

1. Industry expert? We work with experts from almost every industry who want to use their years of experience to help emerging businesses develop their potential.

2. Contact us. You can reach us by email or phone, or arrange a visit to our offices to talk with one of our staff.

3. Show us your expertise. To work with us you need to show us your track record in senior management positions, in-depth industry experience. You can fill out our application form online at www.ebrd.com/knowhow/advisers.

4. Join our database. We choose our advisers based on the needs of the client. While we can't guarantee a project, the more detailed you are in your application form, the more likely we are to be able to match your profile for a project.

5. Deliver projects. Our projects typically last 12–18 months, with visits every 4–6 weeks. See for yourself what emerging markets are all about.

6. Success. Our projects result in tangible change, whether in terms of new products, practices or new growth potential. It's not just about the bottom line.

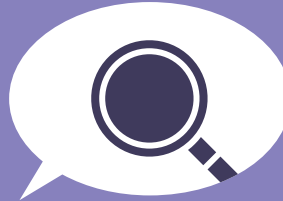
Emerging businesses need your *know-how*.

2. Contact us

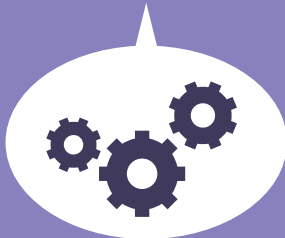
1. Industry expert?



3. Show us your expertise



6. Success



5. Deliver projects



4. Join our database



Small Business Support Team

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European Bank
for Reconstruction and Development

We *know* businesses are eager to grow. Show them *how*.

At the European Bank for Reconstruction and Development (EBRD), we know that finance alone often cannot meet the challenges facing small and medium-sized businesses. They also need access to *know-how* to learn how to improve their performance and grow.

We provide business advice and industry expertise to small to medium-sized businesses in 25 countries. When we find dynamic businesses with genuine potential to become market leaders, we match them to an international adviser drawn from the same industry, with at least 15 years' senior management experience gained at the cutting edge of their field. He or she shares their industry *know-how* directly with the enterprise's CEO and senior management, to help the company become fitter and develop a credible strategy for growth.

“It’s a chance to take everything you’ve learned over a career, and use it to systematically help a company from the inside.” *Pedro Almeida, Portugal*

These projects involve a strategic review of every aspect of a business, from product quality to sales and marketing, exports, and financial and operational planning. We help the client apply international standards and the latest technologies, putting them ahead of the curve. In doing so, we don’t forget about sound environmental and social practices. This usually means a complete rethink of the business, with the adviser spending around 60 days with the enterprise over 12 to 18 months.

We know how to make your most valuable asset go further.

For clients, this is a unique opportunity to transform the growth of their business. For advisers, it’s a chance to join a network of experts and business leaders, as well as making a major difference both to an individual client and to their industry, and contribute to the development of an entire economy. It can also be an opportunity to develop business opportunities and contacts in a new, dynamic region.

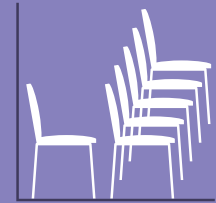
We’re confident in our approach. Eighty-one per cent of our industry expertise projects have been rated as “highly successful” or “successful” and 71 per cent of our clients consider the prospects of their business to be “better” or “much better” following a project. On average, clients’ revenue increased by 50 per cent over the course of the project, and productivity rose by 38 per cent.

To qualify, a company must not only be able to demonstrate growth potential and a genuine need for advice, but also a firm commitment to act on that advice. This level of change can only succeed when it’s driven from the top, from the CEO and senior managers.

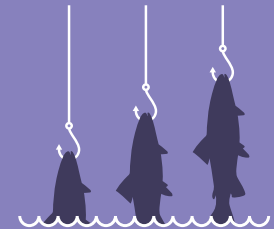
The cost of our projects is shared between the client, donors and the EBRD. Sharing the cost gives the client greater ownership of the project and ensures their full commitment. We partner with donors, including more than 20 countries, the EU and other organisations. For all our international advisers we offer standard fee rates. Travel expenses are also reimbursed and our advisers receive a country-adjusted daily allowance.

We need your *know-how*.

We’re always looking to expand our network of advisers with experts from every sector, industry and specialisation. If you would like to put your experience and *know-how* to work in new and emerging markets and help companies make the transformation to market leaders, please contact us via our website at www.ebrd.com/knowhow/advisers.



A wood manufacturing expert from Greece helped Multi-M Group in Egypt improve quality and design, and expand by 160 employees.



A Canadian adviser helped Armenian fish producer Akvatekhavtomatika modernise technology and reduce environmental impact.



In Mongolia, our Japanese retail expert helped supermarket Everyday LLC increase turnover by 179 per cent.