

ANNUAL REPORT 2012
EUROPEAN BUSINESS
ASSOCIATION OF
MOLDOVA





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Dirk Schuebel

Honorary President EBA Moldova



Silvia Radu

President EBA Moldova

Under the dynamic development of the EU Moldova relationship, setting up of the European Business Association was an additional step forward towards creating new opportunities for the business community and improving Doing business framework in the RM.

Considering the EBA achievements since its launching - ranging from organizing and participating in matchmaking visits abroad and in the country resulting in finding partners for 15 Moldovan companies; creating additional platforms for private – public dialogue through the activity of the EBA sector committees where a number of legal amendments proposals and brief analysis were developed and discussed with the relevant authorities; the active commitment of the EBA in raising aware-

ness on DCFTA in the business community; creating a Youth EBA Branch and training young entrepreneurs, signing 6 cooperation agreements with local and international institutions; becoming a members of the EBA Worldwide Network etc - the association managed to become a trustworthy partner on the local and foreign business arena.

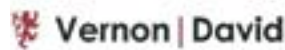
In the tremendous effort of the Government to bolster economic growth by increasing exports and expanding businesses we strongly believe that EBA will built on the results achieved over 2012 and enhance its input as a Business Support Partner.



Summary:

I	About EBA	6
II	Business Promotion	8
III	EBA Partners	12
IV	Lobby & Advocacy	14
V	Resource Center	20

FOUNDERS:



MEMBERS:





About EBA

EBA Vision

To enable & drive the full establishment of European business practices and values in Moldova wishing to promote and contribute to the harmonization of economy of Moldova and the EU.

EBA Mission

- to promote ethical and lawful business practices and standards in Moldova
- to insure a policy dialog
- to improve the business climate to EU standards
- to promote business activities between EU and the Republic of Moldova

How does the EBA operate?

The EBA was designed to serve its beneficiaries in the three main interconnected areas:

- 1 by streamlining BUSINESS PROMOTION
- 2 by enhancing the BUSINESS ENVIRONMENT of Moldova
- 3 by supporting its members and the stakeholders as a RESOURCE CENTRE

Launching of EBA – October 14, 2011

The launch ceremony was attended by Prime-Minister Vlad Filat and Algirdas Semeta, the European Commissioner for Taxation and Customs Union visiting Moldova, Ambassadors accredited in the RM, representatives of International Organizations in Moldova and other guests.

Vlad Filat, Prime Minister of the RM mentioned that setting up of EBA is one more step in making the communication between the business environment, European investments and the Government of Moldova more efficient.

Dirk Schuebel, Head of the EU Delegation in the RM and Honorable President of the EBA said that the EBA should become a platform dialogue with EU, especially under the DCFTA negotiations. *“We strongly believe in the future of this Association. Alongside with attracting investments we strive for implementation of best business management practices and EU economic standards”.*

In her presentation Silvia Radu, EBA President mentioned that the EBA was registered on October 12, 2011 by 10 founding companies, one of the biggest investors in the RM. The Honorable President of EBA is Dirk Schuebel, Head of the EU Delegation in the RM. Silvia Radu explained that EBA shall direct its activity in the three main areas: business promotion, by finding partners on domestic and foreign markets, lobby and advocacy, thus reiterating the importance of aligning business management standards and the legal framework to the EU requirements and by creating a business resource centre – thus providing an information support to businesses.

Silvia Radu briefly described the immediate actions to be taken at the outset such as organizing a business mission of Moldovan companies to the Netherlands, signing cooperation agreements with Business associations in the country and abroad and developing a range of business support services and information resource centre for the business community.

EBA Moldova aims at attracting investments and promoting business through:

- finding partners (internally and abroad)
- identifying new opportunities business promotion and development (funding opportunities for businesses, consultancy, training, fairs, business missions, etc)
- identifying new markets (identifying markets, assistance provided in market research development, market penetration techniques, etc)



ACCOMPLISHMENTS:

November 24-28, 2011 – 10 Moldovan companies participate in a trade mission to the Netherlands

The mission was organized by EBA Moldova and EVD Program of the Ministry of Foreign Affairs of Netherlands. In their visit to the Netherlands each of those ten Moldovan companies could visit 3-4 Dutch companies assisted by an EVD Consultant to facilitate the matchmaking process. In Amsterdam, Moldovan business people participated in an official ceremony, attended by Mr. Mihai Gribincea, Moldovan Ambassador in Belgium, Mr. Robert De Groof, Honorary Consul of Netherlands to Moldova, EVD Project Officer, Dutch Business people, other guests.

As a result of the mission – 7 Moldovan companies such as Prime Capital, Monicol, VS-Export, Accent Electronic, Bioclub, Cart Cedru, Media Security found partners in the Netherlands in such areas as: business/trade, consultancy for business development, funding programs.



March 20, 2012 – EBA Moldova jointly with Agency for attracting investments and trade promotion of Tiraspol organized a Business Forum in Tiraspol.

More than 40 companies of both sides of the RM, business associations, and representatives of the Government of Moldova participated in the event. The Forum started with signing of a cooperation agreement between the two associations represented by Mrs. Silvia Radu and Mr. Viaceslav Driglov. Each participating company had the opportunity to describe its area of activity and business cooperation profile. Both associations presented their areas of activity and the support they can provide to businesses for facilitating partnership.

A special focus was made on trade with EU, increasing over the last years. In this context, Inga Ionesii, Head of the General Trade Division of the Ministry of Economy of the RM talked about launching of the DCFTA negotiations, reiterating the need for including representatives from Transdnestrian region into the working groups created for this purpose, but also the need for raising awareness on DCFTA among the business community.

As a result –companies participating at the forum expressed a deep interest to enhance trade partnership, explaining that at the moment there are certain legal and procedural obstacles on the both sides in doing business between the right and the left bank of the RM. Both associations committed themselves in providing opportunities, assistance and information support to companies from the both sides so as the business can expand beyond the existing administrative barriers.



May 14-16, 2012 Moldova-Israel Business Forum in Tel Aviv

EBA Moldova jointly with Prime Minister's Team for Attracting Investments and Chamber of Trade and Industry of the RM have co-organized a business forum in Tel Aviv involving more than 60 companies. The event took place under the official visit of the Prime Minister of the RM, Vlad Filat to Israel.

Moldovan companies participating in the forum could meet their Israel business partners, whose profile had been identified in advance. As a result useful contacts were identified both in the area of import/export of services and goods. 2 companies, members of EBA are in the process of negotiations at the moment.

Another huge benefit was participation of Moldovan companies in the International Agro Business Exhibition ISRAEL AGRITECH 2012 taking place in Tel Aviv on May 15, 2012. Business contacts have been identified with leading agro companies from the entire world.

October 23-24, 2012 EBA is organizing the matchmaking program for a Swedish business people delegation

Minister of Trade of Sweden accompanied by ten Swedish companies visited Moldova in the period of October 23-24. The Swedish delegation met with Prime Minister, Vlad Filat, Viceminister of Economy, Octavian Calmic, Minister of Health, Andrei Usatii, Viceminister of Foreign Affairs and European Integration, Natalia Gherman. Beyond the existing business partnerships established between Swedish and Moldovan companies, it was an interest to investigate the opportunity of expanding cooperation in Moldova in such areas as health care and hospital infrastructure, pharmaceuticals, water, sewage and sanitation, construction etc. In this context the Swedish companies met with Moldovan companies, state institutions, central and local public authorities to explore potential business opportunities.





EBA Partners

Over 2012 EBA Moldova signed the following cooperation agreements:

EBA Ukraine



MIEPO



Chamber of Trade and Industry of the RM



Confindustria Moldova



Moldo-Iatlian Chamber of Trade and Industry



Association for alternative energy
BIOENERG



Association for attracting investments
and trade promotion of Tiraspol



On July 2nd 2012 — EBA Moldova became a member of EBO Worldwide Network.

As a result - partners were identified with a wide range of European Business Associations, ranging from Latin America, China, Central and East Asia, Russian Federation and Ukraine, thus creating business opportunities in more than 20 countries.

EBA jointly with its partners have organized a series of raising awareness events for the business community on:

- last developments on EU Moldova economic relationships and DCFTA
- Doing Business issues
- Global Pact and its promotion in the private sector
- tax and customs administration issues faced by the business community
- enhancing investment climate in the RM
- co-organization of business mission to Italy, Poland, Israel, Ukraine, Turkey etc





Lobby & Advocacy

Under its Lobby & Advocacy activities EBA is aimed to:

- set up dialogue platforms between public and private sector for communicating the problems faced by the business community of Moldova and propose solutions;
- develop legal amendments proposals for improving the business environment and align domestic legislation to the best EU Standards

ACCOMPLISHMENTS:

Over 2012, EBA has developed the following papers in the EBA Sector Committees:

- Doing Business In Moldova – issues to be addressed
- tax and customs administration Issues faced by the business community in Moldova
- proposals for the Tax Policy 2013, presented to the Ministry of Finance and State Tax Service of Moldova

Lobby & Advocacy EVENTS

April 20, 2012 - EBA participates in a public debate organized by a group of initiative representing the PVC Windows industry

Michele D’Introno, General Director of Metro Cash and Carry, Head of EBA sector committee on quality infrastructure and trade mentioned the crucial need for applying the EU standards in the sector, as well the best business management practices and encouraged the companies to screen the gaps in the existing legislation impeding a fair doing business. The EBA leader strongly recommended the industry representatives to use all the existing dialogue platforms in order to pass the message to the decision makers. It was also reiterated that currently Moldova is negotiating the DCFTA which will imply aligning the standards and requirements in the construction industry but also in the area Public Procurement procedures.



May 15, 2012 – Call to Business to Respect and Support Children’s Rights, an event co-organised by UNICEF, Global Pact and EBA

Covering a wide range of key issues - from child labour to marketing and advertising practices to the role of business in aiding children affected by emergencies - the Principles call on businesses everywhere to uphold children’s rights through their, policy commitments, due diligence and remediation measures, and to take action to advance children’s rights. The Principles identify a comprehensive range of actions that all business should take to prevent and address adverse impacts connected with their activities and relationships, and maximize positive business impacts on children’s lives.

The Principles aspire to be a key reference point for existing and future voluntary and other initiatives on business and children, and to promote multi-stakeholder collaboration. They are for all business, transnational and other, regardless of their size, sector, location, ownership and structure.

The Principles are based on the results of a global multi-stakeholder consultation process, in which more than 600 business leaders, civil society representatives and children participated. Additionally, several thousand people were reached throughout the consultation process.



Children's Rights and Business Principles were developed by UNICEF, the UN Global Compact and Save the Children and launched in March in London. Many important international companies, such as IKEA, H&M, KPMG, Marks & Spencer etc. participated in the event and endorsed how important it was for them to act in the best interest of children and their families.

In Moldova, the event was organized by UNICEF, the Global Compact and the European Business Association. Over 30 businesses attended the event.

June 7, 2012 – event dedicated to Agro-industrial sector of the RM

On June 7, 2012 European Business Association of Moldova with technical, logistical and financial support provided by the EU Delegation to Moldova and the EU Technical Assistance Project "Sector Budget Support on Economic Stimulation in Rural Area (ESRA)" has organized an event on Agribusiness Update on New Developments, Initiatives and Opportunities. Over 80 companies and associations were informed on the DCFTA impact and implications for the agro sector as well as opportunities for market diversification and trade on the EU market. The event was opened by Vasile Bumacov, Minister of agriculture presenting a brief synthesis on the EU Moldova trade relations with agroindustrial goods, explaining the need to implement EU standards, practices and norms.



Mrs Sigrig Giencke, EU ESRA Project, international Fruit & Vegetable Marketing Expert informed about the development status of the Fruit & Vegetable Wholesale Market Investment Project – Chisinau. The expert accentuated the “Improvement of food quality and hygiene conditions in food trade” and what very positive effect a fast implementation of such a Whole Sale Investment Project would have in “Adapting Moldova to international trade standards”

The event had a major impact. The companies have expressed the need for organizing such events on a regular basis under the DCFTA negotiations process as well as under the trade expansion trends on the world market.

25 Mai 2012 – EU Delegation in Chisinau jointly with EBA Moldova have organized an event for the private sector on economic relations between EU and Moldova and DCFTA developments.

More than 60 companies, civil servants, business associations learned about the last evolutions related to DCFTA negotiations. The event was opened by Vlad Filat, Prime minister of the RM and Dirk Schuebel, Head of EU Delegation in the RM that explained the context of economic and trade relations between the RM and EU with a focus on amendments and aligning to be made in the national legislation, practices and procedures once with signing the Association agreement.

June 21, 2012 – EBA participated in an event organized by GET and PM Office for attracting investments on “Improving the investment climate in the RM”.

The event united representatives of central and local public authorities, investors, business associations, analysts, ambassadors that have first been introduced to the last issues and developments on investment climate in Moldova, identified by UNCTAD and GET Experts. The goal of the event was to communicate the existing problems faced by investors in Moldova and discuss proposals of addressing them.

The analysis reveals that the key problem areas need to be addressed in the immediate future and are related to tax administration, export and import customs procedures, migration procedures, human resources, investments in agriculture, private public dialogue, etc.



Youth European Business Association

In every human being there is a unique entrepreneurial spirit that should be revealed. Youngsters represent a successful creative potential that has opportunities of becoming successful leaders. This was the reason that determined us to found the Youth wing of European Business Association.

Youth European Business Association (YEBA) is an international non-government organization that was founded under the auspices of European Business Association and the Ambassador of European Union Delegation, His Excellence Dirk Schuebel.

The founding members of YEBA are young entrepreneurs that proposed to identify and build a platform to support young entrepreneurs in the implementation of European business practices, promoting European values, creating a favorable investment climate for the new generation and also, improving the dialogue platform between big, small and medium business.

Through YEBA young entrepreneurs can learn the lessons on building a successful business and the issues they need to consider. Also, under the auspices of great successful personalities in our country, members of the EBA, we are able to get the most of these opportunities and experiences for personal and collective growth.

We are grateful and thankful to the representatives of EBA, for supporting and providing us the opportunity to affirm on this way. We are fully aware of the important role that is given to us and we assume this commitment to gradually bolster the economic growth and prosperity of the Republic of Moldova in the context of a bilateral partnership based on trust and exchange of experience with the business environment of the European Union.

With respect,
Alexandrina Robu
President YEBA

As a Resource Centre EBA aims at:

- developing a data basis on investment projects in Moldova and promote them for implementation;
- train young entrepreneurs, women willing to start up a business, provide professional business support to startups;
- develop market researches, sector studies, analytical works, etc, that can guide the business people in the decision making process.

ACCOMPLISHMENTS:

- National Association of Young Entrepreneurs of Moldova (ANTiM) in cooperation with Junior Chamber International Moldova (JCI Moldova) with the support of ARGIDIUS and EBA Moldova have organized the VIIIth edition of National Business Plan Contest in the period of June 2012.
As a result: over 50 participants were trained in business plan development; 19 youngsters were awarded with different distinctions and financially supported in launching/developing their business.
- Over July 9-13 EBA Moldova organized a summer school for the participants at the VIII edition of the national business plans contest and young entrepreneurs. This is a first initiative of this kind that was possible due to the direct support provided by the EBA Founders such as Gas Natural Fenosa, BCR Chisinau, Turcan Cazac Law Firm, Prof System.
- EBA received technical support from CBI Netherlands for enhancing management system and services development.
- EBA started to develop a data basis of the investment projects that can be placed and viewed on www.eba.md.

