



About EU4Business Initiative

The EU4Business Initiative 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.

More information on www.eu4business.eu.

About ITC

The International Trade Centre 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.

More information on www.intracen.org.

About CBI

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 focused on exports to member states of the European Union and the European Free Trade Association.

More information on www.cbi.eu.



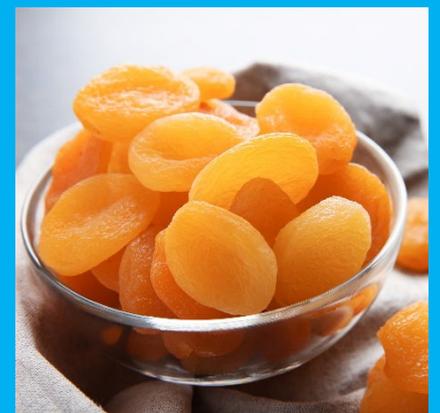
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Armenia

Eastern Partnership: Ready to Trade



Project funded by the European Union





PROJECT AT A GLANCE

Ready to Trade project assists small and medium-sized enterprises (SMEs) from Armenia and other Eastern Partnership countries to access new markets with a focus on the European Union. The project is financed by the European Union under the EU4Business initiative.

Donor: European Union

Time-frame: 2017-2021

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

Strategy:

The project assists exporting and export-ready SMEs along the whole value chain in producing value added goods in accordance with international and EU market requirements, and linking SMEs to international markets.

- Developing roadmaps for selected value chains in Armenia
- Providing targeted capacity-building, market access and other advisory services
- Enhancing capacities of sectoral BSOs to provide SMEs with quality and relevant services along the value chain
- Creating business linkages
- Supporting SME to participate in international trade fairs

Expected Results:

- Greater export flow of goods from Armenia to the EU market
- Enhanced competitiveness of Armenian SMEs
- Improved business-development services provided by national BSOs

Target product groups:

- Processed fruits and vegetables
- Dried fruits and vegetables
- Herbal teas
- Lighter interventions in apparel

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 certification, packaging, production, marketing, branding, promotion and others
- Increased awareness of the requirements for access to international and EU markets through various workshops and seminars
- New business linkages with the EU through participation in trade fairs, study tours, buyer/seller meetings and other

Main benefits for business support organizations:

- Improved business development services through capacity-building activities on sectoral trade intelligence, quality management and certification procedures
- Expanded skills and network as a result of participation in trainings and consulting events for SMEs