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Enterprise Development II (CEED II)**

Quarterly Report

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EXECUTIVE SUMMARY

Chemonics International Inc. (Chemonics) and Dexis Consulting Group (Dexis) are pleased to submit to the United States Agency for International Development in Moldova (USAID/Moldova) this Quarterly Report for the Competitiveness Enhancement and Enterprise Development (CEED) II project. This quarterly report covers the three-month period from October 1-December 31, 2012. The reporting period was full of activities marking the end of 2012. CEED II organized many activities and had several notable accomplishments which are noted below and described in detail in the report.

IT industry

- Helped QLab to organize trainings on project management and also code camps for more than 100 IT professionals and students. However, CEED II also decided to stop any further assistance to QLab since the initiative is not viable without greater ownership from its founders, ATIC and ESI Bulgaria. CEED II will honor existing commitments to QLab and then stop its support.
- Secured Ministry of Education commitment to expand Cisco IT Essentials to new high schools.
- Organized ICT Career Orientation days in three universities with ATIC. Representatives from 11 IT companies spoke to more than 800 undergraduate IT students about career opportunities in IT.
- Organized the third edition of Startup Weekend Moldova, November 16-18. More than 80 participants attended, and 13 teams developed prototypes for IT businesses during the weekend.
- Sponsored a presentation of the Moldovan IT industry by IDC Romania and the Moldovan Ministry of ICT to the Romanian IT industry on October 2, 2012. More than 50 firms attended.
- Began supporting the Ministry of ICT to develop a national ICT Competitiveness Strategy and to create a separate ICT agency that would be responsible for implementation.
- Continued work on the ICT legal pocket guide, ICT policy white book, and ICT B2B web-portal in partnership with ATIC.

Textile industry:

- Provided assistance to several companies on branding for own-brand products and product design.
- Launched, on December 6, 2012, the *Din Inima* store at the Zorile Commercial Center, which sells products from 13 Moldovan apparel and fashion accessories companies. The official launch was attended the Prime Minister, Deputy Prime Minister, and U.S. Ambassador to Moldova.
- Closed the fall *Din Inima Branduri de Moldova* promotion campaign which advertized 15 Moldovan brands manufactured by 12 local companies.
- Sponsored attendance by 8 apparel companies at the *Baltic Textile & Leather* expo, organized by the Lithuanian Apparel Association, during October 25-27, 2012.

Wine industry

- On November 16, 2012 the Moldovan Parliament passed draft law no. 900 which contains numerous reforms to the wine sector's legal, regulatory, and institutional framework. Passage of the law was the culmination of more than two years of work by CEED and CEED II. Immediately began to assist the Ministry of Agriculture to implement the law (Law 262/12).
- Organized a visit to Moldova during October 5-10, 2012, for six wine journalists from Czech Republic, Germany, Poland, Romania, and Ukraine.
- Organized two wine tastings for wine professionals and wine journalist in Warsaw, Poland (October 15, 2012) and Kiev, Ukraine (November 28, 2012). Fautor, Gitana, and Cimisia wineries started negotiations with two Ukrainian importers.
- Assisted the Association of Wine Producers and Exporters (APEVM) to organize the third edition of the *Wine Vernissage at the Republic Palace* on December 14, 2012. The event was attended by the Prime Minister, U.S. Ambassador, numerous GOM and foreign officials, and many others.

Fashion Accessories industry:

- Continued to provide assistance to fashion accessories companies to improve their marketing, promotion, and branding skills.
- Sponsored participation by 5 footwear companies to *Kiev Expo-Shoes* in Ukraine in October 2012. Helped Ju-Bijoux to exhibit at MACEF Milano jewelry fair; 3 clients placed trial orders.
- Helped Cristina footwear company to open a new retail store within Zorile Commercial Center.

Home Furnishings Industry:

- Continued to work with the Union of Furniture Manufacturers (UPM) to advance the furniture retail center project. The center will open in August 2013 on the outskirts of Chisinau.
- Supported UPM to organize a Christmas Furniture Fair at Moldexpo during December 2012.
- Organized several sales management training sessions for furniture manufactures of UPM.
- Assisted several furniture companies to improve their branding and marketing.

Tourism industry:

- Organized a training on internet marketing and social media on November 16, 2012. Launched a “mini-grant” program to cost-share for web development/improvement by tourism stakeholders.
- Launched a new website to promote the Moldovan tourism industry and local attractions: www.MoldovaHoliday.travel. Continued to develop and improve the site and social media pages. Promoted the website on Facebook, reaching more than 500,000 people.
- Supported three local tour operators and Purcari winery to exhibit at Tour Salon in Poznan, Poland, the country’s most important tourism expo during October 24-27, 2012.
- Sponsored a Moldova Holiday booth at the IWCM Winter Charity Bazaar (December 6, 2012) to promote local tourism. Several local tour operators and Purcari and Chateau Vartely exhibited.
- Organized a familiarization tour for 11 foreign tour operators and travel/tourism journalists from 7 countries during October 5-10, 2012. Several articles were published afterwards about Moldova.
- Commissioned a second visitor survey during October 1-15, 2012 at 3 border crossing points.

Finance & Investment cross cutting:

- Two loans were placed under the DCA guarantee by Rural Finance Corporation for a total loan disbursement amount of \$76,388.
- Assisted 4 wineries to prepare business plans to apply for loans from the European Investment Bank credit line: Agrovin Bulboaca, Bravo Wine, and Vinaria Tiganca, and Mezalimpe.
- Organized three corporate finance seminars for enterprises within CEED II target industries.

Level of Effort & Expenditures

During the reporting period, CEED II delivered more than 920 professional workdays with total expenditures for the quarter of approximately \$640,000.

SECTION I

Quarterly Technical Activities

Chemonics International Inc. (Chemonics) and Dexis Consulting Group (Dexis) are pleased to submit to the United States Agency for International Development in Moldova (USAID/Moldova) this Quarterly Report for the Competitiveness Enhancement and Enterprise Development (CEED) II project. This quarterly report covers the three-month period from October 1-December 31, 2012.

Below, in Section I, we summarize our progress to-date by targeted industry, discussing project accomplishments, problems (if encountered) and solutions. We also list all deliverables submitted during the period. In Section II, we present key results and impacts and report progress against PMP targets. Section III contains a summary of our planned activities for the next quarter. Section IV contains a report on the level of effort (LOE) and project expenditures.

A. Project by Targeted Industry: Accomplishments, Schedules, and Problems

A1. Information Technology (ICT) Industry Activities

Activity 1: Strengthening QLab capacity

After much reflection, in mid-November it has been decided to withdraw all CEED II support for QLab and to leave the board of directors. Although with great effort we succeeded to improve QLab's operations during the past months, it is clear that with the current governance structure, QLab cannot succeed. Board members are too burdened with other responsibilities to provide more support and the management team appears have neither the time nor capacity to make QLab successful. The latter issues are due in large part to lack of ownership and buy-in by ATIC. QLab is not a priority for ATIC, and unless it is, QLab cannot succeed. Finally, with only two years remaining of the project, CEED II needs to focus the limited resources on successful activities and on initiatives that can be sustainable.

Going forward, rather than continuing to invest in QLab, CEED II will try to engage ATIC more directly to build its organizational capacity. While ATIC is in some way sustainable, it is still a young organization and needs support to advance in its development. CEED II will support ATIC's strategic priorities more intensively. In this context, CEED II may continue to provide support for technology trainings and consulting, but only when it is organized by ATIC in response to member needs.

Nevertheless, during the reporting period CEED II honored its existing commitments to QLab. The project helped QLab to plan and organize two trainings conducted by a PMP (Project Management Professional) certified trainer from Croatia, on Project Management and Risk Management in IT Projects. The trainings took place during November 14-17 with the participation of 14 representatives of the ICT industry. In addition, CEED II supported QLab to plan and organize two code camps on December 8 and 15, with facilitators from one of the leading IT companies, Endava. Each code camp was attended by 50 IT professionals and students. The Code Camps are considered very beneficial for building professional communities and may be replicated during the following months. Further on, CEED II helped QLab plan a specialized training initiative: a training course leading to certification exams and offering qualification of Certified Agile Tester (CAT). This training will be offered to ATIC members and organized in February 2013. Further on, all training and community building initiatives will be moved to ATIC, should this be considered a priority by its members.

Activity 2: Adapting ICT Education to Industry needs

CEED II consulted academia and ATIC, as well as the experts previously involved in the development of the ICT Education Roadmap, and decided to continue providing support for the development of effective mechanisms for industry-academia engagement, namely through the

development of university curricula at UTM to meet the industry needs and international best practices. CEED II recruited two consultants who will facilitate the process. The consultants started working in December 2012. They conducted a desk analysis and a series of interviews with stakeholders from UTM and private ICT companies.

In addition, CEED II held a meeting with Vice Minister of Education Igor Grosu to discuss the progress and future plans to expand IT Essentials course in the lyceums. The Ministry commitment for this initiative is strong, and it has been decided to expand the course to another 15-20 lyceums in 2013. This means that the course will be available to newly added lyceums in the academic year 2013-2014. School selection will happen during February-March 2013. Teachers will be trained during their spring and summer vacations. Several other meetings were held with representatives of Microsoft in Moldova, discussing potential common education related initiatives.

Activity 3: Supporting ICT Career Promotion campaign

Together with ATIC, CEED II organized ICT Career Orientation days. Three identical events took place at Technical University on November 7, State University on November 8, and Academy of Economic Studies on December 5. The purpose of the events was to highlight for future graduates the career development opportunities that are offered by the ICT sector. To accomplish this, presentations were made by 11 private IT companies (Endava, Pentalog, Allied Testing, Trimetrica, Microsoft, Red Sky, Moldcell, Simpals, StarNet, DAAC System Integrator and Cedacri International) to more than 800 students from the IT faculties. The Vice Minister of ICT, advisors to the Minister of Education and Prime Minister, the President of ATIC, and representatives from several ICT companies attended the opening of the 1st event at UTM and spoke to students.

Activity 4: Developing Entrepreneurship culture in IT

CEED II organized the 3rd edition of Startup Weekend Moldova on November 16-18 during Global Entrepreneurship Week. The event gathered 80 participants, including some from USA, Italy and Romania. Foreign mentors and judges were attracted, as well as a new sponsor, French Alliance in Moldova, which offered its venue for the event. Thirteen teams were formed at the event and worked on developing their projects. Four teams received prizes from sponsors. The winning team entered the Global Startup Battle and placed in the top 15 out of 138 entries from around the world.

Before the event, CEED II organized a workshop “Startup Ecosystem in Europe”, conducted by the Startup Weekend facilitator, Simon Kaiser, from Switzerland. The event gathered 23 participants who were interested to learn and share ideas on the different startup supporting initiatives happening in Europe, as well as to discuss the ways to strengthen the startup community in Moldova. In December CEED II organized a follow-up event with the participants, and especially the winners of the first 4 places, and learned about their progress, plans and challenges.

Activity 5: Organizing ICT Summit

A meeting of stakeholders took place in October in order to kick-off the organization of the next event. It was agreed that the 2013 Moldova ICT Summit should be organized earlier than other editions, and the preliminary dates were set for April 16-17, 2013. Mobile and Cloud were determined as the two main technology directions to be discussed at the Summit, coupled with Education. Together with the organizing team from ATIC and the tech partners, CEED II consultant attended several meetings to plan the updates of the Moldova ICT Summit 2013 website – the main communication tool of the event.

Activity 6: Enhancing competitiveness of the IT Industry

IT Promotion event in Bucharest. As a follow-up activity after developing and publishing the Competitiveness Assessment of the Moldovan ICT Industry, the Marketing White Paper and

Brochure, CEED II worked with IDC Romania on the organization of the ICT sector promotion event in Bucharest. The event took place on October 2, 2012. Representatives from CEED II, Ministry of ICT of Moldova, Moldovan Embassy in Romania, IDC, ATIC, Romanian and Moldovan ICT Companies, foreign embassies to Romania attended the event. The event joined over 50 IT private sector representatives from Romania, and was successful in raising Moldova's image and IT industry attractiveness. As a follow-on from this event, a mission of Austrian IT companies came with a trade mission to Romania and Moldova in late November. While no specific business has resulted yet, these visits are very important to build awareness about Moldova's IT capacities.

IT promotion events in other countries. CEED II started planning of other promotion events to build awareness about Moldova as an IT destination. A joint working group of Ministry of ICT and ICT Association was formed to decide on countries of interest and format of these events. As such, efforts are being made to design and identify local partners to organize promotion events in Sweden, Great Britain and Germany. CEED II is discussing with the Swedish Embassy in Moldova, Swedish Trade Chamber, IDC Sweden, and Moldovan Embassies in these countries to identify the needed partners. The missions are planned for late spring.

Development of ICT industry strategy and ICT Agency. CEED II is supporting the Ministry of ICT to develop an ICT Competitiveness Strategy and to create an ICT Industry Agency. Currently, the Moldovan ICT sector faces a series of challenges that inhibits its growth. The Ministry of Information Technology and Communications is the body responsible for developing policies for the ICT but does not have the mechanism to implement these. Moreover, there is no ICT industry competitiveness strategy that would guide sector development, the current strategy being limited to fostering digital society. Moldova ICT Competitiveness Strategy will focus on competitiveness aspects of the ICT industry as productive industry and enabler for economic growth. It was started in Fall 2012 and is expected to be finalized by March 2013. A small working group was created to include Vice Minister Dona Scola as leader from the Ministry of ICT, CEED II Project, ICT Association and Victor Burunsus (World Bank Government E-transformation project expert). The ICT Policy Whitebook, underway by ICT Association with CEED II support, will feed into this Strategy. Strategy is to be approved by Government only. The earlier developed ICT industry Strategy (in 2010) has been withdrawn end of September from the Government, and will be replaced with the upcoming new one.

One local, Sergiu Rabii, and one international consultant, Bagrat Yengibarian, were hired by the project to help develop the ICT Industry Strategy and a concept of the agency. Mr. Yengibarian is the director of a similar institution in Armenia that has succeeded to grow the Armenian IT industry 10 times over the past ten years. While Armenia is a similarly sized country as Moldova, its experience is extremely relevant. Several consultation meetings and working group sessions were held with the participation of the consultants and stakeholders in order to help define the priorities to be included in the documents. Buy-in was obtained from the Ministry of Education, Ministry of Economy and ICT Association. Measurable short and medium term growth objectives were set for the IT industry, and main principles for the ICT Agency were agreed upon, including that it will be conducted by a Board including Government, private sector and academia. The draft concept for the Strategy and the Agency were developed and will be put up for public discussion in late January 2013.

Activity 8. Capacity building for ATIC

CEED II worked together with ATIC on the ICT Policy White Book, Legal Pocket Guide, and B2B portal. The legal Pocket Guide was finished and the draft White Book was submitted for approval. Both documents will be presented to ATIC at their General Assembly (GA), which will be organized in February 2013. The development of the B2B portal is moving slower than planned.

Finally, CEED II started consultations with ATIC in order to identify the common activities for 2013 according to their priorities to be approved at the following GA. Moreover, it has recommended certain changes to its executive body, namely to add two project managers, of which one will be

responsible for Educational activities. These changes will allow ATIC to function better and expand the activity portfolio, and will be discussed at the GA.

A2. Textile Industry Activities

Activity 1: Build stronger and more recognised apparel brands

Two new promising apparel companies - Velitextil plus and Emilita Lux - were identified for branding assistance, both companies being manufacturers of children wear, and aim the local market for their own trademark. Velitextil Plus will develop a new brand for the final consumers, while Emilita Lux will restyle its current brand Lia Fia. Both brands are positioned within the medium to upper segment and have a strong design capacity, what results in a product in line with Western styles. While both are quite small, their product is excellent and thus the growth potential. We have selected the subcontractors and launched the assistance. Each apparel company will receive the support package that includes the elaboration of the corporate style (i.e. brand book development) and the new image of the brands in line with their target market and customers.

Activity 2: Strengthen design skills with own-brand apparel companies

CEED II started product design assistance for a group of apparel companies (Cojocari Grup, Maxi Kids, Emilita Lux and Velitextil Plus) which are specialized in production of children wear under own label. During November and December, CEED II apparel consultant Theresa Bastrup Hasman provided in-company assistance to designers to evaluate and upgrade their product design, and develop collections for the upcoming fashion season. The consultant assisted in areas such as how to develop a corporate design/collection policy and implementation plan (i.e. defining what products should comprise a collection, advising on how often and when collections should be updated/developed, recommending who from within the companies' design teams should be responsible for what tasks, and suggesting sources from where to get design ideas and inspiration). The consultant also delivered a workshop for students of design department at UTM.

CEED II earlier support to another group of companies specializing on women wear through its apparel consultant Rimvidas Birstonas has generated impressive results. For many companies this support has reflected directly on increased sales due to better designed products. To consolidate the changes in assisted companies, namely Tricon, Iuvas, Maicom and Ionel, it is necessary to continue the design support. In addition, CEED II identified two new companies, Brio and Artizana, which need assistance to improve their design. The assistance will take place in January-March 2013, and the necessary planning has been undertaken.

Activity 3: Improve merchandising and retail marketing and build capacity in retail management and sales for own brand apparel companies

Din Inima common store. On December 6, the official opening of the Din Inima common store was attended by US Ambassador, Moldovan Prime Minister and Deputy Prime Minister and other important guests. The idea to create a common retail store where local companies could promote and sell their products directly to consumers is a direct outcome of the Din Inima campaign, and has been a joint implementation effort of CEED II, Zorile and participating companies for the past six months. Hosting 13 fashion companies (apparel and footwear) and located on the second floor of the Zorile Commercial Centre on 500 square meters, the store is designed as a department store, which is still a novel concept in Moldova. Each participating brand has a separate sales area and distinct brand identity, but the store has a common overall design and has a single, common point of sale (cashier). For many participating Moldovan brands the retail space in the common store is the first or one of the few that they have been able to open, and will represent a significant contribution to their sales. The common store has also demonstrated that through joint efforts companies can decrease costs and maximize exposure, thus maximizing the sales success

Activity 4: Support participation at raw materials/ accessories exhibitions

CEED II has advanced the planning for the delegation of 8 designers from 8 apparel companies (Tricon, Velitextil Plus, Artizana, Intercentre Lux, Emilita Lux, Ionel, Natalia Melnic, and Brio) to Premier Vision and Texworld, two of the largest international fabrics and accessories exhibitions, in Paris, France, during February 12-15, 2013. All of the participating companies have been or will be assisted by CEED II consultant Rimvidas Birstonas to improve their product design knowledge and skills, including sourcing.

Activity 5: Assistance in building an image and preception of domestic products

On October 30th the fall 2012 Din Inima campaign was successfully finalized. The Din Inima campaign has resonated extremely well with the Moldovan consumers, and companies see a true value for continuing this effort. CEED II identified companies that want to further participate in the joint Din Inima 2013 campaign. All 12 apparel companies i.e. Tricon, Ionel, Vistline, Iuvas, Natalia Melnic, Ponti, Bombonici, Brio, Mobile, BITprogram, Vasconi-Textil, Maicom that participated in previous campaign have shown commitment to participate next year. The new concept of the common promotional campaign and the preliminary budget has been presented, discussed with companies and includes different channels of promotion such as Outdoor promotion, promotion through internet and publicity through “15 minute” magazine. Stronger focus will be placed on promotion of individual company brands and products, since the Din Inima logo is already known to the consumer. The companies accepted the concept of the promotional campaign and decided to launch it twice a year (in March and in September). With an estimated total campaign budget of around 600,000 lei (approx. 50,000 USD), CEED cost-share is expected to decrease, while companies invest more of their own resources in the campaign. The role of APIUS is expected to increase and CEED II will transfer more project management and coordination responsibility to APIUS team to ensure future sustainability. Finally, CEED II has discussed with APIUS board the use of the Din Inima logo by its members, as well as non-exclusive licensing agreements for the logo to third parties. A lawyer was recruited to help develop a brand use regulation. These legal and procedural aspects are extremely important in order to maintain the positive perception and build on initial success of the umbrella Din Inima brand.

Activity 6: Assist Moldovan garment producers to increase of export

Baltik Textile and Leather. Eight apparel companies (Odema, Ionel, Velitextil Plus, Premiera Dona, Saltoianca, Mobile, Eurostar, Steaua Reds) participated at the international trade fair Baltic Textile & Leather, which took place in Vilnius, Lithuania and in an international matchmaking event which was organized by the Lithuanian Apparel Association, LATIA. Moldovan companies had meetings with Lithuanian apparel companies that were interested in placing orders in Moldova. This participation was useful for establishing cooperation between the two countries and could generate new business.

Textileprom 2013. CEED II identified 5 local apparel producers (Odema, Olimpus, Miss Vivien, Bombonici, Steaua Reds) for participation at Textileprom. Due to the fact that each company wants to be in the pavilion which corresponds to its specialization, and given that companies should cost-share for exhibition space, CEED II decided to allocate 2,000 USD per each participating company, while the remaining costs to be covered by the companies themselves. Each company was asked to manage booking of its own expo space, what is part of CEED II exit and sustainability strategy.

Zoom by Fatex 2013. Another 8 apparel companies (Ionel, Odema, Saltoianca, Velitextil Plus, Steaua Reds, Vestra, Premiera Dona, Tricon) expressed interest to participate at Zoom by Fatex in Paris, France. Due to the fact that three companies (Vestra, Premiera Dona, Tricon) will participate for the first time at this exhibition, the project assisted them in preparation of all necessary documents for the Expo's Acceptance Comity. The process was successful and all three were accepted for participation.

Activity 7: Increase productivity for enhanced competitiveness of apparel companies

Jointly with DAAC System Integrator, CEED II organized an industry-wide seminar at Moldexpo to build awareness about the benefits of MIS implementation in apparel companies. DAAC explained and demonstrated possible solutions for automating information processing in apparel companies. The seminar raised significant interest with 30 participants from 16 apparel companies and the Technical University. After the seminar three companies (Cristina Ltd, Saltoianca Ltd and Bevera Nord Ltd) expressed their interest for cooperation with DAAC to develop an MIS.

Activity 8: Assist APIUS to consolidate its activities

CEED II helped APIUS to hire an executive director and an assistant. While the organization is far from being strong and sustainable, these are the first needed steps towards these goals. In addition, the project helped to develop an activity plan for the next year that will be presented and accepted during the General Assembly in February (tbc). The B2B website of Moldovan textile, apparel and footwear companies is close to being finalized and will be launched early 2013.

A3. Wine Industry Activities

Activity 1. Support continued legal reforms in the wine industry

During the reporting period, CEED II provided support to MAFI and to the wine sector associations in the process of adopting the wine legislation reform by the Parliament. In this respect, CEED II consultant Maria Ciubotaru and the wine industry manager have developed explanatory documents for the Parliamentary commissions, have participated at the reunions with commissions and fractions, have had individual meetings with some Parliament members, commission Chairmen, wine sector associations' leaders and with the MAFI consultants. On October 4 the draft law no.900 has been voted in first reading by the Parliament. CEED II continued to working closely with the Parliamentary Commission of Agriculture and Food Industry (CAFI) and MAFI to define the final text of the draft law and to improve it for its final approval in the second reading by the Parliament.

CEED II assisted the wine sector associations at drafting and submitting an amendment to the draft law no. 900, meant to improve the law text and to integrate all the proposals made by the private sector, that couldn't be included in the draft law in the previous period. This amendment was submitted by the Parliament members, Gheorghe Brasovschi, based on the wine sector associations' common letter addressed to the Parliament. CEED II facilitated discussions among MAFI and CAFI, as well as with the wine sector associations.

Also, the CEED II consultant and wine industry manager have worked in the special working group created by the CAFI for the approval of the draft law no.900 in its second reading. During this process, they have gathered all proposals from deputies, commissions and Parliament departments, have integrated all proposals into a special format synthesis, and drafted final modifications to the draft law no.900. The CAFI report containing the synthesis to the draft law has been submitted to the Parliament for final approval on November 16. The draft law was approved by majority Parliament. By this act, the draft law no.900 becomes a new Moldovan law, reforming the legal framework of the wine sector and setting the basis for a sustainable development of the wine industry. The new law is to be endorsed by President, and planned to be published and enter into force during January 2013. The US Ambassador held a reception in honor of the adoption of the new wine legislation and invited the wine industry players supporting the reform.

CEED II started to plan future activities to help implement the new law. The project held discussions with MAFI and wine sector associations and set up a format for collaboration. Two consultants were contracted by CEED II to assist MAFI at the implementation of the new law: Maria Ciubotaru will work at the creation of the Office for Wine and Vine (ONVV) and the Fund of Wine and Vine (FVV);

and Gheorghe Arpentin will work on the winemaking rules and the system of producing PGI/PDO wines, which will be integrated into a new technical regulation for the wine industry.

Also, on November 8, CEED II consultants, Lilian Bostan and Mihail Onu, presented the final white paper on the “Legal status of the normative-technological documents and the conformity assessment procedures in wine industry” to the wine sector stakeholders, who highly appreciated the study. The reunion had a very significant role in promoting the principles of the wine legislative reform among wine sector actors and remind about the future framework of modernization of the wine sector legal framework and of the approach in the regulatory and controlling procedures.

Activity 2. Support the establishment of the National Office for Wine and Vine (ONVV) and the Fund of Wine and Vine (FVV)

As described in the Activity 1, the adoption of the draft law 900 by the Parliament was the cornerstone for the future activities meant to establish the ONVV and the FVV and enact their sustainable functioning. CEED II has provided to MAFI and to the wine sector association the consultancy services of Maria Ciubotaru and succeeded to maintain the initially agreed concept and the principles for the ONVV and FVV regulation in the new Law on Wine and Vine.

Once the new law was adopted, CEED II agreed with MAFI on a new framework of cooperation and assistance for the establishment of the ONVV and FVV and contracted a local consultant to develop the ONVV statute, the internal regulation, the staffing scheme and the job description, the FVV regulation and the methodology for the calculation of the newly established contributions to the FVV. These draft documents will be agreed with MAFI and the private sector and presented for adoption by Government decision. The ONVV and FVV are planned to be enacted in March-April 2013.

Activity 3. Support for positioning, branding and generic promotion of Moldovan wine

Since development of the generic brand is dependent upon passage of the new law and the establishment of the ONVV and FVV, this process hasn't been started in the reporting period.

Activity 4. Increase awareness about Moldovan wine and enhance sales

Press study trip. During October 5-10, a press study trip to Moldova was organized by CEED II for 6 foreign journalists from 5 target wine markets, on the occasion of the Wine Festival. Following the study trip 5 articles were published in Ukraine, Poland and Czech Republic, and another article and a TV reportage are planned for 2013 to be published in Romania and Germany.

Promotion events in Poland and Ukraine. With CEED II support the Council for Wine Promotion has developed and approved the concepts of the promotion campaigns to be organized in Poland and Ukraine, two target export markets for Moldovan wine.

Accordingly, CEED II, in partnership with CBI, has organized and financed a wine promotion B2B/B2C event in Warsaw, Poland. On October 15, 15 Moldovan wineries showcased their wines to nearly 150 wine professionals: journalists, importers, distributors, HORECA, and also wine lovers. Several on-line article articles about the event and the Moldovan wines have been published in Polish wine media resources and on wine blogs.

On November 28, another B2B/B2C event promoting Moldovan wines was organized in Kiev, Ukraine, by CEED II in partnership with CBI. A press conference with most important Ukrainian media channels was organized within the framework of this event, which contributed to a wider awareness about Moldovan wines. 13 Moldovan wineries and over 300 Ukrainian wine professionals participated. Fautor, Gitana, and Cimisia wineries started negotiations with two Ukrainian importers.

Prior to the promotion events, two consumer preference surveys were organized in Poland and Ukraine, covering nearly 400 respondents. The conclusions of the surveys were sent to the wineries and the Council for Wine Promotion, and are valuable information for the planning of future promotion activities and marketing strategies to those markets.

In Ukraine, a special landing page dedicated to the Moldovan wines was developed on the website of “akcyz”: <http://az-ua.com.ua/news/moldovan-wines.html>, and a new Facebook page “Moldovan wines in Ukraine” was put up, reaching 1000 “Likes” in only 2 months.

Participation at ProWein 2013. CEED II also provided assistance to the Moldovan Wine Guild in the organization of the participation of Moldovan wineries to the ProWein 2013 edition. In order to reach better awareness and impact, CEED II decided to support two master classes with Moldovan wines within the exhibition, to which will be invited wine professionals from the target export markets and wine journalists. A German PR agency specialized in wine promotion has been contracted in December 2012 to organize these master classes during ProWein 2013.

During the reporting period CEED II provided support to the newly elected Chairman of the Moldova Wine Guild, Mr. Victor Bostan to reform and re-launch the activities of the association. Many problems were solved, 7 new members were invited to join the guild, and a new executive director was enrolled. The MWG is expected to play a more active role in the organization of wine promotion activities in the future and serve as a platform of cooperation related to wine promotion with ONVV.

Activity 5. Promote wine culture on the local market

Wine culture trainings. As result of the wine culture promotion activity, developed by CEED II through a competition among wine associations and wine bars, one new program of wine culture trainings was launched by Carpe Diem wine shop & bar in December 2012. The wine culture trainings are designed in two difficulty levels and will be organized on a permanent basis in Romanian, Russian and English languages. The first group of 10 people was trained by an Austrian Master sommelier, especially invited by the organizers to promote the new courses.

In parallel, with CEED II support, the Association of Sommelier of Moldova also started to organize wine culture trainings for the consumers, as well as sommelier trainings. Consequently, three groups of amateurs were trained during the reporting period. The Association of Sommelier of Moldova engaged cooperation with the Association of restaurants and hotels of Moldova. A draft collaboration agreement was developed and is planned to be signed in February 2013.

Wine Vernissage. The Association of Wine Producers and Exporters (APEVM) organized, with CEED II support, the 3rd edition of the Wine Vernissage, taking place on December 14, in the Republic Palace. The winter edition of the Wine Vernissage was a success. For the first time, the organizers sold 300 tickets, which sold out in only one week, due to the good promotion of the event on socializing networks. Nearly 500 guests attended the Wine Vernissage, including the wine amateurs, but also VIP's, politicians and Ambassadors to Republic of Moldova. 20 Moldovan wine producers, including big, medium and small wineries, presented 100 SKU's to consumers. A special “wine shop” was organized during the event and the two wine bars held on-site wine culture trainings. The media, including TV, written and on-line press widely communicated about the event. APEVM is planning to revisit the concept of the event and will continue to organize the Wine Vernissage in two big editions and some smaller “Wine salons”.

Support to Association of Small Wine Producers (ASW). ASW implemented the activities in accordance with the Member Coaching Program and the FPS with CEED II. Three regional reunions with new potential small wine producers have been organized by ASW, which joined over 30 farmers. One training in viticulture was organized by ASW in the vineyards of Et Cetera wine producer (Ampelos), attended by 11 small grape producers. Also, ASW has organized, with CEED II support, a

round table of the wine sector on “Indigenous grape varieties: challenges and opportunities”. Taking place on December 4, it presented the conclusions of the ASW study visit in Romania. The massive participation to the event demonstrated importance of the subject.

Activity 6. Strengthen the capacities of producers associations within three Protected Geographical Indication (Stefan Voda, Codru, Valul lui Traian) regions

CEED II held a meeting with the Chairmen of the three PGI wine associations and the MAFI representatives and discussed ways to improve these, in the context of the creation of the ONVV and the new technical regulation on PGI/PDO wines. It was agreed to provide assistance to develop internal regulations for the Stefan Voda PGI wine association and to support the development of the branding elements for the new PGIs. Once the draft technical regulation is agreed, auditing of the PGI wine producers will be clear, as well as how CEED II can assist these activities.

A4. Fashion Accessories Industry

Activity 1. Enhance small companies’ visibility through assistance in developing company websites

As many companies in the fashion accessories industry do not have websites, thus being invisible to consumers and customers, they cannot expose their products and thereby promote themselves in a more active way. CEED II initiated the development of websites for a group of 3-4 companies, based on a common template, which would be further supported and updated by the companies and to which reference could be made on B2B sites in order to promote products and services more actively. The websites will contain the overall information about companies, news and collections, discounts.

CEED II analyzed the needs of various companies to develop their own website and identified several potential beneficiaries as follows: Tiras, BITprogram, Rotan and Artima. A request for offers was developed and sent to business providers. As a result 6 offers were received from Web-studio, Artsintez, Pixmania, Neoadvanced, Prowebdesign and Creatego. Given that Rotan and Artima need their websites after the brand development (also supported by CEED II), the activity was postponed for the first quarter of 2013.

Activity 2. Support enterprises in brand development / rebranding

While during its second year, the project supported a wide number of producers to improve their marketing activity and develop identity packages, including logo, slogans, packaging, promotional materials, there are still other companies which have no proper knowledge of the corporate identity requirements. A brand is necessary for contract producers and full cycle branded producers, especially for small footwear and accessory manufacturers and companies which target the domestic market.

As such, CEED II continued to run a Brand Coaching Program, by offering beneficiary companies a standard assistance package for (re)branding, which includes identification of a new brand name (as might be the case) and a slogan, as well as development of the corporate style and identity package (such as design of packaging, product labels, image photos, basic brochure). This will enable companies to consolidate a foundation for their brands and position better on the target markets.

Tighina continued to work on rebranding. At the request of the director, the business service provider was replaced; now Avalonics is finalizing the project. A new brand name, Tiggina, was chosen and logo was finalized. Assistance was started for two other manufacturers, namely L’orina and Rotan. CEED II is supporting the successful Lorina Balteanu, handmade jewelry producer, to identify a new brand, because L’orina cannot be registered with AGEPI. Rotan JSC, producer of working shoes for industry, construction and medical personnel is undergoing a restyling of its current Rotan brand.

Finally, another possible beneficiary of branding assistance was identified, Artima JSC a medium sized manufacturer of suitcases and travel bags, purses, bags of leather and substitutes, as well as woven and nonwoven materials. The company would like to restyle its current brand – Artima – for the local market, but also Romania and Russia.

All the selected companies understand that change is needed and are committed to invest in the new or upgraded corporate identity.

Activity 3. Enhance product design and construction capabilities of footwear and accessories companies

CEED II decided to continue cooperation with foreign designers to enable footwear and accessories companies to improve their collections and produce more competitive products for export markets. Product design and construction capabilities of footwear and accessories companies will be enhanced through consultancy and training support for selected companies.

During the reporting quarter, manufacturers were screened to identify those in need of product design improvement. Several companies interested to join this activity and committed to improve their design process were selected, namely Rotan, Cristina, Oldcom, Tigina and Floare. The UK shoes designer, Giovanni Deiana, was chosen to work with these companies for developing new product ranges and better designs. CEED II worked with all companies to prepare design briefs, explaining their specific needs, target segments, materials and accessories used.

CEED II also started looking for an accessories designer. Upon the request of Arilux, the activity was postponed for spring-summer 2013 due to production problems. The other selected beneficiary will be Bitprogram Ltd, a producer of bags, belts and other accessories

In October, 2012 two fashion accessories companies attended the training Psychology of color, delivered by QLab.

Activity 4. Support enterprises to visit and exhibit in specialized international shows

The participation of Moldovan companies in specialized shows is an efficient instrument to find new clients and increase sales. As Moldovan companies should continue to showcase their products at major exhibitions on the target markets, the project is supporting their participation in the most appropriate trade shows: Mosshoes in Russia, ExpoShoes in Ukraine and others.

Participation at Expo Shoes. In October 2012, 5 companies (Oldcom, Arilux, Bitprogram, Tabita-Com, Daxencom) participated in Kiev Expo-Shoes in Ukraine. Ukraine is a market located in the immediate neighborhood of Moldova and therefore is interesting for our companies. The fair is focused both on contract manufacturing and own label production, being visited by Ukrainian and foreign buyers, as well as brand owners looking for new partners. The participation on this expo was beneficial for companies, they studied the Ukrainian market, met new customers and now are working with contacts acquainted during fair. For Arilux, Oldcom and Bitprogram the expo was particularly fruitful, generating several potential buyers.

Participation at Bijorca Eclat de Mode. CEED II is supporting handmade jewelry manufacturer Ju-Bijoux to participate in Bijorca Eclat de Mode 2013 in Paris, France. The expo will take place end January. Participation will be cost-shared between CEED II and Ju-Bijoux. Now the company is in the process of preparing the new collection of jewelry for this fair.

Participation at Expo Riva and the Garda Shoe Fair. The registration of 3 Moldovan footwear companies for participation at Expo Riva and the Garda Shoe Fair in Italy, which is the leading international exhibition for volume production footwear at a mid-range price point, was refused due to the small capacity of the exhibition. Although the application was submitted six months before the

expo, the organizers delayed the answer and finally claimed lack of space. CEED II and the companies will attempt to participate in the next edition.

Activity 5. Improve merchandising and retail marketing by the companies

CEED II hired a local merchandising consultant to assist companies that plan to open new stores and need support in their organization to improve retail sales and merchandising capabilities. The project has screened the fashion accessories companies to evaluate their needs to improve retail outlets.

Cristina Mold-Rom Simpex which planned to open a new outlet in the commercial center “Zorile” was selected for merchandising assistance. CEED II supported this company to develop the store layout and design according to the best merchandising practices. The Subcontractor Arhinterior Ltd provided store design, including the development of design concept, design in sketch and technical drawings, layout of the basic and special lighting for the trade area, design recommendations for furniture and decoration and other services. The new Cristina store was opened in December, and is the second store of this company in Chisinau. The store is adjacent to the Din Inima common store, and consolidates not only Cristina’s retail network, but also the Din Inima shopping location as one stop shopping for Moldovan brands.

To strengthen the Din Inima common store (See activity 03 within the Textile Industry Activities section), CEED II engaged a local consultant Svetlana Popelnitchi to assist 6 companies to improve merchandising and retail marketing of their new retail areas within the common store. Assistance was provided at the stage of store opening. The local consultant worked separately with each selected company to improve merchandising and retail marketing. The consultant visited the outlets of the participating companies, identified problems and generated solutions, provided individual advice and training in each case. Based on merchandising audit reports generated by local consultant, beneficiary companies Tigina, Floare, Cristina, Tiras, Bitprogram, and Arilux improved their stores, especially product display.

Activity 6. Improve efficiency and production organization in factories through MIS development

CEED II has analyzed FA manufacturers interested implement an MIS. From companies interested to join this activity, the project selected the companies committed to invest in the process and technology improvements.

Oldcom, a rubber boot manufacturer, finalized implementing the production module of MIS project, assisted by BP Accelerate IT and co-financed by CEED II and EBRD/BAS program.

Another beneficiary is Ponti, the only manufacturer of tights, stockings and socks for women, men and children in Moldova. CEED II assisted Ponti to implement the 1C Retail 8 module in order to fully automate its 14 POSs and ensure uninterrupted communication with its central office. The Subcontractor implemented the retail software module, which was customized as required to adhere to the company’s existing business processes.

Supported by CEED II and following experts’ advice, Cristina Ltd also plans to invest in 2013 in MIS development.

In November, FA companies participated in the workshop regarding MIS implementation, organized by CEED II and held by DAAC System integrator, at Moldexpo. The workshop has inspired several companies to understand the value and efficiencies brought by an MIS, and to seriously consider such an investment.

Activity 7. Enhance sales capacity on local market

Several fashion accessory companies participated in the “Din inima, branduri de Moldova” campaign. Zorile, Cristina, BITprogram and Arilux selected by CEED II and interested in their image building, participated in the fall 2012 campaign. The Fashion Accessories advisor has helped to organize a voucher contest through the Facebook page of AllFun, a popular socialization website. The contest was an important part of the campaign communication channels, and helped to grow internet presence for the participating companies.

On December 6, the Din Inima common store was opened in the Zorile shopping centre (See also Activity 03 under Textile Industry Activities section). As such, 7 FA companies are participating with their own shopping areas in the common store, including Arilux, Vitalie Burlacu, Ju Bijoux, Floare, Tiggina, Zorile and Tabita.

Activity 8. Assist APIUS Association in strengthening its activities.

The possibility to organize an APIUS electronic library on fashion design and technology was analyzed, but the specific details needs to be coordinated with interested companies and APIUS.

A5. Home Furnishings Industry Activities

Activity 1: Help to establish and launch a furniture shopping center for all Moldovan furniture producers

CEED II continued overseeing the construction activities of the furniture center and the preparations for its opening planned for August 2013 (with a total of 14 000 m² of retail space). During October, 9 owners of furniture companies (all members of the Furniture Association Administration Council) the Furniture Association Director and the CEED II Home Furnishings Manager visited two furniture malls in Odessa in order to learn about their experience - in preparation for the opening of Moldova's furniture center. The visit was very useful particularly because association members initiated discussions about: the specific size and location of their stores in the future shopping center, organization of the customer traffic and the management of the facility.

Furthermore, the progress of the construction activity of the center and preparation for its opening was a focal point of weekly meetings with the furniture association and CEED II. It was agreed that two members of the association, Damashkan and Tronex, will help to create the general plan of the furniture center, followed by location of each company display area within the new centre. As agreed, the general plan of the building was finalized in December. A merchandizing expert from Ukraine was asked to study the plan of the center, its concept and the profile of future tenants. The expert has drafted a set of merchandising recommendations. The final principles of space allocation and customer traffic will be decided end January.

Discussions continued with the association and Iurie Bors regarding the signing of rental agreements in the new furniture center. It was decided that the association will be the sole body responsible for attraction of tenants into the center. Also it was agreed that a common sales and promotion strategy to fill the center with tenants is required and that the association will work on it together with CEED II. During October – December, the association members visited the construction site of the furniture center to oversee the progress of the construction work. By end December, 8000 m² out of the planned 14000 m² of retail space were built (without interior finishing works) and the association has registered a demand of 9000 m² from future tenants.

Activity 2: Support the furniture manufacturers association of Moldova

CEED II has continued its work to reinforce the furniture manufacturers association, building upon the success of the previous year. Today the association has 17 due paying members, an administration

council (composed of representatives of 9 companies), an Executive Director (a full time position) and an office. The idea of creating a common furniture center still remains as one of the main pillars that holds the association in place.

During October-November, members have received two sales trainings and a seminar on the use of the Theory of Constraints in Production (held as part of the Moldexpo Furniture Fair), designed for owners and directors of furniture companies, all being highly appreciated by the participants.

Additionally, CEED II started the search for a local consultant capable to create a policy paper in efforts to fight clandestine production and discussed how this issue should be tackled by the association. Also the procedure to select a company to create the website and a corporate image for the furniture association was initiated and a service provider was selected. The project is under implementation and is due in January 2013. Once it's completed, it will allow increasing the visibility of the association, a better member communication and the opportunity to attract new members.

Finally, the Moldova's annual furniture fair (in September 2012), that is the main event of the industry, was for the first time in its 13 years history co-organized by the newly formed and revigorated furniture association and has registered twice the number of visitor and of exhibit space (compared to 2011). Building on this success, the association members decided to organize another furniture promotion event, Christmas Furniture Fair, to offer special holiday bargains for the their customers. This fair was also held at Moldexpo (same location as the annual fair), during December 15-30, with the support of CEED II. The preliminary results are very positive: 12 participating companies have registered total sales in excess of 35 000 USD and have attracted additional traffic to their stores in Chisinau during and immediately after the fair.

Activity 3: Organize trainings for furniture retailers

During Year 2, CEED II organized several trainings on sales and merchandizing for managers and employees from furniture companies with retail operations in Moldova. The trainings were highly appreciated and the furniture companies felt that they could benefit from additional training in Year 3.

As agreed during a planning meeting with the Furniture Association Administration Council, a sales course taught by a certified TOC expert was offered to the industry in October – November. The course was delivered in 2 repeated sessions; each session lasted 1 day and enrolled 20 participants. The first session was delivered on October 18, and the second one on November 22. This sales course was designed for company owners, general managers and managers of stores and incorporated TOC principles in Sales Management. The TOC consulting expert paid attention to building among participants appropriate attitude toward efficient sales and the sales management process, as well as to equipping participants with needed practical skills. The feedback from participants, from the follow-up assessment, was highly positive (for ex: Polimobil started implementation changes in production according to the TOC principles).

Activity 4: Improve enterprise marketing skills

During October – November, CEED II identified one furniture company that is open to improving their products and has good future potential, namely Polimobil, a producer focused on upholstery production. Accordingly by the end of December, CEED II has identified a furniture designer that will work with the company to develop a limited range of new products for sale in Moldova. A design brief was prepared, and work will begin in February 2013.

Also in accordance with the work plan, CEED II continued assisting local furniture producers to (re)brand and/or (re)position themselves on the local market. During October – December, the implementation of rebranding projects for 3 Moldovan furniture producers, namely Stejaur, Prima and Panmobili, was initiated. Also, CEED II monitored implementation of similar activities initiated during year two for Tiara, Vanin-Mob, Ergolemn, Damashkan and Trabeco, the design work for the

first three having been finalized in December. Additionally, 2 more furniture producers, Miscare and Mandarin, were selected for rebranding projects and discussions with service providers were initiated.

Activity 5: Promote Moldovan made furniture in the domestic market

Moldova's furniture industry today needs to rethink the way it markets itself. Besides the fact that many producers don't understand the needs of the market and so do not offer an optimal product assortment, they also are not very good at effectively communicating the advantages of the products that they currently sell, which have real potential benefits for their clients. Therefore, the furniture manufacturers need to improve the way they promote themselves and do a better job of communicating the benefits of their products. Preparation work for this activity is underway, and CEED II is planning to help with the following:

- Create a furniture catalogue that will present the companies and the entire range of furniture displayed in the furniture center. This catalogue will incorporate a buying guide on quality furniture that will help consumers distinguish between high and low quality furniture and it will list and describe criteria to consider when buying furniture.
- Develop a marketing campaign that will promote sales of Moldovan furniture. CEED II will help the furniture manufacturers association to develop and implement a marketing campaign that will encourage consumers to buy furniture made in Moldova.

A6. Tourism – an emerging industry

Activity 1: Tourism attraction improvement and new product development

CEED II started to conduct an audit of popular tourist attractions to evaluate their operations, identify any problems, and where possible help to solve them. We used the knowledge and experience of international tourism expert Jack Delf to develop a methodology about how the attractions need to be audited and services evaluated. During the period of November 7-14 the project staff accompanied by Jack Delf did several test inspections and a list of recommendations for some of them has been developed. There were audited regional hotels and cafes, monasteries, outdoor companies, museums and nature based resorts. The project will continue to audit attractions and will define the best opportunities for the project to get involved and improve the product/service offered.

Activity 2: Support the rebranding and promotion of Moldova Wine Festival

This activity will start in March 2013 because the Wine Festival takes place in October 2013.

Activity 3: Improve Moldovan tourism's on line profile and help develop selected websites

Training on Website development and Internet Marketing. On November 16 the project organized this training in order to share knowledge and best practices in internet marketing. As such, 26 representatives of 23 companies and associations attended the event. All participants operate in tourism industry and are very much interested in new ways of promoting their services / offers, while many of their potential customers are reachable online. The participants evaluated the event with very high appreciations and professionalism of both main speakers (Nicolai Mihailiuc and Jack Delf). Businesses and associations from Transnistria attended the seminar as well.

Grants program launched. The objective of this action is to assist tourism-related businesses & organizations to improve their Internet presence, using websites and social media, to strengthen their marketing efforts and increase revenue. Financial assistance up to \$499 is being offered to help business and associations develop new websites or social media pages or to improve existing ones using local web developers. Approximately 20 small projects will be realized with this exercise during the period December 2012 – March 2013.

Activity 4: Further develop Moldova Holiday website and promotion in target markets

After a series of round tables and branding exercises, CEED II and the industry have clearly defined the Moldova tourism offer. From that moment the project started to aggressively promote it in Moldova and abroad. This activity included a series of sub activities, as follows:

- CEED II developed a set of promotional materials to be used at industry level. It includes an A4 folder, branded with MoldovaHoliday logo and related images. The folder included 5 inserts with different themes: Wine, Culture, Rural, Activities, and Business. Additional inserts may be added as needed.
- CEED II contracted a local company to produce a short film which is a fun compilation of comments made by foreign and Moldovan citizens about Moldova and its tourist attraction during the 2012 Winter Bazaar. It reached approx. 5000 views in 3 weeks on Youtube.com.
- CEED II has set up accounts for MoldovaHoliday in most important social media networks (Facebook, Twitters, Wordpress blog, Linkedin, Pinterest, and Flickr) and actively posts to gain popularity and promote the webpage MoldovaHoliday.
- CEED II started to update and enrich the content of www.moldovaholiday.travel website. New articles and chapters will be added, as well as new images and maps. The website is being search engine optimized.
- CEED II developed a first Power Point presentation of Moldova Tourism Industry. This is large and image intense presentation than is going to be used by the industry. The presentation has been translated in German as well, and will be delivered at Moldova' press conference in the framework of CMT Tourism Trade Show in Stuttgart, Germany on January 15 2013.
- CEED II in cooperation with the industry analyzed all important international and regional trade shows in tourism, in order to identify the best ones that Moldovan companies would exhibit. Only new events for Moldova were considered. So, we came to a list of 3 trade shows that CEED II is co-financing: Tour Salon (Poland), CMT (Germany) and Moscow MICE Forum (Russia).

Activity 5: Support participations in trade shows and/or B2B events in new markets

Exhibiting at Tour Salon (Poland). With CEED II support, three Moldovan inbound tour operators and Purcari winery exhibited at Tour Salon 2012 in Poznan, Poland, the largest and most important tourism and travel trade show in the country. The delegation established more than 70 new contacts and met with many visitors eager to learn more about Moldova's offer, especially its culture, history, folklore, wine and cuisine. Many promised to begin sending tourists to Moldova beginning with the next season starting with May 2013, often in combination with tours to neighboring Romania and Ukraine. In addition, a group of Polish travel journalists promised to visit Moldova to write articles for specialized press about Moldova as a new destination.

Moldova Holiday booth at IWCM 2012 Winter Bazaar. Since Winter Bazaar is a well-established event in Moldova and brings many foreign people, who are active consumers of tourism services in Moldova, it was decided to set up a booth presenting Moldova Tourism offer. A group of travel agencies, wineries, hotels, one association and one rural pension exhibited at the stand, informing the visitors about their offer. All exhibitors were satisfied with the participation.

Activity 6: Organize a familiarization (fam) tour for foreign tour operators and journalists

During October 5-10, CEED II organized a familiarization trip for 11 foreign tour operators and travel & tourism journalists; the visit coincided with the National Day of Wine. Participants came from 7 countries: France, Germany, Italy, Poland, Romania, Switzerland, and the USA. In addition to visiting the wine festival, the foreign guests also saw several well-known tourism attractions, including Cricova, Purcari, and Orhei Vechi. The guests also visited monasteries and villages, and they witnessed Moldova's cultural, folkloric, and culinary traditions. As a result of the familiarization trip, several articles have been published in the international press about Moldova and Moldova is

marketed as a tourism destination. The trip was organized with the participation of many local partners including Amadeus Travel, Tatra-Bis, Solei Turism, ANTREC, Chateau Vartely, Cricova, Migdal-P, Purcari, Leogrand Hotel, and others.

Activity 7: Perform visitors survey

The second foreign visitors' survey was performed during the first two weeks of October 2012. This was a period when many tourists visited Moldova to participate in two major events: Moldova Wine Festival (October 6-7) and Chisinau city day (October 14). The first survey was performed in May-June 2012 and the second one allowed comparing the data and defining trends.

A number of 400 in depth and fully completed interviews have been taken by subcontractor: 200 visitors were interviewed in Chisinau Airport, the remaining 200 interviews have been taken at the three border crossing posts, approx. 70 interviews in each location.

Activity 6: Enhance public-private dialogue about constraints to tourism development

Implementation of this activity will commence in early spring 2013.

A7. Cross-Cutting Activities

Activity 1: Facilitate the acceleration of a “credit market” within target industries

A seminar on “*Corporate Finance: investment project valuation*” for furniture industry took place on October 26, gathering 21 participants from 13 furniture companies. Participants were made aware of the Corporate Finance areas, the main goal of corporate financial management, finance management organization in the company, as well as the investment project valuation. Assisted enterprises learned about such concepts as return on investment, time value of money, discounted cash flow, project valuation and project selection rules (payback period, IRR, NPV), investment project cash flows and evaluation of its problems, business/company cash flow.

A seminar on “*Corporate Finance: capital management*” for furniture industry took place on November 23. The seminar was led by Octavian Armasu, Chartered Financial Analyst, and trainer with 10 years of practical experience in finance. As a result of the training, directors and financial managers from 13 companies enhanced their knowledge and skills in corporate finance. During the seminar the participants got familiar with such concepts as cost of capital (WACC), leverage, company free cash flow, and dividend policy and business valuation. They learned how to calculate weighted average cost of capital, how to apply the leverage, how the optimal capital structure is identified and implemented, how to make the company valuation using discounted cash flow and how to use it as the measure of management/company efficiency. The participants also got to know main approaches to set the dividend policy and to decide upon reinvesting the profit. The companies received a file in excel format, prepared by Octavian Armasu, with preset spreadsheets and tables for cash flow drawing, investment project valuation and capital structure management. That will enable the participants to apply the received knowledge in their everyday work.

Jointly with Mobiasbancă Groupe Société Générale, CEED II organized a seminar on “*International Trade Financing and Risk Management*”. The presentation was led by Lilia Ceban, Head of Trade Finance and Documentary Operations division. Directors and financial managers from 10 companies enhanced their knowledge and skills in documentary operations. The participants found out how to use such financial instruments as documentary letter of credit, stand-by letter of credit, international bank guarantees, and documentary collection in order to reduce the commercial, financial, political risks of the trade transactions, take part in international tenders without immobilizing funds and obtain commercial loans with advantageous conditions from the partners.

Activity 2: Support access to finance through special channels

To facilitate access by Agrovin Bulboaca to the financial resources of the BEI credit line, CEED II decided to support Agrovin Bulboaca to develop the business plan for implementing a large investment project that consists of renovation and re-equipment of such sections as: grape processing, treatment, wine storage and maturation, bottling. They look for increasing the capacity of treatment and bottling wine with PGI. For the same purpose CEED II decided to support Bravo Wine to develop its business plan for the investment project that consists of the construction of a factory according to a Spanish model, with support from foreign experts. This will allow them to become a factory with full cycle of production. They also intend to buy advanced agricultural equipment, which will increase vine management efficiency and improve grape quality. In this way, they would ensure the production of a high quality wine. ProConsulting developed the business plans for both wineries.

As CEED II determined interest from Ponti and Ergolemn in energy saving investment. Meetings were arranged for the directors of these companies with the representatives of EBRD MoSEFF Program. Ergolemn is planning also to develop a new direction of activity, namely production of briquettes from bio waste materials from its own factory and other furniture manufacturers. Thus, CEED II consulted and directed Ergolemn to UNDP Moldova Energy and Biomass Project.

Ongoing assistance to USAID Guarantee Partners was provided. Partners have been monitored and helped to provide the semiannual reports correctly and in time.

B. Deliverables

During the quarter, CEED II submitted the following deliverables per contract requirements:

Deliverable Name	Submission Date(s)
Annual Report, Year 2	November 2, 2012
Monthly Report, October 2012	November 16, 2012
Monthly Report, November 2012	December 17, 2012

SECTION II

Results and Impact

A. Quantitative Results

The table on the following page presents our progress to-date against the targets set for selected indicators. We are not reporting for all indicators as some indicators are only reported on an annual basis. For a complete description of our M&E system and indicator definitions, please refer to the revised project Performance Monitoring Plan, approved on March 26, 2012.

Final indicators	Year 1			Year 2			Year 3			Cumulative Actual (Y1+ Y2 +Y3)	Cumulative Actual (Y1+Y2+Y3) vs. Target
	Target	Actual	Actual vs. Target	Target	Actual	Actual vs. Target	Target	Actual Q1	Actual vs. Target		
01. Sales of assisted enterprises	10.00%	28.78%	18.78%	10.00%	19.30%	9.30%	10.00%	Data reported annually	-10.00%	24.04%	14.04%
02. Investment in assisted enterprises	15.00%	70.44%	55.44%	15.00%	36.21%	21.21%	15.00%	Data reported annually	-15.00%	53.33%	38.33%
Objective 1: Productivity of targeted industries increased.											
Expected Result 1.1: Use of improved technologies and business processes within target industries increased											
03. Enterprises receiving project-related assistance to improve their knowledge, processes, and technologies	50	72	22	85	129	44	70	15	-55	216	11
04. Assisted enterprises applying improved knowledge, processes, and technologies	35	19	-16	55	115	60	45	13	-32	147	12
05. Productivity of assisted enterprises	2.00%	27.56%	25.56%	3.00%	17.64%	14.64%	6.00%	Data reported annually	-6.00%	22.60%	18.35%
Expected Result 1.2: Capacity of the workforce in targeted industries increased											
06. Investments in workforce development initiatives by assisted enterprises or other cluster actors	10.00%	-44.28%	-54.28%	10.00%	17.68%	7.68%	10.00%	Data reported annually	-10.00%	-13.30%	-23.30%
07. Participants in project-related trainings or capacity building programs	700	1357	657	1000	3387	2387	1650	1347	-303	6091	2741
Expected Result 1.3: Capacity of industry service providers and other value chain actors increased											
08. Assisted enterprises paying for BSP services with some or all of their own resources	10.00%	35.29%	25.29%	15.00%	50.00%	35.00%	20.00%	Data reported annually	-20.00%	42.65%	25.15%

Final indicators	Year 1			Year 2			Year 3			Cumulative Actual (Y1+ Y2 +Y3)	Cumulative Actual (Y1+Y2+Y3) vs. Target
	Target	Actual	Actual vs. Target	Target	Actual	Actual vs. Target	Target	Actual Q1	Actual vs. Target		
Objective 2: Trade and investment in targeted industries increased											
Expected Result 2.1: Quality of products and services produced by enterprises in targeted industries improved											
10. Assisted enterprises participating in project-related programs to enhance trade and investment capacity	50	48	-2	85	80	-5	70	17	-53	145	-60
11. Assisted enterprises following recognized product or process standards	5.00%	0.00%	-5.00%	10.00%	6.78%	-3.22%	15.00%	Data reported annually	-15.00%	6.78%	-13.22%
Expected Result 2.2: Positioning and promotion of products and services from targeted industries in strategic markets improved											
12. Assisted enterprises expanding sales to new or existing markets	35	13	-22	55	47	-8	45	0	-45	60	-75
13. Assisted enterprises exhibiting at trade shows or participating in business-to-business (B2B) events	20	93	73	25	213	188	30	85	55	391	316
Expected Result 2.3: Access to financing and investment by enterprises in targeted industries increased											
14. Financing accessed by assisted enterprises	10.00%	-4.51%	-14.51%	10.00%	35.16%	25.16%	10.00%	Data reported annually	-10.00%	15.33%	5.33%
15. Assisted enterprises with increased financing or investment in targeted industries	25	22	-3	45	43	-2	40	Data reported annually	-40	65	-45
Objective 3: Public-private dialogue improved leading to a better business environment for targeted industries.											
Expected Result 3.1: Viability and number of industry associations and member based organizations increased											
16. Associations or member-based organizations demonstrating increased leadership in targeted industries	4	11	7	4	8	4	2	0	-2	19	9
17. Increased revenues of associations or member-based organizations	10.00%	126.81%	116.81%	10.00%	92.31%	82.31%	10.00%	Data reported annually	-10.00%	109.56%	99.56%
18. Member satisfaction level of associations or member-based organizations	50.00%	81.74%	31.74%	55.00%	66.65%	11.65%	60.00%	Data reported annually	-60.00%	74.20%	16.70%

Final indicators	Year 1			Year 2			Year 3			Cumulative Actual (Y1+ Y2 +Y3)	Cumulative Actual (Y1+Y2+Y3) vs. Target
	Target	Actual	Actual vs. Target	Target	Actual	Actual vs. Target	Target	Actual Q1	Actual vs. Target		
Expected Result 3.2: Private sector capacity for advocacy and policy analysis increased											
19. Participants at project-related trainings or workshops about advocacy or policy analysis	50	292	242	100	199	99	100	43	-57	534	284
20. Policy or position papers published or commissioned by assisted associations or member-based organizations	5	9	4	10	8	-2	10	1	-9	18	-7
Expected Result 3.3: Understanding by the public sector of private sector concerns and actions taken to improve conditions for targeted industries increased											
21. Consultative meetings or events between representatives from the public and private sectors as a result of project assistance	10	15	5	15	19	4	15	1	-14	35	-5
22. Government actions taken that improve the business environment in targeted industries	5	8	3	10	8	-2	10	2	-2	18	-7

B. Quantitative Results

ICT Industry Results

- Together with QLab, CEED II organized a training series on Project Management and Risk Management in IT Projects, which took place during November 14-17 with 14 participants. The two code camps, organized on December 8 and 15, were attended by 101 IT professionals and students. The advertising campaign for the Chisinau Winter Codecamp used email, social media, word of mouth, and online media marketing in order to gather participants. As a result, during 14 Nov – 11 Dec, www.qlab.md had more than 1600 visits (excluding visits from ATIC's IP) and 1100 unique visitors. The Chisinau Winter Codecamp had more than 1200 hits, of which 481 proceeded to the registration page. The follow-up evaluation from participants indicated that the Codecamp exceeded expectations and the learning objectives. Even if CEED II has withdrawn its support to QLab, the Codecamp format was very successful and might be continued in the future as an activity of the ICT Association. Likewise the trainings.
- ICT Career Orientation events gathered more than 800 students from the IT faculties of the 3 leading universities, and 11 top companies: Endava, Pentalog, Allied Testing, Trimetrica, Microsoft, Red Sky, Moldcell, Simpals, StarNet, DAAC System Integrator and Cedacri International. Companies have accepted application forms from students for internships. Over 160 such application forms were submitted by students to various participating companies.
- The 3rd Startup Weekend event gathered 80 participants, including from USA, Italy and Romania. 11 mentors and 7 judges were attracted, including from USA, France, UK, Bulgaria, Lithuania and Romania. The winning team of Startup Weekend Moldova entered the Global Startup Battle, and got included in the top 15 semi – finalists selected of 138 participating teams from around the world.
- For the academic year 2012-2013, 424 students have enrolled for the optional IT Essentials course in 18 lyceums, the teachers of which were trained with CEED II support. In fact, 70% or (18 out

of 26 lyceums) that participated in the Training of Trainers course for IT Essentials have implemented it and started learning for pupils. These are excellent results showing a high adoption of the course by the teachers and the trained schools. A follow-up assessment why the other 8 schools did not start teaching the course showed that the teachers from two schools left (and the replacement teachers are not familiar with the course), while the other schools use the course materials in their main computer classes and did not manage to get a separate optional course started. Building on this success, the Ministry of Education is committed to expand the course to at least 20 other schools.

Apparel Industry Results

- The support provided by CEED II has caused important changes in the vision, planning process, and structure of own collections for assisted Moldovan apparel companies. This contributed to enhancement of competitiveness and sales of Moldovan apparel companies. Below are a few examples of this success:
 - Tricon JSC increased sales on the local market in comparison with the same quarter of 2011 by 1.5 times (from 1,259,000 MDL to 1,958,000MDL).
 - Iuvas Ltd increased sales on the local market in comparison with the same quarter of 2011 by 1.3 times (from 3,910,900 MDL to 5,144,794 MDL). Now the company has 4 designers (comparison with 2 designers in year 2011) that developed and launched on the local market for autumn-winter collection which included around 200 new items by 18% more than in previous season.
- CEED II supported 8 Apparel companies (Odema, Ionel, Velitextil Plus, Premiera Dona, Saltoianca, Mobile, Eurostar, Steaua Reds) to participate at International trade fair BALTIC TEXTILE+LEATHER, which took place in Vilnius, Lithuania and at the International Matchmaking Event which was organized by Lithuanian Apparel Association LATIA. As a result Odema, Premiera Dona, Saltoianca, Mobile and Steaua Reds established 3 contacts per company, and Ionel - 4 contacts.
- The Din Inima Fall 2012 campaign successfully ended in October. The 15 participating companies felt a positive impact on their brand perception by Moldovan consumers, and most important of all an increased sense of national pride towards Moldovan brands. The total campaign budget was 331,400 MDL (or 21,380 Euro), of which 158,575 MDL (48%) were funded by CEED II, while the rest came from the participating companies. The budget was used very efficiently and effectively, and companies were particularly pleased with the TV reach out (through Sare and Piper show), excellent campaign image (with Moldovan stars), visibility on the billboards, and reach out through Facebook. The partnership with Ponti for less costly billboards (200 Euro instead of 300-350 Euro market price), free participation of Moldovan stars, free campaign photo session in partnership with 15 Minutes magazine, group negotiation for advertising on radio and Allfun website generated savings of at least 30-40% to the overall campaign budget. This effort has undoubtedly demonstrated that by working together the Moldovan fashion producers can achieve better visibility at smaller costs.
- The opening of the common Din Inima store has given the opportunity to expand the retail network (through direct manufacturer stores) to several companies. The Zorile commercial center provided special rental rates of 15 Euro / sq meter (as compared to 25-35 Euro / sq meter market rates), what was an important contribution to the initial success and future viability of the store. Companies have invested time, effort and money to have their brand areas at a professional level, with merchandising support from CEED II. Cumulatively, Olga cegan, Ponti, Vistline, Emilita Lux, Lenicris, Miss Vivien, Svibmagtex, Maxikids, and Bombonici, that have an average trade space of 20 sq meters, invested about 235,000 MDL in furnishing the new trade spaces, while Ionel alone about 80,000 MDL. Although it's been only one month since the store has opened to consumers, it recorded good sales, and contributed to overall sales increase. As such, companies recorded an increase in sales in the month of December compared to November 2012, as follows :
 - Olga Cegan – increased by 23% (from 187,000 DML to 230,000 MDL)
 - Vasile Moldovan – increased by 13% (from 30,000 MDL to 34,000 MDL)
 - Ionel – increased by 8% from 977,000 lei to 1,025,000 MDL

Wine Industry Results

- *A complex wine legislation reform voted in final lecture by the Parliament of Republic of Moldova on November 16th, 2012:* the new wine legislation is modified integrally (over 80%) and contains a new, modern approach to the regulation of the wine industry, structural reform of the wine sector and new patterns for a sustainable development of the wine industry. The legislative reform is the result of three years of hard work, of the constructive public-private dialogue and of the strong need of modernization of the wine sector, affected by a 5 years long crisis.
- *A new public institution, National Office of Wine and Vine and a public fund, the Fund of Wine and Vine, are created:* the newly adopted legal framework of the wine sector is regulating the creation of a new public institution, meant to manage the wine industry, to promote the Moldovan wines and to serve to the interests of the wine sector stakeholders. The ONVV format is revolutionary for the Republic of Moldova, as it will be governed through a public-private partnership. The private sector will have significant leverage in the management of the ONVV, and will contribute 50/50 with the state budget to the FVV.
- *Numerous burdensome regulatory constraints are abolished:* the licensing procedure, licensing conditions and taxes have been eliminated for wine production and trade. Moreover, numerous other inefficient and constraining administrative procedure, such as: labels' approval; central tasting commission's controls; approval of the technological instructions and normative documents have been eliminated. The legal framework has become more predictable and fair, being limited to several normative acts, duly adopted and published in the *Monitorul Oficial*. The elimination of these administrative procedures and the related costs are going to save up to 10% of the product costs, based on the estimations of the wine producers.
- Three Moldovan wineries have engaged into negotiations with a new Ukrainian importer after the B2B event in Kiev. F' autor, Gitana winery and Cimislia wineries have interested a Ukrainian importer, met during the B2B event in Kiev on November 28. They have left some wine samples and engaged into negotiations regarding a possible wine shipment.
- Mimi has increased sales with 25 % in the reporting period and has entered one new export market. After having benefited of CEED II support within the Marketing Coaching Program, AgroVin Bulboaca successfully developed and launched a new wine product, branded "Mimi premium wines". The winery has successfully promoted its wines during the Wine Festival in October and, later, within a winter advertisement campaign in Chisinau. Sales have increased by approx.25% in the reporting period, expanding to the most important retail chains and restaurants in Chisinau. Also, with CEED II support, the Mimi wines' labels have been adapted for the Kyrgyz market, where the first export has succeeded in December.
- *Qualitative generic promotion of the Moldovan wines on target markets:* about 100 well selected Moldovan wines have been showcased during two generic promotion events in Warsaw and Kiev in October and November 2012. These events contributed to the constant presence and communication about the Moldovan wines on two of most important exporting markets of Moldovan wines and attracted about 150 wine professionals from the two target markets. Overall, around 500 visitors discovered Moldovan wines during the tastings and much more read about it in the 9 articles and TV reportage published about Moldovan wines in Ukraine and Poland. This new complex approach, focused towards two markets contributed to a more efficient and effective use of resources and formed a good practice for the Moldovan exporting wineries.
- *Enhanced culture of wine consumption on domestic market:* a third edition of the Wine Vernissage has been organized by the Association of Wine Producers and Exporters, with CEED II assistance, to which about 300 wine lovers have bought entry tickets. Also, three sessions of wine culture trainings have been organized by two local organizations, educating about 17 persons in the wine appreciation.

Fashion Accessories Industry Results

- The merchandising training/consultancy, store audits, as well as the Din Inima campaign and common store, has generated changes in marketing and store organization for these companies,

and ultimately contributed to expansion of their retail network and improvement of sales. Certain accomplishments by company are outlined below:

- Floare and Tigina (both from Transnistria): Have expanded their retail network, opening their brand areas within the Din Inima common store in Zorile commercial centre. Have developed visual elements that draw customer attention to the store, e.g. grouping of items by color, using of corporate identity package elements; defined the store entrance area (organized stoppers at the entrance). Tigina has displayed its new logo – Tiggina. It must be underlined that CEED II built linkages between Zorile and these two companies, so that their products are displayed in other Zorile stores. This has built up a strong presence of these two Transnistrian brands in professional retail outlets, since their products are mainly sold in the open air markets.
- Arilux: Has opened two new stores in Zorile commercial centre, including in the Din Inima store; developed and implemented visual elements to draw attention to the store; improved display of goods by colors to facilitate the selection of bags by customers. The Arilux' investments in new store launch were about 7,000 USD. The company sales in December 2012 were 20,000 USD compared with the same period of 2011, when it was 15,000 USD, which represents an increase of approx.30%. To underline that CEED II built linkages between Arilux and Zorile, resulting in opening of two Arillu stores in Zorile centre, while closing down others.
- Vitalie Burlacu: Has opened its first factory store in the Din Inima centre; upgraded furniture; improved display of goods to facilitate the search and selection of goods by customers in its new opened store in Zorile commercial centre, e.g. posters, logo, grouping of items by colour; ordered the brand corners for all POS. The total investments in store launch were about 5,000 USD, while the Q4 sales increased by 50%, compared to Q4 of 2011.
- Cristina Mold-Rom Simpex: Has opened a new, large, 100 sq meters, store in Zorile commercial centre, which is its second store in Chisinau. It used the plan developed with CEED II assistance to organize a new opened POS, as well as invested in new furniture and improved the display of goods.
- Tabita-Com has added two new stores in the Zorile commercial centre, one on the first floor in the shoes area and another in the Din Inima common store.
- Vasilini Ltd opened a new POS in Hincesti, as well as invested in new furniture and improved the display of goods.
- As a result of participation in expos Ju-Bijoux met potential clients at MACEF Milano jewelry fair, and three companies from Russia, Italy and USA have already placed trial orders. Following participation, at the Kiev Shoes Expo, Oldcom has expanded its retail network, opened a representation office and entered into a new supermarket chain in Ukraine. As a result its sales in Q4 2012 amounted to 12 mln USD compared to 9 mln USD in the same quarter of 2011. This represents an increase of about 30%. At the same time, its exports increased by 2 times.

Home Furnishings Industry Results

- *Further consolidation of the association.* During October, 9 owners of furniture companies (all members of the Furniture Association Administration Council) the Furniture Association Director and the CEED II Home Furnishings Manager visited two furniture malls in Odessa in order to learn about their experience - in preparation for the opening of Moldova's furniture center. Today there are 17 due paying members of the association (out of a total of 27 companies).
- Building on the success of Moldova's annual furniture fair (in September 2012) the association decided to organize another furniture promotion event in the period between December 15-30th a Christmas Furniture Fair to offer special holiday bargains for the their customers. This fair was also held at Moldexpo and the 12 participating companies have registered total sales in excess of 35,000 USD and have attracted additional traffic to their stores in Chisinau during and immediately after the fair.
- *Common furniture centre is underway.* Progress of the construction activity of the center and preparation for its opening is going well. Iurie Bors furniture company is currently working on the

main construction works of the furniture center, 8000 m² out of the total 14 000 m² of planned retail space are already finished. The general plan of the furniture centers building was finalized in December, as well as plans for distribution and zoning by brand are in progress. The overall estimated construction budget for the centre, i.e. Iurie Bors investment, is about 2 mln USD. The rental prices will be 6.5 Euro per sq meter, as compared to a market price of about 10-15 Euro per sq meter (for instance in Jumbo commercial centre in the furniture area rentals are at 15 euro). The participants plan to invest in promotion about 12,000 Euro per month, by forming a common promotion budget. Finally 85% of the spaces will be rented out by Moldovan furniture producers, while the rest by importers, what positions indeed this centre as focused on Moldovan furniture producers. The average rental space is estimated at 400 sq meters per tenant, but it is expected that there will be producers of all sizes, large to small and micro.

- CEED II continued assisting local furniture producers to (re)brand and/or (re)position themselves on the local market, such assistance includes help with developing a new corporate identity package (logo, slogan, etc. i.e. a brand book) and assistance to develop marketing materials, such as product catalogues and websites. Currently 5 furniture producers are supported, 3 such projects have been finished successfully and 2 more are in the initial phase.
- A sales course taught by an certified TOC expert was offered to the industry in October – November. The course was delivered in 2 repeated sessions, each session lasted 1 day and enrolled 20 participants, (as a result a total number of 40 participants were instructed). This sales course was designed for company owners, general managers and managers of stores and incorporated TOC principles in Sales Management. The feedback from participants, from the follow-up assessment, was highly positive.

Tourism Industry Results

- The first familiarization tour for foreign journalists and tour operators was organized by collective efforts of 17 tourism and hospitality related companies. The group of guests included 11 foreign tour operators and travel & tourism journalists from 7 countries.
- Moldovan tour operators and wineries participated for the first time in two important events: Tour Salon Trade Show (4 companies) and Winter Bazaar (7 companies and 1 association).
- The second visitor survey performed during the Wine Festival in October 2012 included twice more interviews (400 in total) and more places of interviews (Chisinau Airport and 3 border crossing points).
- An aggressive promotion campaign has started last quarter to make Moldova tourist offers more visible in and outside Moldova. The Facebook pages is close to reaching 3000 likes, the posting on Facebook reach over 15.000 people per week. The daily traffic to MoldovaHoliday website is between 15 and 75, of with 66% is new visitors' traffic.

Finance & Investment Activities Results

- Two loans were placed under the DCA guarantee by Rural Finance Corporation for a total loan disbursement amount of \$76,388.
- Four wineries are being assisted by CEED II to access funds from the European Investment Bank credit line: Agrovin Bulboaca, Bravo Wine, and Vinaria Tiganca are preparing business plans with the help of financial consultants, and Mezalimpe is preparing its initial application.

SECTION III

Planned Activities (January – March 2013)

The following activities are planned for the next quarter. Most were introduced in CEED II's Year 3 Work Plan; some activities are new. For activities requiring an outlay of external resources, i.e. CEED short-term consultants and/or funds from the Sector Enhancement and Enterprise Development (SEED) Fund, an activity plan that summarizes the purpose of the activity, the rationale and justification for it, the expected results, the roles, responsibilities, and anticipated cost-share of each party involved, and the timeframe for the activity has been developed by the CEED advisor responsible for the activity. Scope(s) of Work are developed for consultant(s) as needed.

A. Information Technology (IT) Industry

- Work on development of the new curricula, matching the industry needs, to be proposed for TUM; ensure a mechanism for implementation of proposed curricula changes;
- Start planning jointly with ATIC the new stage of the IT Career Promotion campaign; define activities, budgets and partners;
- Participate in planning the Moldova ICT Summit 2013; define partners, budgets and conference themes; attract sponsors and speakers;
- Work on finalizing the ICT Competitiveness Strategy and ICT Development Agency Concept, and launch it for comments to private sector and Government counterparts;
- Work with the Ministry of Education on selection of lyceums for the IT Essentials training of trainers courses, and develop a poster for distribution in schools.
- Organize the public presentation of ICT Policy White Paper and Legal Pocket guide for ICT;
- Continue to work on the B2B portal for ICT companies;
- Work with ATIC to finalization an activity plan for 2013, and drive changes in its executive team.

B. Textile and Apparel Industry

- Finalize the assistance for two new apparel companies in rebranding;
- Assist companies to participate at ZOOM by FATEX and Textileprom exhibitions (Feb. 2013);
- Assist selected apparel companies to develop spring collections with international designers;
- Assist apparel designers to attend the raw material/accessories exhibition, Texworld;
- Prepare and start the common promotional campaign "Din inima" for spring 2013, as well as adopt the regulation for use of the Din Inima logo by the APIUS members and non-members;
- Select the company for assistance in development and implementation of MIS;
- Assist APIUS in launching of B2B website and filling in the database with company info;
- Assist APIUS in formalizing its activity plan, holding a general meeting and implementing the planned activities;
- Hold merchandising and web promotion trainings, using cost-share mechanism by the companies, and building more ownership on behalf of APIUS.

C. Wine Industry

- Form a working group of wine experts to review the existing and the draft technical documents related to winemaking process and propose amendments to these documents
- Propose amendments and proposals regarding the implementation and the functioning of the PGI/PDO system
- Contract a legal regulatory consultant to develop modifications and normative documents meant to implement the legislative wine reform
- Develop the institutional documents to establish ONVV and the FVV. Assist the public-private dialogue on the ONVV and FVV draft institutional documents and to the approval process;

- Develop an action plan to re-launch the development of the wine country brand;
- Define the framework, the timeline and start implementation of the promotion campaign in Poland and Ukraine;
- Organize B2C wine tastings in Poland and Ukraine; manage and develop landing page and Facebook pages of Moldovan wines in Poland and Ukraine; launch a consumer contest in Poland;
- Organize the participation of Moldovan wineries to ProWein 2013 edition;
- Assist participation of the Association of Small Wine Producers to WeinMesse exhibition;
- Organize a round table on Ukrainian wine market within the ExpoVin trade fair;
- Organize a Wine School during ExpoVin 2013, in partnership with the Association of Sommelier of Moldova(ASM), the Association of Sommelier of Europe(ASE) and George II Wine bar. Organize a master class for Moldovan sommeliers. Assist ASM at establishing partnership with Association of restaurants and hotels of Moldova and to develop the concept of the organization of the general assembly of ASE in Republic of Moldova in Autumn 2013;
- Assist APEVM and Berlizzo to define the new concept of the organization of the Wine Vernissage in 2013;
- Contract a local consultant to assist GI Associations to develop internal documents related to PGI/PDO wine production;
- Assist PGI wine associations to develop branding elements.

D. Fashion Accessories

- Select the business provider for development of company websites and launch the activity; define the common template and assist each company to get visual material and write the content;
- Continue to support brand development for involved companies;
- Organize the design support assistance – finalize design briefs, send needed samples to the international consultant, get the first drawings and sketches for the collections;
- Organize participation of companies in Leather and Shoes (Kiev, Ukraine), Bijorca, Paris and Mosshoes (Moscow, Russia);
- Select the business provider for the implementation of MIS for Cristina Ltd;
- Support the spring *Din Inima* campaign by attracting participating companies from fashion accessories, help define concept, budgets and get company buy-in for the campaign;
- Discuss with APIUS the possibilities to organize electronic library;
- Participate in organizing merchandising training in March and the online promotion training by ensuring participation from fashion accessories companies;
- Issue RFQ for a training on sales.

E. Home Furnishings

- Monitor progress on the common furniture shopping centre, including ensuring rental of the available space, zoning of space between participants, planning a successful merchandising, planning the promotion campaign. Start signing of tenant agreements for the space within the common shopping centre. Work with each company for a detailed planning for their own trade area. Identify and recruit a consultant for the common centre's interior design and common décor themes. Select an architect responsible to create 2D and 3D plans. Select design companies to develop the visual identify for the common centre, including name, slogan, signage, visual promotion concept.
- Continue implementation of assistance in branding, catalogues and websites development to selected companies;
- Initiate the design assistance project to Polimobil to develop a new collection of sofas for Moldovan consumers;
- Work to the Association to develop their website, brand and other visual identity elements and implement these;
- Work with the Association to attract new members.

F. Emerging Export Industries

- Moldova tourism entities to exhibit for the first time at the largest consumer tourism trade show CMT in Stuttgart, Germany. Moldova will hold a press conference at this event on January 15th 2013;
- Support Moldova's first participation and Moscow MICE Forum in March 2013;
- Develop new tourist products in Moldova. In first phase a series of biking and a series of hiking routes and maps will be developed and made publicly available for local and international tourists;
- Develop Moldova National Tourist map, which would follow the style of the website and would correspond with it through themes, branding, legend etc;
- Continue with attractions audit;
- Further development and promotion of Moldova Holiday website;
- Support Moldovan tourism related companies and association to improve their on-line presence through the small grants scheme;
- Start the preparations for the second Familiarization Tour, dedicated only to tour operators from West Europe and North America;
- Support the rebranding of Moldova Wine festival.

G. Cross cutting (Finance and Investment)

- Organize a seminar on "Corporate Finance: investment project valuation" for assisted enterprises from other sectors, especially textile and footwear;
- Organize a seminar on "Corporate Finance: capital management" for assisted enterprises from other sectors, especially textile and footwear;
- Assist "La Vie" to subcontract a consultant and to develop a business plan for an investment project that consists of a factory construction, with a wine tourism point nearby;
- Provide assistance to potential beneficiaries from wine sector according to the Assistance Concept for BEI credit line;
- Assist USAID Guarantee Partners in using the guarantee; monitor USAID Guarantee Partners activity; direct businesses to Partners.

SECTION IV

Technical and Administrative Support

A. Project Communications

General. Throughout the reporting period, the project’s communications advisor undertook among others the following actions to spread the word on CEED II activities and to ensure the compliance with the project branding and marking requirements.

- Maintained and updated the project website (www.ceed.md) in English and Romanian versions, and the USAID CEED II Facebook page which had 850 “likes” by end of December 2012.
- Ensured that branding and marking guidelines were respected during technical events, local and international publications, and promotional activities in CEED II target industries (e.g. wine promo events in Ukraine & Romania related publications, Spring Wine Vernisage, Startup Weekend Moldova-2, Din inima store opening etc.). In addition, the project fact sheet and other templates and industries descriptions on the website and Facebook page were updated.
- Worked on CEED II activity map update and print, project activities related banners (Wine Vernisage, Startup Weekend, Wine Tastings, Moldova Holiday, Furniture Exhibitions etc.) placement on Infotag & www.ceed.md websites, and Facebook page.
- Oversaw the fall “Din ♥ branduri de Moldova”-2 promotional campaign related activities, as well as Fall Fashion Show associated media overview. The campaign was launched by the press conference opened by the Minister of Economy of Moldova and the US Ambassador to Moldova.
- Five more stories highlighting the project successes were finalized and submitted to USAID.
- The story that highlights the success achieved by Natalia Melnic — *From Hobby to Thriving Clothing Business*—was published on USAID Moldova web page (<http://moldova.usaid.gov/programs/economic-growth-en/competitiveness-en/hobby-thriving-en>)
- Two of CEED II events briefs— Din inima common brand store opening and Moldova Parliament’s passage of a law that regulates wine production and marketing— were published in USAID Regional Mission to Ukraine, Belarus and Moldova Bi-Weekly ReCap (December 24, 2012, Vol.1 issue 3).
- Regularly submitted monthly lists of calendar of events to USAID.

Media coverage. During reporting period, CEED II activities were regularly highlighted by the mass media. As a result, project efforts were featured through the following mass media products: 17 times in print media (publications in Profit & Banki I Finansi, InStyle, Sanatate, Акциз, Винофест, Magazyn Wino etc.magazines, Logos Press, ECONOMIST newspapers, etc.); 85 times in electronic media (Infotag news agency daily news bulletin, news/articles, press releases rubric, AllMoldova internet news portal, unimedia.md, communicate.md, MyBusiness.md, Moldpres and InfoMarket news agencies etc.); 8 times on TV (Jurnal TV, ProTV, Publika TV, TV7 etc.). See Annex A for the list of selected articles and other communications products and media outlets for the period of October – December 2012, as well as Annex B for the developed project highlights.

B. Monitoring & Evaluation

During the quarter, staff collected data from beneficiaries and other counterparts for the annual report, and a final test of the database was conducted. Support was provided to the staff to dully fill in the database with the quantitative indicators, and perform evaluations of the activities to measure impact.

D. Administration and Finance

Accounting. The project’s administrative and financial systems are running smoothly. CEED II’s Finance and Administrative Manager is duly performing her duties.

APPENDIX 1.

CEED II Media Coverage during October – December 2012

TITLE OF MEDIA PRODUCT	MEDIA OUTLET	DATE
Wine Tasting for international journalists& Moldova Wine Festival related video news	Sanatate magazine http://sanatate.md/?l=ru&a=29&cat=2&i=271	October 2012
"Moldova's Information Technology Opportunities Presented in Bucharest" news article	INFOTAG "DAILY NEWS BULLETIN"	October 3, 2012
"MOA Stands For Adoption Of Amendments To Wine & Vine Law In Second Reading" news article	INFOTAG "DAILY NEWS BULLETIN"	October 5, 2012
"National Vine & Wine Office to be Established in Moldova" news article	INFOTAG "DAILY NEWS BULLETIN"	October 5, 2012
"Cimislia Wineries": Wine Blossom" article/Vino & Proviant rubric	Logos Press newspaper & online version	October 5, 2012
" USAID CEED II promovează oferta turistică a Moldovei" news article	INFOTAG "DAILY NEWS BULLETIN"	October 5, 2012
"Association of Furniture Producers of Moldova & Iurie Bors will Open a Common Furniture Center" article	Logos Press newspaper & online version	October 11, 2012
"Aderaji la Uniunea Producătorilor de Mobilă!" article	MyBusiness.md http://mybusiness.md/ro/categories/item/672-aderati-la-uniunea-producatorilor-de-mobila	October 12, 2012
"Moldawia w kieliszku – relacja" article	Nasze Wina magazine http://www.nasze-wina.pl/nw/news/moldawia-w-kieliszku-relacja/?listbox_class_name=NewsListbo	October 15, 2012
Highlight on Moldovan Wines Tasting in Poland	Magazyn Wino http://www.magazynwino.pl/degustacja	October 15, 2012
" Курс привел к кризису " article	Panorama newspaper http://pan.md/paper/Delo/Kurs-privel-k-krizisu/28205	October 26, 2012
"Furniture Hypermarket To Be Created In Moldova" news article	INFOTAG "DAILY NEWS BULLETIN"	October 29, 2012
"Furniture Hypermarket to be Created in Moldova " news story	INFOTAG "DAILY NEWS BULLETIN"	October 29, 2012
"Winemakers need this law" article/Vino I Proviant rubric	Logos Press newspaper & online version	November 2, 2012, #40
"Experts Stand For Fewer Viticulture Regulations In Moldova" news article	INFOTAG "DAILY NEWS BULLETIN"	November 8, 2012
"Eugen Pâslaru: Aprobarea Legii Viei Și Vinului De Către Parlament Este Prima Etapă De Reformare A Sectorului Viti-Vinicol" news article	INFOTAG "DAILY NEWS BULLETIN"	November 16, 2012

TITLE OF MEDIA PRODUCT	MEDIA OUTLET	DATE
An article-review on the results of Moldovan light industry for 3 quarters of year 2012	Logos Press newspaper & online version	November 23, 2012
"National Wine Agency Will Help Sector Overcome Financial Crisis" news article	INFOTAG "DAILY NEWS BULLETIN"	November 29, 2012
"Turnover of Moldovan Restaurants May Grow By 10-15% if They Increase Moldovan Wines Sales Expert" news article	INFOTAG "DAILY NEWS BULLETIN"	November 30, 2012
"Moldovan Wine Promoted in Warsaw" article	Profit magazine & & online version	November 2012
«Другая Молдова» article	«Акциз» magazine, Ukraine	#11, 2012
"Mostly suffered those working on lohn scheme" article	Logos Press newspaper & online version	November 23, 2012, #43
«В Киеве прошел большой винный раут молдавских вин» articles	ВИНОfest & http://az-ua.com.ua/news/wine/25513.html	November 28, 2012
Wine Tastings in Kiev, Ukraine related		
Selected news article reflecting on the wine tasting activities in Kiev, Ukraine	http://az-ua.com.ua/news/wine/25513.html http://press.unian.net/rus/press-5856.html http://az-ua.com.ua/news/moldovan-wines/25391.html http://az-ua.com.ua/news/moldovan-wines/25392.html	November 14, 28 etc., 2012
"New Taste of Moldova" article	Винофест magazine	December 6, 2012
"USAID CEED II, CBI Agency of the Dutch Ministry of Foreign Affairs & Vinofest Magazines Organize Presentation of Moldovan Wines in Ukraine" news article	INFOTAG "DAILY NEWS BULLETIN"	December 3, 2012
"Wine Vernisage Awards Best Wines Of The Year" news article	INFOTAG "DAILY NEWS BULLETIN"	December 17, 2012
"Din inima: Branduri de Moldova" activities related		
Ponti story/ Jurnal TV sustine brandurile autohtone rubric	http://www.jurnaltv.md/ro/news/sare-i-piper-4-octombrie-partea-ii-398800/#sare-i-piper-2-octombrie-partea-ii-398200	October 2, 2012
Georgette brand story/Jurnal TV sustine brandurile autohtone rubric	Jurnal TV/Sare si Piper http://www.jurnaltv.md/ro/news/sare-i-piper-4-octombrie-partea-ii-398800/#	October 4, 2012
BRIO story//Jurnal TV sustine brandurile autohtone rubric	http://jurnaltv.md/#sare-i-piper-9-octombrie-partea-ii-400284	October 9, 2012
"Din inima:Branduri de Moldova" article/Marketing/PR rubric	ECONomist newspaper& online version	October 17, 2012
Fall Fashion Walk article	InStyle magazine & online version	October 2012

TITLE OF MEDIA PRODUCT	MEDIA OUTLET	DATE
“Дьявол снимает Prada”/ Din inimă - 2: Diavolul alege „Prada” news article	MyBusiness.md http://mybusiness.md/ro/categories/item/651-din-inimă-2-diavolul-alege-prada	October 2012
Companies stories and their brands contests related series on allmoldova.md	http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=34216 http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=35027 http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=34614 http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=34453 http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=34555 http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=34313 http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=34397 http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=34705 http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=35221 http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=35747 http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=35857 http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=35909 http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=36742 http://www.allfun.md/index.php?page=projects&id=1347952640&sid=1347958139&pid=36771	
“Lansarea Platformei Comerciale „Din inimă - casa comună a brandurilor moldovenești” press release	InfoMarket news agency http://www.infomarket.md/ro/infomarket/Abordri_inovative_i_pai_concrei_din_partea_sectorului_privat_a_companiei_Zorile_SA_n_parteneriat_cu_proiectul_USAID_CEED_II_pentru_a_uura_cale_a_spre_dezvoltare_a_companiilor_autohtone_din_sectorul_industriei_uoare	December 4, 2012
Moldovan PM participates in launching commercial platform for local brands/ news article/Stiri din RM rubric/	Moldpres Agency http://portal.moldpres.md/default.asp?Lang=ro&ID=183627	December 6, 2012
“Valeriu Lazar s-a facut cu un palton nou. Vezi cum l-a masurat in fata premierului” news and video	Pro TV, In Profunzime http://www.inprofunzime.md/stiri/politic/valeriu-lazar-s-a-facut-cu-palton-nou-vezi-cum-l-a-masurat-in-1.html	December 6, 2012
“Common House for Moldovan Brands” article	Logos Press newspaper & online version	December 7, 2012, #45 (973)
“Lansarea Platformei Comerciale "Din inimă - casa comună a brandurilor moldovenești" news article/Moldova News rubric	Allmoldova http://www.allmoldova.com/ro/moldova-news/1249069635.html	December 7, 2012
“Moldovan Brands United in a Common Store” article/ Companii rubric	ECONOMIST magazine & online version	December 12, 2012, #7
“The 1 st House of/for Moldovan Brands” article	Profit magazine & online version	December 2012
“Moldovan Brands Under a Common Roof” article & video news/BLITZ	Allmoldova http://www.allmoldova.com/project/news-blitz/3283.html	December 10, 2012

TITLE OF MEDIA PRODUCT	MEDIA OUTLET	DATE
rubric		
"Moldovan Brands will Sound Louder" article	Logos Press newspaper & online version	December 14, 2012, #46
"Игры патриотов"/Din inima store related article	MyBusiness.md http://mybusiness.md/categories/item/730-igry-patriotov	December 17, 2012
Article on Furniture Industry in Moldova	http://pan.md/paper/Delo/Mebelinaya-otrasli-mestnogo-siriya-i-komplektuyushih-net-no-potentsial-ogromniy/30601	December 26, 2012
Article on Moldovan wines	WINO magazine, # 6 (60)	December 2012
ICT Career Orientation Days activities related		
ICT Career Orientation - șanse de angajare pentru viitorii specialiști IT, article & video	Unimedia.md http://unimedia.info/stiri/ict-career-orientation---sanse-de-angajare-pentru-viitorii-specialisti-it-53962.html	November 5, 2012
Initiativa ICT Career Days pentru tineret, article & video	sturipozitive.md http://www.stiripozitive.eu/libview.php?l=ro&idc=32&id=375&t=%2FEvenimente%2FHigh-Tech%2FInitiativa-ICT-Career-Orientation-pentru-tinerii-din-Moldova	November 5, 2012
"Mai multe șanse de angajare pentru viitorii specialiști IT" press release	communicate.md http://comunicate.md/index.php?task=articles&action=view&article_id=6165	November 7, 2012
ICT Career Days press release	allmoldova: http://www.allmoldova.com/ro/it/articles/18.html	November 2, 2012 etc.
"Studentii facultăților ti vor fi ajutați să-și aleagă profesiunea" news article	Infotag newsflow/ (RO/RU/EN)	November 8, 2012
Startup Weekend -3 related		
"Startup Weekend Moldova: Focus pe organizatori și mentori" article & video	Stiripozitive.eu http://www.stiripozitive.eu/libview.php?l=ro&idc=32&id=441&t=/Evenimente/High-Tech/Startup-Weekend-Moldova-Focus-pe-organizatori-si-mentori	November 16-18, 2012
Startup Weekend Moldova: Focus pe participant" article & video	Stiripozitive.eu http://www.stiripozitive.eu/libview.php?l=ro&idc=32&id=444&t=/Evenimente/High-Tech/Startup-Weekend-Moldova-Focus-pe-participanti	
Wine Vernisage-3		
"Ediția a 3-a -«Vernisajul Vinului»– In Vino Veritas 14 decembrie 2012, Palatul Republicii" press release	Infotag News Agency website http://www.infotag.md/press-releases-ro/598979/	December 12, 2012
"New Trend: Wine from Authentic Grape Varieties" article/ Vino & Proviant rubric	Logos Press newspaper & online version	December 14, 2012

TITLE OF MEDIA PRODUCT	MEDIA OUTLET	DATE
"Vernisaj al vinului la Palatul Republicii. Miniștri și diplomați au gustat din cele mai bune soiuri" news & video	Publika TV http://www.publika.md/video-vernisaaj-al-vinului-la-palatul-republicii-ministri-si-diplomati-au-gustat-din-cele-mai-bune-soiuri_1169311.html	December 15, 2012
"В Кишиневе прошел III Вернисаж вина"	Komsomoliskaya Pravda newspaper & online version http://www.kp.md/online/news/1321149/	December 15, 2012
"Prim-ministrul Vlad FILAT a participat ieri la inaugurarea ediției a III-a a Vernisajului Vinului" article	PLDM website http://pldm.md/index.php?option=com_content&view=article&id=5692:prim-ministrul-vlad-filat-a-participat-ieri-la-inaugurarea-ediiei-a-iii-a-a-vernisaajului-vinului-&catid=2:catdinpresa&Itemid=30	December 12, 2012
"Vernisajul Vinului- Ediția a III-"press release	Wine.md http://wine.md/content/vernisaajul-vinului/	December 14, 2012
Moldovan Wine Vernisage" news article & video	Panorama newspaper & online version http://www.pan.md/video/Vernisaaj-vina-v-Kishineve/30671	December 14, 2012
Un nou vernisaj al vinului	Euro TV http://www.eurotv.md/stire-un-nou-vernisaaj-al-vinului	December 14, 2012
"Vlad FILAT a participat ieri la inaugurarea ediției a III-a a Vernisajului Vinului	Moldovan Government website http://www.gov.md/libview.php?l=ro&idc=436&id=5921	December 15, 2012
"Filat a participat la inaugurarea editiei a III-a a Vernisajului Vinului" news and video	TV 7 http://tv7.md/ro/news/view?id=18854	December 15, 2012
"Wine Vernisage, 3rd edition	TRM/Moldova 1 http://trm.md/ro/economic/vernisaajul-vinului-la-a-iii-a-editie/	December 15, 2012
"La un pahar de vin! Ce au marturisit oficialii si oaspetii veniti la vernisaajul vinului" news & video	Pro TV/In Profunzime http://www.inprofunzime.md/stiri/politic/la-un-pahar-cine-au-fost-prezenti-la-vernisaajul-vinului.html	December 15, 2012
"Wine Vernisage Awards Best Wines of The Year" news article	INFOTAG "DAILY NEWS BULLETIN"	December 15, 2012
"Wine Vernisage –III" article/Events rubric	InStyle http://instyle.md/?a=18&i=293	December 17, 2012
Vernisajul Vinului. Ediția III	Moldiva http://moldiva.md/vernisaajul-vinului-editia-a-iii/	December 18, 2012
Vernisajul Vinului. Ediția III	Pentrua.md http://pentrua.md/article/vernisaajul-vinului--editia-iii-1517.html	December 20, 2012

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