



# Giraffe Consulting

Experts in SME Competitiveness & Exports

+44 (0) 7931 565888 [julian@giraffeconsulting.biz](mailto:julian@giraffeconsulting.biz)

## SME Competitiveness – Project References

Client -	Description	Location
AIDA (Albanian Investment Development Agency)	SME Competitiveness and Export Development Strategy	Albania
Government of Croatia: Ministry Entrepreneurship and Crafts	SMEPASS Programme - SME Competitiveness enhancement programme providing marketing and export support and technical assistance to Croatian SMEs	Croatia
UK DFID	Designed and implemented SME competitiveness programme as part of SME linkages project with bespoke management, marketing and sales training and coaching	Georgia
CBI	Export training to companies in the Food Sector, making them aware of requirements of the EU market and support to develop an export plan for successful market entry	Indonesia, Philippines, Vietnam and Pakistan
CBI	Export training to companies in the engineering / automotive supply sector, making them aware of requirements of the EU market and support to develop an export plan for successful market entry	Indonesia, Philippines, Vietnam, Pakistan & South Africa
Enterprise Lithuania	Export training to SMEs focused on Germany, Netherlands and the UK. Recognised as 'best practice' training by European Training Foundation (ETF)	Lithuania
OECD	Designed SME linkages project to improve competitiveness of Moldovan food processing companies and increase their potential to export	Moldova

GIZ	Delivered export training to SMEs from the food sector, making them aware of requirements of the EU market and steps needed to improve their competitiveness	Myanmar
Highlands and Islands Enterprise	Delivering international strategy workshops to companies on a one-to-one basis. Identifying opportunities and challenges, helping SMEs develop a plan to grow their businesses	Scotland
Scottish Enterprise - Commercial Breakthrough Service	Managed programme improving the competitiveness of technology SMEs, helping them improve marketing and sales processes and achieve sales	Scotland
Scottish Enterprise - EU Funded 'Global Companies Programme'	Programme providing intensive support to SMEs to improve their competitiveness and expand international business	Scotland
CBI	Delivered export training and coaching programme for apparel and footwear companies, making them aware of requirements of the EU market and steps needed to improve their competitiveness	Ukraine
DIHK	Delivered export training programme to furniture producers, making them aware of requirements of the EU market and steps needed to improve their competitiveness	Ukraine
EBRD	Delivered training to clothing SMEs to prepare them for a visit to the UK market to exhibit at the MODA trade show	Ukraine
CBI	Delivered export training programme for furniture producers, making them aware of requirements of the EU market and steps needed to improve their competitiveness	Vietnam
CBI	Formulated ARISE+ programme in Vietnam. Identified priority sectors for export support from new EU ARISE+ programme	Vietnam
Vietnam Trade Promotion Agency (Vietrade)	Developed an Export Marketing Training Programme for SMEs. Training local trainers	Vietnam