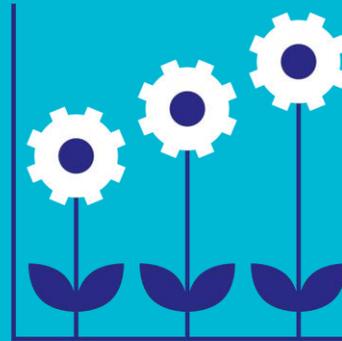

Get the right expertise for your business? *Know how*

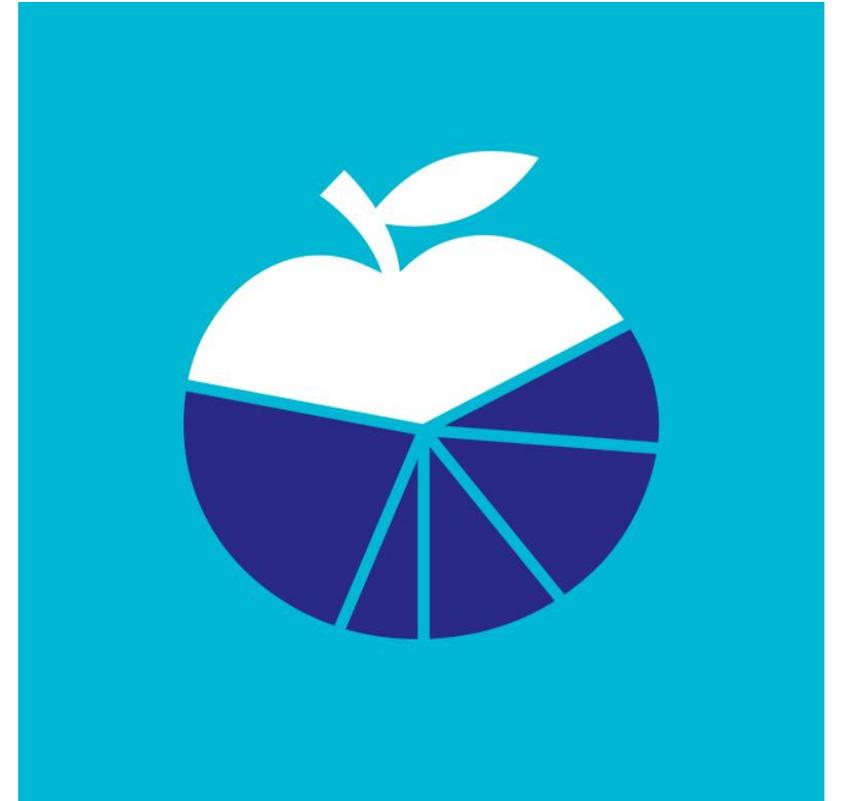
*Dimitra Papandreou, Principal Manager
Advice for Small Businesses*



The *know-how* to help small businesses grow

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

- We've helped over **20,000 enterprises** access know-how since 1993
- We work in **over 30 countries** across southern and eastern Europe, North Africa and the Middle East and Central Asia
- Connecting businesses with **local consultants** and **international industry experts**



Our work

- The EBRD can **help small and medium-sized businesses** access the know-how they need to **grow**
- Our projects are **tailored** to the needs of each client
- Our projects provide **business advice** in a wide range of areas
- 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

Business advice

Strategy From business and strategic planning to feasibility studies and partner search.

Marketing From market research to branding and e-commerce.

Organisation From organisational development to human resources management.

Operations From business process re-engineering to supply chain management.

ICT From management information systems to computerised manufacturing systems and enterprise resource planning.

Engineering Solutions From production design to optimisation and deployment.

Quality Management From the ISO series to food safety to health and safety at work.

Energy/Resource Efficiency From energy audits to energy management and renewable energy.

Environmental Management From environmental impact assessment to management and control.

Accounting and Financial Reporting From financial management to reporting and IFRS conversion.



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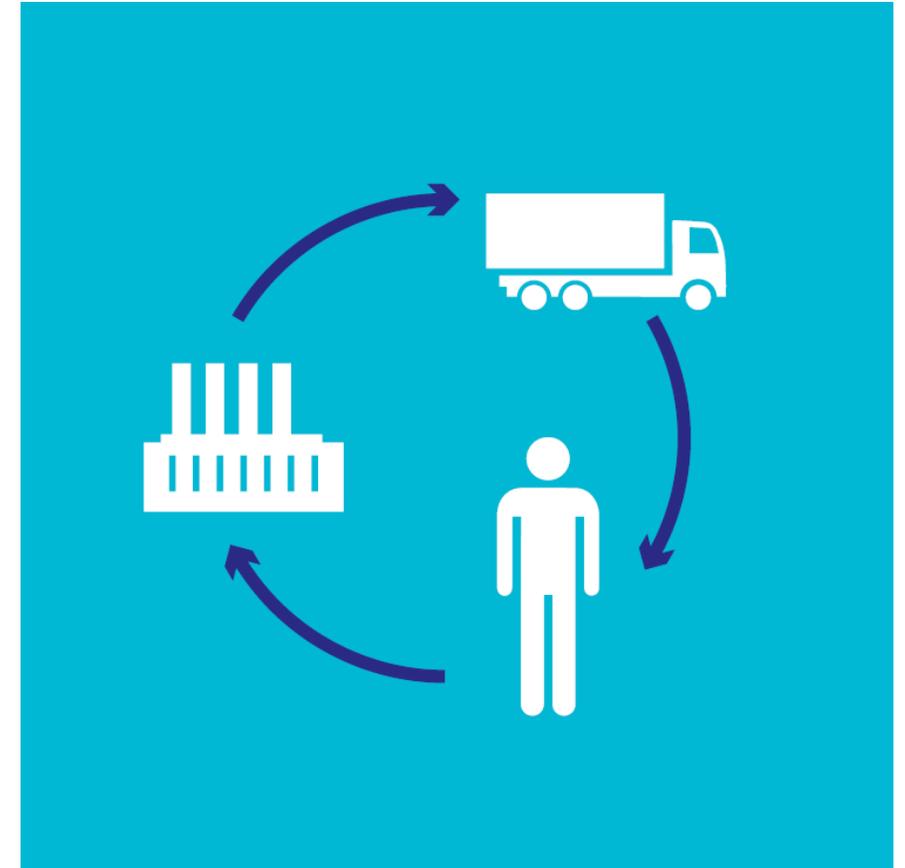
European Investment *Advisory Hub*
Europe's gateway to investment support



This project is funded by
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Industry expertise

- 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 2,500 advisers** from 70+ countries



If you want to succeed, we *know how*

Within a year of a project:

- 68% of our clients **increase their turnover** by 30%
- 56% **improve their productivity** by 26%, as they expand their business
- 51% see significant **job creation**, increasing their employee numbers by 23%
- 18% of our clients **secure external funding** to finance their growth
- 95% our clients say they would **hire a consultant again**



Sample Case Studies

- **Conacul Archia, Romania** : We helped a boutique guesthouse from Romania, to develop a **new, premium business image**, increasing the **number of guests by 66%** and **turnover by 31%** and positioning the company among the top tourist destinations in the region.
- **Smart Hotel, Kyrgyz Republic** : We helped this family-run hotel business, adapt to the volatile economic situation by **introducing a smart energy strategy**, which **reduces energy costs by 35% annually**. Its **turnover increased by 50%** and **occupancy rate by 80%** within one year of project implementation.
- **Promenade hotel, Kazakhstan** : We helped this four-star hotel in Shymkent, to **develop a personal mobile application** aimed at attracting new customers, **increasing their loyalty** and **increasing sales growth**. As a result, one year after the project's completion, the company's **sales have increased by 107%** and **customer base has gone up by 88%**.
- **Hotel Costé Ltd , Georgia**: We helped this hotel in Tbilisi, to **install a management information system** to **automate its business processes** and to better plan the future. Within one year of completing the project, the hotel was able to **increase its revenue per available room by 36%**; **occupancy rate increased to 75%** (vs. 50% before).
- **Hotel Belvedere, Ohrid** : We helped Hotel Belvedere to improve its **quality management** by implementing a HACCP system, increasing the occupancy rate and boosting sales by using **on-line marketing**, improve **management reporting**, and introduce fully **automatized log** of employees' working hours; resulting in **45% increased sales** and **25% increased occupancy**.

Work with us

To qualify, an enterprise should meet the following criteria:

- **Size:** Up to €50 million in annual turnover or with a balance sheet total of less than €43 million. Typically, we work with enterprises with fewer than 250 employees
- **Ownership:** We work with private businesses owned by local nationals
- **Maturity:** Almost all of our work is with businesses that have been in operation for more than two years.
- **Sector:** We work with businesses from almost every sector and industry. We CANNOT work with enterprises engaged in military activities or production, tobacco, gambling or financial services.

New Activities

SME Pre-listing support programme:

- Launched in February 2019 in cooperation with **ATHEX** and the **Ministry of Economy and Development** providing the funding
- Aims to increase awareness of corporate bond listings and Initial Public Offering (“IPO”) of private companies and support them in their preparation to access financing through the capital markets.
- Objective is the provision of pre-listing advisory services to a selected number of SMEs which are willing to conduct an IPO or a corporate bond issuance on the ATHEX
- SMEs participating in the programme will benefit from a planned, comprehensive programme of technical assistance and advice tailored to their specific needs for capital market funding.
- Complementarity with Roots Programme of ATHEX

Contact us!

Advice for Small Businesses

SME Finance & Development Group

European Bank for Reconstruction and Development

6 Othonos str., 5th Floor, 105 57 Athens

T: (+30) 211 1064 330-331, E: knowhowgreece@ebrd.com

<http://www.ebrd.com/knowhow/greece>



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