

Latest Developments Strengthening EU Visibility:

Branding of Key Initiatives

Paloma Hall Caballero DG NEAR, Unit C.2







EU4Innovation



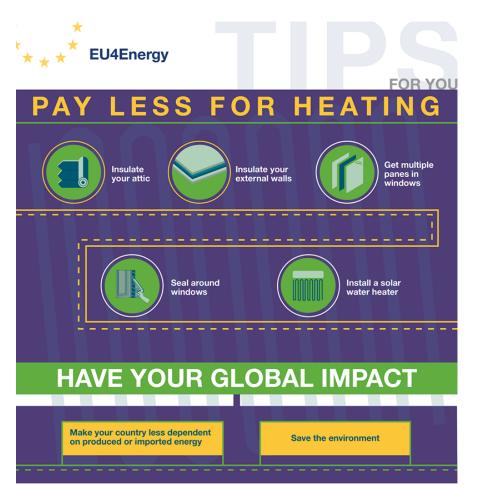


EU Neighbourhood & Enlargement

NEAR Page Liked - November 17 - Edited - @

Innovation matters! The EU is stepping up its cooperation on innovation with our Eastern Partnership countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova & Ukraine! The new initiative-EU4Innovation- will boost the innovation capacities of our Eastern partners & increase cooperation with the EU on research & innovation. Read all about it here http://bit.ly/2g1sffN & check out EU-Commissioner Johannes Hahn's speech here http://bit.ly/2g0rHIU #EU4Innovation

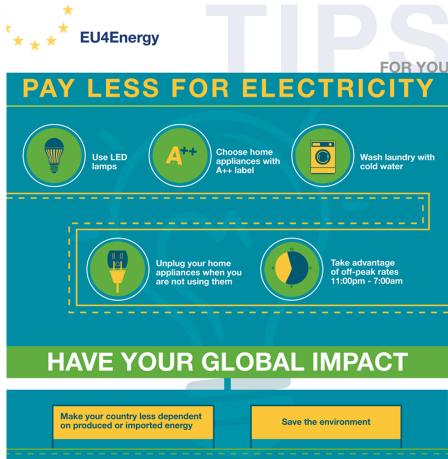
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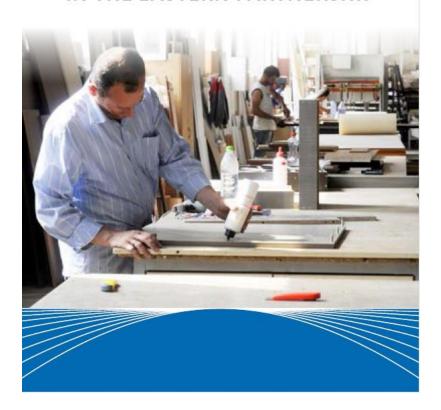








INVESTING IN SMALL AND MEDIUM-SIZED ENTERPRISES IN THE EASTERN PARTNERSHIP



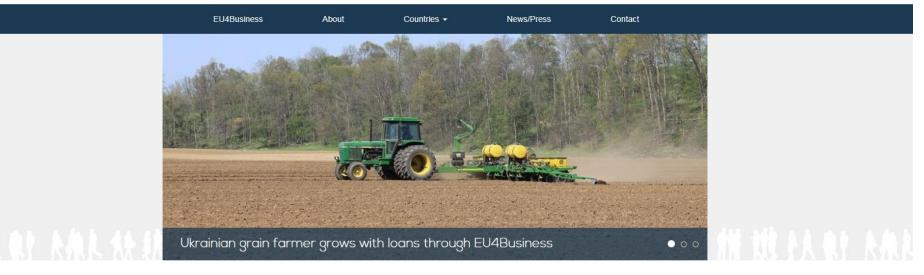
www.EU4Business.eu Website launch in December 2016





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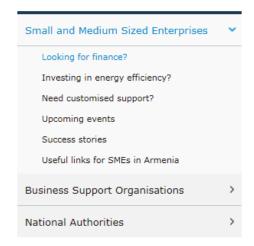




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Armenian woman entrepreneur has the right ingredients for success



Armenia | 25/11/2016

Dr Vardanush Petrossian, a medical doctor with a specialisation in nutrition, has always dreamed of running her own healthy food-focused café. Using her own savings, she opened the Ingredient Café. Now, with

the support of EU4Business and the European Bank for Reconstruction and Development's (EBRD) Women in Business Programme, Vardanush's café is expanding.

The Ingredient Café is unique addition to the Yerevan food scene as it only uses healthy, all natural and locally-produced ingredients. Vardanush also replaces any added sugars with syrup from a local Armenian plant.

Although business was good, Vardanush was anxious to expand. One thing she needed was a website where she could better market her café and its delicious dishes. For this, she applied for support from EU4Business and the EBRD's Women in Business Programme, which offers advisory services for women owned companies.

Business is booming

Thanks to a €5 000 grant, the Ingredient Café has a new, state-of-the-art website. As a result, Vardanush is welcoming more and more customers – 80 % of whom hear about the café via the website or Facebook page. She's even had to hire 12 employees to help keep up.

With business booming, Vardanush plans to apply for further assistance from the Women in Business Programme. Since she's a medical doctor, she has little background in management. With a €10 000 grant, she is set to start a coaching programme where a consultant will come to the café and work one-on-one with her to develop her management skills.

Find out more



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