



EU4Digital Innovation Forum 2023 'Digital upskilling of SMEs and start-ups in the Eastern Partnership region', 9 March 2023

SME DIGITALIZATION

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IDENTIFIED PROBLEMS AND PROPOSED SOLUTIONS



PROBLEMS

Lack of Awareness



- SMEs are **unaware of the benefits of digitalization**;
- SMEs are **unaware of the available technologies**;
- There is **a lack of advisory/consulting services**;
- There is **no regional/sectoral data**;

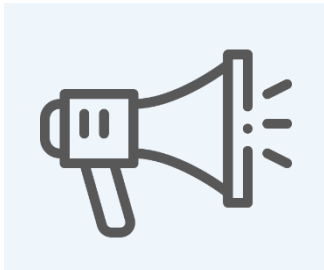
Shortage of Skills



- SMEs **lack the ability to understand, and maintain** the new digital solutions;
- **Limited impact of technology adoption** on the firm's profitability;
- **Lack of supply of training opportunities** in the country;

SOLUTIONS

Activity I: Marketing Campaign



Activity II: Digital Skills and Solutions



SOLUTION I: MARKETING CAMPAIGN

I. Components



- Create a **thorough marketing campaign**:
 - Identify target sectors, target SMEs, etc.;
- Organize **events**:
 - **Webinars** to increase online presence;
 - In-person **presentations**;
- Showcase **success cases**:
 - Organize meetings with representatives of companies that recently digitalized one or more of their business processes

II. Objectives:



- Raise awareness about how **digital tools can increase the SME's resilience** towards external shocks
- Motivate SMEs to **mobilize additional funds** to invest in digitalization efforts

SOLUTION II: DIGITAL SKILLS AND SOLUTIONS

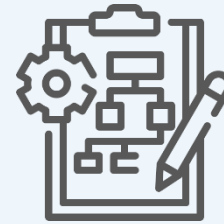
I. Essential Features of Service Delivery



Digital Transformation Experts (DTEs)

Specialists who advise and deliver **technology-led transformation** programs aiming to:

- enhance the firm's internal operations
- improve the end customers' digital experiences



Digitalization Plan

A **detailed plan** of how the specific SME can digitalize their **general business functions**, with a special consideration to **sector-specific characteristics**

II. Process



III. Contents of the Digitalization Plan



I. Digital Skills

Training the SME staff to increase their digital capacity

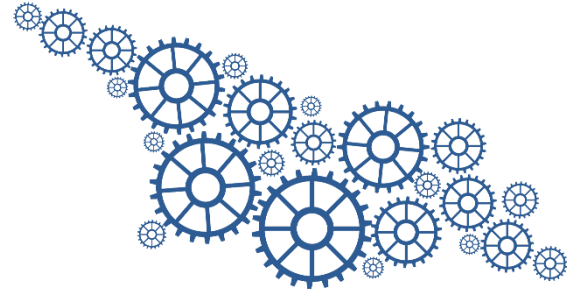
- The Hub will cover up to 90% of the cost of training
 - **max 5000 GEL per SME**



II. Digital Solutions

A grant to the SME to purchase a specific digital tool/solution

- The Hub will reimburse 90% of the cost of the solution
 - **max 25 000 GEL per SME**



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THANK YOU!