



# PUBLIC PRIVATE DIALOGUE NEWSLETTER

## EVENT CALENDAR

Seminar and Round Tables on Communication in PPD and Advocacy

Tbilisi, Georgia  
07-11.03.2016

Venue: Georgian Institute of Public Affairs (GIPA)  
Contact: Nika Markozashvili - [nika.markozashvili@ppd-network.org](mailto:nika.markozashvili@ppd-network.org)

Seminar and Round Tables on Membership in BSOs Active in Advocacy

Kyiv, Ukraine  
14-18.03.2016

Venue: International Management Institute  
Contact: Christian Gessl - [c.gessl@ueapme.com](mailto:c.gessl@ueapme.com)

Seminar and Round Tables on Membership in BSOs Active in Advocacy and OECD SME Policy Seminar

Tbilisi, Georgia  
21-25.03.2016

Venue: Microfinance Association  
Contact: Nika Markozashvili - [nika.markozashvili@ppd-network.org](mailto:nika.markozashvili@ppd-network.org)

### Belarus and Ukraine Share Their Success Stories.

While the Armenian Business Support Organisations take their first steps in forming an Alliance after having a very fruitful week of roundtables and brainstormings, Belarus and Ukraine share their experiences on how they built their roadmap, what were the reasons that brought all the people together and what they have already achieved.

Belarus currently has successful examples of cooperation between the public and the business community, whereas the process itself needs to be further intensified and systemized.

In practice, the initiative for the protection of SME interests needs a number of non-profit organizations representing major business associations. The Republican Union of Employers "BelUE" that brings together more than 100 enterprises, including 5 associations, is one of them.

The Union members are business associations; trade unions; educational



establishments; commercial organisations. It collaborates with a number of partner organisations.

The goal of the Union "BelUE" is to lobby the interests of its members, to create an effective business environment, to promote trainings for employees and cluster development.

The Union "BelUE" acts on the basis of common interests, equality and autonomy of its members. General meetings are held each year, and the Board and executive management meet at least once a quarter.

At the meetings they develop the strategy and define the priority areas of activity, as well as estimate the performance.

At the initiative of the Board or executive management, they may convene extraordinary meetings on topical issues.

The Union works toward increasing the number of its members; each year, 20 new members join the Union.

The Union "BelUE" actively maintains contacts with other business associations, including the foreign ones, as well as participates in joint meetings and implements various international projects.

The associations (unions) compete with each other, thus facilitating their further advancement and contributing to the increase of their number that broadens their representativeness and role, and improves their financial condition.

As part of the dialogue between the public and business community, the value and the role of non-profit organizations in the public-private dialogue will increase.

In the Republic of Belarus, along with active involvement of representatives of the business community (including SMEs and non-profit organizations) they are involved, mainly in scope of public advisory councils at the ministries and departments, in the discussions of new regulations stipulated under law.

In 2015, 64 Councils were in place.

It is proved that the efficiency of SME representatives in the public advisory councils should be increased with the view to consolidating their efforts.

When nominating candidates from the business community in consultative, advisory and expert bodies, their activity level, representativeness of organizations and appropriate competencies are to be taken into account.

To further increase the role of the business community in the dialogue with the authorities in Belarus, it is necessary to create a clear mechanism for considering business proposals and monitoring their implementation.

To tackle this issue, the experience of other countries should be shared and favourable business and investment environment is to be created.

Finally, it should be stated that since 2006, more than three hundred and fifty proposals have been sold to improve the business climate in the Republic of Belarus, being set out by the National Business Platform of Belarus that represents the Republican Confederation of Entrepreneurship every year.

At the XVII Assembly of business circles, to be held on March 2, 2016, the platform for 2016 will be presented.

The National Coalition of small and medium businesses in Ukraine has its features. In 2014, 4 business

associations from different regions of the country started to build the All-Ukrainian network of business support organisations, which was further called National SME platform. Discussions on the legal form of this association extended for one and a half years: is it to be registered in the state register, who has the right to be a part of the Platform, and the main thing - what governing bodies should have this organization? "Pulling of a blanket" among public organization leaders in the sphere of business support and development became the biggest problem at that stage. In Ukraine there is an ancient proverb: "Where two Ukrainians - there three Getmans", and in this case this expression is "in all its beauty". Instead of creating the Coalition, the process of formation of the National platform for small and medium businesses has turned into fight for leadership over the enterprise community in Ukraine. Only one and a half years later, in September, 2015, at the All-Ukrainian Conference of Small and Medium Business in Kiev, a decision was taken not to have a leader and to have a separate Coordination Center, the Center of the International Private



Business (CIPE). The responsibility for decision-making was equally vested in members of the National SME platform; respectively, one organization - one voice. They decided to have three types of membership: member associations; not member organizations and analytical centers. This enables distinguishing the spheres of responsibility and capturing the opinions of the business of community in different regions of the country.

As of the beginning of 2016, more than 70 organizations from 15 regions of Ukraine have been the members of the National SME platform. To maintain communication, the SME Platform website, the page in Facebook, the network members' mails and advocacy-campaigns were developed. In October-December, 2015, the All-Ukrainian advocacy campaign on support of the simplified taxation system was held in Ukraine, which resulted in adoption by the authorities of the budget based on the former Tax Code. Hence, the consolidation of efforts through the National SME platform proved to be effective while protecting the legitimate rights of businesses in Ukraine.

Contacts: From Belarus - Natalia Garbuz - [natalina-moj@mail.ru](mailto:natalina-moj@mail.ru)

From Ukraine - Anastasia Baklan - [nastya.baklan@gmail.ru](mailto:nastya.baklan@gmail.ru)

## Meet People From Various Eastern Partnership Countries!

### Irma Khvedeliani

Irma Khvedeliani has been working in development cooperation for the EU policies and programmes for 20 years, including M&E expertise. She has experiences with other international donor funded projects, governmental institutions and NGOs.

Irma has long-term experience at local and international level. She has extensive knowledge of development cooperation, economic related reforms, institutional and business development, European integration and etc. Irma has solid experience in management consulting for EU programmes in various fields.

Irma joined the Hazelnut Processors and Exporters Association of Georgia in March 2014 as the Executive Director. She is leading and managing the Association, undertakes advocacy work for business development; Established international cooperation with the EU institutions, companies and EC, USAID funded programmes and etc. Irma has representative rights to third parties.

Irma has professional background in leading and management of BSO.

Contact: Irma Khvedeliani – [ikhvedeliani@hepa.ge](mailto:ikhvedeliani@hepa.ge)

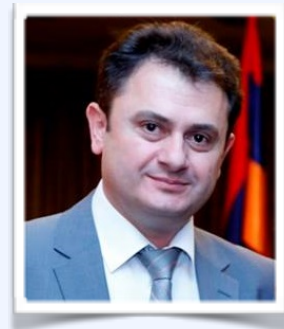


### Hayk Chobanyan

Hayk Chobanyan is a deputy CEO of Armenian ICT association and responsible for the organizational development, program planning and executing of strategic agenda. The main strategic directions of Association are: Armenian ICT branding, Entrepreneurship Development, IT Education and Resourcing as well as Advocacy.

Mr. Chobanyan draws on his expertise in IT information and services, as CEO. His background includes IT companies in both public and private sectors with a focus on e-governance solutions, software and security. He works in over 50 projects to bring value and performance to the IT environment of Armenia.

Contact: Hayk Chobanyan - [hayk.chobanyan@uite.org](mailto:hayk.chobanyan@uite.org)



### Elisabeth Miroshnichenko



Elisabeth Miroshnichenko is a co-founder of Handicraft Chamber of Ukraine (HCU), and works there for 7 years. Since joining HCU, Elisabeth has been an active participant in the working groups of the Hanseatic Parliament and UEAPME activities working on issues of bringing attention to the problems of handicraft in Ukraine and the need for reforms in the field of vocational education, small and medium-sized businesses. She also worked with the relevant central bodies of executive authorities on the issues of construction of the craft sector and small scale industry development in Ukraine. She currently holds the position of Secretary General of Handicraft Chamber of Ukraine.

Elisabeth has received her Master's level at the Kiev National Economic University with a degree in analysis, accounting and auditing. Prior to her current post she was an entrepreneur, and had been working in sales, she also have had a working experience as the analyst and in the accounting.

Contact: Elisabeth Miroshnichenko- [e.miroshnichenko@ukrrp.org](mailto:e.miroshnichenko@ukrrp.org)

### EU4BUSINESS Week in Georgia.

After the EU4Business week in Armenia, the next set of events is planned for Georgia. The key element will be the presentation of the SME Policy Index for Georgia. The OECD conducted evaluations of the SME Policy in the 6 Eastern Partnership countries in 2012 and 2015. They will present how the situation was in Georgia in 2012 and how and what had changed till 2015. They will also tell, if the situation has improved. More will be discovered during the event.

East Invest 2 - The Public Private Dialogue Activity will also look into the situation of Business Support Organisations and their Members. During a 3 day training EU and Eastern Partnership experts will share their knowledge and experience on how to attract new members, keep the existing ones satisfied and work more productively with them. High ranking delegations from the EU will be participating in the EU4Business Week in Georgia too.

Contact: Christian Gessl - [c.gessl@uaepme.com](mailto:c.gessl@uaepme.com)

### Union of Information Technology Enterprises: Developing the Armenian High Tech Brand.

The union was established in 2000 as a business association of Information and Communication Technologies enterprises (ICT) operating in Armenia. UITE was created by enterprises and companies in the information technologies (IT) and information and communication technologies (ICT) sectors aiming at the protection of economic interests, business promotion and advancement of research in the ICT sector.

Currently the number of the member organisations is growing rapidly. As of December 2015 it reached 70. The members are local and international organisations operating in Armenia. The members of UITE are particularly involved in software development, internet technologies and e-commerce, research and development, semiconductor design, and other specialties. A number of the members occupy a leading position in the global market.

Key strategy areas of the Association are:



UNION OF  
INFORMATION  
TECHNOLOGY  
ENTERPRISES

- Developing the Armenian High Tech Brand
- Educational Resourcing & Advocacy
- Government Policies and Relations
- Entrepreneurship Development

The Union of Information Technology Enterprises implements a variety of projects which mainly tends toward the development and growth of IT sector in Armenia.

UITE actively works on its main activity – advocacy of IT sector and particularly UITE members. UITE advocacy involves such issues as education, custom and tax legislation and administration, workforce development, etc. To learn more about it, please, enter the URL: <http://uite.org/>

Contact: Anna Sargsyan - [anna.sargsyan@uite.org](mailto:anna.sargsyan@uite.org)

#### **PUBLIC PRIVATE DIALOGUE Newsletter**

Compiled by: Yeva Zeynalyan

Mobile: +374 99 07 00 32

E-mail: [newsletter@ppd-network.org](mailto:newsletter@ppd-network.org)



This Newsletter is compiled in the framework of the PPD Activities of the East Invest 2 Programme.



This Programme is financed by the EU.