Project Summary

Project Objective:
Supporting relevant institutions working on the promotion of the SME sector: e.g. ministries and other legal entities, chambers of commerce, entrepreneurial unions, professional and business (women) associations and regional business centres.

The project worked on three levels:
- **Macro level**: reformulation of legal framework conditions and establishment / strengthening of support institutions for SME via consultancy to the responsible Ministry of Industry and Trade (MIT).
- **Meso level**: strengthening of SME promotional organisations in improving their service capacity for their clients as well as supporting their lobbying activities.
- **Micro level**: main support activities are channelled through meso level institutions. Additionally enterprises intending to register themselves, women-owned micro-enterprises and export oriented enterprises are supported directly.

Main activities conducted in the following fields:
- **Legal framework conditions**:
  - Conduct of 3 fact finding missions of high ranking officials to SME support institutions in Europe,
  - Legal advisory for 5 reform laws concerning SMEs
- **Support to SME promotional associations**:
  - Chamber of Commerce on legal advise, export promotion, offering training courses,
  - Entrepreneurial associations on organisation development,
  - Business centres on training of staff and technical equipment.
- **Training programmes**:
  - For business trainers and consultants (ToTC), 4 cycles each with 6 training modules, a cycle takes 6 months, 60 trainers to be trained, including coaching of conducted trainings and consultancies,
  - For organisation development consultants (TODC), consisting of 6 training modules for 10 consultants, including Action Learning Groups, conduct of consultancies and coaching,
  - For export oriented enterprises (ToEx), training of employees in marketing, negotiation skills, procedures on trade fairs, etc., individual and group trainings are offered in various modules.
- **Direct support to SME**:
  - business TV-serial for women-owned micro enterprises, twice a month broadcasted on national level,
  - legal advise on registration and tax payments for SME, conducted by an auditing company.
- **Export promotion**:
  - set-up of an information desk for Armenian exporters and importers: German Desk,
  - 5 Outgoing Missions with 20 enterprises.

Services Provided

- Economic Studies
- Institutional Strengthening/Restructuring
- Market Studies
- Organisational Development Studies
- Policy Studies
- Project Management/Administration
- Technical Assistance and Advisory Services
- Training and Transfer of Technology