



Construction of a Regional Multifunctional Centre in Zagarancea commune, which will promote regional economic potential

(will be used for marketing, exhibition events, B2B, and fairs, as a cinema, for other leisure activities, and for public catering)

PROJECT BACKGROUND



Each year, Ungheni district, including the municipality, hosts numerous consulting activities, business meetings, entrepreneurship activities for young people, and cultural activities. There is a need for an equipped, high-quality space to host such activities. The existence of this structure will attract the attention of several business actors, in terms of collaboration and involvement, and also of people active in the cultural sphere, who are expected to use the structure to organize events of regional and international importance. At the moment, the lack of a headquarters or building for the organization of consulting activities, business meetings, entrepreneurship activities for young people and cultural activities in the Ungheni region is strongly felt.

The investment is expected to be carried out in Zagarancea commune, for which the main geographical indicators are as follows:

- 19 km by land from the EU border (Romania).
- 122 km from Chisinau International Airport.
- Access to national road and railway networks.



 Vasile Gaviuc, mayor
 +373 68378376
 primaria.zagarancea@apl.gov.md

SECTOR

Public services

SUBSECTOR

Development of cultural, social and business infrastructure

- **Main beneficiaries:** 101,064 citizens of Ungheni district, 36,000 citizens of Ungheni municipality, 162 entrepreneurs from the central area of Ungheni region, and 11 public institutions.
- **Target group:** Local public authorities, economic agents, and institutions located nearby.
- **Regional development potential:** Attracting new investments through the development of social and business infrastructure in the region.

GENERAL INFORMATION

Location Zagarancea commune

Representative / Manager Vasile Gaviuc (mayor)

Staff 10





IMPACT	
Population of the municipality	3,299 citizens
Number of direct beneficiaries	Over 180,000 people
Potential for investment expansion	Attracting new investors through developing public-private partnerships (PPPs)
Sustainable Development Goals pursued	- Sustainable cities and communities. - Quality education.

TECHNICAL DATA	
Field of intervention	Developing infrastructure and economic support services, to stimulate competitiveness
Estimated value of the project	EUR 1,313,363
Co-financing capacity	10% of the amount of the project
Expected duration of the action	36 months

PROJECT OVERVIEW

PROJECT GOALS

- Sustainable economic development and increasing the regional competitiveness through the construction of a Regional Multifunctional Centre in Zagarancea commune, which will help realize the region's economic potential.

RELEVANCE OF THE PROJECT

- The attractiveness and competitiveness of the targeted region will be increased through the establishment of the modern centre, which will be equipped with three delimited spaces for marketing, organization of exhibitions and fairs, meetings, trainings, tastings and product presentation. Domestic producers and the associative-private environment will benefit from business support infrastructure, with facilities for marketing, promoting products and organizing capacity-building activities.

MAIN DISCOUNTED RESULTS

- One modern, fully equipped multifunctional centre, with an area of 1,100 m².
- Three delimited spaces for marketing, for the organization of exhibitions and fairs, for meetings, for trainings, for tastings and for product presentation.
- One web page, 5,000 leaflets and one video spot to promote the centre's activities.

- A team of professionals trained in the proper operation, promotion and development of the centre.
- The population of the region, including economic agents and external visitors, will have access to an aesthetically appealing multifunctional centre that is able to present quality local products, concentrated in one location.

ALIGNMENT WITH MAIN LOCAL, REGIONAL AND NATIONAL STRATEGIC DOCUMENTS

The project is aligned with the following main local, regional and national strategic documents:

- The Project of the Socioeconomic Development Strategy of Ungheni District 2022–2030, specific objective 2.2 Expansion and equipping of infrastructure and business support services, point 2.2.4 Development and implementation of a construction project for a regional multifunctional centre for local producers in Zagarancea commune.
- The general objective within the Local Business Agenda 2022–2026 for the Ungheni region: Development of the regional economy by supporting the business environment, attracting investments and increasing transparency in the dialogue with local public authorities.

INVESTMENT OFFER

INVESTMENT STRUCTURE

Investment	Value, eur	Structure	Subsidies, eur
One modern, fully equipped multifunctional centre, with an area of 1,100 m ²	1 313 363	100%	0
TOTAL	1 313 363	100%	0

FORMS OF COOPERATION

PPPs	TO BE DETERMINED. ALONG WITH THE POTENTIAL PARTNERS/INVESTORS
TYPE OF FINANCING	GRANT FUNDS; FINANCING WITH A GRANT COMPONENT

INFRASTRUCTURE

