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PROGRESS REPORT #2 (ACTIVITIES #4-6)

Project Name: *Micro, Small and Medium-Sized Enterprise Competitiveness Project*

Financing Agreement 7174-MD between Republic of Moldova and International Development Association (FA) and Loan Agreement 9423-MD between Republic of Moldova and International Bank of Reconstruction and Development (LA)

Contract No. *MD-CEP-341956-CS-CQS*

Consulting Services: *CONDUCTING B2B EXPORT PROMOTION MISSIONS FOR MOLDOVAN SMES TO ROMANIAN MARKET*

between

Client: Competitiveness Enhancement Project Implementation Unit

and

Consortium "Export Partners" SRL, Moldova, (Gateway & Partners) "GatewayBaltic" Ltd, Latvia and Bilateral Chamber of Commerce and Industry Republic of Moldova – Romania

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export missions. The details of this activity and the respective annexes are presented in the chapter: ACTIVITY #5: Assist the Investment Agency to prepare the call and set up the application/selection criteria for applicants.

During September 2023, Gateway&Partners assisted the Investment Agency in **conducting and completing the evaluation / selection process of the participating firms to export missions**. The details of this activity and the respective annexes are presented in the chapter: ACTIVITY #6: Assist the Investment Agency in conducting and completing the evaluation/selection process of the participating firms to export missions.

For all the details and step by step implementation of activities #4-6 please see the next chapters of the progress report.

ACTIVITY #4: Develop a comprehensive market intelligence document for each of the selected sectors.

Purpose, objectives

To develop a comprehensive market intelligence document for each of the selected sectors. The document had to include, among others: Moldova Country profile; in-depth overview of the sector; market trade opportunities for Moldovan firms, market segmentation, market trends; global consumer preferences; key challenges for Moldovan firms to export; import duties in selected destination markets, import restrictions; major industry trends globally (and ideally in selected destination markets).

The tasks: approach and activities

In order to accomplish the elaboration of the comprehensive market intelligence document for each of the selected sectors, the Consultant managed two tasks:

- 1) Elaboration of Moldovan Sector Overviews and
- 2) Elaboration of comprehensive analysis on target market potential to be presented at the pre-briefing seminars organized for the Moldovan delegations from each sector.

Task 4.1. - Elaboration of Sector Overviews

The sector overviews were prepared for the representatives of the 10 sectors selected for 1st call for applications organized within the project:

Call for applications to EXPORT MISSIONS was organized for the 10 following sectors:

- ✓ **Growing Fruit and Vegetables;**
- ✓ **Food Products:**
 - fruit and vegetable juices and preserves;
 - vegetable and animal oils and fats;
 - milling products;
 - flour and bakery products;
 - cocoa and sugar products, chocolate;
 - spices and ingredients;
- ✓ **Alcoholic and non-alcoholic beverages:**
 - wines;
 - beer;
 - non-alcoholic soft drinks, mineral waters and other bottled waters;
- ✓ **Footwear, travel goods and leather goods;**
- ✓ **Industrial products:**
 - Paper and paper products;
 - rubber and plastic products;
 - construction and metal products;

- ✓ **Pharmaceuticals, cosmetics and perfumery, soaps and detergents;**
- ✓ **Computers, electronic and optical products; electrical equipment;**
- ✓ **Hydraulic equipment; other pumps and compressors;**
- ✓ **Manufacture of furniture;**
- ✓ **Business support services (BPO).**

Task 4.2. – Market research on Romania as target market

Regarding Romania¹, the target market has been established by the Moldova Investment Agency, considering several factors. Targeting Romania as a market for Moldovan producers can be a strategic move:

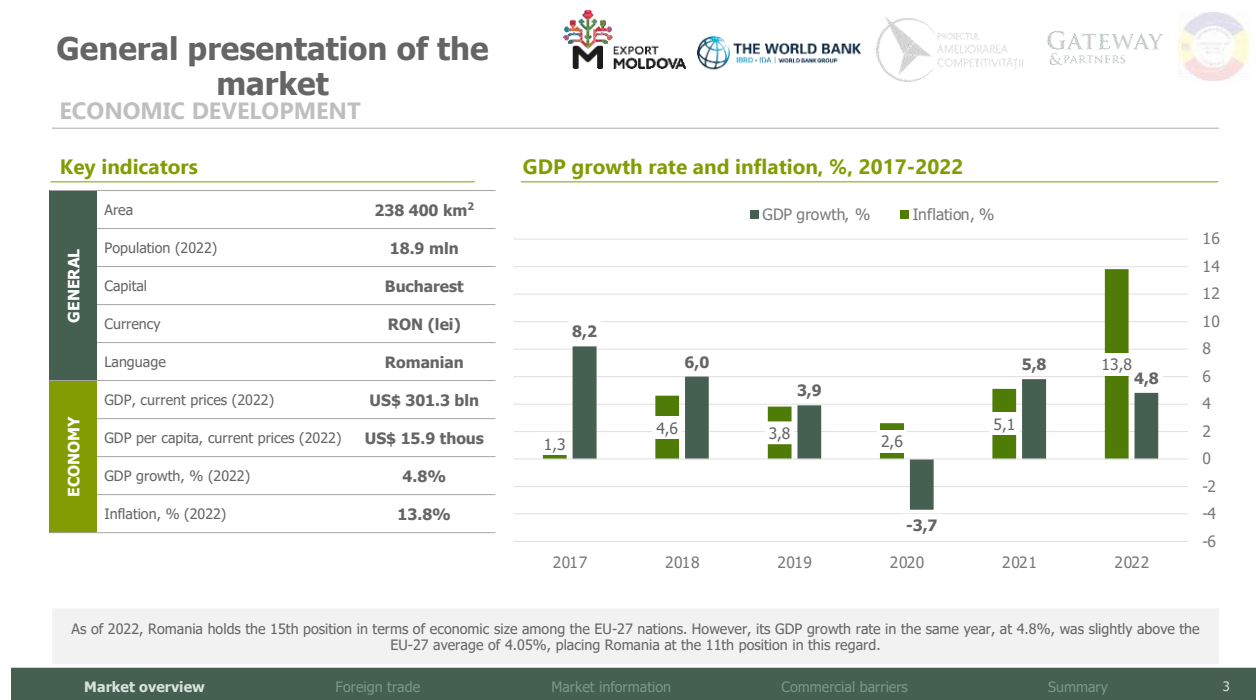
- ✓ **Geographic Proximity:** Romania shares a border with Moldova, making it a natural trading partner. The proximity allows for cost-effective transportation and logistics, reducing the time and expense of moving goods between the two countries.
- ✓ **Cultural and Linguistic Affinity:** Moldova and Romania share many cultural and linguistic ties due to their common history and language (both countries speak Romanian). This similarity can facilitate easier market entry, as Moldovan products may resonate with Romanian consumers culturally.
- ✓ **Market Size:** Romania is a sizable market with over 19 million consumers (2022). This represents a significant customer base for Moldovan producers looking to expand their reach beyond their domestic market.
- ✓ **Growing Economy:** Romania has experienced steady economic growth over the years, and its middle class is expanding. This means there's a growing segment of consumers with disposable income, making it an attractive market for various types of products.
- ✓ **EU Access:** Romania is a member of the European Union (EU), and Moldova has aspirations to join the EU (receiving the EU candidate status in June 2022). This shared association can simplify trade relations between the two countries and potentially pave the way for harmonized regulations and standards.
- ✓ **Trade Agreements:** Both Moldova and Romania are parties to various regional and international trade agreements, such as the Central European Free Trade Agreement (CEFTA). These agreements can help facilitate trade by reducing trade barriers and tariffs.
- ✓ **Diverse Product Opportunities:** Moldovan producers can tap into various sectors of the Romanian market, including agriculture (wine, fruits, vegetables), manufacturing (textiles, machinery), and services (IT, tourism). Moldova's agricultural products, in particular, have found a receptive market in Romania.
- ✓ **Tourism:** Moldova can benefit from Romanian tourists who visit their country, showcasing its products and generating export opportunities. Additionally, Moldova can target Romanian tourists seeking authentic experiences and products.

¹ As per project ToR

- ✓ **Competitive Advantage:** Moldova can offer competitive pricing for its products compared to some other EU countries. This affordability can be appealing to Romanian consumers looking for quality goods at lower prices.

Romania’s economic freedom score is **64.5**, making its economy the **53rd freest** in the 2023 Index. Its score is 2.6 points worse than last year. Romania is ranked 30th out of 44 countries in the Europe region, and its overall score is higher than the world average.

Graph 1. General presentation of the Romanian market



The Romanian economy has shown more resilience compared to the EU as a whole, withstanding the significant adverse shocks experienced in the region in 2022. Preliminary data indicates that the economy expanded by 0.5% in the first quarter of 2023 and 0.9% quarter-on-quarter in the second quarter of 2023, while year-on-year growth reached 2.7% in the second quarter of 2023. This growth significantly outperformed the EU, which saw a mere 0.4% growth during the same period.²

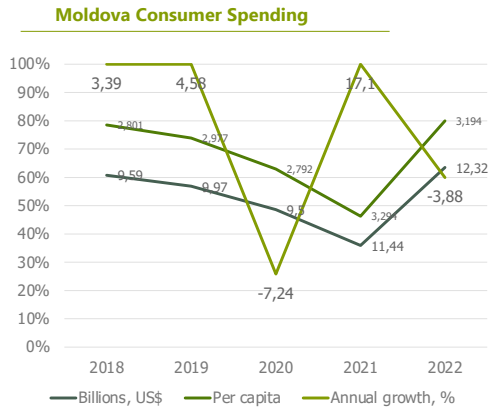
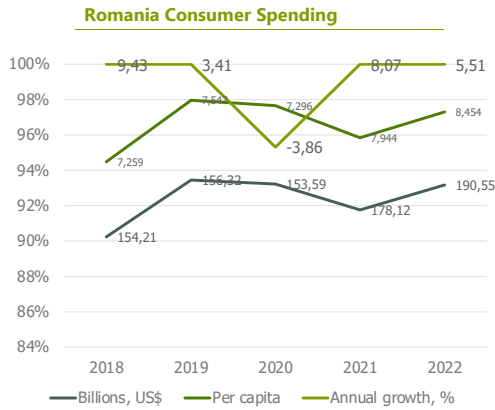
² <https://www.fitchratings.com/research/sovereigns/fitch-affirms-romania-at-bbb-outlook-stable-08-09-2023>

Graph 2. Romania vs. Moldova consumer spending

General presentation of the market

CONSUMER SPENDING (2018-2022)

Source: World Bank



Romania consumer spending for 2022 was \$190.55 billion, a 6.98% increase from 2021. Moldova consumer spending for 2022 was \$12.32 billion, a 7.65% increase from 2021. Romania's consumer spending in 2022 was significantly higher than Moldova's, approximately 15 times greater.

Market overview

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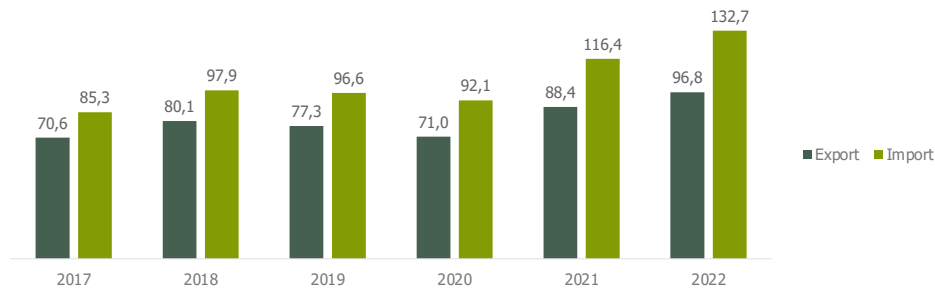
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Romania's consumer spending is much larger than Moldova's, but both countries saw an increase in consumer spending in 2022, which could be indicative of positive economic trends.

Graph 3. Romania's foreign trade, 2017-2022

Foreign Trade: Global

Romania foreign trade, US\$ bln (2017 - 2022)



Romania experienced a trade deficit in 2022, with imports exceeding exports by approximately \$35.9 billion. However, Romania experienced a notable increase in both exports and imports in 2022, reflecting the broader global economic recovery.

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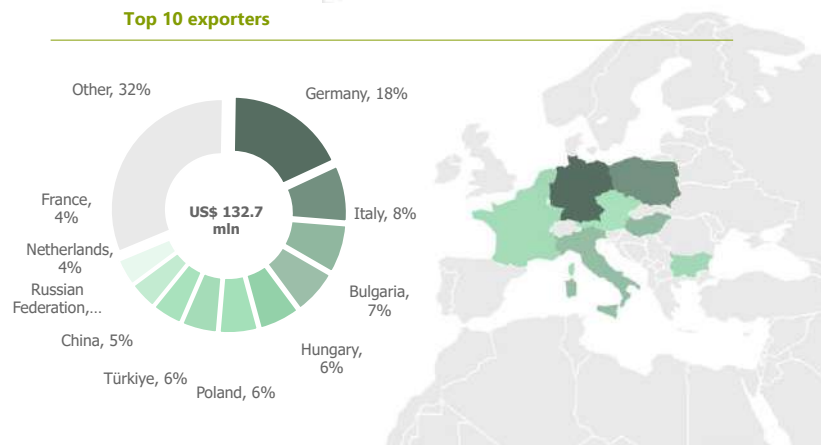
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Romania's trade deficit decreased to EUR 2.27 billion in June 2023, down from EUR 2.70 billion in the corresponding month of the previous year. Over 70% of both exports and imports involve other European Union member states, with Italy, Germany, and France holding the greatest significance in this regard.

Graph 4. Romania's foreign trade, structure

Foreign Trade: Global

TOP COMMERCIAL PARTNERS BY THE SHARE IN ROMANIAN IMPORT, % (2022)



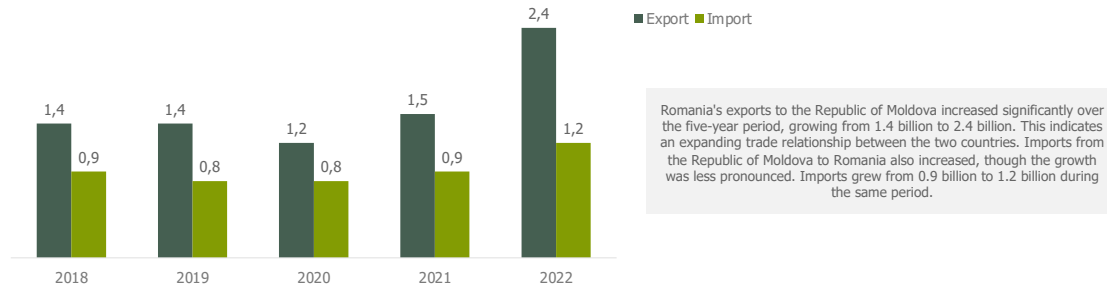
In 2022, Germany, Italy, and Bulgaria stood out as Romania's primary trade partners for imports, collectively supplying 33% of all imported goods. Moldova, on the other hand, occupied the 22nd position in Romania's list of import partners.

Regarding the relations between Romania and Republic of Moldova, we can see growing trade relationship between Romania and the Republic of Moldova. This trade dynamic indicates the potential for further economic cooperation between the two countries, with opportunities for both sides to expand their trade volumes and benefit from the bilateral partnership.

Graph 5. Romania – Moldova foreign trade, 2017-2022

Foreign trade with Moldova

Romania foreign trade with Republic of Moldova, US\$ bln (2017 - 2022)



Romania's exports to the Republic of Moldova increased significantly over the five-year period, growing from 1.4 billion to 2.4 billion. This indicates an expanding trade relationship between the two countries. Imports from the Republic of Moldova to Romania also increased, though the growth was less pronounced. Imports grew from 0.9 billion to 1.2 billion during the same period.

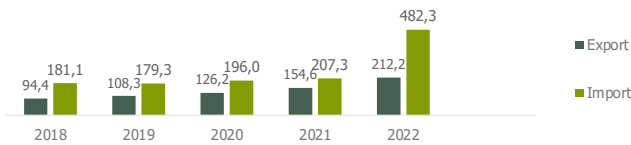
Romania's food and non-food products imports from Republic of Moldova have shown remarkable growth over this five-year period.

Graph 6. Romania – Moldova foreign trade, food vs. Non food

Foreign trade with Moldova

TRADE STRUCTURE IN FOOD AND NON-FOOD PRODUCTS

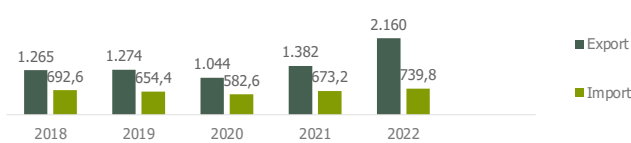
Food trade, US\$ mln (2018 - 2022)



Romania's food trade balance deficit reached a substantial 270.1 million, indicating that Romania imported far more food products from Moldova than it exported.

Imports of food products into Romania from the Republic of Moldova increased over this five-year period. Imports grew from 181.1 million in 2018 to 482.3 million in 2022.

Non-Food trade, US\$ mln (2018 - 2022)



Romania's non-food exports to the Republic of Moldova demonstrated substantial growth over this five-year period. Exports increased significantly from 1,265.4 million in 2018 to 2,159.6 million in 2022, marking a remarkable expansion in non-food exports.

Romania maintained a consistent trade surplus in non-food products throughout the period. This indicates that Romania consistently exported more non-food goods to the Republic of Moldova than it imported.

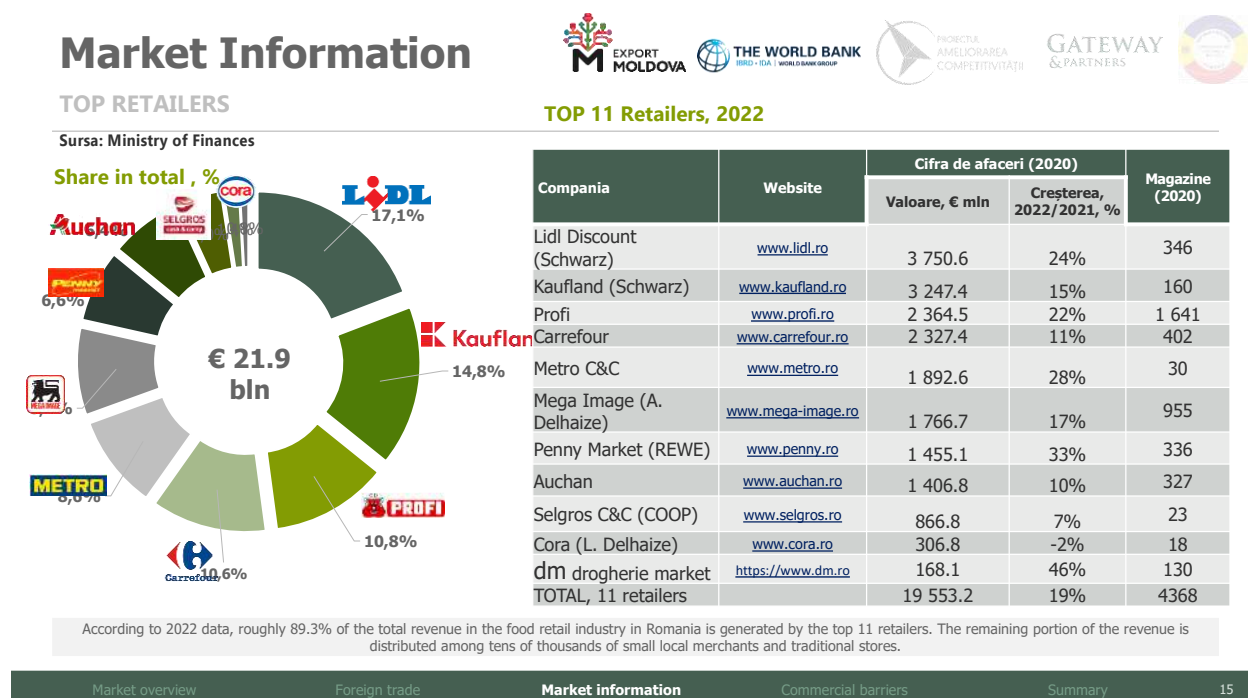
The retail market in Romania is growing

Despite the tripling of the inflation rate in Romania in 2022, Romanians continue to spend money on food, and the offline retail market value has increased by 16%.

Romania recorded the highest growth among Central European countries.

Discounters in Romania recorded the highest sales growth among those in Central and Eastern European countries, with a 12% increase in 2022 compared to the annual growth rate recorded between 2017-2022.

Graph 7. Romania's retail trade, Top retailers 2022



According to Euromonitor, retail sales rose by 28 percent in 2022 to \$1.1 billion. Processed meat was the best performing category with retail sales increasing 31 percent to \$874 million. Chilled processed red meat will remain the single biggest category within processed meat, seafood, and alternatives to meat. However, it may lag behind chilled processed poultry and chilled processed seafood in retail volume growth, as health concerns are encouraging Romanians to reduce their consumption of red meat.

Sales of processed fruits and vegetables increased in value by 19 percent but declined in volume, resulting in the unit price growth generated by increased energy, packaging, and transportation costs. In addition, stockpiling during the COVID-19 pandemic meant that many already had surplus supplies and did not need to purchase more. Several reasons drive positive retail volume terms for frozen fruit and vegetables.

MARKET OF TARGET SECTORS

Moldova's Fruit Market

The fruit market in Moldova demonstrates substantial export potential, as evidenced by the high number of export-oriented companies, significant export value, and its contribution to the national economy. This sector's ability to generate employment further emphasizes its importance, making it a key player in Moldova's export landscape.

Summary

MOLDOVA FRUITS MARKET, 2022



CAEM	ACTIVITY	TOTAL NUMBER OF COMPANIES	NUMBER OF EXPORTERS	EXPORT VALUE, mln MDL	TURNOVER, mln, MDL	EXPORTING COMPANIES EMPLOYEES	TOTAL EMPLOYEES
A0121	Growing of grapes	247	22	77.1	225.7	363	1 456
A0124	Growing of pome fruits and stone fruits	528	51	579.7	1,004.5	1 000	2 701
A0125	Growing of other tree and bush fruits and nuts	306	17	60.6	94.6	97	607
G4631	Wholesale of fruit and vegetables	496	125	2,670.8	5,502.2	1 385	2 481
	Total	1 577	215	3,388.2	6,827.0	2 845	7 245

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The highlighted products below show varying degrees of export potential to Romania.

Apples, pears, and quinces have shown robust export growth, significantly outpacing the growth in Romania's imports of these fruits. This indicates a substantial export potential for these products to the Romanian market.

Despite a decline in export value, the growth in Romania's imports of other nuts, fresh, or dried suggests a potential market for Moldovan products in this category.

Grapes, whether fresh or dried, have experienced positive export growth, albeit at a slower rate than Romania's import growth. However, the significant share of Moldova's exports in Romania's imports indicates a promising market for Moldovan grapes.

Apricots, Cherries, Peaches have exhibited positive export growth, and the growth in Romania's imports of these products suggests potential opportunities for Moldovan producers to increase their market presence in Romania.

Summary

MOLDOVA FRUITS MARKET, 2022

HS Code (4 digits)	Product	Total exports, thous USD, 2022	Growth of total exports, %, 2018/2022	Export to Romania, thous USD	Growth, %, 2018/2022	Share in Romania imports, %	Romania Import Growth, %, 2018/2022
0808	Apples, pears and quinces	90.970	19	4.498	36	6	-
0802	Other nuts, fresh or dried	50.275	-17	2.673	33	4.1	13
0806	Grapes, fresh or dried	42.778	13	12.288	2	17.1	8
0809	Apricots, cherries, peaches	33.750	11	6.376	16	9.5	8
0811	Fruit and nuts	4.474	61	184	-	1.2	21
0810	Fresh strawberries, raspberries, blackberries	3.961	14	393	-	0.5	19

Moldova's Food Market

The food market in Moldova comprises a total of **2,142 companies** involved in various food-related activities. Among these, **325 companies** are actively engaged in export activities. This demonstrates a considerable interest and commitment within the sector to explore international markets.

The total export value generated by the food market is a substantial **12,729.4 million MDL**. This highlights the significant contribution of the food sector to Moldova's export capabilities. It also suggests that Moldovan food products are in demand in international markets, reflecting their quality and appeal.

Summary

MOLDOVA FOOD MARKET, 2022

CAEM	ACTIVITY	TOTAL NUMBER OF COMPANIES	NUMBER OF EXPORTERS	EXPORT VALUE, mln MDL	TOTAL TURNOVER, mln, MDL	EXPORTING COMPANIES EMPLOYEES	TOTAL EMPLOYEES
C103	Processing and preserving of fruit and vegetables	158	47	2,680.9	4,069.4	2 474	2 991
C104	Manufacture of vegetable and animal oils and fats	70	15	5,830.8	11,143.1	939	1 246
C106	Manufacture of grain mill products	108	16	139.9	725.1	368	615
C107	Manufacture of bakery	352	32	428.3	3,127.6	4 927	7 988
C108	Manufacture of other food products	86	16	325.8	2,146.9	881	2 199
G463	Wholesale of food, beverages and tobacco	1 368	199	3,323.7	18,537.9	4 271	13 766
	Total	2 142	325	12,729.4	39,750	13 860	28 805

The products listed in the table below exhibit varying degrees of export potential to Romania. Sunflower-seed, safflower, or cotton-seed oil stands out with significant export and import growth, indicating a strong export potential. Preparations of vegetables, fruit, nuts, and products of the milling industry also show promise, while bread and pastry products have a more modest but stable potential in the Romanian market.

Sunflower-seed, safflower, or cotton-seed oil has shown substantial export growth, and the growth in Romania's imports of this product category is even higher. This indicates a strong export potential for Moldovan oil in the Romanian market.

Preparations of vegetables, fruit, and nuts have experienced positive export growth, and the growth in Romania's imports of these products suggests potential market opportunities for Moldovan producers to expand their presence in Romania.

While the export growth for Bread, Pastry, Cakes, Biscuits category is modest, the fact that it closely matches Romania's import growth indicates that there is potential for Moldovan baked goods in the Romanian market.

Summary

MOLDOVA FOOD TRADE, 2022

HS Code	Product	Total exports, thous USD, 2022	Growth of total exports, %, 2018/2022	Export to Romania, thous USD	Growth, %, 2018/2022	Share in Romania imports, %	Romania Import Growth, %, 2018/2022
1512	Sunflower-seed, safflower or cotton-seed oil	368	50	75.2	113	39.4	69
20	Preparations of vegetables, fruit, nuts	105	17	16.4	27	3	9
1905	Bread, pastry, cakes, biscuits	21.8	9	12.3	8	2.1	12
11	Products of the milling industry	5.6	22	3.5	19	1.7	13

Moldova's Wine Market

The wine market in Moldova exhibits significant export potential, driven by the presence of exporting companies and substantial export values.

Manufacture of Wine from boasts the highest export potential within the wine market, with 74 exporting companies out of 150 total companies. The export value of 2,464.6 million MDL signifies that Moldovan wines made from grapes have a strong presence and demand in international markets.

Summary



MOLDOVA WINE MARKET

CAEM	ACTIVITY	TOTAL NUMBER OF COMPANIES	NUMBER OF EXPORTERS	EXPORT VALUE, mln MDL	TOTAL TURNOVER, mln, MDL	EXPORTING COMPANIES EMPLOYEES	TOTAL EMPLOYEES
C1102	Manufacture of wine from grape	150	74	2,464.6	4,259.4	4 858	5 283
G4634	Wholesale of beverages	139	20	297.4	2,128.0	668	2 651
	Total	289	94	2,762.0	6,387.4	5 526	7 934

Market overview	Foreign trade	Market information	Trade barriers	Summary	32
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Bottled wine and sparkling wine of fresh grapes appear to have strong export potential to Romania, with matching growth rates in imports. Bag-in-box wine also shows promise in the Romanian market despite a slight decline in exports.

Summary

MOLDOVA WINE TRADE, 2022



HS Code (4 digits)	Product	Total exports, thous USD, 2022	Growth of total exports, %, 2018/2022	Export to Romania, thous USD	Growth, %, 2018/2022	Share in Romania imports, %	Romania Import Growth, %, 2018/2022
220421	Wine of fresh grapes (bottled)	79.4	3	23.0	21	21.8	16
220429	Wine of fresh grapes (bulk)	38.0	-11	1.8	-11	12.8	8
220410	Sparkling wine of fresh grapes	7.9	18	1.8	18	4.3	19
220422	Wine of fresh grapes (bag-in-box)	1.5	-2	0.2	23	9.6	11

Market overview	Foreign trade	Market information	Trade barriers	Summary	33
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Moldova's Furniture Market

The furniture market in Moldova has export potential, particularly in the categories of "Manufacture of other furniture" and "Manufacture of kitchen furniture." There is also a higher concentration of exporters in these categories compared to others. Efforts to promote exports in the market can potentially lead to increased revenue and employment opportunities.

Summary



MOLDOVA FURNITURE MARKET, 2022

CAEM	ACTIVITY	TOTAL NUMBER OF COMPANIES	NUMBER OF EXPORTERS	EXPORT VALUE, mln MDL	TOTAL TURNOVER, mln, MDL	EXPORTING COMPANIES EMPLOYEES	TOTAL EMPLOYEES
C3101	Manufacture of office and shop furniture	215	15	26.8	114.6	243	830
C3102	Manufacture of kitchen furniture	70	9	71.6	310.3	422	726
C3103	Manufacture of mattresses	12	1	8.2	21.9	42	114
C3109	Manufacture of other furniture	276	31	469.7	1,939.8	2 790	4 080
G4647	Wholesale of furniture	90	8	181.6	310.2	74	383
G4665	Wholesale of office furniture	10	2	2.5	37.6	12	21
	Total	673	66	760.4	2,734.4	3 583	6 154

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Despite a slight decline in total furniture exports, the Romanian market shows promise for furniture and related products. Seats, in particular, have seen consistent export growth, indicating stability in the market. Mattress supports have exhibited strong export growth and align with Romania's import trends, suggesting export potential in this product category.

Summary



MOLDOVA FURNITURE TRADE, 2022

HS Code (4 digits)	Product	Total exports, thous USD, 2022	Growth of total exports, %, 2018/2022	Export to Romania, thous USD	Growth, %, 2018/2022	Share in Romania imports, %	Romania Import Growth, %, 2018/2022
9401	Furniture and parts thereof	108.7	-3	23.8	14	3.3	10
9403	Seats	29.9	7	4.1	5	0.8	12
9404	Mattress supports (excl. spring interiors for seats)	6.8	10	2.3	17	2.0	7

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Moldova's Industrial Market

The data below highlight the significant export potential in the Industrial Products market in Moldova.

The total export value of the Industrial Products market in Moldova is 4,413.8 million MDL. Out of the total number of companies in the market, 260 of them are exporters.

Summary



MOLDOVA INDUSTRIAL MARKET

CAEM	ACTIVITY	TOTAL NUMBER OF COMPANIES	NUMBER OF EXPORTERS	EXPORT VALUE, mln MDL	TOTAL TURNOVER, mln, MDL	EXPORTING COMPANIES EMPLOYEES	TOTAL EMPLOYEES
C17	Manufacture of paper and paper products	138	23	267.4	1,238.8	893	1 720
C22	Manufacture of rubber and plastic products	383	51	756.6	2,957.7	2 276	4 199
C25	Manufacture of fabricated metal products	459	51	444.3	1,630.0	1 513	3 373
G467	Other specialised wholesale	1 802	135	2,685.5	22,196.6	4 267	13 567
	Total	2 782	260	4,413.8	28,023.1	8 949	22 859

Market overview	Foreign trade	Market information	Trade barriers	Summary	38
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The data below indicates that Plastics, Iron or Steel, and Paper have promising export potential to Romania due to their positive export growth and matching import trends.

Summary



MOLDOVA INDUSTRIAL TRADE, 2022

HS Code (2 digits)	Product	Total exports, thous USD, 2022	Growth of total exports, %, 2018/2022	Export to Romania, thous USD	Growth, %, 2018/2022	Share in Romania imports, %	Romania Import Growth, %, 2018/2022
39	Plastics and articles thereof	68.9	11	17.1	15	0.3	8
73	Articles of iron or steel	40.0	28	12.0	44	0.3	5
48	Paper and paperboard	22.9	18	8.7	40	0.5	8
40	Rubber and articles thereof	2.4	8	0.3	-3	-	7

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ACTIVITY #5: Assist the Investment Agency to prepare the call and set up the application/selection criteria for applicants

Purpose, objectives

In the period of July 31 – August 07, 2023, Gateway & Partners assisted the Investment Agency (MIA) to prepare the call and set up the application, as well in developing the selection criteria for applicants from among small and medium size businesses to export missions.

The tasks, approach and activities

In order to assist MIA in the elaboration of selection criteria for applicant as well in the preparation of the call, the Consultant managed two tasks:

Task 5.1. Elaboration of the Admission Requirements and Selection Criteria

Gateway&Partners contributed to drafting the Rules for the calls for potential beneficiaries of Export Missions as well as selection criteria, included in the Regulations concerning the selection criteria for beneficiary companies of the export missions' program (please see **Annex 2** for the **Regulations**).

The specific components of the Regulations developed by the Consultant covered:

- 1) The description of the activities until the date of Regulations drafting - the process of selecting the sectors and target markets;
- 2) The requirements for admission to evaluation - the program potential beneficiaries had to cumulatively meet the admission requirements in order to be admitted for evaluation through the eligibility criteria (presented in the table below);

Admission Requirements into the Export Missions Program

No.	Requirement
1	in response to the Application Call announced by the Investment Agency on the website, the applicants submit a Request (Application) to participate in the Program in the announced terms;
2	on the date of submission, the Applicant has at least two years of economic activity, recorded by attaching to the Application the Registration Extract issued by the competent authority;
3	the Applicant declares under its own responsibility that the enterprise is a local enterprise (or predominantly locally owned), a mixed enterprise (with both local and foreign capital), or a foreign enterprise, it is privately owned - with total or predominantly private capital, and it is registered and operates in accordance with the laws of the Republic of Moldova.
4	the Applicant declares on its own responsibility that at the time of submitting the Application the company has no arrears to the national public budget, including: basic payments, late fees, fines and penalties;

No.	Requirement
5	the applicant declares under their own responsibility that at the time of submitting the Application, the enterprise is not undergoing insolvency or liquidation proceedings.
6	the applicant declares under their own responsibility that the company assumes the obligation to finance the logistics expenses related to participating in business missions, such as transportation, accommodation, per diem allowances for the delegate, as well as sample transmission;
7	the Applicant expresses its consent that the personal data requested for the Program will be stored, processed and used by the Investment Agency and the Program Consultant in accordance with the provisions of <i>Law no. 133 of 08.07.2011 on the protection of personal data</i> ;
8	the Applicant states that it agrees the contact details and support information will be transmitted to the evaluators and auditors during the monitoring and evaluation process;

- 3) The selection (eligibility) criteria - all Applicants who applied for participation and cumulatively met the admission requirements have been admitted for evaluation in terms of eligibility criteria; the applicant had to score as high as possible based on the following selection criteria (eligibility), where the maximum total score is *100 points*, as follows;

Eligibility Criteria for Export Missions Participants

No.	Eligibility criteria	Score awarded	Confirmation documents
1.	the company has, in the period 2020-2022, an average turnover of 2 million lei and more / up to 2 million lei	20 / 10	copy of the Financial Statements
2	the company registers profit in the period 2020-2022 / does not register profit	20 / 10	copy of the Financial Statements
3.	the company is a member of a profile association / is not a member	10 / 5	confirmation from the Association (official letter or email)
4.	the company has a website, including in English / no website in English	10 / 5	link to website
5.	The company can delegate a member of its team who is proficient in the Romanian language and will be responsible (including as a point of contact) for the business mission (B2B) project / cannot delegate	10 / 0	statement on one's own responsibility
6.	The company has exports (in the period 2020-2022) / does not have exports during this period	10 / 0	Customs Service confirmation (official letter or email) or copies of customs declarations from the period 2020-2022
7.	the company has, in the period 2017-2019, a share of exports in turnover of 30% and more / a share of less than 30%	10 / 5	Customs Service confirmation (official letter or email) or copies of customs declarations from the period 2020-2022
8.	the company is a producer and exporter / the company is only a producer with no export experience.	10 / 5	statement on one's own responsibility
Maximum total score		100	

- 4) process of selecting the program beneficiaries – Gateway&Partners proposed the following approach on selecting the program Beneficiaries after their scoring.

The first 12 companies (from each of the sectors) that registered a maximum score accumulated based on the selection criteria have been selected for participation in Export Missions (B2B matchmaking). In the situation if there were companies with the same score, priority was given to the company that could demonstrate the following:

- i. has not previously participated in export missions.
- ii. it is a producer and exporter at the same time;
- iii. it has a higher share of exports in turnover compared to other selected companies;
- iv. it has a registered trademark;
- v. it benefits from the principle "first come - first served".

Task 6.2. Preparing the Call and the Application process

In order to prepare the Application Call, in the period of July 31 – August 07, 2023, Gateway&Partners assisted MIA on the following:

- 1) Preparation of the invitation letters to be sent to Business Associations and companies (on behalf of MIA);

The Gateway&Partners team has elaborated the draft letters to invite all interested companies to apply to the EXPORT MISSIONS Program, presenting details of program and next steps on how to make use of this opportunity.

- 2) Elaboration of the Program Application Form (in Google Forms format);

The Application form³ encompasses such details of the Applicants as: basic and contact data, company profile (capacities, certifications, employees etc.), affidavit about the veracity of data and documents presented, selection criteria (based on criteria from the Regulations above), as well contacts of the Applicants' representatives. The screenshots of the Application Form developed to collect the data of the applicants is presented below.

³ https://docs.google.com/forms/d/1g2VNhea_XEAgSDH2U5yQLQb1nTQHiwailJmSo7OUMuA/edit



Formular de Participare: Programul „Export Missions România”

Ediția 2023 a programului va fi dedicată, României partenerul comercialul numărul 1 al Moldovei.

tatiana.nanu@gatewaypartners.eu [Switch accounts](#)

Not shared

* Indicates required question

1. Denumirea juridică a companiei *

Your answer

PARTEA 3: DECLARAȚIA PE PROPRIA RĂSPUNDERE privind veridicitatea datelor și a documentelor prezentate, inclusiv angajamentul de menținere a criteriilor de eligibilitate.

Description (optional)

Prin prezenta declarație, subsemnatul (nume, prenume) *

Short-answer text

În calitate de (funcția de administrator/reprezentant legal) *

PARTEA 4: EVALUAREA APLICANȚILOR. Pentru a fi selectată pentru participarea în cadrul misiunilor de afaceri (B2B) compania trebuie să acumuleze un punctaj cât mai mare în baza următoarelor criterii de evaluare (vă rugăm să selectați opțiunea potrivită pe fiecare criteriu):

Description (optional)

1. compania are, în perioada 2020-2022, o cifră de afaceri medie de: *

- 2 mln lei și mai mult
- până la 2 mln de lei
- Other...

On the August, 11, 2023 the Investment Agency of the Republic of Moldova has posted a call for applications for the EXPORT MISSIONS project, including context and project description, eligible sectors, links to application forms, the Rules for the project and contacts of responsible stuff from the Agency and Gateway&Partners as follows:

- i. **August, 11 2021 – Call for Applications** for eligible companies from the 10 selected sectors.



3) Participation in the Live launching event of the Export Missions Program.

On August 10, 2023, the Investment Agency launched a new edition of the Export Missions program, implemented with the support of the Small and Medium Enterprise Competitiveness Project, funded by the World Bank.

The press conference announcing the program's launch was attended by Viorel Garaz, State Secretary of the Ministry of Economic Development and Digitalization, Ion Iordachi, Deputy General Director of the Investment Agency, and Aurel Casian, Director of the Small and Medium Enterprise Competitiveness Project, funded by the World Bank.

This year, the export missions are exclusively focused on the Romanian market, with the primary goal of providing Moldovan companies wishing to export their products or services to Romania with information related to compliance requirements and other conditions they need to meet to access this market.



After the program was launched, Gateway&Partners team has started the **campaign to directly promote the Export Missions Program** within its local network (business and sectorial associations, exporters, producers, business incubators, SME support organisations etc.) to ensure a sufficient number of eligible applications from exporters and producers.

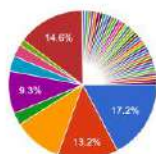
A number of 145 applications have been received based on 500+ contacts reached and invited during the communication campaign.

4) Collecting the applications and analysing the Applicants' responses.

The Gateway&Partners team was also responsible for the collection and analysis of all applications at the Program. A number of 145 applications have been received and processed in an Excel data base using the responses of the Applicants to the questions from the Application form.

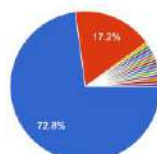
Some screenshots and the format of the responses received are presented in the graphics below:

4. Care este sectorul în care activează compania?
151 responses



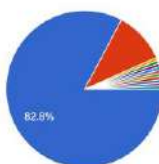
- Cultivarea Fructelor și a Legumelor
- Produce Alimentare
- Băuturi alcoolice și nealcoolice
- Încălziți, articole de voiaj și mar
- Produce Industriale
- Produce farmaceutice, cosmetice și
- Calculatoare, produse electronice și
- Echipamente hidraulice, alte pompe

1. compania are, în perioada 2020-2022, o cifră de afaceri medie de:
151 responses



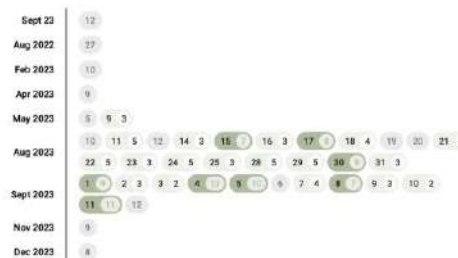
- 2 mln lei și mai mult
- până la 2 mln de lei
- PESTE 9 MLN
- circa 500mii
- 82 mln de lei
- 15000000-20000000
- 32 mln lei
- 14 mln Lei

2. compania declară că:
151 responses

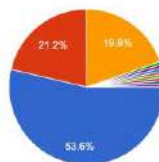


- Inregistrează profit în perioada 2020-2...
- nu înregistrează profit
- doar în 2020a fost înregistrat profit
- trebuie de analizat dacă, deoseco în...
- 2020-2021 pierderi, 2022 profit
- 2020 - pierderi, 2021-2022 - profit
- Nu cunosc exact
- Nu am activat în această perioadă

Data aplicării la Program
151 responses

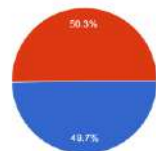


4. compania are website:
151 responses



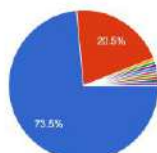
- are website, inclusiv în limba engleză
- nu are website în limba engleză
- nu are website
- Saiitul este în proces
- Website în curs de formare
- www.arterios.md
- lucram la lansarea unui website până...
- website-ul este în curs de dezvoltare

3. compania este membră a unei asociații de profil
151 responses



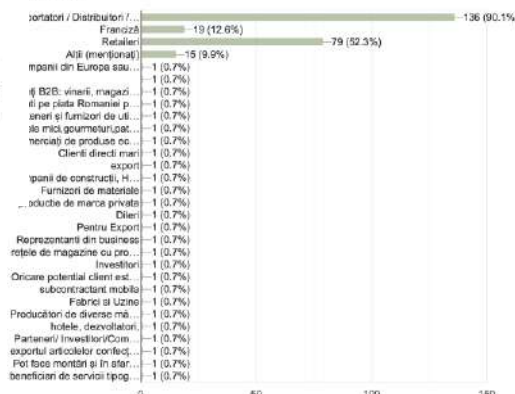
- Da
- Nu

8. compania declară, pe proprie răspundere, că:
151 responses



- este producător și exportator
- este doar producător, fără experiență...
- Numele export
- platforme care ajută producătorilor aut...
- suntem producători, doar, ca ultimul e...
- Compania Colveis SRL este Exportato...
- exportator
- dezvoltăm produse IT

7. ce tip de contacte de afaceri căutați în cadrul proiectului?
51 responses



ACTIVITY #6: Assist the Investment Agency in conducting and completing the evaluation/selection process of the participating firms to export missions

Purpose, objectives

Assist the Investment Agency in conducting and completing the evaluation / selection process of the participating firms to export missions. Beside the evaluation of the companies' profiles and expressions of interest, the selection process had to include, inter alia, screening of applicants and selection of the short list of 12 companies per mission, the remaining companies as waiting list in case someone refuses.

The tasks: approach and activities

In order to select companies to participate in business missions based on the criteria set out in the Program Regulations, a Working Group responsible for evaluation and selection has been created. The nominal composition of the Working Group was approved by the Order of the Moldova Investment Agency General Director, and included the representatives of the Investment Agency, the Ministry of Economy and Infrastructure, the Competitiveness Enhancement Project Implementation Unit (World Bank) and a representative from Gateway&Partners.

First, based on the criteria set in the Program Regulations (please refer to **Activity #5, task 1** above), Gateway&Partners assigned scores (max 100 points) to the Applicants from five sectors – fruits, food, wine, industrial and furniture:

At least 12 (twelve) companies for each sector have been selected. For more details on the selected companies, assigned scores and data please refer to **Annex 3. Selected Companies_Export Missions.**

On **September 14, 2023**, the meeting of the Selection Committee for the evaluation of applications and the selection of the beneficiary companies within the Export Missions project took place at MIAs office. At the evaluation meeting the members of the Selection Committee performed the following activities:

- ✓ Analysis of the Gateway&Partners evaluation report on Program applicants and number of applications;
- ✓ Validation of the scores awarded to the applicants by Gateway&Partners (as project implementing consultant) and the Moldovan Investment Agency (represented by Ion Iordachi and Mihaela Oineagra);
- ✓ Discussion and decision making on the application status of the beneficiaries – eligible, ineligible, pre-eligible (who were given a deadline for the final completion of their application in accordance with the Regulations);

Some excerpts from the presentation:

For the detailed presentation please refer to **Annex 4. Program Applications Results Presentation - Final Results**. In order to record the results approved by the Commission for the selection of the beneficiaries of missions, the Evaluation Commission elaborated the respective minutes (**Annex 5. Minutes - Export Missions Evaluation - First Call - Final Results**).

The Initiation Event for the Program with the approved participants took place on **September 21, 2023**. The event included an introduction to the delegation members and an overview of the upcoming steps.



DELEGAȚIA #4
MOBILĂ ÎN ROMÂNIA

DENUMIREA COMPANIEI
ARTVENT RTD SRL
DIAMANTI MOBILUX SRL
FLATSTUDIO SRL
VILDETLUX SRL
İPC ICAM SA
RIMOBEL GROUP SRL
CONVEXMOB SRL
INTERSTEPCOM SRL
STEJAUR SA
DEPROMOBIL SRL
ALMIR SRL
ANSTELUX SRL



DELEGAȚIA #5
PRODUSE INDUSTRIALE ÎN ROMÂNIA

DENUMIREA COMPANIEI
HIDROINPEX SA
AGROMAȘINA SA
INDUSTRIAL MANUFACTURING GROUP
EURO CRYO SRL
SANTINO-SERVICE SRL
POWER TEAM SRL
CAMAXIMA COM SRL
INCEVAS-ARTEFERO SRL
AMIASTEEL GROUP SRL
INOXPRIMESOLUTION GRUP SRL
CONPLASTMONTAJ SRL
ETALON PLUS SRL



Ce urmează?

- 1) Facem cunoștință cu companiile dvs. în baza formularelor de aplicație și a **kick-off notes** (vor fi expediate spre competare).
- 2) Elaborăm o selecție de **100 de companii** în piața României cu cei mai potriviți parteneri.
- 3) Creăm o invitație pentru fiecare delegație în parte.
- 4) Start **comunicare** cu potențialii clienți invitându-i să se întâlnească cu Dvs.

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Ce se întâmplă după ce selecția și invitația sunt create?

Începe **ETAPA DE Comunicare**. Vom contacta toate cele 100 de companii pentru fiecare sector. **CUM?**

- a) Identificăm Managerul de Achiziții responsabil pentru categoriile de produse selectate.
- b) Prezentăm delegația
- c) Invităm la eveniment prin telefon, e-mail, LinkedIn etc.
- d) Suntem în contact cu potențialii clienți și le furnizăm informații suplimentare (liste de prețuri, catalog complet, oferte etc.).

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Cum obținem cele mai bune rezultate dintr-o misiune B2B?

1. **EFORTURI CONSOLIDATE** - Rezultatele individuale depind de implicarea tuturor participanților în proces: Gândiți-vă: **PARTENERI, NU CONCURENȚI !!!**
2. **ABORDARE FLEXIBILĂ** - Rezervarea datelor pentru misiune, elaborarea listelor de prețuri, trimiterea de mostre dacă este necesar, reprogramarea întâlnirilor, furnizarea de interpret, e-mailuri, **FIȚI PUNCTUALII!!!**
3. **DESCHIȘI LA ORICE OPORTUNITĂȚI** - NICIODATĂ NU RESPINGEM O ÎNTÂLNIRE

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ANNEXES

Annex 1. Romania - Target market potential analysis

Annex 2. Regulations on selecting the Program beneficiaries

Annex 3. Selected Companies – Export Missions

Annex 4. Program Application Results Presentation

Annex 5. Minutes – Export Missions Evaluation – First Call