise Growth for Software developer



- **Founded in 1989** as an innovation management software company.
- Merged with Tieto in the **largest M&A transaction** in Belarus in 2012.

- International consultant engaged to define a **sales strategy for Western European market** and move up the **value chain** into more complex projects;
- Significantly enhanced Enterprise Resource Planning (ERP) Operations (**matching demand planning**);
- Improved **marketing strategy** (Marketing manager hired);
- **Account Management** function restructured.

ScienceSoft established **new business intelligence models**, launched a fully operational **marketing department** and introduced **new sales channels**.

Turnover
+65%

Number of employees
+20%

Export Sales
+72%

Thank You!

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Advice for Small Businesses

SME Finance & Development Group

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