

Support to SME Digitalisation

Duration: 07.11.2023 - 31.10.2025

Countries:
Georgia

EU contribution: € 2 000 000

Total budget: € 2 000 000

Implementer:
LEPL Enterprise Georgia



**Funded by the
European Union**

Project description:

Support to SME Digitalisation, launched through a 2 million euro grant agreement with the European Commission on November 7, 2023, is a three-year initiative dedicated to helping small and medium-sized enterprises (SMEs) on their digital transformation journeys.

The program operates within the framework of regional consulting centers (Growth Hubs), strategically designed to facilitate the seamless administration of its tailored approach. The project covers two pivotal dimensions: firstly, a robust awareness campaign aiming to enlighten SMEs about the transformative potential benefits of digitization. Through a targeted marketing campaign, the initiative seeks to instill a profound understanding of the benefits and opportunities arising from embracing digital technologies. Secondly, the project places a significant emphasis on empowering the SMEs by raising the digital skills of their employees and encouraging them to purchase and implement digital tools/solutions by increasing their access to finance through grants of up to 25,000 GEL.

To administer the project, LEPL Enterprise Georgia will recruit Digital Transformation Experts (DTEs) to conduct digital diagnostics of each individual firm, and produce tailored digitalisation plans. Over the three years, the project aims to fund the procurement of digital tools/solutions for 120 SMEs, and train the staff of 300 SMEs. Ultimately, the project aspires to

Expected results:

The overall objective of the Action is to boost the productivity, economic opportunities, and resilience against shocks in the SME sector through digitalisation.