

## Background on European Union Grants Advisor (EUGA)

EUGA is a programme developed by Microsoft in partnership with other leading companies such as Intel and HP, to support the European Union's Growth and Jobs Agenda.

Access to finance is one of the greatest challenges faced by SMEs. EUGA enables SMEs to identify and apply for EU funding through a user friendly portal. EUGA simplifies a process that is far too complex for most businesses.

Originally piloted in 2004, officially launched in 2005 and now available in 26 countries through 98 consortia across Europe, the primary goal of EUGA is to help Europe's SMEs innovate and grow through the use of new technologies. To date, over €300 million worth of projects are in development.

### Key figures on the programme 4 years after the launch

- 11,000+ grants identified in technology and growth related categories for 2007-2013 EUGA available in 26 countries
- 1,150 grant applications supported by EUGA
- €165m of EU and national government
- funding awarded as a result of EUGA
- 98 consortium members across the region
- 5,000+ jobs created or to be created upon final
- awarding of agreed funding
- 105,000+ people to be trained from grants
- awarded
- 113,000+ SMEs benefiting
- 431 local government and public organisations benefiting
- In 2007, EUGA impacted 113,832 companies. 5,000 jobs have been or will soon be created by awarded EUGA projects.

Over 130 companies and agencies are now partners in EUGA, including Intel & HP.

### **The news of the Day: EUGA Memorandum of Understanding with the European Software Association – ESA joins the EUGA consortium.**

June 12, 2008 – Today, the European Software Association is signing a Memorandum of Understanding with the EUGA consortium.

ESA, representing the European Independent Software Vendor (ISV) community, is the first association to join the EUGA consortium.

### **EUGA launched in two new countries**

June 12, 2008 – Today, EUGA is launching in Turkey and Croatia, the first non-EU countries implementing the initiative. Microsoft is also presenting the latest results on the impact of EUGA with three case studies.

Case Studies:

#### EUGA in Spain

Spain has benefited from the creation of two local consortia. The Banespyme initiative is led by Banesto, the OASI initiative includes Telefonica and BBVA, and also collaborates with the Spanish Chamber of Commerce.

As part of the Tech Loan scheme, Spanish market research company Quota benefited from a zero interest loan. The funding allowed Quota to invest in IT infrastructure to support a voice and data network, cabling, switchboard and desktop computers. As a market research company, a robust and modern infrastructure provides a vital competitive edge.

#### EUGA in Poland

In Poland, EUGA is known as ITeraz Europa. SMEs in Poland represent the driving force behind a dynamic national economy that joined the European Union in 2004. Among these organisations, there was a shortfall in IT training for employees. This was due to a lack of knowledge around the benefits of using technology to make day-to-day processes more efficient. IT training institutions in Poland successfully applied for EU funding, using the EUGA program, and secured €17.5 million in funding to promote and subsidize IT skills courses.

#### EUGA in France

SOS PC Assistance is a French IT services business creating a national network of qualified technicians to support the needs of its growing customer base. Through EUGA, SOS PC Assistance received a direct subsidy to help recruit local employees and extend its training programs. The training of one key employee facilitated the re-skilling of a team of 60 in latest technologies.