



This project is funded by the EU

EUROPEAN
BUSINESS
ASSOCIATION



ASOCIAȚIA
BUSINESSULUI
EUROPEAN



EU Project: "Support to Quality Infrastructure Framework within the DCFTA context in the Republic of Moldova"

Assignment: "Provision of coaches to provide mentoring to selected companies"

Period of implementation: December 2019 to August 2020

SUPPORT PROVIDED

- ❑ Coaching and expertise in marketing;
- ❑ Identification of new international partners;
- ❑ Quality infrastructure support in obtaining international relevant
- ❑ Development of business plan;
- ❑ Extension and development of business;
- ❑ Application for national and international financial projects;
- ❑ Development of the webpages;
- ❑ Video spots.

PERIOD OF IMPLEMENTATION

06.12.2019 -31.08.2020
(8 months)

BENEFICIARIES

16 regional companies from the entire country:
 3 North
 4 Center
 9 South



ACHIEVEMENTS

3
Websites developed

1
Video/ Promo spot developed

6
Company profiles developed

2
Companies prepared for quality management audit

3
Market Segmentations developed

10
Cold and hot recipes developed (to improve the food technological process) to increase the inflow of visitors at a touristic destination;

4
Promotion and visibility tools presented

4
Contracts signed with international retail chains

- **50** EXPORT PARTNERS IDENTIFIED: Ukraine (17) Germany (18) Romania (15)

- **1** BUSINESS PLAN **1** FINANCIAL PLAN **1** EXPORT PLAN **2** COMMUNICATION PLANS

- **3** COMPANY PRESENTATIONS **3** PRICE LISTS AND COMPANY'S PASSPORTS

With EBA support and guidance in development the application for donor project support 4 Companies were granted **351 321** MDL for:

- CE and ISO certification;
- 3 websites development;
- Increase visibility support through better advertisement content and spot video development;
- Brand book development;
- New package design.