

WE LINK BUSINESSES

WE SUPPORT

WE ARE A COMMON VOICE

WE EMPOWER BUSINESSES

WE VALUE ENTERPRISES

WE OFFER INDEPENDENCE AND INTEGRITY

WE STRIVE FOR ENABLING BUSINESS ENVIRONMENT



**ANNUAL
REPORT
2014**

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2012, Chisinau, Moldova

Message of HE Mr Pirkka Tapiola, Head of the EU Delegation in Moldova, Honorary President of EBA

The year 2014 saw historical milestones in EU-Moldova relations: the visa liberalization regime and the signature of the Association Agreement, including a Deep and Comprehensive Free Trade Area (DCFTA). These developments bring many benefits for the economic development and wellbeing of the people in Moldova. By concluding the Association Agreement, the Republic of Moldova also assumed many commitments to undertake reforms. It is after all the quality of democracy and reforms in Moldova which will determine the quality and depth of the EU – Moldova relationship.



As a representative of the European Business community in Moldova, EBA plays an important role in working towards adjusting national legislation in line with EU standards, as well as in supporting local businesses in entering the EU market, the biggest and wealthiest market in the world. The EBA is therefore an indispensable partner for the EU Delegation.

The EBA was very active in 2014 in supporting businesses through concrete lobbying and advocacy activities. Two new EBA sector committees were established: one on Energy efficiency, and another on Agriculture. Both were from the outset very productive, in reviewing and analysing key legislation related to their sectors, as well as in coordinating lobbying at the relevant levels. The development of a draft Renewables Law was extensively supported with comments and proposals, based on practical experience and lessons learnt from EU countries. The Agricultural Committee set up in April brought together more than 40 businesses for joint activities around many different issues, such as internal procedures on phyto-sanitary certification as well as regarding rules of origin. These were successfully addressed and solved. The EBA was in permanent and constructive dialogue with public authorities in order to promote necessary amendments to legislation and the implementation of reforms needed to ease the lives of businesses and foreign investors in Moldova.

One of the key issues in terms of exports of agrifood products remains the lack of practical knowledge about the EU market. With the support of the Swedish Government and the International Finance Corporation (IFC), the EBA managed to train more than 600 business people in 9 Moldovan districts, including in the Gagauz Autonomy and Transnistria, sharing with them practical experience on international contracting, international certification, negotiations techniques, marketing standards, EU legislation on labelling, packaging etc. Moreover at the end of a training course for businesses, the EBA jointly with CCI (Chamber of Commerce and Industry) organised a practical study visit for 15 agricultural producers to Belgium and Netherlands. This visit helped them to learn about the requirements of the EU market and best EU practices in trade with agro-products.

Furthermore, the EBA was very actively involved in developing Tax and Customs policy for 2014–2015, coming out with concrete proposal that would facilitate the business environment.

I congratulate the EBA for its tireless efforts in promoting the interests of European businesses in Moldova. As Moldova moves closer to the EU, much remains to be done to improve the business environment and bring it to European levels, and to familiarise Moldovan business with the European market. We look forward to continuing our excellent cooperation with EBA in the coming year, to bring Moldova closer to the EU, and the EU closer to Moldova.

Message of Mrs Silvia Radu, President of Gas Natural Fenosa, EBA President



One of the most significant event of the 2015 was the signing of the Association Agreement with EU aimed at strengthening the economic and social development of Moldova through country modernization and market integration.

The commitment taken by the country as a whole, under the DCFTA (Deep and Comprehensive Free Trade Agreement) implementation — implied a direct and active involvement of EBA Moldova in empowering businesses in the light of integrating Moldovan companies on the EU community market. This political and economic arrangement with EU, which provides a wide range of opportunities for Moldovan businesses, has discovered certain challenges for Moldovan companies in the legal appropriation and competitiveness on the EU Market.

Out of the total number of 1200 companies served by EBA over 2014, most of the effort was focused on DCFTA related initiatives and activities such as: practical preparation workshops on international certification and quality standards, EU Legislation, EU Market requirements for processing, labeling, packaging; Lobby and Advocacy initiatives aimed at aligning the legislation to the EU standards; labour market issues, and identifying contacts for the Moldovan companies on EU market, etc.

EBA continued to constantly grow in 2014 in regard to structure, seize and credibility. EBA's membership base has expanded to up to 55 members, as well as the number of head office staff, including an international expert and a trainee from Germany and Spain.

In regard to EBA activities, in 2014 one of the key activities was lobbying for a better business climate for Moldovan businesses. Thus, more than 20 inquiries, representing various sectors were submitted and followed up with the relevant State authorities expressing the voice of businesses.

EBA has won 5 internationally funded projects over 2014 to cover practical support and preparation of Moldovan companies for the EU Market and match-making visits to Europe, summer and winter academies, lobby and advocacy activities etc., all streamlined towards serving and benefiting the EBA members and their development. EBA has furthermore organized and co-organized 11 match-making and B2B events in 2014 including visits to Romania, Belgium and Netherlands. For the first time EBA was involved in producing 3 analytical and research papers, has executed numerous presentations, specialized trainings and business support services related to DCFTA implementation in practical terms.

EBA has tightened up in 2014 to be a leading European Business Association in Moldova, serving its members as a strong European Voice of the Business Community in Moldova and internationally to pave the way for the further development of its members and enhance cooperation with national and international partners.

We are proud to present you details on all our 2014 activities in this annual report

EBA BOARD



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EBA BOARD



EBA MEMBERS



2014 FACTS AND FIGURES

115	VARIED RANGE OF ACTIVITIES
1200	COMPANIES SERVED OVER THE YEAR
12	MATCHMAKING AND B2B
55	DCFTA IMPLEMENTATION AND EU MARKET ACCESS PRACTICAL SUPPORT ACTIVITIES
30	LOBBY & ADVOCACY INITIATIVES
5	INTERNATIONAL PROJECTS TO SUPPORT BUSINESSES

MISSION

The EBA is one of the main business hub for Moldovan and foreign entities aimed at:

- facilitating domestic and foreign trade;
- improving business climate through different communication platforms;
- bolstering foreign investments;
- promoting business activities between EU and the RM.

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 TEAM



Mariana Rufa — Executive Director

As Executive Director, Mariana Rufa is managing and coordinating overall the EBA activity internally and externally. A special focus and support is provided for membership and lobbying activities of EBA. Mariana Rufa is responsible for attracting foreign projects targeting them for business development and identifying potential partners for the EBA members in Moldova and abroad.



Olesea Ghedrovici — Finance and Tax Advisor

Olesea Ghedrovici is responsible for all matters related to economics, finance and tax issues for EBA. Olesea is coordinating the Tax and Customs committee and the analytical statements developed in the EBA Moldova.

Ion Cebanu — Executive Assistant

Responsible for communication, general organization, and logistic support; manager of Youth programs and supporting matchmaking programs.



Adelina Gomezmont — Intern employee

Adelina Gomezmont has been an intern staff over 6 months in 2014, assisting in communication and web site updates at EBA.



Henrik Kuffner — Senior Advisor

Henrik Kuffner is a senior advisor from Germany for general matters in regard to organizational structure and EU networking matters at EBA. Henrik Kuffner is also supporting EBA with businesses empowering through advise, trainings and guidance in finding new partners abroad.



STRUCTURE TO SUPPORT MISSION



LOBBY AND ADVOCACY

WE SPEAK
FOR
OUR MEMBERS

Being an unified voice of the EBA Members the Association represents and upholds the interests of businesses and the sectors they represent. EBA Promotes the engagements of the businesses and actively participates in communication platforms to facilitate the dialogue for the effective and constructive resolution of the issues the businesses are facing.

Thus EBA Moldova is a member of a range of B2G Platforms such as:

- *Prime Minister's Economic Council (in raportul de anul trecut am scris Council, cu Committee, pe internet, la fel scrie Council, Consiliu)*
- *Compliance Committee of the Customs Service*
- *Compliance and Consultative committee of the Tax Service*
- *National Commission for Financial Market Expert Group*
- *Regulatory Evaluation Process under the Ministry of Economy as observer*
- *Member of the Pro-European platform*
- *Member of Chamber of Commerce and Industry Sector Committees etc.*

THE LOBBY AND ADVOCACY ACTIVITY OF EBA IS MAINLY DRIVEN BY THREE SECTOR COMMITTEES:

- **TAX AND CUSTOMS COMMITTEE**
- **AGRO-COMMITTEE**
- **ENERGY COMMITTEE**

Over 2014 all the three committees met regularly targeting their activity towards the following accomplishments:

EBA has supported and lobbied for a more transparent and permissive environment in the following sectors:

- Insurance;
- Tobacco Industry;
- Energy sector and renewables;
- Health and medical sector;
- Phito-sanitary regulations and procedures;
- Simplification of export related customs procedures;
- Subsidies in Agriculture but registered in Moldova (especially for economic entities located in Transnistria but register in Moldova);
- Taxation and tax policy;
- Promotion of E-services.

EBA participates in the process of developing the Tax and Customs Policy for 2014

EBA participates in the process of developing the Tax and Customs Policy for 2014. In this regard the draft tax and customs policy proposals have been collected from the member companies, discussed and consolidated in a document which has been discussed with Ministry of Economy and Ministry of Finance as well with other stakeholders. The key issues discussed over the meeting have been consolidated in a Position Paper and placed on www.eba.md.

EBA supports the implementation of E-Services among the business community

A special attention was given to raising awareness and promoting the implementation of e-services within the private sector. In this regard, E-Government Center jointly with EBA Moldova and Tax Service of the RM have organized an initiative on informing the business community on the e-payment instruments recently developed.

The participants, mainly accountants and financial directors from different member companies of the association, had the possibility to see the functionality of the service in action, as well as to address questions and to offer suggestions, the project being in its piloting phase.

Representatives of the State Tax Inspectorate mentioned that presently there are over 400 economic entities already using the electronic service E-Factura. This is an alternative of payment of taxes already put in practice and in the meantime being continuously developed and modernized. It is important to reiterate that e-services development have been identified as one of the key priority on the Government agenda.

EBA Launches the Agro-committee

On march 20 2014 EBA launched the activity of the agro-committee. The event was supported by USAID ACED Project. The event was attended by the representatives of Ministry of Agriculture, Ministry of Economy, ANSA and more than 20 economic entities operating in the sector of agriculture. The goal of the committee was to identify the key issues faced by the companies in the sector, discuss the potential solutions and examine the experience in neighbor countries.

Mrs. Inga Ionesii, Head of General Division of Trade Policies, Ministry of Economy presented the DCFTA in brief with its impact on agro-sector.



EBA Launches
the Agro-committee

Considering the re-shifting of export from CIS towards the EU Community market a number of the key issues have been identified referred to the following sectors:

- Phito-sanitary certification and simplification of the process making more transparent and prompt;
- Certificates of origin;
- Quota distribution mechanism;
- DCFTA and Annex V (Quota regime for the export of agro products);
- Other impediments when exporting agro-products onto the EU Market;
- VAT for the import of services;
- Import taxes for certain kind of equipment.

The issues have been addressed and proposals have been identified and submitted to ANSA (National Agency for Food Security), Ministry of Agriculture, as well as reiterated at all the relevant B2G Platforms.

Over the year the Agro-committee has met 4 times. One of the meeting of the committee was held jointly with the Chamber of Trade and Industry from Chişinău to address issues related to Customs procedures and phito-sanitary certificates specifically.



Results achieved:

- *The procedure of phito-sanitary certificates issuing has been simplified.*
- *The companies could express their challenges regarding the DCFTA application as well as the quota regime application.*
- *EBA has promoted the need for approval the quota distribution mechanism ASAP for export facilitation.*

EBA has lobbied for the implementation of DCFTA principles covering Transnistrian companies

In this regard EBA has lobbied the amendments of the Regulation on providing subsidies in agriculture to cover also companies operating on the left bank of the RM but being registered also in the RM.

The amendments have been considered and accepted by Ministry of Agriculture of the RM and AIPA (Agency for Intervention and Payments for Agriculture).

EBA has lobbied the settlement of a transparent, independent and functional National Ethics Committee in the Health sector

In this regard EBA met with Ministry of Health and Government officials to speed up the process. At the moment foreign investors are facing obstacles in the functionality of the committee impeding them deliver their activity in Moldova in an efficient and professional manner. In order to assist the Government and the Ministry of Health — EBA Moldova has explored international experience and designed a statement describing the experience of Germany and Romania explaining the organizational and administration part of similar committees in these countries. The issue is still to be addressed by Moldovan authorities

EBA participates at a round table organized by Ministry of Finance on Transfer Price Mechanism

As a result of the EBA Tax and Customs Committee discussions based on the feedback provided by the EBA member companies EBA developed a position paper on the issue of transfer prices and presented it to the Ministry of Finance. EBA has expressed its opinion on a premature character of the action which at the moment will face the incapacity of tax service as well will encounter increased costs from the companies implementing the mechanism.

EBA has lobbied for a more transparent and inclusive legislation in the area of insurance

EBA has lobbied for a more transparent and inclusive legislation in the area of insurance, specifically for a more transparent and functional BNA in Moldova and for amending the Moldovan Insurance Law. Mr. George Teodorescu, managing attorney of the law firm of Vernon David & Associates has represented EBA Moldova's position regarding the insurance sector in discussions with the Parliamentary Commission on Economy, Budget and Finance. The amended law was adopted in July 2014, and addressed the majority of EBA's concerns.



EBA promotes the implementation of EU Standards in the Agro sector

EBA supports implementation of EU food safety standards in Moldova in accordance to the EU Legislation.

In the context of DCFTA Implementation and preparing Moldovan exporters – producers and processors of agro products for the EU Community market EBA with the support of the IFC organized a round tables on “Food safety for sustainable development”.

Representatives of ANSA and National Institute of Metrology have presented the national legislation on standards and certification as well as the EU requirements in this regard.

More than 70 companies attended the event representing agro sector mostly. The companies reiterated the issues they are facing in terms of National and EU standards as well as impediments related to international certification.



EBA supports the implementation of DCFTA in Moldova

EBA participated at the conference on “Insuring a successful implementation of DCFTA in Moldova”, organized by the Romanian Center for European Policies and its representation in the RM. The conference was attended by public officials, NGOs and business environment from Romania and Moldova. The key discussions were focused on the best practices that can be shared by Romania in the process of accession. A special attention was given to foreign trade issues and exposure of Moldovan products onto the EU Market. Romanian experts spoke about the different EU Support program that existed in Romania in the process of accession and how those helped businesses to develop.

EBA participated at the forum mentioning about the necessary support which needs to be driven towards the preparation of the companies and their technical endowment in order to become competitive on the EU Market. EBA has also reiterated the importance of the number of reforms that are still lacking and in this way impeding the flow of FDI to Moldova.

GEW Moldova – an important platform for businesses development

On November 17, 2014 EBA has participated at the opening of Global Entrepreneurship Week — GEW in Moldova. GEW is an international event which is simultaneously organized in 153 countries. EBA has reiterated the need of a boosting and permissive business environment for country development. EBA listed its lobby activities as well as its active involvement in the existing B2G platforms encouraging businesses to unite in common voices, business associations in order to be heard and supported.

EBA promotes safe working conditions

Renania in cooperation with EBA Moldova launch the Safety Academy

Renania, Romanian leading company in production of protection equipment, launched the first edition of Safety Academy on 25th of March, in Chişinău. The event was organized with the European Business Association and the Ministry of Labor, Social Protection and Family.

The Safety Academy Project is aimed at creating a sound platform of communication and sharing of the world best experience and policies in the area of labor safety and protection systems.

Through this event attention was brought to the necessary investments that employers should make in order to assure safety of their workers and were presented leading edge solutions in this domain.



Safety Academy Project

EBA Moldova is appealing for more transparent environment for renewables development in Moldova

The Committee for Economy, Budget and Finance in collaboration with EBA Moldova have organized a round table with the topic “Energy efficiency sector – new perspectives for development in the Republic of Moldova.”

The goal of the event was to present the new draft law, international experience in the area, gathering of new comments regarding the new draft law and get together the key stakeholders of the private and public sector in the RM in the area of renewable.

The meeting was chaired by Mr Veaceslav Ionita, Chairman of the Parliament Commission for Economy, Budget and Finance who presented the draft law and the position of the RM in terms of the application of the law.

Frank Le Borgne, General Manager of Solartech Energy, member of the EBA Moldova reiterated the most burning issues related to renewable sector in Moldova by providing a set of concrete proposals and solutions. Among the issues discussed were accessing the renewable market of Moldova by a foreign investor, issuing of tariffs by ANRE, tariff calculation, VAT and income tax problems for distributors when purchasing energy, limitation for the net metering installation volume.

Mr. Tudor Copaci, deputy Minister of Economy has presented the position of the legal initiative, explaining that the law is the overarching framework which will be followed by the regulatory framework reiterating clearly and transparently the rules of the game for all the investors.

EBA participates at the reunion of the EBO World Wide Network

Over the period of November 16–18, 2014 EBA Moldova is participating at the Annual Meeting of the EBO World Wide Network hold in Brussels, Belgium. A special focus was made on the cooperation of EBA with the Chamber of Trade and Industry, member of EUROCHAMBRE under the East Invest Program targeted on business development. Mrs. Mariana Rufa described the Roadshow initiative within East Invest Program implemented by EUROCHAMBRE under which EBA and the CCI have organized a matchmaking event with an experience exchange component in Belgium and Netherlands for 15 Moldovan agro- producing and processing companies. EBA has reiterated the benefits and the efficiency of a joint effort, especially under the existing geopolitical constraints with a prior negative impact on businesses.

B2G Consultations
on the Draft Law
on Renewables



Over the three days, the EBO Network had meetings with the representatives of DG Enterprise and Industry, DG Trade, DG Devco, DG Extension Service, Eurochambers and the EU Parliament.

EBA is appealing
for mor transparent
environment
for renewables
development in
Moldova





In terms of the SMEs development policies the DG Enterprise and industry reiterated a couple of the key actions to be prioritized over 2015, these being MILANO Expo, SMEs Internationalization, Missions for Growth to Ukraine, etc. As to the Eastern Partnership countries an important acquisition is the COSME Program eligible for the RM starting with 2015 aimed at SMEs development. EBA had a bilateral meeting with the representatives of Eurochambre in order to identify ways for future cooperation.

EBA Participates at the OECD EURASIA Competitiveness Program

In the period of November 25–27, 2014 the EBA Moldova participated in the OECD EURASIA Competitiveness Program, taking place in Paris, France. The OECD Eurasia Week brought together high-level representatives from the Eurasia region, OECD member countries, academics, business leaders, international partner organizations, civil society and relevant experts on the thematic issues.

Over the forum Mariana Rufa, executive director of EBA, has delivered a presentation on DCFTA opportunities for businesses and what are the benefits of accessing onto the EU Market. The issues



described in the presentation have been highly supported and shared by Georgia and Ukraine, but also Tadjikistan, Armenia, etc. The presentation focused on the needs and benefits the agro producers can get from selling their products onto the EU Market. A special focus was made on the non-material investments like in — house practical knowledge associated with exports onto the EU Market as well as EU quality requirements and standards that need to be considered in this regard like international certifications, requirements set by the international supermarkets chains and wholesalers, HORECA, etc in order to become competitive on the European market.

Bilateral meetings were organized over the three days with the OECD Global Relations Secretariat.

EBA participated in a number of PM Economic Committee Meetings, Customs Service Compliance Committee and Tax Service Compliance Committee

Over the year the EBA managed to promote:

- Abolition of 1,5 % export tax for walnuts;
- Simplification of export procedures (certificates of origin);
- Simplification of the phito sanitary certification;
- Creating the necessary regulatory environment for transnistrian companies in applying fo subsidies in agriculture.

EBA is supporting
Customs Service
initiatives on simplifying
export procedures



OVER 2014 EBA participated in a number of meetings organized by the Tax service Compliance Committee where EBA is a member. The agenda of the committee covered such issues as:

- VAT for transportation services provided by free economic zones;
- Authorization for international transportation companies;
- Electronic registry;
- Tax Inspections.

BUSINESS NETWORKING AND MATCHMAKING

BUILDING
BRIDGES
TO NEW
OPPORTUNITIES

EBA Moldova participates at the New Year Reception of the Romanian-German Chamber of Commerce and Industry

About 850 guests from Romanian and German economic, political and cultural environment attended the event organized at the Parliament Palace in Bucharest.

Besides the high ranking speakers such as HE Mr. Traian Băsescu, President of Romania, dr. Radu Merica, The President of AHK Romania (Romanian-German Chamber of Commerce and Industry), Werner Hans Lauk, the Ambassador of Federal Republic of Germany, Mrs. Andrea Schachter, Head of International Monetary Fund Mission for Romania, all of them sharing important messages for the business community, the event was a remarkable platform for business networking and identifying new business contacts and opportunities in Romania and Germany. The key topic of the event was “Mobility and the importance of it in different economic domains”.

EBA Moldova participated at the event with its members identifying new opportunities for development and new contacts for businesses.

BA Moldova organized a business breakfast with Her Excellency Ambassador of the Federal Republic of Germany in Republic of Moldova, Mrs. Ulrike Knotz

HE Mrs. Ulrike Knotz has spoken about the efforts undertaken by the countries that acceded to EU community, underlining the importance of a constructive dialogue between the public and private sector and of the responsibilities taken by the business community.

Mrs. Ulrike Knotz reiterated several times the importance of a sound justice system, which unfortunately is identified as one of the most burning and severe issues by Moldovan business community.

Mr. Ronny Bechmann, Adviser of the Prime Minister on Attracting Investments, mentioned about 2 projects funded by the German Government, specifically certification of any products oriented for exports to EU and the dual system of preparing the technical level specialists, as a support for vocational education system of the RM.

EBA organised
a Working Breakfast
with Ambassador
of Germany in Moldova
HE Mrs Ulrike Knotz



The meeting created an occasion for an open discussion between the private sector and the Ambassador, thus gaining important information for further business development opportunities.



EBA celebrates 2 years of activity

On 19th of February, at the National Art Museum of Moldova, the European Business Association celebrated 2 years of activity. The event hosted more than 120 participants. Among the special invitees to the event were the Honorary President of EBA Moldova, the Head of the EU Delegation in Chişinău, HE Mr. Pirkka Tapiola, President of European Social and Economic Committee of the European Commission, Mr. Henri Malosse, Chief negotiator on DCFTA Luc Devigne, Ambassadors, representatives of Chambers of Commerce of Romania, founders and members of the association, businesses from Transnistria.

The goal of the event was to present the activities accomplished and results achieved during 2013 as well as to organize a B2B Networking for over 120 participants at the event.

During the event several national wine producing companies, like Salcuța, Etc, Gittana and Căinari Vin have exhibited their wines having a remarkable opportunity to identify new contacts.



Gateway for Polish companies in Moldova

On 24th of February, BC MobiasBanca, Groupe Societe Generale jointly with the European Business Association and Polish Embassy in Moldova have organized a B2B event for the businessmen from Poland and the Republic of Moldova.

Polish businesses were represented by such sectors as biomass and renewables, post harvesting systems, production of agricultural machineries, water supply management, production of cooling and refrigeration systems and equipment, banking sector, sugar production, consultancy and logistics.

The event was attended by more than 50 participants, representatives of the private sector, Ministry of Foreign Affairs, Ministry of Economy and representatives of the local public administration of Poland.

Gateway
for Polish companies



EBA Members meet with HE German Ambassador in Moldova, Mr. Matthias Meyer

The Meeting was a great opportunity for Moldovan and European businesses to exchange views on existing political and economic situation in the country. Ambassador Meyer presented the positive

Meeting with EBA
Members and German
Ambassador in Moldova
HE Mr Matthias Meyer



trend that Republic of Moldova has taken under the European Agenda, mentioning about the reforms that have been successfully undertaken in a number of sectors. Nevertheless, still several drawbacks are impeding the investors to consider Moldova as a potential opportunity for investments, namely the justice sector reform and legal framework stability.

Mr. Meyer has also reiterated the importance of signing the Association Agreement and the Deep and Comprehensive Free Trade Agreement (DCFTA), as its component part, and the credibility that Moldovan companies need to obtain once with exposure onto the EU Market. Nevertheless “The DCFTA will have to cover the whole RM, increasing the involvement in the process of EU integration of Găgăuzia and Transnistria. In order to implement the agreement successfully, it is crucial to concentrate the effort on communicating the benefits of EU integration across the country covering all parts of society and prepare the producers/exporters to become competitive on the EU Market”.

New business opportunities in Bucharest

EBA Moldova in joint cooperation with Romanian Sitzerland Chamber of Commerce organized a business networking event in Bucharest. More than 30 companies, from Romania and Republic of Moldova, participated at an event in Bucharest where businesses could find trade and development opportunities in both countries.

Dr. Costin Lianu, Director of Department for Export Development, Ministry of Economy of Romania, mentioned the importance of examining the bio-certification of agro-products as a key area of investments in the agricultural sector. Mr. Emil Jacota, Minister-Counselor at the Moldova Embassy in Bucharest, expressed openness and support in facilitating business contacts for companies from Romania and Moldova, reiterating the increasing number of trade flow between the two countries.

The event resulted in a number of important contacts found by Moldovan companies like International Certification Bodies represented in Romania, Investors in Energy Sector, Wholesalers of fresh fruit and vegetables etc.

On May 8th the EBA Moldova celebrated Europe Day with its members

On the occasion of Europe Day, EBA organized a networking event involving EBA Members, representatives of public authorities and international companies operating in Moldova.

The event was officially launched by HE Mr. Gunnar Wiegand, European External Action Service (EEAS) Director for Russia, Eastern Partnership, Central Asia, Regional Cooperation and OSCE, and



New Business
opportunities in
Bucharest

Mr Luc Devigne, Chief negotiator of EU for DCFTA with Moldova who have congratulated the Republic of Moldova for the European path it chose and the success achieved as so far.

HE Mr Pirkka Tapiola, Head of the EU Delegation in Chisinau, Honorary President of the EBA Moldova, reiterated that in order to enter the EU community, there is a need for a considerable effort and political will for implementing the justice sector and economic reforms, and Moldova has already taken significant steps in this regard. The Ambassador reiterated the importance of the enabling business environment for attracting new investments and EU Market access opportunities under the DCFTA implementation.

EBA members
on Europe Day



EBA participates within Eastern Partnership Forum Platform II on “Economic integration and convergence with EU policies” in Brussels

Mariana Rufa, Executive Director of EBA Moldova delivered a presentation touching upon the key issues that RM and business environment specifically is facing in the context of the DCFTA (Deep and Comprehensive Free Trade Agreement) implementation. Mrs. Rufa reiterated the support needed in communicating more about the DCFTA in practical terms and inform the private sector about the issues they need to consider like international certification and quality standards on the way of EU Market access. On the other hand it is crucially important to make considerable changes in justice reform in the RM to be able to attract foreign investors.

Mr. Christos Kyriatzis and Michaela Hauf, representing the DG Enterprise and being the key organizers of the Forum, encouraged the audience to engage in the Platform activities in a more pro-active manner thus designing the necessary support to be provided to SMEs internationalization and support to businesses in general.

Mr. Richard Tibbels (EEAS) outlined the EU’s approach to the multi-lateral track following the Vilnius Summit and the need for keeping a multilateral dialogue.

Ambassador of Romania in Moldova, HE Mr. Marius Lazurca presents the EU perspective to the EBA members

The Romanian Ambassador described the benefits of the EU Accession, some examples of Romanian experience, especially related to market liberalization and impact on companies in agro sector, services etc. The Ambassador drew attention of the participants to the energy sector, renewable sector, mentioning that in Romania this trend is in a continuous growth, in the main time encouraging Republic of Moldova to orient its actions towards developing this sector in a transparent way.



Representatives of the agricultural sector expressed their gratitude for the support received from Romania oriented to the development of this sector. They mentioned about the need to value more the opportunities of enhancing trade flows between the two countries.

More than 30 companies members and partners participated at the event.

EBA Moldova participated at the Moldova Business week over 5–12 June 2014

The event united more than 400 companies all over the week at different panels. The business week was culminated by the visit of the President of the European Commission, H.E. Mr. Jose Manuel Barroso on June 12th. In his speech HE mentioned that the Association Agreement is not just a political document, and that the visa-free regime is just an example of the actions undertaken so far in this regard. Beyond the fact that the agreement offers an access to the largest global market — this is an enormous opportunity for businesses to become more competitive by increasing quality standards, trade flows, offer more jobs and ensure an economic growth for the benefit of all the citizens.





Mr. Wilhelm Molterer, Vice President of European Investment Bank mentioned that the signing of the Association Agreement will facilitate the growth of foreign direct investments, and also specified that an affiliate office of EIB will be opened in Moldova.

Mrs. Mariana Rufa, Executive Director of EBA Moldova, in her presentation over the “Foreign investments panel” reiterated some of the key issues the foreign investors are facing in Moldova and the way the EBA Moldova is addressing them.

EBA Moldova and its members explore business connections with Brasov district council

Mr. Cirica Emil, Executive Director of Investment and Regional Development Division from Brasov district Council expressed openness to support Romanian companies from Brasov district in expanding their business in Moldova especially under the newly created political context, the signing of the Association Agreement. Apart from many trade opportunities existing in this regard, he focused on tourism and wellness services, energy renewables, import of fruit and vegetables by big Romanian processing facilities.

Mrs. Mariana Rufa mentioned that in 2013–2014 EBA has supported 30 companies with contacts in Romania and vice versa. Currently EBA is oriented to support Moldavian producers to find contacts in Romania and attract Romanian and International companies operating in Romania to explore the Republic of Moldova as an investment target.

Moldovan exporters will be provided with practical support for accessing EU Market

On 1st of July 2014, EBA Moldova jointly with Chamber of Commerce and Industry of Republic of Moldova have launched the Project “Deep and Comprehensive Free Trade Agreement between RM and EU. Public awareness and capacity building”.

The purpose of the project is two folded:

- *To prepare the agro producers and processors of the RM on DCFTA implications and empower them with practical knowledge and skills in the area of foreign trade, international certification and quality standards, negotiation and selling strategies, marketing, international contracting issues, internal procedures before export. The seminars were conducted by experts from the Netherlands, Belgium, Romania, as well as local experts from fields like trade and financial assistance*



Launching of the DCFTA Project supported by the Swedish Government through IFC, implemented by EBA and CCI

- *Another very important goal of the project is to enhance the sector committees of the EBA and the Chamber so as to design strong B2G communication platforms where different practical problems shall be collected from businesses and addressed by the two support institutions in their negotiations with the Government/Parliament.*
- *Organize three study visits to Belgium, Netherlands and Romania.*

The goal is to share the hands on experience with Moldovan Producers and processors in the area of international certification, EU market requirements in the area of packaging, labeling etc.



EU Market practical support

Moldovan Agricultural producers visited Belgium and Netherlands to learn what it means to export to EU

Under the DCFTA II Project funded by the Swedish Government through IFC and East Invest Program provided by EUROCHAMBRE, EBA jointly with the Chamber of Trade and Industry have organized a matchmaking and sharing of experience event for 15 Moldovan companies in Belgium and Netherlands.

Moldovan Agricultural
producers visited
Belgium and
Netherlands



The business trip took place in Antwerp, Belgium and Rotterdam, Netherlands. Within the visit a B2B event was organized in partnership with Voka - CCI Antwerp-Waasland, the Chamber of Commerce from Belgium, where 20 producers and processors of fruits and vegetables from Belgium and RM have participated. The event was attended by HE Moldovan Ambassador to Belgium Mr. Mihai Gribincea, representatives of international certification institutions and business support organizations. In Belgium the Moldovan companies have visited important supermarket chains, producers and research centers to learn about the EU Requirements on quality and labeling.

In Rotterdam the event was co-organized by CBI (agency of Government of Netherlands which supports exports from third countries to EU market) which have shown to Moldovan producers international certification mechanisms and the best international practices in this regard. The companies have visited one of the biggest European wholesaler to learn about the requirements needed when importing fresh fruit and vegetables on the EU market. An important input was the visit to Dutch cooperatives responsible for organizing the whole marketing process for the producers/growers of the agro-output. The Moldovan producers were impressed of the new technologies used in the production of tomatoes, strawberries, flowers etc. Moldovan companies have also visited the biggest auction of flowers in Netherlands, the biggest in the world, to see how the trading system is organized.

Moldovan Agricultural
producers visited
Belgium and
Netherlands





EBA Moldova participated at the Moldo-Austrian Forum organized in the RM on the occasion of the official visit of the President of Austria to Moldova

Austrian firms had the occasion to establish links with businesses from Republic of Moldova. More than 100 companies participated at the event, as well as representatives of Ministries and Local Authorities. The discussions revealed the eventual opportunities of cooperation in joint regional projects implemented in the Republic of Moldova and Austria.

The evening before the event a reception on the occasion of the visit of the Austrian President HE Dr. Heinz Fischer was organized in Chişinău. EBA Moldova supported the organization of the two days visit of the Austrian Delegation to Moldova, thus obtaining various contacts among Austrian businesses interested in the RM for investment opportunities.

EBA supports Moldovan Wine producers over the National Day of Romania celebrated in Moldova

On December 1st, 2014 EBA organized a wine tasting event in the context of the National Day of Romania celebrated in Chisinau.





Six Moldovan wineries such as Gitana, Purcari, Nimorinka, Vinaria din Vale and F'Autor have exhibited their wines to an audience of approximately 1000 invitees representing diplomatic environment, politicians and business community.

The event created a remarkable opportunity for the Moldovan wine producers to promote their wines and to establish contacts with potential trade partners on the Romanian market. In this regard, just in 2013 the exports of wine into the Romanian market reached 700 000 Euros.



Just to reiterate, over 2014 the most important buyer of Moldovan wines was Romania and the biggest supermarket chains like Metro Cash and Carry, Carrefour, Auchan and Duty Free Shops

BUSINESS SUPPORT

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ENTERPRISES

Strengthening of the Role of the Private Sector in achieving Inclusive and Sustainable Growth in Developing Countries

The European Union Delegation (EUD) to the Republic of Moldova, in joint cooperation with the European Business Association (EBA) and the Economic Stimulation in Rural Area Budget Support Program Technical Assistance Project (ESRA BSP TA) organized a roundtable on “the Strengthening of the Role of the Private Sector in achieving Inclusive and Sustainable Growth in Developing Countries.

Over 50 delegates have participated at the roundtable, representing Moldovan and international businesses in Moldova and business organizations.

Mr Wicher Slaghter,
EU Delegation
in Chisinau, the role of
the private sector
in DCFTA
implementation



The goal of the first part of the event was to identify the priorities of the private sector in economic development, where Mr. Wicher Slaghter, Head of the Political and Economic Section of the European Union Delegation to the Republic of Moldova presented the areas of support offered by EU to Moldova

The second part of the event focused on the Deep and Comprehensive Free Trade Agreement (DCFTA). Mr. Octavian Calmic, Vice Minister of the Ministry of Economy of the RM explained the implication for the agro sector and services, by drawing the attention on the benefits and challenges to be considered by the businesses.





Mrs Silvia Radu,
EBA President —
EBA supports
the DCFTA
implementation

EBA promotes Moldova in the ERD Country Illustration Workshop Initiative

For the first time ever the Republic of Moldova became a part of the European Development Report initiative. Not only EBA has represented the whole country by becoming the author of the Report for Moldova, the initiative has offered new opportunities for EBA in terms of new partnerships and enhancing the lobby activities by putting forward the issues of the business environment.

In the context of the ERD development (European Report for Development) for Moldova, EBA Moldova participated in the ERD Country Illustration Workshop, organized by the Center for Policy Dialogue (CPD), European Centre for development Policy Management (ECDPM), German Development Institute (DIE), Overseas Development Institute (ODI) and Southern Voice on Post-MDG International Development Goals in Dhaka, Bangladesh on 19 February 2014. The workshop gathered together economists and researchers from UK, Germany, Bangladesh, Ecuador, Indonesia, and Mauritius.

Also in the context of the ERD Development, EBA has hosted the organization of a ERD Workshop in Moldova. The goal of the workshop was to discuss the progress of the report, its main implications, expectations and important issues to be included related to the Moldovan economic performance.

At the workshop participated the representative of EU Delegation in Chişinău, Mr. Whicher Slagter,



ERD Workshop in
Moldova

who highlighted the benefits and contribution of DCFTA implementation to the countries overall performance. Among the participants were representatives of the Economic Council to the Prime Minister of Moldova, National Bank of Moldova, National Bureau of Statistics and academic staff of the Academy of Economic Studies of Moldova.

Signing of the Association Agreement – Public Debates

On the occasion of signing of the Association Agreement (AA) and its component part, the Deep and Comprehensive Free Trade Agreement (DCFTA), The European Union Delegation in Chisinau jointly with EU Project Support to the DCFTA Process in the Republic of Moldova and the European Business Association organized a public discussion.

The event was chaired by Mr. Octavian Calmîc, Deputy Minister of Economy, Mr. Wicher Slagter, Head of the Political and Economic Section of the EU Delegation in Chisinau, Mr. Iulian Groza, Deputy Minister of Foreign Affairs and European Integration, Mr Gheorghe Gaberi, Deputy Minister of Agriculture and Food Industry. The public discussion was headed and moderated by the EU Delegation Project Manager Mrs. Speranta Olaru.

The procedure
of signing
the Association
Agreement

EBA supports Moldovan
exporters to trade
on the EU Market



Business community, journalists, representatives of public sector attending the event had the possibility to watch online the signing of the Association Agreement and also to address questions on the various implications of the agreement and the EU accession framework of RM to EU.

EBA Moldova supports implementation of the Deep and Comprehensive Free Trade Agreement with the European Union in agriculture

EBA Moldova participated within the National Conference on “Successful implementation of DCFTA in Moldova” The first part of the event was dedicated to presenting the results of the research on *“The Export of Moldavian agricultural products to the European Union. Proposals for rural development policies”* a sectorial study regarding the necessities of farmers from the sectors of viniculture, meat, fruits and vegetables on the way of DCFTA implementation.

The second part of the event was a workshop called „Strategies for growing the profitability of Moldavian exports in EU. The experience of Romanian agriculture in the process of integration in the European Union” which was oriented to the representatives of ministries and institutions that have the attribution of implementing the DCFTA and of organizations representing farmers.

Representative of EBA Moldova, Mrs. Olesea Ghedrovici, spoke on the benefits of the Agreement but also touched upon the needs of the farmers and the drawbacks still existing that are to be addressed by Public Authorities.

EU Market – more accessible for Moldovan exporters

Moldovan exporters received a practical support from foreign experts on how to access and become competitive on the EU market.

Under the DCFTA II Project funded by the Swedish Government and IFC, implemented by the EBA and Chamber of Trade and Industry, Moldovan exporters had the opportunity to participate in a practical training course facilitated by practitioners/experts from EU Countries, such as Romania, Netherlands, Germany, Belgium. The course was also supported by the officials from the ANSA (Food security agency) and Customs Services of the RM.

The practical course was focused on 7 main areas of expertise such as:

- EU Legislation on fresh and processed agro-products;
- Modern IT Tools assisting finding partners on the EU Market;
- Negotiations techniques and development of distribution networks;
- International contracting;
- Quality issues related to agro-products and international certification;
- Marketing strategies and how to become competitive on the EU market;
- Internal procedures before exports (sanitary and phito-sanitary certificates and certificates of origin);
- Updates on simplified customs export procedures.



CBI promotes Moldova export Suportul oferit de CBI privind accesul pe piata UE ers for accessing EU MArket

METRO Cash and Carry supports the Moldovan producers to enhance exports onto the EU market

EBA Moldova and CCI have organized a course on international quality standards for agro food products targeted for Moldovan producers of fresh fruit and vegetables open to export onto the EU market.

In order to support Moldovan producers and processors of agro-food products to export onto the EU Market, Metro Cash and Carry Head Office in Germany supported the course by delegating an expert, Mr. Leon Sanchez, Head of the Quality Department Metro Cash and Carry Germany. The training lasted over 5 days, covering 5 rayons in Moldova and an audience of more than 50 producers and processors of fresh fruit and vegetables eager to export onto the EU Market. Mr. Leon Sanchez, has presented the practical implications of the international certification systems as well as presented which are quality standards for this range of products.

Metro Cash and Carry
supports Moldovan
Exporters to access
EU Market



The Expert appreciated the taste and special flavor of Moldavian fruits, but mentioned that there are still requirements regarding shape, size, sort and quantity of nitrates that need to be covered in order to export on the EU market. He suggested the farmers to find out first what sort of fruit trees and vineyards are asked on the EU and to plant specifically these ones. As for now, most of the Moldavian apples, for instance, are classified in the second category, whereas most of the Moldovan producers are lacking international certificates enabling trade with fresh agro-products within important European supermarket and wholesalers chains.

Moldovan exporters
learn about International
Contractual issues
and Negotiations



SUPPORT TO YOUTH EBA AND YOUNG ENTREPRENEURS IN MOLDOVA

EBA Moldova winter Business school

Over 100 young entrepreneurs from Moldova participated in the period 20 to 24 January 2014, at the IV Winter School for Young Entrepreneurs organized by the European Business Association (EBA Moldova) and Youth EBA in cooperation with the National Association of Young Managers of Moldova (ANTiM), Junior Chamber International (JCI Chisinau), Association of Women Entrepreneurs of Moldova (AFAM) and the Academy of Economic Studies of Moldova (ASEM).



During five days, participants (entrepreneurs with experience up to 5 years in business in various fields) had an interactive program designed to convey practical knowledge to help them develop their entrepreneurial skills and their own business. The thematic sessions included topics as best



management practices, techniques of negotiation and sales, tax administration and accounting, business communication and teamwork, business legal issues, customs procedures, marketing and customer relations.



The participants had the opportunity to interact directly with successful entrepreneurs and managers in Moldova, including: Ridha Tekkaia (President Mobias Banca, Groupe Societe Generale), Sergiu Mocan (Director Regional Sud Mobias Banca, Groupe Societe Generale), Dan Nuțiu (Director DAVRO), Olesia Ghedrovici (EBA Moldova), Iurie Cicibaba (Tx & A Co SRL), Ana Galus (Țurcan Cazac Law Firm), Vitalie Stratan (Serviciul Vamal al Republicii Moldova), Vitalie Arvinte (BCR Chișinău).

EBA Moldova summer Mobile Business School

The goal of the 5th Summer School was to organize field visits, at 6 international companies, specifically: Gas Natural Fenosa, Moldcell, Gebauer & Griller (Bălți), Banca Comercială Română, Mobias Banca, EFES Vitanta.



The 30 young entrepreneurs had the possibility to visit International and European enterprises represented in Moldova. They learned about the way they've built their business and production here, ask questions and participate in the discussions with the managers and directors of companies, receive the best lessons and recommendations in different areas. The mentors came with a practical feedback and based on some case studies and practical experience — provide solutions to concrete situations described by the entrepreneurs. The areas covered over the mobile summer school were: human resources, efficiency of IT systems, production management, banking system and relations with the bank, internet banking etc.

Youth EBA promotes the integration path of the RM towards the EU

Costs and benefits of the Republic of Moldova's accession to the European Union.

The Youth European Business Association Moldova in cooperation with the Center for Balkan Strategies (Cluj-Napoca, Romania) organized public lectures in the universities located in Chisinau on the topic of "Costs and benefits of the Republic of Moldova's accession to the European Union". International experts from the University "Babes-Bolyai" from Cluj-Napoca and local professors attended the event. The project aimed at informing young students, entrepreneurs, community leaders about the advantages of the Republic of Moldova's accession to the European Union, but also its price. The Romanian expert, Christian Radu Chereji presented the Romanian example of European integration and substantiated the benefits obtained and the manner in which they are perceived by the citizen of the Republic of Moldova. In this context the economic, social and political actions to be undertaken by Moldova to avoid the crises experienced by the neighboring state.

At the end of each public lecture, two winners of an essay competition on the topic: "Costs and benefits of the Republic of Moldova's accession to the European Union" were announced, contest organized by the Center for Balkan Strategies and Youth European Business Association Moldova. We also note that two youngsters — authors of the best essays have benefited from an exchange of experience at University "Babes-Bolyai" of Cluj-Napoca.



Youth European Business Association Moldova became member of the International Association JEUNE

JEUNE is the biggest organization representing young entrepreneurs across Europe reaching more than 1,660,000 young people throughout Europe. EBA President, Alexandrina Robu, was elected as Board Member of JEUNE in May, 2014.



Composed of national associations spreading over the whole continent, it enjoys pan-European and global access and visibility, effectively lobbying at all levels, with knowledge and connections that continuously enhance the capacity to effectively address the young entrepreneurs' needs.

Its network spans from the highest European and EU institutions to most of the world's most important business platforms.

Founded in 1994, JEUNE is composed by a series of national and local young entrepreneurs' associations and foundations which share its mission and values, seeing entrepreneurship as a core asset for the development of the business world.

Outreach for youngsters on promoting entrepreneurship

The Youth European Business Association Moldova and the European Business Association, in cooperation with the International Union of Youth (IUY), have organized a series of lectures in entrepreneurship for students and pupils from the Republic of Moldova entitled "Entrepreneur — sustainable future!". The speaker of the event was Mrs. Silvia Radu, Chairperson of the European



Business Association and of Gaz Natural Fenosa Moldova enterprise, who spoke about professional growth and high values which would characterize a successful leader. Mrs. Silvia Radu motivated young people to develop their managerial skills by providing them an important example in identifying their professional goals. It is worth mentioning that EBA Moldova and EBA have set the goal of identifying and strengthening the platform of supporting young entrepreneurs in order to implement European business practices, contributing to creating an favorable investment climate for the young generation and improve the dialogue between the large, medium and small business.

Youth EBA learn from the experience of dedicated Managers and Ambassadors

During 2014 several informal meeting have been organized with Moldovan entrepreneurs and the Ambassadors who shared their experience and gave important advice and ideas to the members of Youth European Business Association Moldova. The members of the association had the unique opportunity to address their questions and inquire about the business environment to experienced and interesting business personalities from Moldova.

