



Supporting the SMEs growth using the European Financial Instruments

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EUROPEAN FINANCIAL INSTRUMENTS – SUPPORTING INVESTMENT



Member of KBC group

- Bulgaria
- **SME** focus
- Usage of **24 FIs** (EFSI; EIB; EIF, etc.)
- **43%** of the SME portfolio covered by credit guarantees



IMPACT

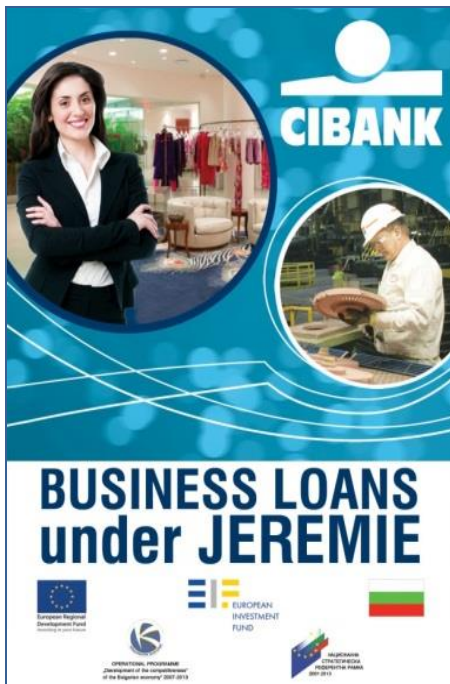
on SMEs

- **reduced collaterals**
- **reduced interest**
- **access to finance**

on BANKS

- **credit risk** reduction
- effective **recovery**
- **capital** relief

JEREMIE (2011)



Long-term strategy for SMEs growth and full top management support

Challenges:

- **The first JEREMIE** operation in BG
- **EU grants** vs subsidized loans
- Limited **understanding** and **experience**
- Low **interest**

KSF – Internal & External communication

JEREMIE (2011)



Internal

- **targeting** all key departments
- **aiming** to raise the awareness on the benefits both for our clients and the bank as well on the specific requirements
- **tools** – internal publications; regular meetings through-out the country; internal workshops



JEREMIE (2011)



External

- **targeting** SMEs; Business associations
- **aiming** to explain the opportunities and the requirements in a **simple** language
- **tools** – publications in newspapers, **TV campaign**; internet; corporate web-site; brochures, posters; **clients event**



Results

- raised awareness and understanding
- **the JEREMIE brand**
- **465 SME projects** for 64MEUR

EFSI – COSME (2016)



- **Long-term strategy** for SMEs growth and full **top management support**
- The **1st EFSI** operation in Bulgaria
- Demand for JEREMIE
- **KSF-** internal/external communication

English (en) Search

EUROPEAN COMMISSION

European Commission > The Commissioners > Jyrki Katainen > Announcements >

PRESS RELEASE - 2 October 2015

Investment Plan for Europe: EIF and CIBANK sign first agreement to provide €100m to 1,000 SMEs in Bulgaria

Sofia, 2 October 2015

The European Investment Fund (EIF) and CIBANK have signed the first COSME agreement in Bulgaria, benefiting from the support of the European Fund for Strategic Investments (EFSI) through which the Investment Plan for Europe is being deployed by the European Commission and the EIB Group.



EFSI – COSME (2016)



Examples

- Facebook; LinkedIn
- **5 EFSI events in Bulgaria** – EC, EIB, EIF, EP in 2016
- **COSME clients** presenting best practices



Results

- over 700 companies reached
- **over 360 SME projects** for 68 MEUR supported



LESSONS LEARNED



- FIs are **supporting the investments**
- The **bank's role** is more than to provide financing
- The **effective internal and external communication** is KSF
- The **partnership** between all the key stakeholders adds real value

