PROJECT FACTSHEET

ევროკავშირი საქართველოსთვის
The European Union for Georgia

Inclusive Access to Markets (IA2M)



Duration: 10.11.2023 - 10.11.2027

Countries:
Georgia

EU contribution: € 5 000 000

Implementer:
United Nations Development Programme

Website(s): undp.org/georgia/projects/inclusive-access-to-markets

Project description:

With funding from the European Union and in partnership with the Estonian International Development Centre (ESTDEV), UNDP spearheads the "Inclusive Access to Markets" initiative.
(EUR 5,000,000 in EU funding and EUR 162,000 co-funded by UNDP).

This four-year project is designed to empower small and medium enterprises (SMEs) in Georgia, fostering their capabilities to enhance value chains and secure access to the EU and European markets. Aiming to enhance inclusive access to EU markets for Georgian SMEs, the project drives the following key activities:

* Empower Georgian SMEs to become exporters to the EU and European countries.
* Support Georgian SMEs to take full advantage of international trade fairs and B2B events, boosting their sales potential in the EU and European markets.
* Technical and financial assistance to increase access to the EU and European markets.
* Boost export trade deals with the EU and European countries through improved lead generation.
* Identify needs and constraints for international market positioning for SMEs in the target sectors.
* Targeted support for value chains to increase trade linkages with the EU market systems.

Supporting the people of Georgia

Expected results:

Increased exports to the EU and European countries.
Strengthened value chains with robust growth and export potential.