

SOME FACTS

85 Partners from the **EU**,
Turkey and the **Eastern
Partnership countries:**



Total budget:

8 750 000 €

East Invest is one of the three pillars of the SME-Flagship initiative launched by the European Commission in the frame of its Eastern Partnership policy.

The main objective of the SME-Flagship initiative is to contribute to the economic development of the partner countries by:

- Supporting existing initiatives for the improvement of the business climate
- Improving and extending the provision of advisory services to SMEs
- Establishing an SME funding facility

INFORMATION

EUROCHAMBRES PROJECT TEAM:

Ms. Birgit Arens
Project manager
tel: +32 (0)2-2820857
arens@eurochambres.eu

Ms. Irina Tikhonova
Deputy project manager
tel: +32 (0)2-2820858
tikhonova@eurochambres.eu

In each of the six Eastern Partnership countries, EUROCHAMBRES is working with a national focal point who represents the national stakeholders included in the project and coordinates project activities at national level.

The contact details of the national focal points can be found on the project website.

www.east-invest.eu

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EUROCHAMBRES



A European Commission initiative, managed by EUROCHAMBRES, implemented by the East Alliance, with the financial support of the European Union

East Invest is a regional investment and trade facilitation project for the economic development of the Eastern Neighbourhood region, launched in the framework of the European Eastern Partnership (EaP) initiative.

It targets Business support organisations and SMEs from the six Eastern Partnership countries (Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine), who have potential for developing mutual cooperation and investment relations with the European Union.

MAIN OBJECTIVES

- To promote and facilitate investment and economic cooperation at large between the EU and Eastern Partnership countries, and also between the six target countries
- To create the "East Alliance", mobilising business organisations from both sides to engage in a sustainable partnership and dialogue both within the private sector and towards the public authorities
- To develop concrete activities that will generate immediate results for SMEs in the region

MAIN ACTIVITIES

FOR SMALL AND MEDIUM ENTERPRISES (SMEs):

- **Provision of training and technical assistance to SMEs in the Eastern Partnership countries, to enhance their networking and trading competences and opportunities**
 - 24 seminars for SMEs on EU Acquis and Internationalisation organised in two levels (beginners/advanced)
 - Dedicated coaching for individual SMEs
 - 12 study visits to specialised European trade fairs
 - 12 Business-to-Business events during major European trade fairs, including sector-relevant technical visits
 - 6 investor fora in the EaP countries attracting SMEs and all relevant public and private organisations concerned with investment promotion

FOR BUSINESS SUPPORT ORGANISATIONS (BSOs):

- **Provision of technical assistance to business facilitators, to enhance their abilities in supporting and representing SMEs**
 - 15 detailed BSO audits for further capacity building
 - 15 twinnings (long term partnerships) between EU and EaP BSOs
 - 50 individual exchange programmes for EaP BSO staff
 - 2 "train the trainer" seminars on EU Acquis and Internationalisation
 - 2 East Invest Academies, offering dedicated management training
 - 18 places for EaP BSO executives in EUROCHAMBRES Academies
- **Consolidation of SME support networks through the East Alliance**
 - 3 annual conferences gathering the project partners for networking and exchange