

STRATEGIC GOALS 2016 & ACTION PLAN - Q1 (JANUARY-MARCH 2016)

STRATEGIC GOALS 2016

The strategic goals of EBA in 2016 is focusing on the following areas:

- Further intensifying of services for members (e.g. EBA-ExportAssist)
- Strong policy and advocacy activities to underline EBA's leading role in Moldova in this field
- Emphasizing on execution of national and international projects in order to assure financing of the organization and creating more reputation of EBA
- Strong push towards professional communication at EBA

The overall Annual Action plan 2016 shall be presented over the General Assembly 2016 after collecting and including proposals from EBA members

QUARTERLY ACTION PLAN - JANUARY-MARCH 2016 (Q1)

(by areas of activities)

BUSINESS EMPOWERMENT

DATE	EXPECTED PARTICIPANTS	TOPIC	SPEAKERS
January 21 st	Commercial Directors Sales officers	Presentation and demonstration of the electronic software of the EU Commission EU HELP DESK The software is aimed at identifying new partners on the EU Market	Speranta Olaru Program Coordinator, EU Delegation to the RM Vasile Plamadeala Trade Officer, EU Delegation of the RM
January 27	All members, potential members	EBA Networking Event “ EBA 2016 - BACK IN ACTION ”	
January 28 th	Financial Directors, Chief Accountants	Transfer pricing	KPMG
February (tbc)	All members	Business Breakfast with New PM ??	
February 25 th	Banking sector Microfinancing Compliance officers	Compliance, anti-fraud and risk management	Alin Becheanu President Anti-Fraud Committee, Romanian Banks Association
March 3 rd	Trade officers Commercial directors	Sales and networking	Dan Nutiu DAVRO
March (tbc)	All members	Meeting with the US Ambassador	
March (tbc)	HR Staff	HR Policy trends in EU. What needs to be improved in the HR Policy in the RM	Diana Neagu, Chief Attorney, Vernon David Svetlana Bodaci, Head of the HR Department, Moldcell

LOBBY AND ADVOCACY

Major Lobby and Advocacy Issues
Tax Policy
Amendments to Law on Advertising
Meat processing: address unfair competition in the area
Improve the policy making process for the Tobacco industry
Enforcing/Improving the competition law – enhance cooperation with EU Assistance to the Competition Agency
Draft Law on Domestic Trade

BUSINESS SUPPORT

Focus on Business Support Measures
Company support through organization of placements of international cost-free short-term consultants through the German SES - Program
Further development and provision of the new EBA ExportAssist Service for members and non-members
Individual company assistance for specific sectors, e.g. in the area of Marketing

ONGOING PROJECTS

Diverse project execution
World Bank MAC-P Project aimed at supporting the recently created cooperatives penetrate the EU Market (continuation)
Under discussion – IFC Project on individual assistance offered to Moldovan companies interested to penetrate the EU Market
GIZ/CIM Consultant Henrik Kuffner (continuation)

ORGANIZATIONAL DEVELOPMENT

EBA internal organization procedure and infrastructure measures
Moving to new office premises
Contracting one more team staff
Establishment of professional communication for EBA