
Small businesses change lives.
We know how.

2018 Recruitment Event in Taipei

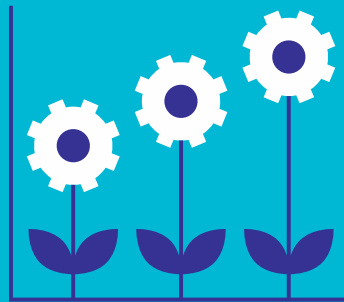


SME Finance & Development



European Bank
for Reconstruction and Development

How we work with SMEs



SMEs are an important part of the EBRD's business

- The EBRD dedicates a significant share of its resources to supporting SMEs
- SMEs represent a very significant share of enterprises, employment and value added in the countries where the EBRD invests
- SMEs face high constraints in accessing the finance and the know-how they need to grow
- SMEs are disproportionately affected by challenges in the business environment

Total SME portfolio
€6.5 billion

Share of Annual
Business Volume

1/3

Annual investments
€1.4 billion

Small Business Initiatives (SBI)



Objectives

- **Enhancing competitiveness and product quality:** strengthening market competitiveness and improving the quality of goods and services provided.
- **Innovation:** introducing new, replicable products and technologies to achieve better use of labour, higher productivity and efficiency improvements.
- **Setting standards for corporate governance:** encouraging SMEs to apply higher standards of corporate governance and business conduct.

Advice for Small Businesses (ASB) Projects

Vision & Mission

We deliver a unique and effective level of **support to the management** and ownership of leading SMEs to support their **growth plans** and enhance their **resilience**.

Support the SME management by mobilising **technical experts and sector experience** to:

- Deliver tailored **mentoring and know-how**.
- Offer support through an **affordable and timely** programme.
- Create meaningful **long-lasting relationships** with leading SMEs.

1

Access to
know-how

2

tailored to
specific needs

3

in a wide range
of areas

4

through a
cost-sharing
mechanism

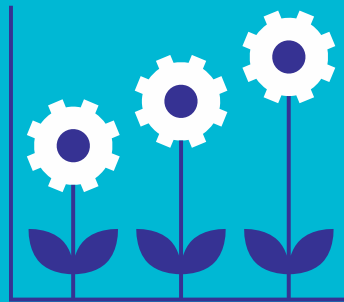
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to expand,
create jobs,
access finance...

6

... and build
strong markets.

International Advisory



International Advisory Project Overview

IA can help small businesses access advice and finance.



3,000 on-going /
completed advisory
projects



26 countries
across southern and eastern
Europe, North Africa, the
Middle East and Central Asia



Sharing best
industry practices
for SMEs to grow



Blue Ribbon
Blended advice and
financing products



Core sectors

IA team has dedicated 16 sector TCs and 10 generalist TCs.



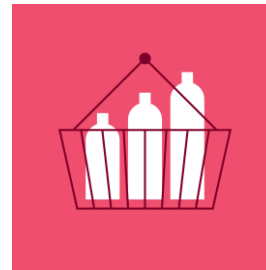
Agribusiness



Industrial
manufacturing



Retail /
Restaurant



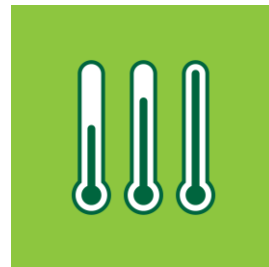
FMCG



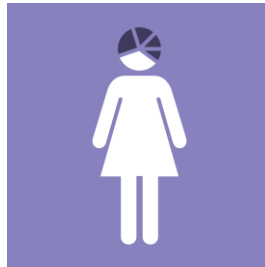
ICT



Automotive



Pharmaceutical



Healthcare

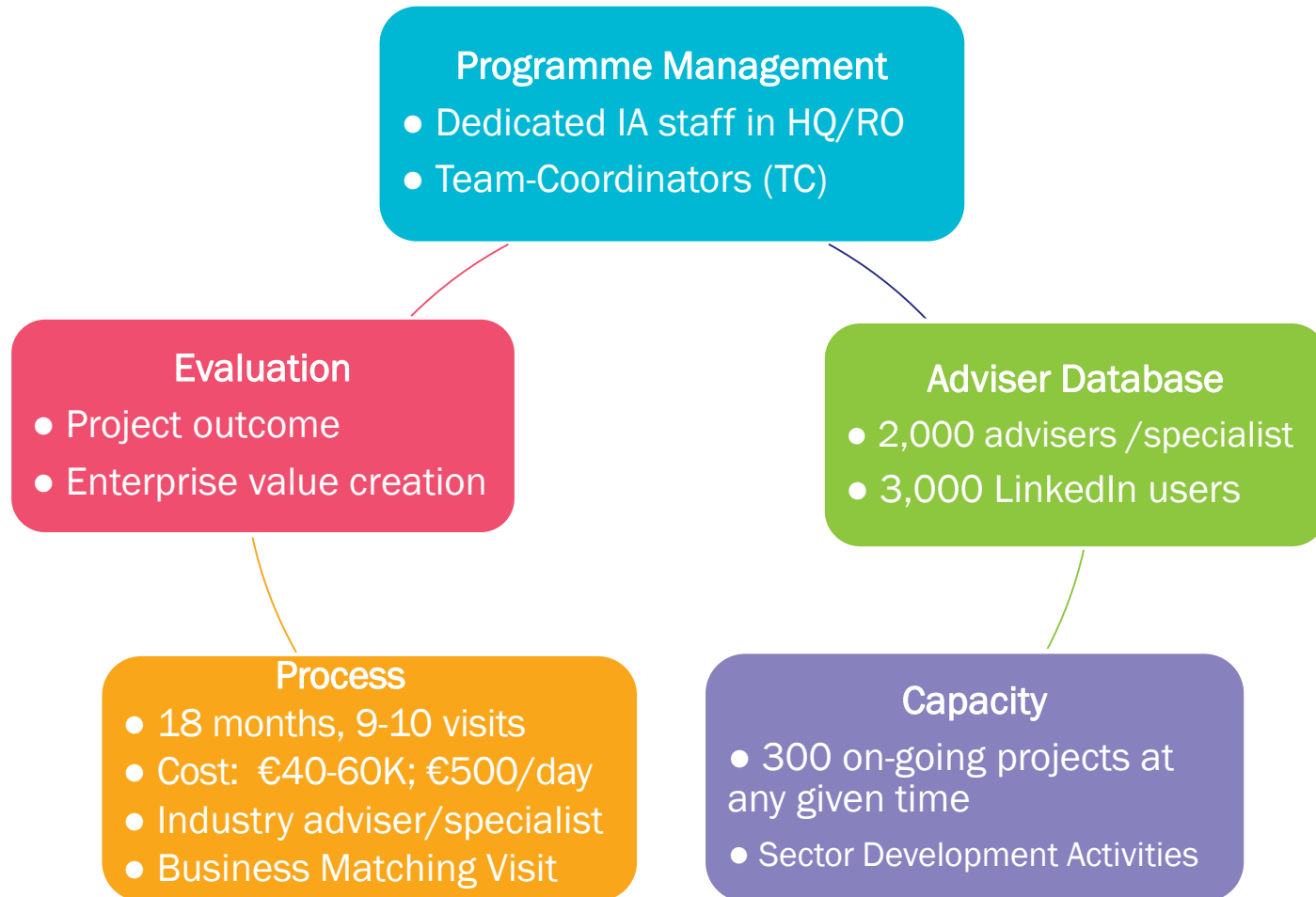


Creative industry



General

Operation & Assets



Project overview

Visit every 4-6 weeks,
over 12-18 months.
Normally 6-8 on-site
visits with a minimum 50
work-day plan

Team consists of Team
Coordinator/Local
Manager, Adviser and
Specialists

Client can be prospective
or existing Bank client

Adviser engagement in the project cycle



Tailored advice



Business Matching Visit

- BMV links SMEs to overseas counterparts in order to:
 - Assist **export** promotion.
 - Expand **business networks and partners**.
 - Develop international market knowledge and **best practices**.
- More than **200 BMVs** have been conducted since 2009.

Case Study: Intellpack Ltd., the largest food/industrial packaging producer in Kazakhstan

- 25% of its revenues are generated from exporting to neighbouring countries.
- During 6-day BMVs covering business meetings and a major plastic exhibition in the US, Intellpack successfully
 - **Extended order contracts** from existing clients.
 - Identified **new prime buyers** in Afghanistan and Kyrgyz Republic.

Business Matching Trip (BMT)

A week-long Business Matching Trips (BMTs) enabling SME managers to travel to the leading countries in selected sectors to:

1. Find foreign business **partners** through international trade shows and exhibitions;
2. Explore latest **best practices and trends**;
3. Find **new avenues** to expand businesses;
4. Promote **inter-regional trade**.

+20 participating countries

10-25 delegates per BMT on average

3 BMT destination & sector
*Korea - Electronics & Automotive
*Taipei - ICT
*Italy - Fashion & textile



Sector Development Activities

- Outreach to the marketplace and attract **potential clients**.
- Share **sector knowledge** to SMEs by sector TCs and IA & banking teams.
- Introduce **IA projects** and disseminate project **results and lessons** learned.
- **Support and develop** local institutions and associations in relevant sectors.
- Around **100 SDAs** have been conducted since 2011.

Case Study: Mongolia Health Sector Development Activity in 2017

- Due to decentralization with private sector involvement being 45%, IA team recognized **a great potential** for a dynamic and competitive healthcare sector in Mongolia.
- IA healthcare sector TC, IA team, and the Mongolian Ministry of Health conducted presentations about best practices and discussions for more than 50 companies.
- As a result, ASB team conducted **IA project screenings for 2 firms** and added **10 firms** to LC project pipeline. Moreover, **1 firm** was identified as EBRD banking project pipeline.

Case Study 1: Confectionery producer, Kyrgyz Republic

Kulikovskiy Tort, a pastry and confectionery firm since 1991

- Local market reached saturation point → Exports
- Conducted 2 IA projects during 2013-2017.
 - Worked with advisers from France, Netherlands, UK, and Greece
 - Carried out market research on Kazakhstan and Russia and developed export strategy.
 - Improved production technologies in compliance with international standards.



www.ebrd.com/knowhow

Sales
+60%

New franchises
+14

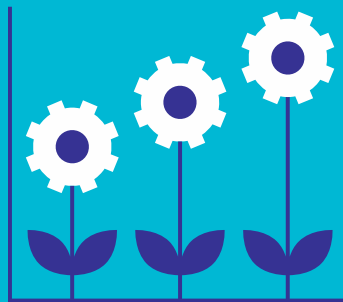
Productivity
+32%

Case Study 2 - Egypt

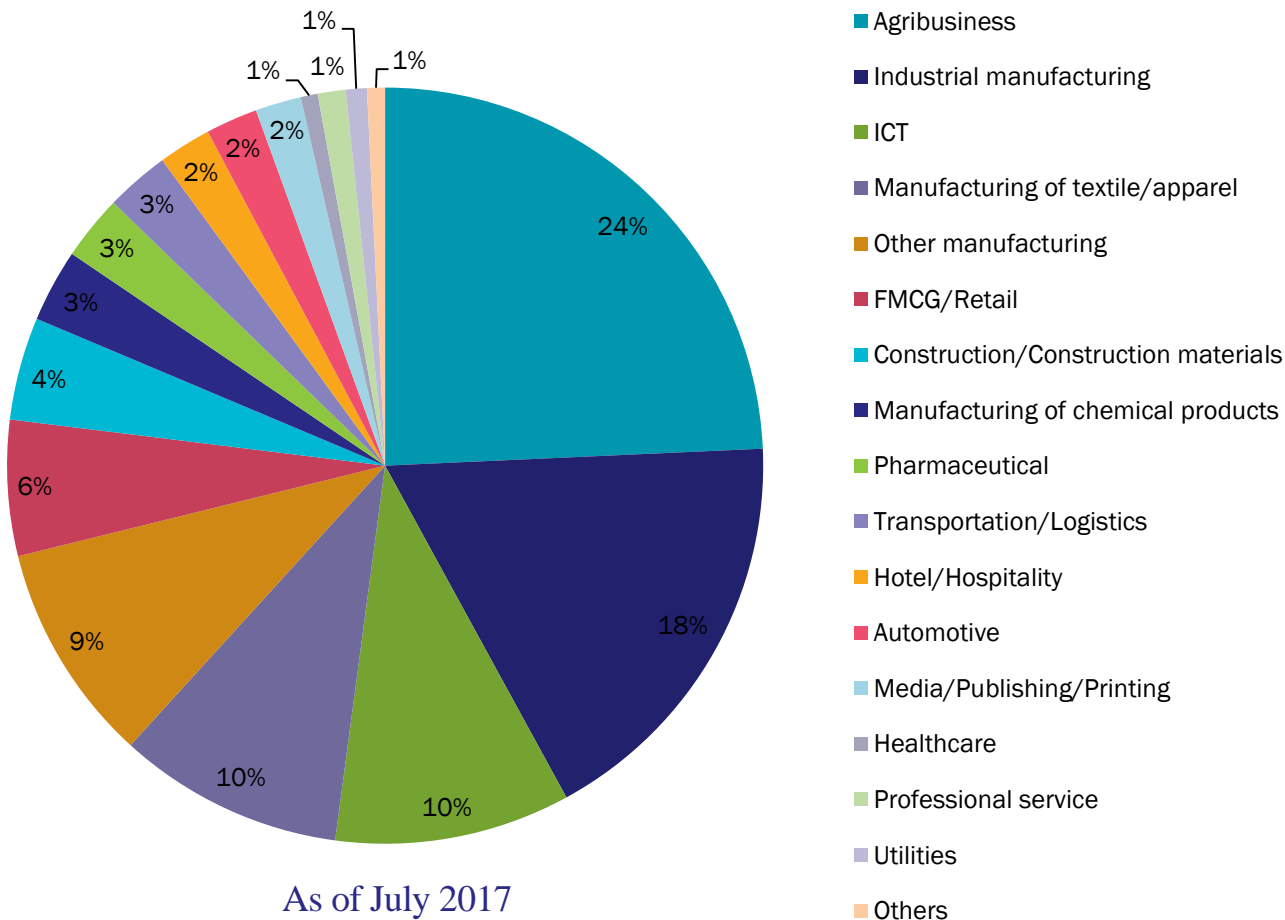
Autocool, an Egyptian manufacturer of air conditioning systems for vehicles



Working with us

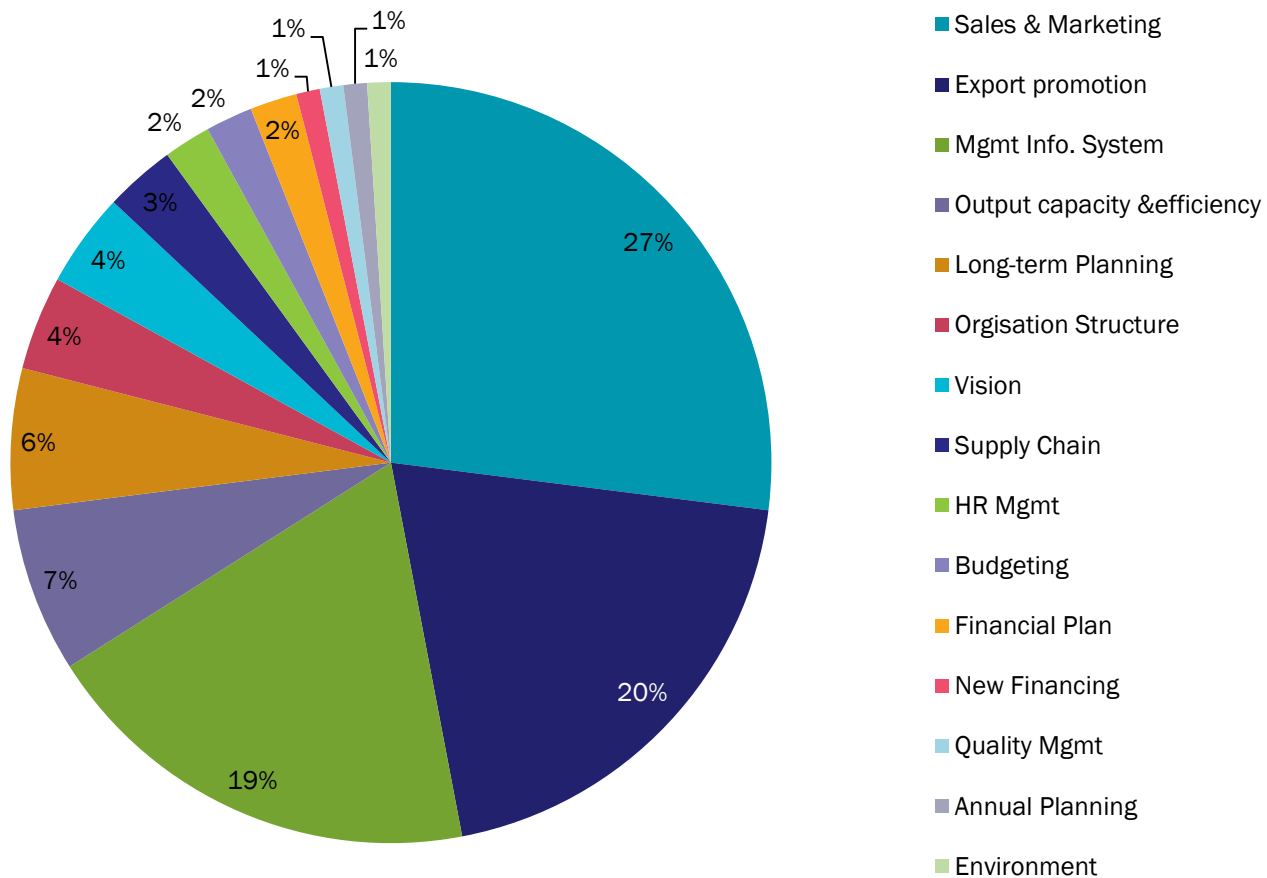


IA projects by sector



As of July 2017

IA projects by objective



As of July 2017

Client Feedback



18th April, 2018

- ‘Thanks a lot for the time spent with us in Tunis last week, which made us realize how much potential there is, and how much effort is still required to be able to leverage this potential.
- The whole management team was extremely happy to see how many powerful insights they can get when spending a few hours discussing the critical strategic and tactical elements for our future evolution.
- We now have a comprehensive action plan that we need to execute over the next 2 months before considering the next visit and confront you with the new processes, new tools and new plans for our growing business.
- I have read the document and fully approve the elements included, and we will do our best to follow this plan in order to have a productive encounter the next time we have you among us.’

Cordialement,
Carlos NAVARRO
Directeur des Opérations

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Working as an adviser/specialist

Key criteria for eligibility

15+ years of senior management experience, or long and specialised experience in a particular business segment

Competency in core industries; excellent computer literacy; knowledge of foreign languages (e.g. French, Arabic, Russian)

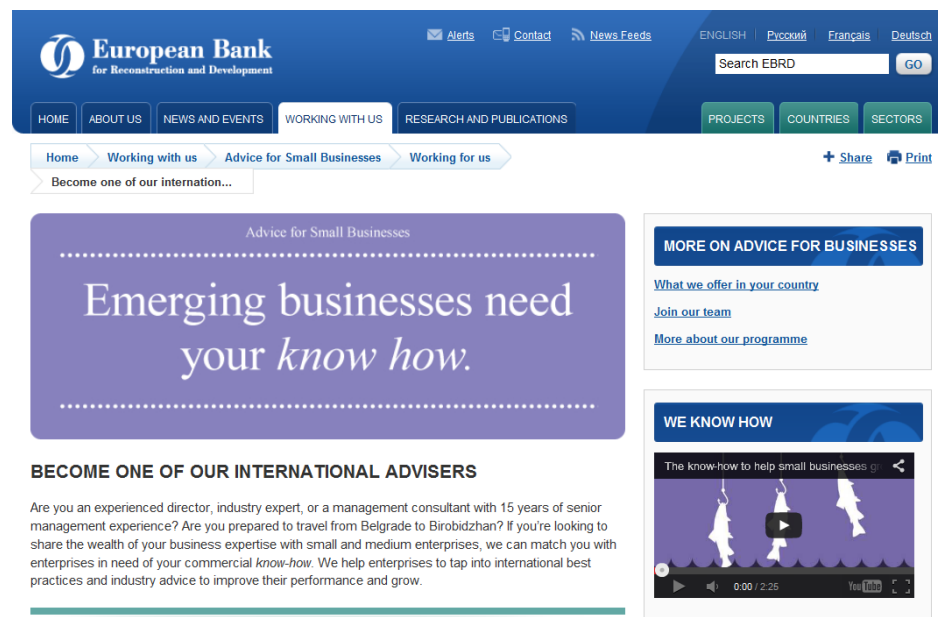
Experienced business management and financial skills, willingness to travel to EBRD countries of operation

Adviser database registration

How to apply:

- Visit www.ebrd.com/knowhow/advisers
- Read the Frequently Asked Questions and fill in the registration form
- Please state that you have attended this Recruitment Event
- Contact Nataliia Voronova, Adviser Relations, at adviser@ebrd.com if you have further questions

www.ebrd.com/knowhow/advisers



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