

EBRD advisory support for SMEs and Mid-caps in Romania



European Bank
for Reconstruction and Development

EBRD offer for SMEs in Romania under the Advise for Small Business Programme

Min 70% grant financing for consultancy services

- **75% for green projects**
- **up to 88% for International Advisory projects**



EBRD support to SMEs and Mid-caps in Romania through the Advice for Small Businesses Programme

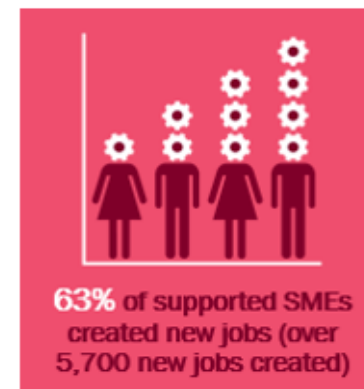
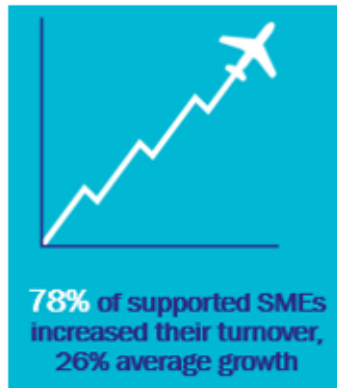
Programme objective - Boosting SME growth and competitiveness through access to expert advice

What we offer:

- **Grant financing for tailored business advice** delivered by local consultants and international experts, aimed at covering gaps within the business in areas like operations, marketing, ICT, etc.
- **Mentoring / Coaching / Training** for entrepreneurs & consultants
- **Networking and Business Matching Visits**
- **Capacity building** for business support organizations (clusters, accelerators)

Since the Programme inception in Romania (1993):

- Over **1,000 Romanian SMEs** received **grant financing** for advisory projects
- Over **€9 M grants** provided to SMEs





Grant **financing** for tailored business advice

Eligibility:

- **Size:** SMEs and Mid-caps up to 3,000 employees
- **Ownership:** Private companies, majority owned by local entrepreneurs, or by entrepreneurs from one of the EU countries of EBRD operations
- **Sector:** All sectors, excluding EBRD prohibited sectors
- **Integrity:** We expect the companies we work **with** to abide by high standards of integrity. We do not work with businesses that have ongoing or previous legal proceedings in place that might affect the implementation of the project.



Types of Advisory projects:

- **Local Consultancy projects (EBRD grant 70%):** consultancy delivered by local consultants, to achieve a specific goal, in a short time frame (max. 6 months); average cost cca EUR 15,000
- **International Advisory Projects (EBRD grant 78-88%):** intensive 12-18 month tailored mentoring & advisory provided by an international expert from the same industry, with at least 15 years management experience; average cost EUR 60,000
- **Group Advisory Projects (EBRD grant 80%):** a combination of local and international advisory and/or training to address the collective business development needs of a group of enterprises; average cost per company EUR 5,000

Advisory projects

Strategy	From business and strategic planning to feasibility studies and partner search.
Marketing	From market research to branding and e-commerce.
Organisation	From organisational development to human resources management.
Operations	From business process re-engineering to supply chain management.
ICT and digitalization	From e-commerce development to implementation of business software solutions (e.g., ERP, CRM, WMS, RPA, IA, BI), cybersecurity tools, online marketing strategy, workflow automation,

Engineering Solutions	From production design to optimisation and deployment.
Quality Management	From the ISO series to food safety to health and safety at work.
Energy/Resource Efficiency	From energy audits to energy management and renewable energy.
Environmental Management	From environmental impact assessment to management and control.
Star Venture	Start-ups organisation and management, operations, finance, sales and marketing





Case study 1: Autonom

EBRD advisory projects:

1. 2015-2018 International Advisory project: Company expansion into foreign markets

Result: Opening the first branch in Belgrade in June 2018

2. 2018-2019 Local Consultancy project: Branding

Result: New corporate identity with value added

◆ In September 2018, Autonom received a EUR 5 million loan from the EBRD to finance their car fleet expansion

3. 2019-2022 International Advisory project: Development of a new business division - Equipment Leasing

Result: New division fully functional in 2020

◆ In 2019 EBRD invested EUR 4.5million in a EUR 20 million bond issued by issued by Autonom

4. 2019 Local Consultancy project: Financial management: conversion to IFRS & financial audit and new financial reporting process

Result: The company started trading on BVB's Multilateral Trading System (bonds)

5. 2019-2020 Local Consultancy project: Evaluate and improve the business software portfolio

Result: New CRM infrastructure

◆ In 2021 EBRD invested EUR 10 million in a EUR 48 million sustainability-linked bond issued by Autonom, the first in Romania.

EBRD backs sustainability-linked bond issued by Romania's mobility firm Autonom

By Olga Rosca
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- EBRD invests €10 million in Romania's first sustainability-linked bond
- Car leasing and rental firm Autonom is raising finance for environmentally friendly growth
- By 2025, the company plans to cut operating fleet's carbon emissions by 25 per cent

Case study 2: Agroserv Mariuta (Laptaria cu Caimac)

EBRD advisory projects:

1. 2014 Local consultancy project: The development of a new, professional and customer-friendly brand for the company, and the development of a state-of-the-art website, which incorporated online marketing tools, to act as a sales platform for company exports.

Result: The company went from 0 to 100% exports of raw milk

2. 2019-2020 International Advisory project: Export opportunity analysis for the UK & Ireland

Result: IFS and BRC international food safety certifications, int. brand 'Cream of the Crop'

3. 2020 Local Consultancy Project: Audit of financial information and development of new financial statements reporting process

Result: The company started trading on BVB's Multilateral Trading System (bonds)





Case study 4: Developing the business

French Revolution – going international

We assisted **French Revolution**, an artisanal pastry shop that transforms the tradition of French éclairs into authentic taste experiences, to prepare for franchising, providing them with the **documentation** and financial models needed to get started. Today, the company stands ready to embark on its international expansion journey.



Radox – digitalization through RPA

We helped **Radox**, the leading manufacturer of design radiators and towel rails, to increase productivity by developing **software** robots using UiPath technology. As a result, robots have taken over tasks from 3 people in 3 departments, employees are redirected to higher value-added tasks, the automated processes are faster with zero errors.



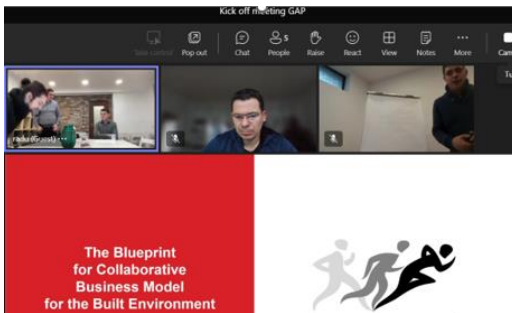


Case study 5: Group Advisory Projects

“SME Value Builder”, Exit by Choice – ongoing

5 Romanian companies with businesses generating between EUR 1-10M in revenue, benefit of support to:

- prepare for operational or financial exit.
- establish a roadmap for growing the company market value
- align interests with potential investors



“The Blueprint for Collaborative Business Model for the Built Environment” – ongoing

4 Romanian companies active in the built sector, together with **Advanced Thinking**, propose a transformative approach to the Romanian building design landscape, focusing on pioneering a collaborative business model design

“IncubatorX SME”, a journey of innovation and product development, Ascendis

- **48** companies from Romania & Bulgaria participated in the inspiration & ideation phases
- **6** companies (5 from Romania and one from Bulgaria) qualified for a **4 months incubator programme** and participated in the Demo Day where they pitched their concepts
- **3** companies created and launched innovative products using the knowledge acquired during the program



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