

The Marketing of SME Guarantees by KredEx

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The Aim of Marketing

To *encourage the sales* of SME guarantees by:

- strengthening the relations with strategic partners
- increasing the awareness of SME-s
- informing the public and creating a positive image
- adjusting the guarantees according to needs

Target Groups

- *Focus groups*: banks (ca 400 credit analysts)
- *End consumers*: SME-s, incl. micro-enterprises & start-up companies

Differentiated Messages

- Banks: *KredEx is a trustworthy partner that shares your risks and helps you grow*
- Enterprises: *KredEx enables you to expand your business*

Marketing: Focus Groups

- Regular *meetings* and *seminars*
- *Roundtable* with the key persons from banks (R&D)
- *Client events* (e.g. fishing, wine evenings, game for a million, etc)
- *Prize* for the best credit analyst (“Quick finger”)
- *Mutual marketing projects* (e.g. a Vitamin loan with KredEx’s guarantee for a start-up company)
- *Newsletters* (on e-mail)
- *Direct mail* (new conditions)
- *Feedback* (research)

Marketing: End Consumers

- Regional *seminars* and *lectures* in the universities
- *Marketing projects* in co-operation with professional unions and business organisations
- Distributing designed *materials* about the guarantees
- *Articles* about products
- *Direct mail* (mostly by e-mail)
- Occasionally *advertising* (when launching a new type of guarantee/ targeted at start-up companies)
- *Client meetings*
- *Measuring* the effect of the guarantees, client consciousness

Cooperation with EIF

- Counter-guarantee agreement signed in April 2004 for the Growth Guarantee programme:
 - 50% of the guarantee volume was covered with EIF's counter-guarantee in 2004 (in the worth of 6 mil EUR)
 - Guarantees together with the EIF's counter-guarantee were issued to 68 companies, 29% of which were start-ups
- About 4.5% of the loans issued for SME-s in all industries are guaranteed by KredEx

SME Guarantee Volume



Thank you for your attention

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