

Knowledge Management Event, Bp. 2014 



Easy eServices to Shape and Empower SME Networks in Central Europe 



International experiences working with SMEs

TRANSFER OF KNOW-HOW FOR SMALL AND MID-SIZE BUSINESSES IN GEORGIA, MOLDOVA AND UKRAINE WITH THE SUPPORT OF THE VISEGRAD COUNTRIES

Project supported by the International Visegrad Fund and USAID

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The project partners 

- CASE Poland as Lead Partner, CASE affiliates in Moldova, Georgia and Ukraine as partners
- College of Management, Slovakia
- CEVRO Institut, Czech Republic
- ICEG, Hungary

With the support of the International Visegrad Fund and USAID 

The project 

- Focuses on providing analysis and policy support to the countries of Georgia, Ukraine and Moldova, building on the experiences of the Visegrad countries (Czech Republic, Poland, Slovakia and Hungary)
- Project started in second semester of 2013 and will end in December, 2014.
- Main goal is to provide expertise in SME development, as these countries have a relatively high share of SMEs within their economic structure, SMEs are an important source of employment and building an independent economy strongly needs competent and resilient SMEs
- Activities: desk research (statistics, literature and policies), interview series and surveys, expert workshops.
- Expected outcome: Green Paper and White Paper for the development of SMEs in these countries. 

A key topic - collaboration of SMEs in the agricultural sector – producers' organisation

- The concept of 'producer organisation' was established in 1996 in the European Union with the aim at promoting the non-profit collaboration among people producing vegetables and fruits. The concept of such organisations has been introduced in the target countries as well.
- Problems regarding the producers organisations and associations in Moldova:
 - - lack of proper IT& management tools to organise the activities
 - - reluctance of farmers to cooperate
 - - lack of sufficient market information and better marketing tools needed
 - - further aggregation of actors needed to create sufficient market power
 - - support needed to better organise supply chains



The main challenges, also relevant for ESSENCE 1.

- How to reach out to SMEs – we try to do it through SME representatives (associations, chambers, etc.)
- How to motivate the local actors and get through the barrier of „well there is not much we can do“....
- How to deal with the heterogeneity of various sectors – we a.) have a focus at the general problems that affect all SMEs, b.) while also we have selected some crucial sectors where we take a deeper look (e.g. agriculture)
- How to deal with the heterogeneity of target countries – impossible to compare Ukraine with Georgia and with Moldova – the solution was to organise the work in bilateral teams (HU-MD, SK-UA, CZ-GE, with PL leadership)



The main challenges, also relevant for ESSENCE 2.

- How to handle multilinguality of the project, key project documents prepared in English while the main target groups speak their local languages
- How to set up an information base – currently there is an information base set up by the Lead Partner but yet it has to be organised how to offer it as a public, multilingual and user friendly online information tool
- How to be a „real consultant“ – instead of telling them what we know, trying to ask for what they need



Thank you for your attention!

