Competitiveness Enhancement and Enterprise Development II (CEED II)

Quarterly Report

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Quarterly Report

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EXECUTIVE SUMMARY

"The CEED program enhances the competitiveness of several key business sectors from information technology to wine making through various methods, including training business people how to market more effectively their products and expand cost-effective production techniques. And CEED has been doing business in Moldova, I think, for as much as seven years. And you know when I would speak to both Moldovan business people that we work with and that we've worked with over the years…CEED is one of those programs that makes me very proud of our engagement with the Republic of Moldova. Because on a business-to-government level we've been working with companies on how to effectively market overseas, how to effectively carry on their business operations and improve their operations domestically. And it has made me very, very proud of our long-term engagement in the republic."

— U.S. Ambassador to the Republic of Moldova William H. Moser during his welcoming remarks at the Doing Business with the U.S.A. Seminar, April 4, 2013, organized by the U.S. Embassy and AmCham.

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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 January 1 through March 31, 2013. Below is a summary of the other highlights during the reporting period.

Information Technology Industry

- CEED II ended its assistance to QLab during the period after helping to organize a Certified Agile Tester (CAT) course.
- CEED II consultants John O'Sullivan and Anatol Gremalschi continued working to revise the IT curriculum for the Technical University (UTM).
- CEED II and the Ministry of Education started the expansion (adding another 50 schools) of the IT Essentials course as an approved elective.
- CEED II and Microsoft initiated a review of the Microsoft Digital Literacy curriculum (MDL), a basic computer training, to identify opportunities to improve curriculum in schools or to introduce MDL as an extracurricular activity.
- CEED II worked with ATIC to develop the concept for the spring ICT career promotion campaign that will target high school graduates.
- CEED II started planning the next Startup Weekend. The event is tentatively set for last weekend of May, May 31-June 2.
- CEED II, ATIC, and the Ministry of ICT worked to prepare for a mission to Sweden to promote the Moldovan ICT sector to clients and investors.
- CEED II is supporting the Ministry of ICT to develop an ICT Competitiveness Strategy and create an implementation agency.

Apparel & Textile Industry

- Two new promising apparel companies, Velitextil Plus and Emilita Lux, were assisted in branding development; both companies manufacture children's wear and target the local market.
- CEED II identified an additional six companies (Maxikids, Maicom, Flax, Bo Produs, Loztextil and Iradex) for branding assistance.
- CEED II launched an initiative to help selected apparel and footwear companies develop basic but professional websites.
- CEED II completed its product design assistance for Cojocari Grup, Maxi Kids, Emilita Lux and Velitextil Plus, which are all specialized in children's wear. Another group of companies (Tricon,
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Brio, Iuvas, Intercentre Lux and Maicom) specialized in women's wear received design assistance by international consultant Rimvydas Birstonas.

- During March 14-15, CEED II and APIUS organized a two-day merchandising training attended by 45 specialists from 15 apparel and fashion accessories companies.
- CEED II assisted a delegation of 8 designers from eight apparel companies (Tricon, Velitextil Plus, Artizana, Intercentre Lux, Emilita Lux, Ionel, Vasconi and Brio) to visit Premier Vision and Texworld in Paris, France during February 12-15.
- CEED II also helped eight apparel companies (Ionel, Odema, Saltoianca, Velitextil Plus, Steaua Reds, Vestra, Premiera Dona, Tricon) to participate at Zoom by Fatex in Paris, France.
- CEED II helped six apparel producers (Odema, Olympus, Steaus Reds, Draik &Co, Vasile Moldovan, Bombonici) to participate at Textillegprom in Moscow, Russia.
- In March, the spring 2013 *Din Inima* campaign was launched. Eighteen companies are participating in the campaign.
- On March 2, 2013, as part of the launch of the spring 2013 *Din Inima* campaign, CEED II helped to organize the Spring Fashion Walk in collaboration with the International Women's Club of Moldova and APIUS.

Wine Industry

- In January 2013, CEED II was invited by the Ministry of Agriculture and Food Industry (MAFI) to continue providing support in the process of implementation of the Law 262/2012, with an emphasis on providing consultancy and expertise to modify the existing legislation and draft new normative acts meant to enforce Law 262/2012.
- CEED II provided support to MAFI in the legal establishment of the National Office of Vine and Wine (ONVV) and Fund for Wine and Vine (FVV), specifically to develop the ONVV statute, regulation, staffing scheme, staff terms of reference, FVV regulation, methodology etc.
- CEED II defined a concept, agreed to with MAFI, on how to development the Wine Country Brand (WCB) and identified a team of experts to undertake the work.
- In the reporting period, CEED II contracted two wine journals (media companies) from Poland and Ukraine (Wino Magazine and Prof-Media) to organize and implement complex business-to-consumer (B2C) wine promotion campaigns in Poland and Ukraine during March-June 2013. About 15 Moldovan wineries are participating in these campaigns.
- In February 2013, CEED II supported the Association of Small Wine Producers (ASW) to participate in two wine exhibitions: ExpoVin Moldova (Chisinau, February 20-23) and WeinMesse (Berlin, February 23-26).
- During March 24-26, 15 Moldovan wineries exhibited under a country booth at ProWein 2013 in Düsseldorf, Germany. During the fair two master classes on Moldovan wines were led by a widely known German wine journalist, Rudolf Knoll. About 75 wine professionals attended.
- In January, by the Order of the Ministry of Labor, Family, and Social Protection, the sommelier profession was officially registered in the Moldovan profession registry
- During ExpoVin 2013, CEED II organized "Wine School" in partnership with the Wine Amateurs Club, Association of Sommelier of Moldova, two wine bars, and five wineries. Eight wine culture trainings, two master classes for young professionals, and an "off-line" with famous winemaker Gheorghe Arpentin were organized. In total, some 160 persons have been trained in wine culture.
- CEED II contracted local consultant Eleonora Obada to assist GI Stefan Voda Association to develop their internal documentation in order to fulfill their legal attributions.

Fashion Accessories Industry

- CEED II launched a project to improve websites for 11 fashion accessories and apparel companies to promote their products and services more actively.
- CEED II continued its Brand Coaching Program by offering beneficiary companies a standard assistance package for (re)branding, which includes identification of a new brand name 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, etc.).

- This quarter, CEED II continued cooperation with foreign designer, Giovanni Deiana, to design new collections for footwear companies Rotan, Cristina, Oldcom, Tigina and Floare.
- During January 22-25, five companies (Oldcom, Arilux, Bitprogram, Floare, Tighina and Vasilini) participated in the Kiev Leather and Shoes fair in Ukraine.
- In January, CEED II supported handmade jewelry designer and manufacturer Ju-Bijoux to participate in Bijorca Eclat de Mode Fair in Paris, France.
- During March 25-28, three companies (Floare, Tighina and Artima) participated in spring edition of Mosshoes in Moscow, Russia.
- APIUS, in partnership with CEED II, hired a merchandising consultant who delivered a two day training, March 14-15, for both accessories and apparel companies. The seminar was attended by more than 40 people, including 11 from accessories companies.
- CEED II assisted the implementation of MIS for Ponti, the only manufacturer of tights, stockings and socks for women, men and children in Moldova.
- Seven footwear and accessories brands will participate in the new spring edition of the promotional campaign “Din inima, branduri de Moldova” taking place from March through June.
- In March 2013, CEED II assisted the International Women’s Club and APIUS to organize the Spring Fashion Walk. 13 fashion accessory brands participated with their collection of shoes, bags, jewelries and fabric toys.

Home Furnishings Industry

- CEED II continued working with the new Union of Furniture Producers of Moldova (UPMM) on preparations to open a furniture shopping center in August 2013.
- CEED II is working with UPMM on the branding and promotion of the center, starting with the development of a brand (logo, etc) and then a promotional campaign.
- CEED II is helping the association to develop its corporate image and website; the brand book was successfully completed in February, while the website will be launched in April.
- Three sales trainings were organized for association members. These trainings were organized as two-day courses for 20 participants each; 60 sales people were trained.
- CEED II completed its project with Polimobil to develop a range of new products for sale in Moldova; four new collections were developed.

Tourism Industry

- CEED II developed new tourism products, hiking, biking and kayaking routes, with descriptions, maps, and directions that are available for download on the Moldova Holiday website.
- CEED II launched a project to help Valeni village (Cahul raion) to organize a festival called Duce Floare de Salcam (Sweet Acacia Flower) on May 19, 2013.
- CEED II continued its support for tourism related companies to improve their online presence, including websites and social media pages. 11 projects are underway. 10 are completed.
- A series of new articles were developed for the Moldova Holiday website as well as pictures and Google maps development for each location. The contents of the new articles include town, guides, Jewish and Roma heritage information, cuisine photos, traditional homes, and additional content on attractions, wineries, events, restaurants, and 2-, 3-, and 4-star hotels,
- With the support of CEED II, three of Moldova’s leading inbound tour operators (Amadeus Travel, Tatra-Bis, and Solei Turism) and the National Association for Rural, Ecologic and Cultural Tourism (ANTREC) presented the country at Germany’s largest consumer trade show, CMT Trade Show in Stuttgart, Germany (January 12-20).
- CEED II assisted three Moldovan companies (Chateau Vartely Winery & Resort, Tatra Bis Travel Agency and Leogrand Hotel & Convetion Centre) to exhibit at Moscow MICE Forum.

- CEED II made preparation for a familiarization trip for foreign tour operators and journalists that will take place May 14-19, 2013. Journalists from Poland, Germany, and the USA in addition to tour operators from the UK and Ukraine, will be attending the tour. In all there will be ten participants.
- CEED II initiated a working group to discuss formation of a new inbound tourism association. The group, anchored by eight companies, has started to meet weekly to discuss the details.

Finance Activities

- A seminar on "*Corporate Finance: investment project valuation*" for textile and fashion accessories industries took place on January 25th, gathering 20 participants from 14 companies.
- CEED II assisted "La Vie" to subcontract a consultant to develop a business plan for an investment project that consists of a factory construction, with a wine tourism point nearby.
- CEED II continued to provide assistance to USAID Guarantee Partners. During this quarter, Prime Capital provided four loans of $118,000 to IT professionals to purchase primary residence. Rural Finance Corporation provided one loan of approximately $54,000 to a company for planting vineyards.

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 January 1 through March 31, 2013.

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 technical and administrative support during the quarter. Section IV contains a summary of our planned activities for the next quarter. Section V 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

CEED II ended its assistance to QLab during the period after helping to organize a Certified Agile Tester (CAT) course. The training took place from February 21-25 and was attended by trainees from Pentalog, Allied Testing, Endava and Solve IT. On February 26, all the participants took the online CAT exam, which they all passed, thus becoming Certified Agile Testers.

Activity 2: Adapting ICT Education to Industry needs

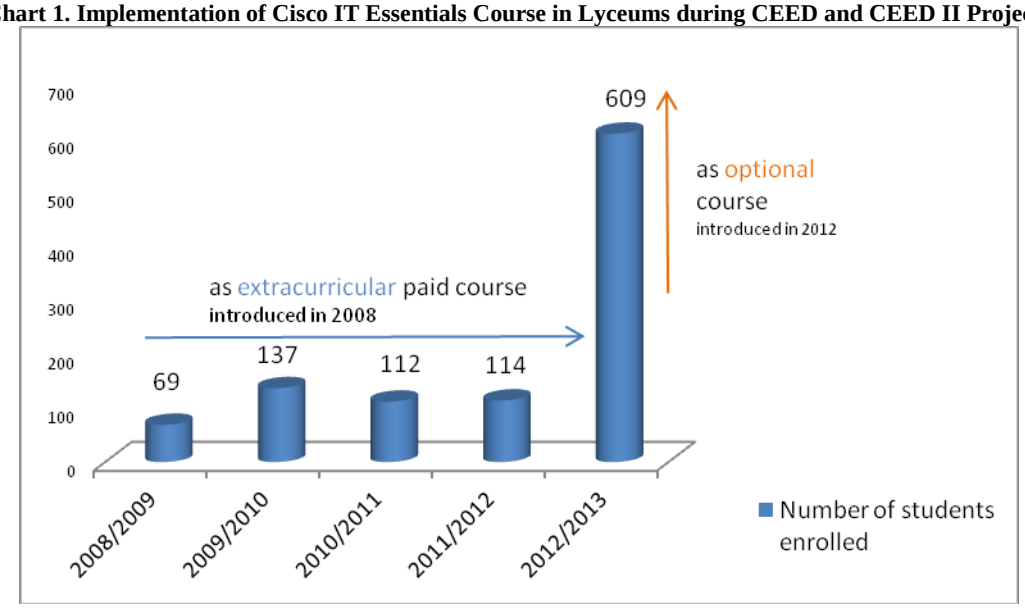
Revision of IT curriculum at UTM. During January, CEED II consultants John O'Sullivan and Anatol Gremalschi continued working to revise the IT curriculum for the Technical University (UTM). The objective was to propose a new IT curriculum in line with European trends taking into account private sector skill requirements. A workshop was held in January with the IT Department chairman and professors to review the initial recommendations for a revised curriculum.

On February 13, the consultants organized a joint UTM and ICT industry workshop, and presented the proposed curriculum to the private sector. The objective of this workshop was to bring UTM and the industry together to discuss and agree on updates to the undergraduate IT curriculum and to set up mechanisms for how the industry can contribute to the implementation of the new curriculum and keep it current. Representatives from UTM, ATIC, Microsoft Academy and the private sector expressed their opinion regarding the new curriculum. The reaction of the private sector was strongly supportive. The representatives agreed with the proposed changes and confirmed that the new curriculum better meets the current requirements of the industry regarding the university graduates' knowledge and skills. On the other hand, while the University seems committed to change, it recognizes that it will have many implementation difficulties. They highlighted the legal framework, staff development, and are concerned that moving technical subjects from Master's degree into Bachelor's degree would weaken the demand for Master's degree. A staged approach should be developed and mechanisms for industry involvement and support for this process should be proposed.

Expansion of IT Essentials optional course. In February, CEED II and the Ministry of Education started the expansion of the IT Essentials course as an approved elective. Initially, the plan was to train 45 teachers from 20 high schools. But due to high demand, CEED II will support training of trainers (ToT) for 51 teachers from 43 schools. The ToT will occur mostly during the summer holiday, but the first session took place on March 29. The participants were introduced to ITE and

were given access to the e-learning materials. Also, to promote the course in schools, CEED II contributed to the development of ITE posters. These posters will be distributed among the schools that are implementing or will start to implement the ITE course during academic year 2013-2014.

Chart 1. Implementation of Cisco IT Essentials Course in Lyceums during CEED and CEED II Projects



Collaboration with Microsoft on educational initiatives. Several meetings were held with Microsoft to discuss potential common education related initiatives. CEED II and Microsoft initiated a review of the Microsoft Digital Literacy curriculum (MDL), basic computer training, to identify opportunities to improve curriculum in schools or to introduce MDL as an extracurricular activity. The conclusion was that there should be an opportunity to introduce MDL in the 5th and 6th year high school classes as an extracurricular activity. In addition, it can be used by teachers for their mandatory informatics course. No further action was taken; it must be considered and coordinated with the Ministry of Education.

Activity 3: Supporting ICT Career Promotion campaign

CEED II worked with ATIC to develop the concept for the spring ICT career promotion campaign that will target high school graduates. The campaign will target 52 schools, 13 from Chisinau and 39 from rural areas. The campaign will start in April. CEED II also worked with ATIC to develop a concept for a new video that will be shown during the spring ICT career promotion campaign.

Activity 4: Developing Entrepreneurship culture in IT

CEED II started planning the next Startup Weekend. The event is tentatively set for the last weekend of May, namely May 31-June 2. Orange and Simpals Garage have agreed to continue to sponsor the event. Discussions with other sponsors are being held. Additionally, a follow-up event with participants from the 3rd Startup Weekend is planned for April. The main objectives are to learn about their progress and challenges, as well as plans for engagement in the next event.

Activity 5: Organizing ICT Summit

CEED II is helping organize the ICT summit in collaboration with ATIC. Preparations for the summit are advancing, with multiple meetings taking place to define sponsors, partners, thematic tracks, and speakers. The summit will focus on mobile, cloud computing, e-society, and education. A B2B/G track will present ICT solutions for government and businesses. Microsoft, Intel and Cisco are working with the Ministry of Education to develop a strong educational track. During the summit, the Ministry of ICT will launch two draft strategies, *Electronic Moldova 2020* and the *ICT*

Competitiveness Strategy, for public discussion in order to collect feedback from the private sector and other counterparts.

Activity 6: Enhancing competitiveness of the IT Industry

IT promotion events in other countries. CEED II, ATIC, and the Ministry of ICT worked to prepare for a mission to Sweden promote the Moldovan ICT sector to clients and investors. Two partners were identified: the Moldovan European Business Associations and the Swedish Trade Chamber. The mission is planned for end of May 2013. Another mission to Germany is under discussion, but finding a partner in Germany is proving difficult. Bitkom, the German IT Association, has refused to support the initiative but the German Trade Chamber seems interested. A draft budget is being developed and ATIC has presented this opportunity to its members so that companies can express interest.

Development of ICT industry strategy and ICT Agency. CEED II is supporting the Ministry of ICT to develop an ICT Competitiveness Strategy and create implementation agency. CEED II provided two consultants for this initiative: Sergiu Rabii and Bagrat Yengibarian. Mr. Yengibarian leads a similar agency in Armenia. During his final visit to Moldova in January, the team made several presentations of the draft strategy and agency concept to the Minister of ICT, private sector, and government counterparts. In general, the participants felt that the framework of the strategy and agency were sound and needed. The initiative takes into account recommendations from the ATIC/CEED ICT Policy White Book and the IDC/CEED ICT Competitiveness Assessment White Paper. It sets a comprehensive vision for accelerating the development of the IT industry as a productive industry and enabler for country's economic and societal development. It establishes measurable and ambitious goals for the IT industry's growth during the next 5 and 10 years, validated with the private sector.

Five strategic thrusts from draft ICT Competitiveness Strategy

The draft concept was finalized and passed to the Ministry of ICT. Now the Ministry team, together with CEED II, works on developing the concept into larger documents, ready to be presented for further implementation approvals. The first draft will be launched for public discussions within Moldova ICT Summit. However, the uncertain political situation, i.e. Government dismissal in March, has delayed and threatens this initiative. Further support by CEED II is contingent upon having a functional government with a supportive Ministry of ICT.

Activity 8. Capacity building for ATIC

CEED II continued to work with ATIC on the ICT Policy White Book, which was completed with ATIC feedback and presented at the Annual ATIC General Assembly that took place on February 28. An ICT Legal Pocket Guide, also developed with CEED II support, was also finalized and presented at the General Assembly. Each member received a copy of the guide. It will be used in the future as a resource to attract new members to ATIC. In addition, CEED II continued to work together with ATIC on the B2B portal. The beta test version was presented to ATIC for approval.

Following the General Assembly, a new board was elected. CEED II started a dialogue with ATIC regarding strengthening its institutional capacity.. CEED II also participated in the members and board meetings to prioritize ATIC activities for the coming year. A potential visit to Armenia is being considered for twinning of experience.

A2. Textile Industry Activities

Activity 1: Build stronger and more recognized apparel brands

Branding support program. Two new promising apparel companies, Velitextil Plus and Emilita Lux, were assisted in branding development. Both companies manufacture children's wear and target the local market. Velitextil Plus' new brand is named Crème Brûlée while Emilita Lux's is Lia Fia. Both brands are positioned within the medium to upper segment with excellent product designs that are in line with Western styles with high growth potential. The selected subcontractors provided the assistance which included the elaboration of corporate style (i.e. brand book development) and aligning the new image of the brands with their target market and customers.

In addition, CEED II identified another six companies (Maxikids, Maicom, Flax, Bo Produs, Loztextil and Iradex) for branding assistance. All the companies are present on the local market with their own products and sell through their own shops or distribution networks. The companies are small and relatively new, but committed to business development. They are forward-looking companies that aspire to manufacture high quality products with up-to-date styles and designs. They are part of the next generation of fashion companies in Moldova. The design firms and consultants have been selected for the branding assistance.

Website development support. CEED II also launched an initiative to help selected apparel and footwear companies develop basic, but professional, websites. Ten companies (Tricon, Flax, Steaua Reds, Natalia Melnic, Maxikids, Svibmagtex, Vasile Moldovan, Cherang, Premiera Dona, Bo-produs) were selected for assistance. All of the websites will use a basic WordPress platform, which will be set up for each company. The basic, common layout was chosen with the companies. Now the companies are preparing information for the web pages. This activity is done jointly with the Fashion Accessories Industry (See Section A4, Activity 1).

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

CEED II completed its product design assistance for Cojocari Grup, Maxi Kids, Emilita Lux and Velitextil Plus, that all specialize in children's wear. CEED II apparel consultant Theresa Bastrup Hasman assisted the designers to improve their product designs, including designs for the spring and summer 2013 season. Ms. Hasman assisted the companies to develop a design/collection policy and implementation plan (i.e. defining what products should be in 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).

Vasconi new themed kids collection – (from left to right) Larisa Cojocari (director/owner), Irina Ceban designer, Theresa Bastrup-Hasman CEED consultant, Dina Malic designer

A group of companies (Tricon, Brio, Iuvas, Intercentre Lux and Maicom) that specialize in women's wear received design assistance from international consultant Rimvydas Birstonas. Through the assistance of Mr. Birstonas, assisted companies have generated impressive results. For many companies, this support has reflected directly on sales increase due to better designed products. To consolidate the changes in assisted companies, the design support will continue in April. All the necessary planning for the upcoming visit has been undertaken.

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

During March 14-15, CEED II and APIUS organized a two-day merchandising training for 45 specialists from 15 apparel and fashion accessories companies. The training was led by a professional consultant/ trainer in merchandising and retail marketing. Participants learned how to implement merchandising tools in their shops, such as trade floor navigation principles, inside information (price tags, POS-materials, information about the product), lighting rules; aroma- and audio-marketing, an effective and coherent presentation of the goods. If implemented, all these principles will improve the efficiency of their own stores and result in an increase in sales. In addition, the consultant made in-store merchandizing audits for four apparel companies (Ponti, Emilita Lux, Natalia Melnic, and the Din Inima store at Zorile commercial center). The consultant visited the stores and then proposed recommendations for improvements.

In addition, CEED II discussed with various partners about opening a second Din Inima store; but the initiative has been postponed. While Zorile started negotiations with MallDova for 500 sq.m. store, in the end the shareholders decided not to proceed. Zorile was driving the initiative; and with their decision not to move forward, the initiative is postponed while other options are considered.

Activity 4: Support participation at raw materials/ accessories exhibitions

CEED II assisted a delegation of eight designers from eight apparel companies (Tricon, Velitextil Plus, Artizana, Intercentre Lux, Emilita Lux, Ionel, Vasconi and Brio) to visit Premier Vision and Texworld, large international fabrics and accessories exhibitions, in Paris, France during February 12-15. The participating companies were assisted by CEED II consultant Rimvydas Birstonas to improve their product design knowledge and skills, including sourcing. The designers were guided by Mr. Birstonas during their visit at these exhibitions. He helped them to navigate the exhibition and showed them how to look for materials at affordable pricing and quantities, how to identify appropriate fabrics and accessories for their collections, and how to negotiate with suppliers. Having access to quality fabrics and accessories are vital for well-made and competitive products. CEED II supported designers' visit to sourcing expos to boost their creativity, enlarge their responsibility for the products they create, and empower the designers within their companies.

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

Common creative concept of Spring 2013 Din Inima campaign

In March, the spring 2013 *Din Inima* campaign was launched. Eighteen companies are participating in the campaign. All apparel and fashion accessories companies, including Tricon, Ionel, Vistline, Iuvas, Natalia Melnic, Ponti, Bombonici, Brio, Mobile, BITprogram, Vasconi-Textil, that participated in the previous campaigns have shown commitment to participate this year. Four new companies (Velitextil Plus, Emilita Lux, Floare and Tighina) expressed interest to participate at the common promotional campaign. The new concept of the campaign and budget were presented, discussed, and approved by the companies. The campaign uses different promotional channels, such as outdoor advertising in Chisinau, promotion through internet, radio, TV, and in *15 Minutes* magazine. A stronger focus was placed on promotion of companies' brands and products since the Din Inima brand is already known to many consumers. The companies accepted the concept of the promotional campaign and decided to launch it twice a year (March and September). With a total campaign budget of around 660,000 lei (approx. 55,000 USD), CEED cost-share is expected to decrease while

companies invest more of their own resources. To ensure the sustainability of this activity, CEED II transferred more project management and coordination responsibility to APIUS. Finally, CEED II discussed the terms of use with APIUS' board for the *Din Inima* logo by its members as well as non-exclusive licensing agreements for the logo to third parties. A CEED II-hired lawyer developed a draft brand use agreement. 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.

Moldova Spring Fashion Walk – My Revival brand

On March 2, 2013, CEED II helped to organize the Spring Fashion Walk in collaboration with the International Women's Club of Moldova and APIUS. More than 30 apparel and fashion accessories companies displayed their collections on the runway to nearly 700 guests, including the First Lady of Moldova, U.S. Embassy DCM, local celebrities, business people, government representatives and IWCM members. The event contributed to an increase in national pride for Moldovan brands and supported the Buy Moldovan campaign cause. The event was under the *Din Inima Branduri de Moldova* logo. CEED II was instrumental in ensuring smooth collaboration between IWCM and APIUS, as well as the producers, in hopes to build sustainability for this event so that both partners can continue it in the future. The event was fully sustainable from tickets, sponsors and other funding, and over 150 volunteers have participated as models and organizational support.

Activity 6: Assist Moldovan garment producers to increase of export

Textillegprom, spring edition 2013. CEED II helped six apparel producers (Odema, Olympus, Steaus Reds, Draik &Co, Vasile Moldovan, Bombonici) to participate at Textillegprom in Moscow, Russia. It is the largest specialized textile fair in Russia and CIS States. To ensure the sustainability of this activity, CEED II required each participating company to reserve their own space in whatever pavilion they deemed most appropriate for their business. The project allocated $1,000-$1,500 per company. The remaining costs were covered by the companies.

Zoom by Fatex spring edition 2013. CEED II also helped 8 apparel companies (Ionel, Odema, Saltoianca, Velitextil Plus, Steaua Reds, Vestra, Premiera Dona, Tricon) to participate at Zoom by Fatex in Paris, France. Three new companies (Vestra, Premiera Dona, Tricon) participated for the first time. Participation at Zoom is important for finding clients in Europe, and CEED II is gradually decreasing its financial contribution for expos to ensure sustainable development.

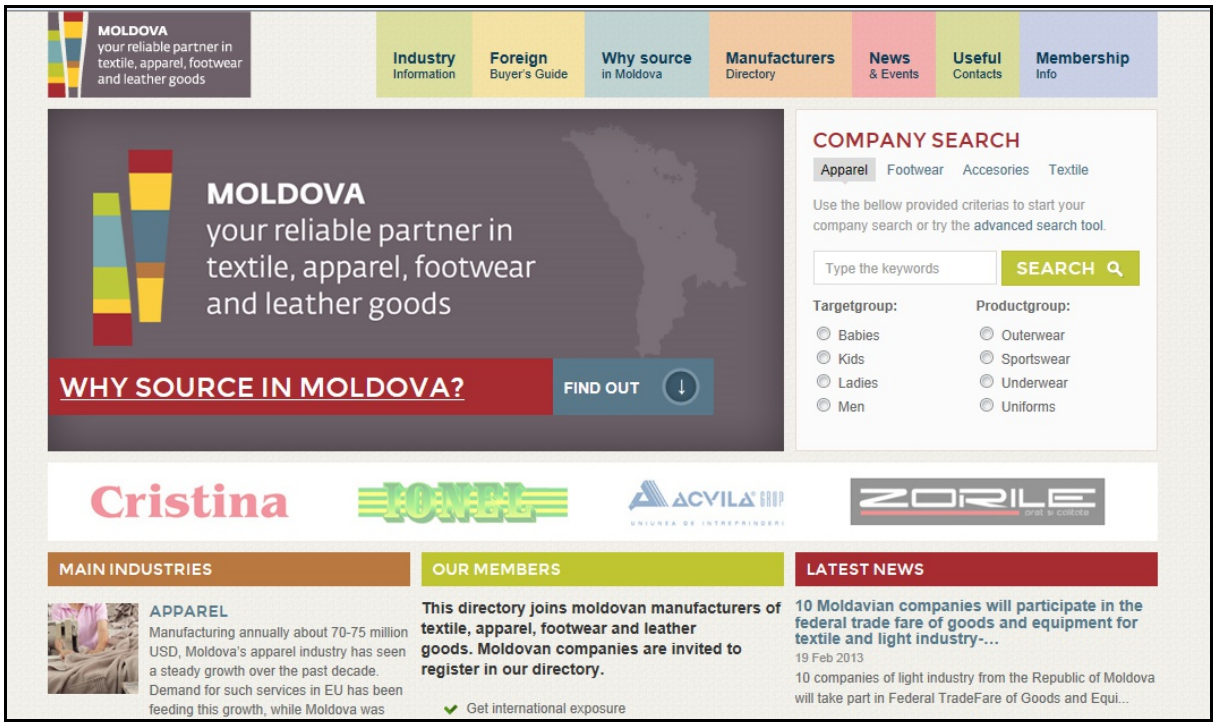
Activity 7: Increase productivity for enhanced competitiveness of apparel companies

CEED II organized a seminar with DAAC System Integrator about the benefits of MIS in apparel companies. After the seminar three companies (Cristina, Saltoianca, and Bevera Nord) expressed their interest to develop an MIS. Another apparel company, Codru, also expressed interest to implement MIS. In order to select the appropriate company, CEED II decided to organize visits of IT company DAAC System Integrator at apparel companies to identify their readiness for MIS implementation.

Activity 8: Assist APIUS to consolidate its activities

To help APIUS become stronger and more sustainable, CEED II organized the following activities.

- Assisted the association to develop a new organizational chart, which includes an own brand committee. The committee was established at the end of March and will coordinate activities for local market development, i.e. *Din Inima* activities, fashion shows, trainings, and local expos.
- Assisted the association to launch a B2B website of Moldovan textile, apparel and footwear companies: www.SourceMoldova.com (see below).
- Assisted APIUS to elaborate a program for trainings and to organize merchandizing training.
- Involved APIUS in the organization of the *Din Inima Branduri de Moldova* promotional campaign and Spring Fashion Walk.



A3. Wine Industry Activities

Activity 1. Support continued legal reforms in the wine industry

In January 2013, CEED II was invited by the Ministry of Agriculture and Food Industry (MAFI) to continue providing support for the implementation of the Law 262/2012, specifically by providing consultancy and expertise to modify the existing legislation and draft new normative acts meant to enforce Law 262/2012. Accordingly, CEED II developed an implementation plan which defined the legal documents that needed to be modified and drafted, and assigned three local consultants to assist MAFI. Subsequently, MAFI issued Order no.13/30.01.2013 to implement Law 262/2012, which included the plan proposed by CEED II specifying to change 37 normative acts

Three main working directions were established for the CEED II consultants: legal regulatory aspects of the implementation (Lilia Dabija); regulation of the technological production process and conformity assessment and technical specifications (Lilian Bostan); and winemaking rules and PGI/PDO wine system (Gheorghe Arpentin).

Lilia Dabija developed the regulation on the wine register and wine units registration, with the supporting documents, which was approved by MAFI Order no.26/8.02.2013. This registration system replaced the previous licensing procedure. On February 13, 2013, the RIA commission partly approved the RIA to the amendments to Law 161/2012, which will be promoted to Parliament for approval. The draft documents of other documents, such as: the organoleptic control rules; MAFI order and the Government decision to modify and abrogate some normative acts; the draft

amendments to the Contraventions Code were developed by CEED II consultant and submitted to MAFI and wine sector associations for final agreement and further action.

Lilian Bostan drafted a MAFI Order meant to modify and abrogate numerous and burdensome normative documents applied in the production process and provided expertise in the amendment of the draft Technical Regulation on the wine sector common organization (TR).

Arpentin moderated two private sector meetings on the draft technical regulation (TR) on wine sector organization on February 6, and February 13, 2013 and developed extensive proposals of amendment to the draft TR. Based on these discussions, a position paper with concrete amendments to the TR, to the draft ONVV statute have been submitted to MAFI on February 28, 2013, with a cover letter signed by eight wine sector associations.

CEED II agreed with MAFI to ensure a transparent public-private dialogue on all draft documents and proposed amendments, which have to be engaged my MAFI during April 2013. But with the dismissal of the Government on March 5, 2013, the process has been delayed and there are questions about whether the acting-Government can or will adopt normative document, including those required to implement Law 262/12. Nevertheless, CEED II continues to advance the implementation agenda.

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

CEED II provided support to MAFI in the legal establishment of the ONVV and FVV, especially to develop the ONVV statute, regulation, staffing scheme, staff terms of reference, FVV regulation, methodology etc. CEED II consultant, Maria Ciubotaru, drafted the ONVV statute and FVV regulation and presented them to the MAFI wine policies departments. These drafts were published on the MAFI website for public discussions on January 26. Now CEED II is supporting MAFI in the process of reviewing the draft ONVV Statute and FVV Regulation. Mrs. Ciubotaru has provided MAFI with arguments and appropriate documents in order to respond to the reviews delivered by Ministry of Economy, Ministry of Finances, and State Chancellery.

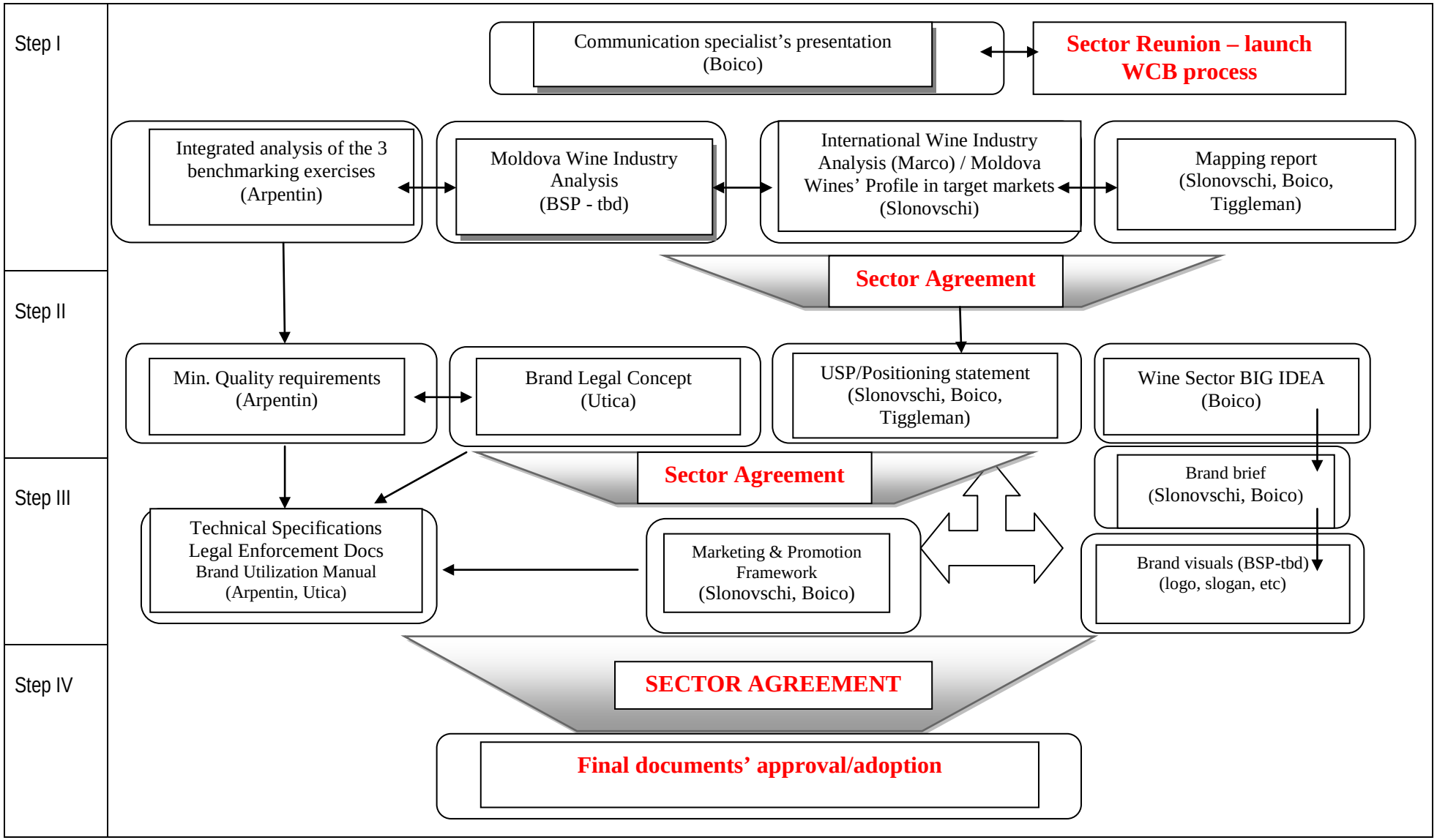
Unfortunately, in March, the Ministry of Finance raised objections about implementing Law 262/2012 related to collecting the required taxes from the wine industry, the FVV statute, the ONVV legal status, etc. Consequently, MAFI organized working sessions with MF representatives. Still, an official position of MF hasn’t been presented in the reporting period. Thus, the adoption of the ONVV Statute and FVV Regulation has been paused until an agreement is reached with MF.

The political crisis is negatively contributing to these inter-ministerial discussions. Still, CEED II consultants are involved in all discussions and working sessions related to this activity.

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

CEED II defined a concept, agreed to with MAFI, on how to develop the Wine Country Brand (WCB) and identified a team of experts to undertake the work. The brand will be based on quality and possess strong country-of-origin features. It will be designed to be credible internationally, communicate a clear unique selling proposition (USP), and strategically position Moldovan wine.

A schematic of the plan is shown on the next page. While the political crisis in Moldova poses risks to this project, CEED II and USAID decided to move forward with the WCB; otherwise time and momentum will be lost. The initiative will start in April 2013. The expert team is comprised of four local consultants, Eugen Boico, Gheorghe Arpentin, Dumitru Slonovschi, and Oleg Utica, and one foreign consultant, Marco Tiggelman. A local consulting company will also be selected to conduct economic research and an advertising agency will be selected for the creative brand development.


Step I
Communication specialist's presentation (Boico)
Sector Reunion – launch WCB process
Integrated analysis of the 3 benchmarking exercises (Arpentin)
Moldova Wine Industry Analysis (BSP - tbd)
International Wine Industry Analysis (Marco) / Moldova Wines' Profile in target markets (Slonovschi)
Mapping report (Slonovschi, Boico, Tiggleman)
Sector Agreement
Step II
Min. Quality requirements (Arpentin)
Brand Legal Concept (Utica)
USP/Positioning statement (Slonovschi, Boico, Tiggleman)
Wine Sector BIG IDEA (Boico)
Sector Agreement
Step III
Brand brief (Slonovschi, Boico)
Technical Specifications
Legal Enforcement Docs
Brand Utilization Manual
(Arpentin, Utica)
Marketing & Promotion Framework (Slonovschi, Boico)
Brand visuals (BSP-tbd) (logo, slogan, etc)
Step IV
SECTOR AGREEMENT
Final documents' approval/adoption

Activity 4. Increase awareness about Moldovan wine and enhance sales

Promotion campaign in Poland and Ukraine. In the reporting period, CEED II contracted two wine journals (media companies) from Poland and Ukraine (Wino Magazine and Prof-Media) to organize and implement complex B2C wine promotion campaigns in Poland and Ukraine during March-June 2013. About 15 Moldovan wineries are participating in these campaigns and cost-shared their implementation together with the three donor projects: CEED II, CBI, and UNDP/BSTIPP. The newly invigorated Moldova Wine Guild has undertaken the role of coordinator of these activities, which has contributed to improve its image and strengthened its leadership in wine industry.

These B2C campaigns will include: nine B2C tastings, on-line promotion of Moldovan wines through landing pages on the magazines' web portals, and special Facebook pages. During the reporting period, two B2C tastings were organized in Kiev (March 20) and in Warsaw (March 26), which were attended by more than 100 wine amateurs. Eight articles were published about Moldovan wines in the Ukrainian press and two by Polish wine blogs. The two tastings were promoted on Facebook pages.

During ExpoVin 2013, CEED II organized a round table on the Ukrainian wine market where market trends and the challenges and opportunities facing Moldovan wineries in Ukraine were discussed.

Participation at ExpoVin and WeinMesse of small winemakers. In February 2013, CEED II supported the Association of Small Wine Producers (ASW) to participate in two wine exhibitions: ExpoVin Moldova (Chisinau, February 20-23) and WeinMesse (Berlin, February 23-26). The ASW stand at ExpoVin introduced visitors to two new small producers with their new wines: MoldaVin and LaVie. The ASW stand at WeinMesse presented four small wineries (Equinox, EtCetera, Carpe Diem and Mezalimpe) and contributed to their efforts to enter the Austrian and German wine markets. The Moldovan wine producers made around 30 new business contacts and their importer is negotiating with several wine boutiques and restaurants in Berlin and Germany. The small wineries were able to sell their products in four new wine shops in Berlin and sold out all their imported wine during the exhibition (1,200 bottles). A new order has been filled in March 2013 by the new distributors from Germany (1,200 bottles).

Moldova wine stand at Prowein expo

Participation at Prowein. During March 24-26, 15 Moldovan wineries exhibited under a country booth at ProWein 2013 in Düsseldorf, Germany. Moldova's presence was considered by foreign specialists as better than previous years. Moldova showcased wines under the slogan: "New wines from Old Europe", and the Moldova Wine Guild produced presentation brochures on exhibiting companies, containing their wines and winery information. On March 24-25, at ProWein Forum two master classes on Moldovan wines led by a widely known German wine journalist, Rudolf Knoll, took place. About 75 wine professionals attended: journalists, traders, sommeliers, and bloggers.18 Moldovan wines were presented during the master classes, which were appreciated for their high quality. CEED II will monitor the publications that will follow after the ProWein participation. During ProWein, the wineries had 100 business meetings. Several wineries, such as Chateau Vartely, DK-Intertrade, Purcari, BASA-VIN managed to obtain meetings with potential new wine importers. DK-Intertrade succeeded to agree at ProWein about a premium wine shipment to Germany. The other impact on sales will be monitored in the following months.

Activity 5. Promote wine culture on the local market

In January, by the Order of the Ministry of Labor, Family, and Social Protection no.694-p of January 25, 2013, the sommelier profession was officially registered in the Moldovan profession registry, and thus recognized as such in Republic of Moldova – an important success of the project.

During ExpoVin 2013, CEED II organized Wine School in partnership with the Wine Amateurs Club, Association of Sommelier of Moldova, two wine bars, and 5 wineries. As part of Wine School, eight wine culture trainings, two master classes for young professionals, and an off-line with famous winemaker Gheorghe Arpentin were organized. In total, some 160 persons have been trained in wine culture; some 6,000 on-line viewers registered for the off-line tasting. The Wine School was a success, and it is planned to continued to be implemented by the wine associations.

Wine School logo and master class with Gheorghe Arpentin

An NGO “Wine School” is being registered by some local wine culture promoters and a program for the Wine School is being developed. The courses of the Wine School will start in April 2013.

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

CEED II has local consultant Eleonora Obada to assist GI Stefan Voda Association to develop their internal documentation in order to fulfill their legal attributions. Eleonora Obada held one meeting with the GI Association board and identified which documents will be developed and which ones will be modified. During the reporting period, the GI Valul lui Traian Association developed the terms of reference for the visual identity of their GI and their website. A tender was organized and the submitted offers will be assessed by the association’s board in April. The GI Codru Association is also developing their ToR and plans to open the tender for their branding. CEED II will cost-share the brands, which will be used a regional brands and will contribute to a more streamlined promotion.

A4. Fashion Accessories Industry

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

Small and new fashion accessories companies usually do not have websites, thus being invisible to consumers and customers. They cannot expose their products or promote themselves. CEED II initiated the development of websites for a group of 11 companies (from both apparel and FA), 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 business provider for website development is Creatego. The contractor developed and presented the concept of master website during a meeting with beneficiaries. The companies from fashion accessories include the following: Tiras, BIT Program, Igor Tesner, Artima and Romanita, as well as another six apparel companies (See section A2, Activity 1). Companies provided the necessary information and now the subcontractor is working on finishing websites. On March 29, a training seminar on how to maintain the website was held by Creatego for the participating companies to consolidate their capacities for future maintenance of the websites. A short video- training on websites was presented to the companies, that guides through the back-end content management system.

Activity 2. Support enterprises in brand development / rebranding

CEED II continued its 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.

As such, the rebranding for Tigina brand was successfully finalized. While initially the company wanted to launch a completely new brand, during the implementation process we came to the conclusion that it is more appropriate and efficient to restyle the current Tigina logo, because it is already known to consumers. The company has already used the new brand elements to prepare exhibitions materials and arranging a new store.

The restyling for Lorina brand of handmade jewelry has also been completed. The brandbook and catalogue will be used to promote the new line of frivolite jewelry, especially in Europe and Japan.

Rebranding projects for Rotan, a producer of work shoes, and Artima, a leather bag producer, are in progress. Each company will receive the support package that includes the development 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 3. Enhance product design and construction capabilities of footwear and accessories companies

Product design and construction capabilities of footwear and accessories companies are enhanced through consultancy and training support for selected companies. This quarter CEED II continued cooperation with foreign designer, Giovanni Deiana, to design new collections for Rotan, Cristina, Oldcom, Tigina and Floare. Design sketches have already been developed for Cristina’s new elegant shoes and boots collections for women, for Tigina’s new outsoles, Rotan’s working shoes, and Floare’s comfort women shoes. The next phase of pattern development will follow in April – May. These collections are primarily for the local market.

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, Bijorca in France and others.

Participation at Leather and Shoes. During January 22-25, five companies (Oldcom, Arilux, Bitprogram, Floare, Tighina and Vasilini) participated in Kiev Leather and Shoes fair in Ukraine. The fair attracts Ukrainian and foreign buyers looking for contract manufacturing services and products (own brands)The participation on this expo was beneficial for companies; they 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. In January, CEED II supported handmade jewelry designer and manufacturer Ju-Bijoux to participate in Bijorca Eclat de Mode fair in Paris, France. Ju-Bijoux designed and and exhibited a special collection at the show – French Provence. During and immediately after the show Ju-Bijoux received 10 trial orders from customers in France and Holland and now is working to fill them. Now the company is in the process of preparing the new collection of jewelry for the next, July edition of this fair.

Ana Popov, Ju Bijoux designer, at Bijorca Eclad de Mode

Participation at Mosshoes. During March 25-28, three companies (Floare, Tighina and Artima) participated in spring edition of Mosshoes in Moscow, Russia. While Floare and Tighina have some established customers and partners on this market, Artima has participated for the first time and came back with the conclusion that there is good potential for their products on Russian market. However, Artima must identify a distributor in Russia to make available smaller volumes at a warehouse.

Participation at Riva del Garda Shoe Fair. CEED II requested registration for three Moldovan footwear companies at Expo Riva and the Garda Shoe Fair in Italy, the leading international exhibition for volume production footwear at a mid-range price point. In 2012, the expo rejected the application from the Moldovan business group due to small capacity of the exhibition.

Activity 5. Improve merchandising and retail marketing by the companies

Following the first seminar of retail merchandising in 2012, which stirred interest from companies in the sector, this year CEED II decided to consolidate and improve knowledge received and to organize a new seminar on "Visual Merchandising: How to make the store profitable. "

APIUS, in partnership with CEED II, hired a merchandising consultant Vitalii Stepanenco who delivered a two day training, March 14-15, for both accessories and apparel companies. The seminar was attended by more than 40 people, including 11 from accessories companies. A small participation fee was charged to attendees with two price levels for APIUS members and non-members in order to develop sustainability for this activity. In addition group discounts were applied. Money was collected by APIUS and will be used for trainings in the future. The consultant also visited the common store Din Inima and provided consultancy for the improvement of merchandising for this store.

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

CEED II assisted the implementation of MIS by Ponti, the only manufacturer of tights, stockings and socks for women, men and children in Moldova. Ponti implemented the 1C Retail 8 module assisted by BP – Soft Lider ltd and fully automated its 14 POSs and ensured uninterrupted communication between POSs and 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 selected the business provider DAAC System Integrator to implement Production Module and is ready to begin the project.

Activity 7.Enhance sales capacity on local market

Seven footwear and accessories brands are participating in the new spring edition of promotional campaign "Din inima, branduri de Moldova" taking place during March-June. Zorile, Cristina, BITprogram, Arilux have participated in previous campaign, but also two new companies have joined

the group - Tighina and Floare from Transnistria. They have opened new retail points in Moldova and are interested in their image building. An enormous effort was done during January – March to prepare the launch of the new campaign. It involves a complex set of promotion tools: outdoor, radio, internet (on popular socialization websites as Facebook and AllFun), TV (Jurnal TV), press and a common visual image for the entire campaign. Coordination with all companies is gradually passed to APIUS, although its capacity is still incipient. The spring edition budget was estimated to be around 35,000 USD, while total 2013 campaign budget is around 55,000 USD.

In March 2013 CEED II assisted International Women's Club to organize the Fashion Show of Moldovan brands. 13 FA brands participated with their collection of shoes, bags, jewelries and fabric toys. The show was widely publicized in the press, on television and the Internet, which has helped to promote local brands and increased awareness by the public of their value.

Since these are common activities for the entire fashion industry, also see Section A2, Activity 5.

Activity 8. Assist APIUS Association in strengthening its activities

During the reporting quarter, the fashion accessories industry manager worked with APIUS to develop capacity in managing training and own brand activities. As such, APIUS Association Executive Director and Assistant were involved in selection of BP for trainings and in organizing the promotion campaign Din Inima Branduri de Moldova.

A5. Home Furnishings Industry Activities

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

During the reporting period, CEED II continued working with the new Union of Furniture Producers of Moldova (UPMM) on preparations to open a furniture shopping center in August 2013 (with a total of 14,000 m2 of retail space). During January it was agreed with the owner of the center that a team of experts should be engaged to advise the successful completion of the project; they include a merchandizing expert who would advise on merchandizing aspects and layout of the store and an architect who would create the detailed 2D and 3D plans of the building (in order to visualize the retail space). CEED II decided to support the initiative by hiring a freelance architect as a consultant.

In addition, CEED II is working with UPMM on the branding and promotion of the center, starting with the development of a brand (logo, etc) and then promotion campaign. A tender to select ad agency that will be contracted for the Made in Moldova promo campaign and the promo campaign for the furniture center was announced and a company was selected. Work will start next quarter.

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. During February - March, association members have received three sales trainings for their sales staff, these activities being beneficial in terms of consolidating the association.

The work to create the association's corporate image and website is underway; the brand book for the association was successfully completed in February, while the website will be launched in April. Once it's completed, it will allow increasing the visibility of the association, a better member communication and the opportunity to attract new companies.

Additionally, the necessity to participate at international furniture fairs was discussed with the association. Members have expressed interest in participation either in Moscow or Bucharest and it

was decided that Bucharest is a better option to start with (given that more companies are interested in exhibiting there and since it is more affordable). Yearly two furniture exhibitions are organized in Bucharest, and Simexpo (organized in September) has a better visibility than the other expo. Five to six companies are interested in participating, which will require a total area of approximately 500 m2 of exhibiting space.

After participating at Moldova's annual furniture fair in September 2012 and at the Christmas Furniture Fair in December 2012, association members feel more confident about exhibiting abroad. Two of the members, Ergolemn and Tiara, are planning to exhibit on their own in May. Ergolemn will participate at a fair in Moscow and Tiara at an event in Bucharest in May.

Activity 3: Organize trainings for furniture retailers

Following the feedback from earlier sales courses, new sales training were planned to help companies better serve the clients and achieve sales targets. As agreed during a planning meeting with the Furniture Association, three additional sales trainings were offered to association members during February and March. These trainings were organized as two day courses for 20 participants each. As a result a total number of 60 sales staff were trained, the training being highly appreciated by the participants and by the owners of companies. The trainers focused on developing and reinforcing practical skills. The dates of the courses were February 19-20, March 5-6, and March 12-13.

Activity 4: Improve enterprise marketing skills

During October – November 2012, CEED II identified one furniture company that is open to improving their products and has good potential, namely Polimobil, a producer focused on upholstery production. Accordingly by the end of December, CEED II has identified a furniture designer that worked with the company to develop a range of new products for sale in Moldova. By the end of February this project was completed successfully by Polimobil together with the furniture design consultant Inga Poskiene. Four new collections of products were developed (instead of just one as specified in the consultant's SOW – since all options proposed by the designer for the furniture collections were highly appreciated by the furniture producer). The new items are to be produced by the end of May. Additionally seven more existing items will receive a restyling.

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 January, the implementation of one rebranding project for a Moldovan furniture producer, namely Miscare, was initiated. Also, CEED II monitored implementation of similar activities for Panmobili, Trabeco, Stejaur and Prima. The design work for Trabeco and Prima was finalized end of March, while Miscare, Stejaur and Panmobili are to be finalized during April.

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 do not understand the needs of the market and consequently 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. 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:

- 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. The work for this campaign is underway and the launch being planned for May. This campaign will communicate and reinforce the competitive advantages of the local producers (including a buying guide on quality furniture –

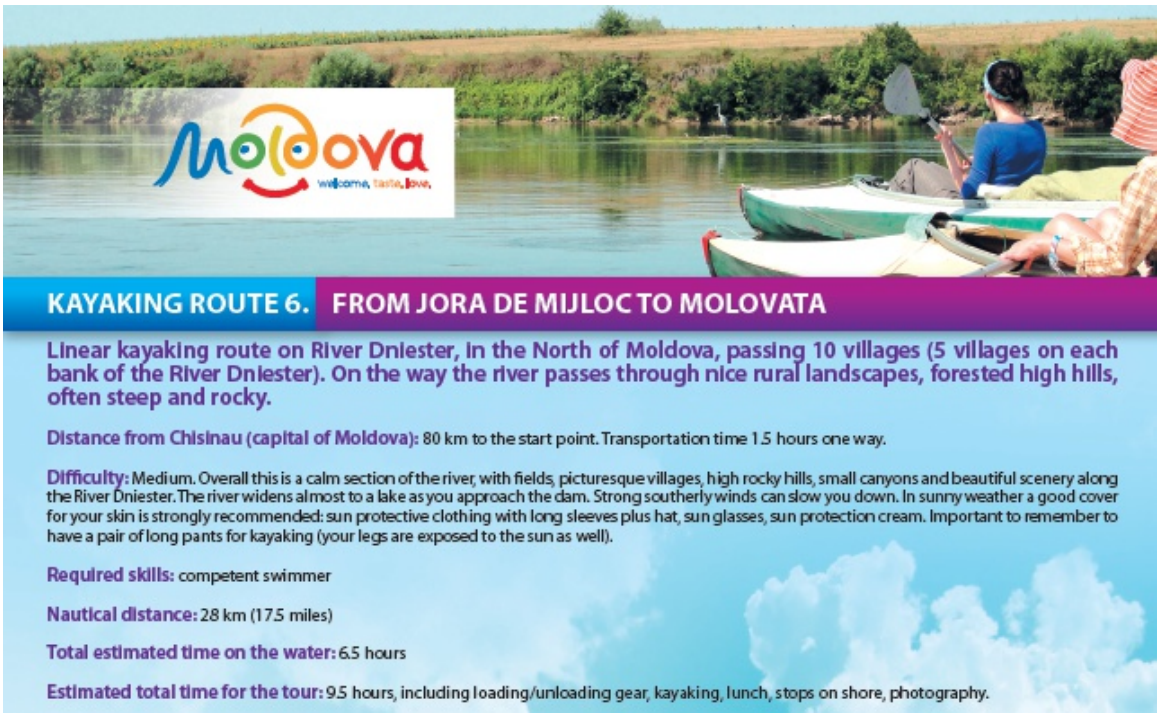
which should indirectly combat the phenomenon of clandestine imports and clandestine production) and will pave the way towards the launch of the campaign for the furniture center.

- Develop the brand book and the website for the furniture center.
- 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.

A6. Tourism – an emerging industry

Activity 1: Tourism attraction improvement and new product development

The project has developed new tourism products: hiking, biking and kayaking routes. The routes descriptions with maps and directions are now available for downloading on Moldova Holiday website. The objective of this sub-activity is to provide local and foreign tourist with maps and advise for active tourism. Priority for the client is not exercise, but rather local attractions/culture/way of life. The invited company did identify and map hiking and biking routes as tourism attractions in specific locations in Moldova and developed routes as new offers for internal tourism (business travelers, domestic day trippers). After some design work the maps will be made public and promoted as additional attractions for inbound tourism (independent travelers or through travel agency partners).



New Kayaking Route advertised on Moldova Holiday website

CEED II offers specific support to rural accommodation providers. Butuceni Pension with CEED II assistance is passing through a rebranding process and reinforcement of marketing and promotion strategy. It will be called Eco-Resort “Butuceni” offering corresponding services.

The project provides assistance to the mayoralty of Valeni (Cahul raion) that organizes a festival called Duce Floare de Salcam (Swee Acacia Flower) each year in the third Sunday of May. Initially it had a raion level status and now it involves participants from several raions in Central and South Moldova. Between 5 and 10 performing groups attend the event every year and the spectators are mostly from Cahul raion. The event is financed by Valeni mayoralty with some financial support from Cahul raion. CEED II started to improve the concept of the folklore festival to become more attractive

to guests and to be re-positioned as a regional event, with the project support the festival will have a new logo, new website and a new communication strategy.

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

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

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

CEED II launched a project in December 2012 to support tourism related companies to improve their online presence, including websites and social media pages. Financial assistance up to $499 is being offered per each approved project. During the entire period 34 applications have been received, 21 were approved, and 10 projects were finalized by end of March. The applications are submitted by travel agencies, attractions, accommodation providers, wineries, etc.

Activity 4: Further development of Moldova Holiday website and promotion

Moldova Holiday website updating and content enriching. After being launched in September 2012 the website is gaining popularity, however still more work was necessary to improve and update the website. A series of new articles were developed as well as pictures and Google maps development for each location. The new articles referred to: towns, guide, Jewish and Roma roots, more attractions, wineries, more events, more restaurants, more 2-, 3-, and 4-star hotels, cuisine photos, traditional homes etc. In order to increase the internet traffic to the website we started a banners exchange campaign involving the partners. The first update of the site was completed in February.

In addition, CEED II started to promote the site through Facebook and Google, buying advertisements to drive traffic to the Moldova Holiday Facebook page and website. During the period, the Facebook page registered a net increase of 2,393 fans, from 2,519 to 4,912, with an average daily reach of more than 100,000 people. Through Google Adwords, CEED II was able to draw 22,943 visitors to the Moldova Holiday website, who visited a total of 26,445 times. The average number of visitors to the site jumped from approximately 50 to 500 during the campaign.

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

Press conference for travel journalists at CMT (Stuttgart, Germany)

Participation at CMT Trade Show in Stuttgart, Germany (January 12-20). With the support of CEED II, three of Moldova's leading inbound tour operators (Amadeus Travel, Tatra-Bis, Solei Turism) and the National Association for Rural, Ecologic and Cultural Tourism (ANTREC) presented the country at Germany's largest consumer trade show. Since Moldova was first time exhibiting, CEED II arranged a press conference for travel related journalists to feature Moldova as a new and undiscovered destination. More than 20 tourism specialized journalists attended the event. German regional and national TV, radio and press increased the visitors' interest towards Moldova, eager to learn more about the country, especially

about its culture, history, folklore, wine and cuisine. The participation resulted in a boost in Moldova's image as tourist destination. Many contacts have been established with German tour operators and individual tourists planning to travel this spring and summer to Moldova. Two exhibiting companies got two orders of German groups of tourists coming even this year to Moldova (Solei Tourism, Amadeus Travel).

Moscow MICE Forum (March 18). CEED II in consultations with the industry has selected several international events (trade shows) that Moldova Tourist Industry would benefit the most. Those relate to new geographic markets and new industry areas. One area is MICE (Meetings, Incentives, Conferences, Events) and neighboring countries, such as Russia are interested in this kind of services, a special interest is wine. Accordingly, CEED II assisted 3 Moldovan companies (Chateau Vartely Winery & Resort, Tatra Bis Travel Agency and Leogrand Hotel & Convetion Centre) to exhibit for the first time at Moscow MICE Forum. All companies mentioned the efficiency of this event, they succeed to collect several bookings and to understand the competition. Georgia and Armenia are the main competitors of Moldova, our advantage is the shorter distance and more frequent and cheaper flights to Moscow. Companies expressed interest to take part in the show next year.

RDA Workshop – 2013 preparations. Germany is a market with high potential for Moldovan tourism. CEED II supported a series of activities in this market and will continue to work to increase the flow of German tourists to Moldova, which is quite active already. German tourists travel to Moldova mostly by coaches and CEED II with the most active incoming tour operators decided to exhibit at the largest trade show in Germany related to groups and coaches tours: RDA Workshop. It will take place in Cologne in July 2013. Moldova will exhibit for the first time at this fair and 4 companies will be there. CEED II started the registration and preparation work.

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

CEED II with the sector support is organizing a second familiarization trip for foreign tour operators and journalists. It will be held on May 14-19, 2013.The program has been developed in consultations with the co-organizers (tour operators, wineries, rural pension) who will sponsor together approximately 40% of the costs. The journalists will be mostly from Poland and Germany, USA and the tour operators will be from UK and Ukraine. All 10 participants have confirmed their presence.

Jerzy Niemocinski Poland	Mr. Niemocinski is a freelance journalist and writes for various media. He has already agreed for reportage about Moldova in one of the most influential Polish daily newspaper *Rzeczpospolita* (186, 000 copies + internet version). Its Friday's edition contains reports about tourist attractions in different countries. Mr. Niemocinski will also do the photo essays for national color magazines.
Monika Zeller Germany	Ms. Zeller is a well-known German journalist who writes for the most popular German travel trade magazine *Touristik Aktuell* and other specialized press. She is very interested in Moldova and plans to place articles in those publications. Ms. Zeller attended the press conference of Moldova at CMT Stuttgart and expressed the willingness to visit the country.
Christoph Mayer Germany	Mr. Mayer is a journalist and editor of SudWest Presse newspaper. This publication covers the Southern part of Germany, where most Bessarabian Germans and their descendants live nowadays. There is stable interest of tourists from this region towards Moldova and publishing new articles will enhance this process.
Julian Steib Germany	Mr. Steib is journalist and editor of Germany's largest and most popular daily newspaper *Frankfurter Allgemeine Zeitung,* he writes in its travel department. This is the first time this publication will send its own reporter to Moldova. We expect interesting and objective articles in FAZ following the fam tour.
Mark Baker Czech Republic	Mr. Baker is the co-author of the *Lonely Planet Romania* guides. He also writes for many of the leading guidebook publishers on Eastern and Central Europe, including *Frommer's, Fodor's* and others. Mr. Baker has also written *for National Geographic Traveler, Wanderlust, the Wall Street Journal Europe* and several other publications. After the fam tour he will write and place articles about Moldova in some of the mentioned publications.

Leif Pettersen USA	Mr. Pettersen was the Lonely Planet Moldova author for six years. After the press trip he plans to write an article for the *San Francisco Chronicle* about Moldova and its wine tourism as well as other outlets such as *Lonely Planet Magazine*. Mr. Pettersen is considering developing a travel app for Moldova as well.
Brandon Presser USA	Mr. Presser is a travel writer with particular interest in emerging destinations. He has written for a variety of American and British publications as well as over forty guidebooks (most for *Lonely Planet*) largely involving up and coming countries like Latvia and Iceland. Mr. Presser plans to place stories about Moldova in several media in USA and UK.
Allan R Smith USA	Mr. Smith is a professional videographer and producer of DreamQuest Productions; he is also a part of ATTA (Adventure Travel Trade Association). Mr. Smith will be able to capture video and stills for future use by Moldovan partners. He has an agreement for distribution with *Travel Video Store* channel in UAS with very large exposure, including their website, Youtube, Facebook and in the travel shows with the promo videos.
Robert Lourens Great Britain	Mr. Lourens is the senior destination manager at Scott Tours tour operator, based in London UK www.scottstours.co.uk. The company is specialized in group tours in Eastern Europe. He is interested to understand Moldova's touristic offer and to find local partners for possible Polish tour groups visiting Moldova.
Alina Lashkovskaya Ukraine	Ms. Lashkovskaya works for MODES Travel Agency and Tour Operator in Odessa. They are interested in developing joint tours with Moldova and Crimea. Alina is analyzing Moldova's offer and looking for partners in order to organize this cross-border tour that will include Moldova.

Activity 7: Perform visitors survey

One visitors survey according to this activity took was organized in October 2012. It was decided to cancel the second survey planned for May 2013.

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

The concept of this activity has been changed. CEED II successfully initiated a working group to discuss formation of a new inbound tourism association. The group, anchored by 8 companies, has started to meet weekly to discussion the details. CEED II motivated the group by first developing an association concept (Appendix II) and financial model that included projected revenues from the sale of advertising on the Moldova Holiday website. The discussions will continue until a clear concept will be found and the next steps clearly set. The association will be the principal platform to continue some of the activites initiated by CEED II and also advocate for inbound tourism stakeholders.

Activity 9. Support the development of Chisinau city guides and maps

This activity was changed. CEED II could not find a partner willing to develop the In Your Pocket Guides. Instead the tourist industry expressed a need for a modern tourist map that would be provided to tourists interested to travel to Moldova or already present here. CEED II plans to support the development of a tourist map of Moldova, which would follow the style of Moldova Holiday website and would correspond with it through themes, branding, legend etc. Similarly the map will use color coding to highlight specific character of attractions: wine, culture, rural, religion and nature. We analyze the existing options to source the geodesic data and to organize the design. The only company holding this data is the state company Ingeocad and its offer has to be further defined and discussed before a decision is made. The most active travel agencies are being consulted in this process as well.

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 textile and fashion accessories industries took place on January 25, gathering 20 participants from 14 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 textile and fashion accessories industries 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 14 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.

The concept of a joint event with the Chamber of Commerce from Balti, Comertbank and Total Leasing was planned and approved. The aim of the event is to present to the companies involved in the value chain of CEED II targeted sector the opportunities and possibilities to access finance even in the case of collateral lack or insufficiency. Comertbank will present to the potential clients the advantages that the use of guarantee mechanism provide (using the DCA Guarantee).

Activity 2: Support access to finance through special channels

CEED II assisted "La Vie" to subcontract a consultant to develop a business plan for an investment project that consists of a factory construction, with a wine tourism point nearby. In order to select the best consultancy provider that will meet La Vie requirements. Meetings and discussions with different providers have been done. As "La Vie" has no previous experience in developing investment plans, Sergiu Galusca, the Director, has been consulted in business plan development, investment project analysis, the main ratio and indicators.

Ongoing assistance to USAID Guarantee Partners was provided. During this quarter Prime Capital provided four loans in total amount of $118,000 to IT professionals for buying primary residence. Rural Finance Corporation provided one loan of about $54,000 to a company for planting vineyards.

B. Deliverables

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

Deliverable Name	Submission Date(s)
Quarterly Report, October-December 2012	January 21, 2013
Monthly Report, January 2013	February 15, 2013
Monthly Report, February 2013	March 13, 2013

SECTION II

Results and Impact

A. Quantitative Results

The table, in Appendix I, shows the project's results to-date against the targets set for selected indicators. We do not report for all indicators because results for 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.

B. Qualitative Results

Below is a qualitative summary of selected results to-date, or in-process activities likely to become important project successes, with relevant quantitative data provided as additional information. This summary should be read in parallel to the indicator table in Appendix I.

B1. ICT Industry Results

- *The first ICT industry competitiveness strategy is being developed* with CEED II leadership and support. The project team is closely involved in defining the strategy and tactical actions, ensuring a close dialogue with the private sector and obtaining its feedback and buy-in. CEED II helped the private sector formulate its view of industry development perspectives, challenges and recommendations in an ICT Industry White Book that feeds into the draft strategy.
- *The concept of a new ICT implementation agency was proposed* with CEED II support. It draws from the best practices and experience of countries with more advanced IT industries, with Armenia being a highly relevant example; it has a similar agency. A modern structure and transparent operation formula was proposed as part of the concept. A financing mechanism was proposed to enable the new entity to be self-funded and will maximize its chances of being approved by the Government. If implemented, this agency will enhance Government capacity to implement its ICT visions and strategies, a factor which has lacked and delayed all strategies.
- *The optional IT courses from Cisco and Microsoft vendors are continuing to be sustainable*. For the 2012/13 academic year, 609 students enrolled in IT Essentials courses at 24 high schools. 83% (20 of 24) of the schools are from rural areas. The teachers of which were trained with support from CEED II. In total, during CEED II, 1041 students have enrolled in ITE courses at 47 high schools from around the country (83% from rural area). Building on this success, the Ministry of Education agreed to expand the ITE course during the 2013/14 academic year. As such, CEED II will support teacher training for another 51 teachers from 43 schools.

B2. Apparel Industry Results

- The support provided by CEED II has reflected in significant 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:
    - Ionel JSC increased sales on the local market in comparison with the same quarter of previous year by 19% (from 2,568,000 MDL to 3,055,000 MDL);
    - Vistline Ltd increased sales on the local market in comparison with the same quarter of previous year by 11% (from 765,000 MDL to 850,000 MDL).
- As a result of participation at BALTIC TEXTILE+LEATHER, in Vilnius, Lithuania, Odema signed a trial contract with Pentland Baltic for $20,000.

- *As a result of participation at Zoom by Fatex exhibition*:
    - Ionel JSC signed a contract for € 312,200 EUR with the HMD from France to stitch 20,000 men's trousers and 12,000 coats.
    - Vestra established 5 new contacts; for 1 the company has already filled a trial order.
    - Velitextil Plus made new 7 contacts; for 3 clients (Grupo Moda, Boolems and Caravanne) it developed samples and now is negotiating price levels for a trial order. For Loventex it developed and delivered samples of 4 collections, which included 1,300 pieces.
    - Steaua Reds established 8 new contacts and developed samples for 2 of them.
- *As a result of participation at TEXTILLEGPROM* which took place in Moscow in February:
    - Steaus Reds signed a contract with Хайтек Ltd from Ivanovo for 3,500 men pullovers in the total amount of 45,000 Euro;
    - Odema JSC established 9 contacts; the company is negotiating with 6 of them.
    - Olympus Ltd signed a contract in the amount of $180,000 with Orbita Ltd from Costroma and a contract in the amount of $267,200 with IO MOIO Ltd from Moscow.
    - Draik & Co (the Russia representative of Infitextil) signed a contract with a Russian client for 10,000 pieces of men's underwear in the total amount of $28,000.
- *The Din Inima Spring 2013 campaign successfully started in March.* The 18 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 spring campaign budget is around $35,000 of which 56% is funded by the participating companies. As a result of participation in the Fall Promotion Campaign and Fashion Show, Moldovan apparel companies increased sales on the local market in Q4 2012 in comparison to Q4 2011 as follows:
    - Natalia Melnic: 160% from 521,400 MDL to 837,000MDL;
    - Mobile: 39% from 281,000MDL to 391,000 MDL;
    - Vasile Moldovan: 16% from 441,000MDL to 512,000 MDL;
    - Bombonici: 2% from 938,000MDL to 957,000MDL.

B3. Wine Industry Results

- *Seven new normative acts drafted and modifications were made to other 25 normative acts as part of the implementation of Law 262/2012:* as the new wine legislation has been modified integrally, it needs to be correctly implemented in the subordinated normative acts. CEED II consultant performed extensive work at defining the implementation objectives and developed new normative acts and modifications or abrogation of the existing ones;
- *The Statute of National Office of Wine and Vine and the Regulation of the Fund of Wine and Vine were drafted and proposed for public review:* the newly regulated public institution, ONVV, has been proposed to be established by adoption of the Statute by Government Decision. The Regulation of the FVV has also been proposed to Government for approval.
- *Individual wineries assisted by CEED II are registering notable successes, including:*
    - Cimislia winery concluded a contract with a major Ukrainian importer that they met during a CEED II organized B2B event in May 2012. In 2013, the winery will deliver 500,000 bottles of medium segment wine (Chi) and increase its sales annually.
    - Albastrele wines increased their sales in Ukraine by 12 % in 2012, which they credit in part to CEED II supported promotion actions;
    - Purcari winery started to ship wines to a new importer in Poland in January 2013. Its sales in Poland increased in 2012 by 50 % and in 2013 are projected to double.
    - Small wine producers Equinox, Et Cetera, and Carpe Diem found a buyer (owner of a wine shop and restaurant) in Berlin, Germany while at WeinMesse. A first shipment of wines is planned in April 2013.
    - F'autor wines have expanded sales in Bucharest HORECA and retail chains. Their wines are currently sold in 20 retail shops and restaurants with new points of sale opening soon. (The company began exporting wines only in 2012 and is achieving rapid success.)
    - Vinaria din Vale, which participated in the first phase of the CEED II Marketing Coaching Program in 2012, launched a new line of bottled wine.

- *Qualitative generic promotion of the Moldovan wines on target markets:* During the reporting period, 10 articles were published about Moldovan wines in Ukraine and Poland as part of B2C campaign organized by CEED II and 15 participating Moldovan wineries;
- *Enhanced culture of wine consumption on domestic market:* More than 150 young people participated in 8 wine culture seminars/tastings during the Wine School project organized as part of ExpoVin Moldova 2013; other 6,000 viewers participated via Internet video broadcasts.

B4. Fashion Accessories Industry Results

- CEED II support for FA industry has a beneficial influence on the development of companies participating in the project. After attending various common events, including expos, fashion shows, and promotion campaigns, the companies are becoming more united and are beginning to work together and assist each other. Also, company owners and managers understand better the need for promotion, improvement of retail and merchandising skills, and training of employees. This led to better results in the field of sales, export, and store network development.
- Due to assistance of foreign designers subcontracted by CEED II, 6 companies have developed new collections and improved their product offer.
- As a result of merchandising training and store audits, 8 FA companies improved their stores by developed and deployed elements to draw attention to the store and improved displays.
- As a result of (re)branding and marketing assistance, 10 companies enhanced their marketing activities which lead to a 30% increase in local sales from 2011 to 2012.
- 7 FA companies are participating in the “Din Inima branduri de Moldova” campaign and 13 companies participated in the Spring Fashion Walk 2013. As a result, they have all improved their visibility, evidenced by more clients visiting their stores and more traffic on their websites.
- *Impact on sales.* Overall CEED II support has resulted in greater sales for many of the companies. A few examples follow below:
    - Some accessories companies participated for first time in international fairs, with CEED II support. Ju-Bijoux in Milano and Paris and Arilux and Bitprogram in Kiev Expo Shoes. All of them received and delivered trial orders.
    - After rebranding and participation in fairs, fashion shows and promotion campaigns, Arilux improved sales on local market in 2012 vs 2011 by 37% and opened 2 new stores.
    - After participation in fairs, rebranding project and MIS implementing, Oldcom opened a representative office in Ukraine and entered a few supermarket chains, increasing overall sales by 34% and more than doubling export sales in 2012 compared with 2011.
    - After rebranding and participation in fairs, fashion shows and promotion campaigns, Bitprogram (Vitalie Burlacu brand) increased its overall sales from about 970,000 MDL in 2011 to 1,700,000 MDL in 2012, i.e. by 75%.

B5. Home Furnishings Industry Results

- *Continued consolidation of the association.* Today there are 17 due paying members of the association. Owners of furniture companies met regularly to discuss the furniture center project. In addition, the work to create the association’s corporate image and website is underway; the brand book for the association was successfully completed in February while the website will be launched in April. Also, the members discuss possible participation at international furniture fairs. Members expressed interest in participation at the Simex expo in Bucharest in September.
- *Common furniture center underway*. CEED II succeeded to merge industry efforts to discuss and launch development of a common furniture center, which will mark a new phase in the retail for Moldovan furniture manufacturers. Iurie Bors, the property owner, is constructing the center; 8,000 m2 out of the total 14 000 m2 are already finished.
- The work to develop a marketing campaign that will promote sales of Moldovan furniture is underway and will launch in May. CEED II will help the association to develop and implement a marketing campaign that will encourage consumers to buy furniture made in Moldova.

- During February – March 2013, association members have received three sales trainings for their sales staff during two day courses for 20 participants each. As a result, a total number of 60 sales staff were trained. The training was highly appreciated by the participants and by the owners of companies as the trainers focused on developing and reinforcing practical skills.
- CEED II continued assisting local furniture producers to (re)brand and/or (re)position themselves on the local market. During January, the implementation of one rebranding project was initiated. Also, CEED II monitored implementation of similar activities for 4 companies while the design work for 2 others was finalized by the end of March. To-date, 5 such projects have been completed successfully (and 3 more are about to be finished) while participating companies are being highly appreciative of the results.

B6. Tourism Industry Results

- CEED II and Explore Moldova developed and made available for downloading a series of outdoor activities itineraries: 7 for biking, 6 for hiking and 7 for kayaking on Nistru River.
- Within the small project to improve tourism stakeholders' online presence, the project received 34 applications. 21 applications were approved. 10 projects are finalized. 11 projects are in process.
- The Moldova Holiday website was updated with more than 300 maps, many pictures, and additional content pages. During the period the website was visited by an average of 500 visitors per day, primarily the result of a Google Adwords campaign. The Facebook page registered net increase of 2,393 fans, from 2,519 to 4,912.
- During the reporting period, CEED II supported tourism operators to participate at two international tourism trade shows: CMT (3 companies and 1 association representing 18 rural pensions participated) and Moscow MICE Forum (3 companies participated).
- For the upcoming familiarization tour in May 2013, 10 participants from 5 countries confirmed their participation. CEED II is partnering with about 15 local stakeholder companies to contribute with funds and organizational efforts.
- As part of CEED II's Moldova Holiday website sustainability initiative, CEED II successfully initiated a working group to discuss formation of a new inbound tourism association. The group, anchored by 8 companies, has started to meet weekly to discussion the details. CEED II motivated the group by first developing an association concept (Appendix II) and financial model that included projected revenues from the sale of advertising on the Moldova Holiday website.

B.7. Finance & Investment Activities Results

- Five loans for $172,000 were placed under the DCA guarantee. Prime Capital provided four loans in total amount of $118,000 to IT professionals for buying primary residence. Rural Finance Corporation provided one loan of about $54,000 to a company for planting vineyards.
- La Vie winery is being assisted by CEED II to develop a business plan for a new investment project that consists of factory construction with wine tourism facilities.

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

- Continue the ToT for ITE courses;
- Analyze and decide on the Microsoft Digital Curriculum potential initiative;
- Implement with ATIC the spring IT career promotion campaign;
- Participate in the Moldova ICT Summit 2013 organization;
- Contribute to finalizing the ICT Competitiveness Strategy and ICT agency concept;
- Organize the IT Essentials training of trainers sessions;
- Print the ICT Policy White Paper and distribute to the interested stakeholders;
- Continue to work on the B2B portal for ICT companies;
- Continue working with ATIC and drive changes in its executive team.

B. Textile and Apparel Industry

- Finish the corporate style development for new 6 selected companies;
- Launch MIS support program with the selected apparel company;
- Finalize the assistance for selected with own-brand companies in design skills strengthening;
- Organize several trainings on the following: retail management and sales, own brand promotion, and pattern making.
- Organize participation of two apparel companies at Bubble London exhibition with support from international designer Theresa Bastrup-Hasman;
- Continue the spring promotional campaign Din Inima Branduri de Moldova.

C. Wine Industry

- Continue working on the implementation of the Law 262/2012 by executing the annex of the MAFI Order no.13/30.01.2013;
- Coordinate and organize public-private discussions on the draft normative documents implementing the Law 262/2012;
- Assist MAFI to promote adoption of the institutional documents to establish ONVV and the FVV;
- Organize a wine sector reunion to launch officially the development of the wine country brand and organize the expert team working process;
- Continue implementation of the B2C wine promotion campaigns in Poland and Ukraine; supervise the evolvement of the landing pages and Facebook pages of Moldovan wines in Poland and Ukraine; supervise the consumer contest in Poland;
- Organize the Wine Vernissage in partnership with APEVM;
- Assist PGI wine associations to develop internal documents related to PGI/PDO wine production and to start developing branding elements

D. Fashion Accessories

- Finalize the assistance for the development of company websites and launch the activity;
- Organize sales and Internet promotion seminars in April;
- Continue to support brand development for assisted companies;
- Organize the design development activities and work with beneficiary companies on new product range development;
- Organize participation of companies in fairs;
- Launch and monitor the implementation of MIS for Cristina Ltd;
- Work for the organization of footwear and accessories companies' participation in spring fashion show and "Din Inima" promotion campaign;
- Work with APIUS on its institutional strengthening.

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. 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 for 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. Tourism Industry

- Collect images and lists of locations to be used in marketing Moldova and for the tourist map to be developed in cooperation with the sector.
- Start the translation of the Moldova Holiday website into Romanian and Russian languages.
- Develop the concept of Moldova Holiday website sustainability and of an industry association/structure to manage this process in longer run.
- Organize and deliver the second Familiarization Tour in partnership with the industry
- Plan and launch a Facebook based photo contest during the period May-June, 2013
- Work to develop new products relate to German roots and to Gazauz culture.
- Support in conceptualization and organization of Green Run sport event in Horodiste (Rezina) and Festival Dulce Floare de Salcam in Valeni (Cahul).

G. Cross cutting (Finance and Investment)

- Organize a joint event with Chamber of Commerce from Balti;
- Organize presentation of MIS advantages to assisted companies;
- Continue assisting "La Vie" to develop the 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 980 "likes" by end of March 2013.
- Ensured that branding and marking guidelines were respected during technical events, local and international publications, and promotional/media campaigns/activities in CEED II target industries (e.g. LGP ICT Guide, banner for participation at Leather and Shoes fair in Kiev, Ukraine, ITE courses posters, ExpoVin 2013 promotional materials, Wine School related, Fashion Walk & Din inima-3 related activities and publications etc.)
- Project related banners were placed on Infotag & www.ceed.md websites, and Facebook page (e.g. Scoala Vinului, Spring Fashion Walk).
- Oversaw the spring Moldova Spring Fashion Walk as member of the event organizing committee, and media coverage related activities., as well as ongoing "Din ♥ branduri de Moldova"-3 promotional campaign activities related coverage.
- Four project highlights were finalized and submitted to USAID Moldova: Tailoring Clothing Collections to Compete, Moldovan Textile Company Spins New Success, Chic Moldovan Couture Competes for Customers and Small Apparel Firms Now Linked to Global Marketplace.
- Two more stories highlighting the project successes, Tailoring Clothing Collections to Compete and Moldovan Textile Company Spins New Success, were published on USAID website.
- Two CEED II events briefs about the Wine School and Fashion Walk were submitted to USAID.
- Updated the project mobile photo galleries in the hall and conference room with new USAID CEED II activities related photo coverage.

Media coverage. During reporting period, CEED II activities were regularly highlighted by the mass media, including: 11 times in print media (publications in Profit & Banki I Finansi, Aquarelle, InStyle, Sanatate, Акциз, etc. magazines, Logos Press, Timpul, newspapers); 55 times in electronic media (Infotag news agency daily news bulletin, news/articles, press releases rubric, AllMoldova internet news portal, Moldpres, noi..md etc.); 9 times on TV (Jurnal TV, ProTV, Acasa TV etc.), and 1 on Radio Moldova 1.See Appendix 1 for the list of selected publications and other communications products and media outlets for the period of January – March 2013.

B. Monitoring & Evaluation

During the quarter, the project staff collected data from beneficiaries and other counterparts for the annual reporting. Support was provided to the staff to duly fill in the database with the quantitative indicators, and perform evaluations of the activities to measure impact.

C. 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.

Safety and security. As part of Chemonics' safety and security procedures, regular security assessments are conducted in each country where the company has a presence. A security assessment for Moldova was conducted in February by Chemonics Safety and Security Director John McLellan.

APPENDIX I

PMP Indicator Table

Indicators	Target	Actual	Year 1 Actual vs. Target	Target	Actual	Year 2 Actual vs. Target	Target	Actual Q1	Actual Q2	Actual Q1+Q2	Year 3 Actual vs. Target	Cumulative Actual (Y1+Y2+Y3)	Cumulative Actual (Y1+Y2+Y3) vs. Target
01. Sales of assisted enterprises	10.00%	28.78%	18.78%	10.00%	19.30%	9.30%	10.00%	Data reported annually	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	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	5	20	-50	221	16
04. Assisted enterprises applying improved knowledge, processes, and technologies	35	19	-16	55	115	60	45	13	17	30	-15	164	29
05. Productivity of assisted enterprises	2.00%	27.56%	25.56%	3.00%	17.64%	14.64%	6.00%	Data reported annually	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	Data reported annually		-10.00%	-13.30%	-23.30%

Indicators	Target	Actual	Year 1 Actual vs. Target	Target	Actual	Year 2 Actual vs. Target	Target	Actual Q1	Actual Q2	Actual Q1+Q2	Year 3 Actual vs. Target	Cumulative Actual (Y1+Y2+Y3)	Cumulative Actual (Y1+Y2+Y3) vs. Target
07. Participants in project-related trainings or capacity building programs	700	1357	657	1000	3422	2422	1650	1357	344	1701	51	6480	3130
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	Data reported annually		-20.00%	42.65%	25.15%
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	22	10	32	-38	160	-45
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	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	50	-5	45	0	17	17	-28	80	-55

Indicators	Target	Actual	Year 1 Actual vs. Target	Target	Actual	Year 2 Actual vs. Target	Target	Actual Q1	Actual Q2	Actual Q1+Q2	Year 3 Actual vs. Target	Cumulative Actual (Y1+Y2+Y3)	Cumulative Actual (Y1+Y2+Y3) vs. Target
13. Assisted enterprises exhibiting at trade shows or participating in business-to-business (B2B) events	20	93	73	25	213	188	30	98	100	198	168	504	429
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	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	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	0	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	Data reported annually		-10.00%	109.56%	99.56%

Indicators	Target	Actual	Year 1 Actual vs. Target	Target	Actual	Year 2 Actual vs. Target	Target	Actual Q1	Actual Q2	Actual Q1+Q2	Year 3 Actual vs. Target	Cumulative Actual (Y1+Y2+Y3)	Cumulative Actual (Y1+Y2+Y3) vs. Target
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	Data reported annually		-60.00%	74.20%	16.70%
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	0	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	2	1	3	-7	20	-5
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	2	1	3	-12	37	-3
22. Government actions taken that improve the business environment in targeted industries	5	8	3	10	8	-2	10	2	3	5	-5	21	-4

APPENDIX II

Inbound Tourism Association Concept Note

CONCEPT NOTE
National Inbound Tourism Association of Moldova

The following is a concept for a new voluntary non-profit inbound tourism association that would represent the interests of businesses (legal persons), individuals (physical persons), and other stakeholders involved in inbound tourism. This concept is intended to provoke a discussion about the merits of this idea, and depending upon the interest, about the details of such an organization.

LEGAL NAME

National Inbound Tourism Association of Moldova (NITAM)

DOING BUSINESS AS (D.B.A.)

Moldova Holiday

LEGAL STATUS

Association (NGO registered at Ministry of Justice)

MEMBERS

Voluntary membership, subject to membership criteria and payment of dues, for:

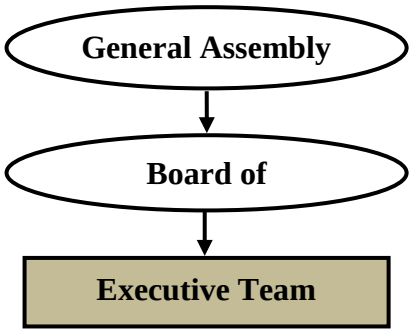
- Tour operators/agencies with inbound operations (legal persons)
- Enterprises supporting in inbound tourism, e.g. wineries, hotels, restaurants, etc. (legal persons)
- Tour guides (physical persons)

FUNCTIONS

- ***Advocacy & Lobby:*** Conduct advocacy and lobby activities to improve the business environment and improve cooperation with the Government and public bodies
- ***Public Relations & Promotion:*** Promote Moldovan tourism inside and outside of the country
    - Maintain and further develop the Moldova Holiday website
    - Manage advertising and PR initiatives for members, e.g. in *Altitudes* magazine
    - Serve as an information point about Moldovan tourism for internal and external audiences
- ***Events Management:*** Manage and organize events, e.g. trade shows, FAM tours, press trips, etc.

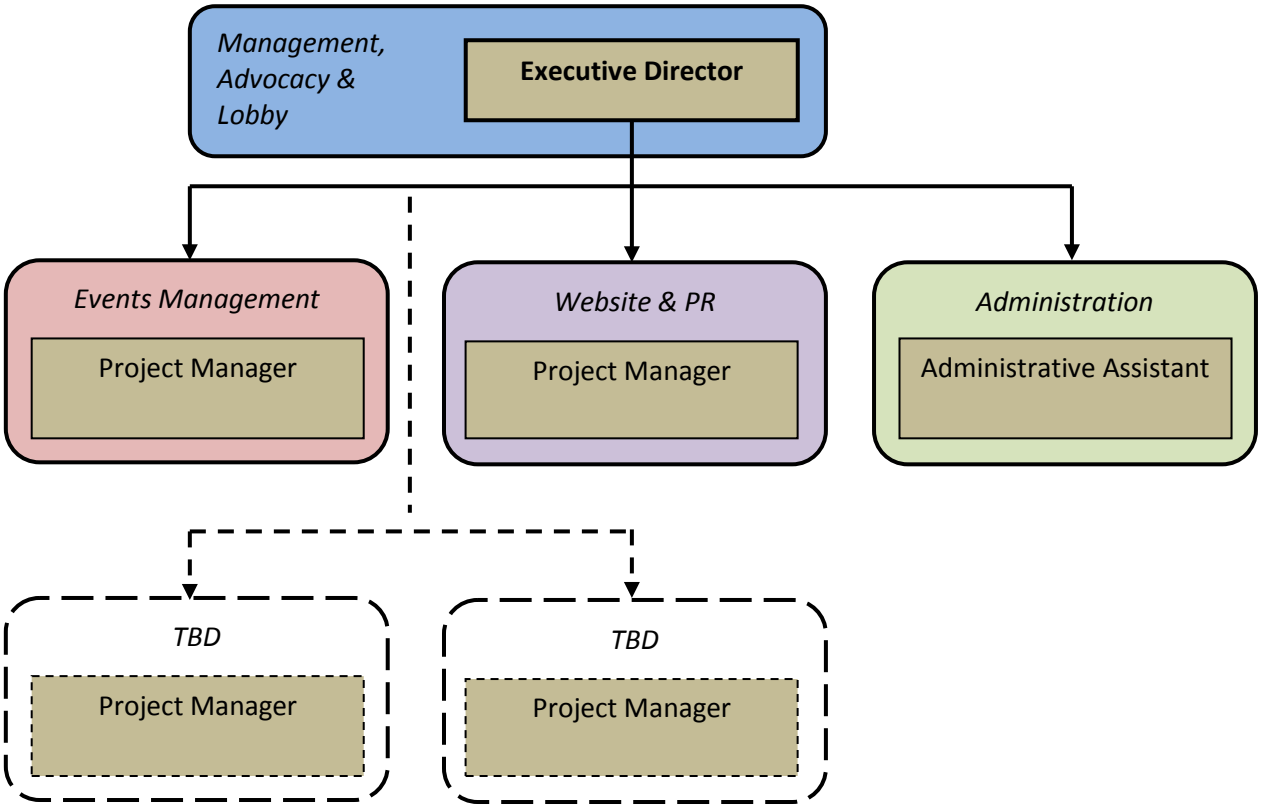
GOVERNANCE STRUCTURE

- ***General Assembly:*** Supreme decision making body, responsible for electing the board of directors.
- ***Board of Directors:*** 7 members (minus sponsor board members who are seated automatically) elected by the GA for 1-year terms. Chairperson elected by BOD. Reelection to the BOD permitted indefinitely.
- ***Executive Team:*** 1 Executive Director appointed by the BOD, plus administrative and project management staff hired by the Executive Director as authorized by the BOD.



STAFFING

NITAM staff would include an Executive Director, administrative personnel, and project manager(s) as needed and within the financial capacity of the association as authorized by the BOD.



REVENUE STREAMS

- Sponsorship (3 maximum)
- Membership dues
- Website advertisements
- Fees for service, e.g. organizing trade shows

MEMBERSHIP CATEGORIES, CRITERIA, & DUES

Type of Member	***Criteria***	***Dues (EUR)***
Platinum Member (sponsor) Tourism-related enterprise paying Platinum Member dues	Tour operator/agency or Other tourism enterprises	1,000 EUR
Gold Member Large tour operator/agency (>5 employees); other large tourism-related enterprise (>5 employees); or small enterprise paying Gold Member dues	Tourism related Licensed (if required) Registered in Moldova In good standing	750 EUR

Type of Member	***Criteria***	***Dues (EUR)***
Silver Member Small tour operator/agency (>5 employees) or other small tourism-related enterprise (>5 employees)	Registered in Moldova Licensed In good standing	500 EUR
Individual Member Tour Guide	Moldova citizen Licensed tour guide	50 EUR

VALUE PROPOSITION

Platinum Member (sponsor)

- Right to vote for Board of Directors
- Seat on the Board of Directors
- Listed on all NITAM communications & activities
- Platinum Package on MH website
- 15% discount on all MH advertising[1]
- 12 posts promoted on MH Facebook page[2]
- Guaranteed placement (fees many apply)[3]

Gold Member

- Right to vote for Board of Directors
- Gold Package on MH website
- 10% discount on all MH advertising
- 6 free sponsored ads on MH Facebook page
- Preferred placement (fees many apply)[4]

Silver Member

- Right to vote for Board of Directors
- Silver Package on MH website
- 3 free sponsored ads on MH Facebook page
- 5% discount on all MH advertising

Tour Guide

- Listing on MH website

MOLDOVA HOLIDAY PACKAGES

Platinum Package

- Platinum Sponsor's Medallion icon shown
- Description & contact details
- Right to place up to 20 pages of PDF documents
- Photo gallery (right to place up to 20 photos)
- Video gallery (right to place 2 videos, 3 minutes maximum)

[1] Applies published rates for general or category sponsorships or placement in recommended providers' listings.
[2] MH will publish 12 FB posts that are designed and provided by the sponsor. For each, MH will purchase a $10 promotion from FB and pin the post to the top of the page for the duration of the promotion period.
[3] All things being equal, a Platinum Sponsor's right to participate in association sponsored activities, especially in cases of limited availability, shall prevail over other members.
[4] All things being equal, the member's right to participate in association sponsored activities, especially in cases of limited availability, shall prevail over ordinary members. Members of the same status shall be eligible on a first come first served basis.

Gold Package *For large tour operators or enterprises or those paying "large member" dues*	• Gold Medallion icon shown • Description & contact details • Right to place up to 15 pages of PDF documents • Photo gallery (right to place up to 20 photos) • Video gallery (right to place 1 video, 3 minutes maximum)
Silver Package *For large tour operators or enterprises or those paying "large member" dues*	• Silver Medallion icon shown • Description & contact details • Right to place up to 10 pages of PDF documents • Photo gallery (right to place up to 15 photos)
Regular *For any listed enterprise or partner*	• Description & contact details • Photo gallery (up to 10 photos)

BUDGET

The accompanying budget is a pro-forma for the first five years. The budget is based on several key general assumptions:

- The association must be self-financing. The figures are realistic and achievable for Moldova if the target audience believes in the mission of the association.
- The association must provide value to its members or it will not succeed.
- A professional team is needed to create and sustain value for members. Employees must be fairly compensated and those with sales responsibility should have opportunities for bonuses.
- The association must grow each year, in the short- to medium-term, in order to achieve the critical mass needed to deliver value to members and to achieve financial independence.
- The unit cost of expenses increase over time. These increases must be covered by increased incomes, including higher membership dues. In the budget, expenses increase annually by 5% while incomes by 10%.
- Members must pay for extra services, such as for the right to participate in trade shows. Members must pay the direct costs of these events and a management fee to the association.

Other assumptions on the income side of the budget relate to the:

- Number of members and membership growth per year
- Amount of the membership dues
- Availability of advertising space on the Moldova Holiday website; price per ad and frequency of placement; and a discount factor for unsold ads or discounts given to members
- The association takes 10% of the gross for managing/organizing events
- USAID support is possible if the association is formed during the next year

Other assumptions on the expense side of the budget relate to the:

- Size of staff and salaries (and bonuses as applicable)
- Web advertising and PR (inbound marketing) is an activity that must be continued
- Participants (or sponsors if applicable) must by 100% of the costs of events

APPENDIX III

CEED II Media Coverage during January – March 2013

TITLE OF MEDIA PRODUCT	Media Outlet/link	Date/issue
“Wine Vernisage 3” article & video	InStyle magazine & online version	Winter 2013 issue
Project assisted apparel & footwear companies collections highlighted (Ionel & Zorile) in “7 must have things” rubric	Profit & Banki & Finansi magazine & online version	#1-2 issue 2013
Article on “Casa Comuna: Din inima” launch	Business Class magazine	January 2013
News on Moldovan Wines presented in Japan	Radio Moldova 1/ MR 1	Jan 19, 2013
“A piece of paradise for wine connoisseurs” article	BADISCHES TAGBLATT	January 2013
“On wines presented in Japan” news article/News rubric	Moldpres News Agency http://portal.moldpres.md/default.asp?Lang=ro&ID=185710	January 17, 2013
“All Secrets about Moldovan Wine” interview/article	Magazyn Wino magazine & online version	January 2013
“Usatîi și Palihovici au prezentat vinuri moldovenești în Japonia”/Actualitatea rubric	Timpul newspaper, timpul.md http://www.timpul.md/articol/usatii-i-palihovici-au-prezentat-vinuri-moldoveneti-in-japonia-40016.html?action=print	January 17, 2013
“Moldovan wines presented in Tokyo” article/ Economie rubric	Moldova.org portal http://economie.moldova.org/news/vinurile-moldovenesti-prezentate-la-tokio-234933-rom.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+moldova%2Feconomie%2From+%28Economie+Moldova.org+%28Rom%C3%A2n%C4%83%29%29	January 17, 2013
“Национальное бюро винограда и вина/ Официально опубликованы поправки, внесенные в Закон о винограде и вине, и другие законы, регламентирующие деятельность предприятий в виноградарстве и виноделии.” article/Vino&Proviant rubric	Logos Press newspaper & online version http://logos.press.md/node/36022	January 18, 2013, № 1 (977)
“Personalităţi notorii din Japonia au participat la o prezentare de vinuri moldoveneşti la Tokio” news article/News rubric	Vinmoldova website publications http://vinmoldova.md/index.php?mod=news&id=30111	January 19, 2013
Молдова: Новый тренд — вина из местных сортов	Vinmolodva.md http://vinmoldova.md/index.php?mod=content&id=3295	January 30, 2013
“Moldawien: Exot im Osten, Das kleine Land stellate sich erstmals in Stuttgart”/~”Moldova: exotics in the East, a small country in the East exhibits in premier at Stuttgart” article	Südwest Presse newspaper	January 26, 2013
Im Auto durch riesige Weinkeller: Moldawien will mit Wein, Gastronomie, Kultur und Landlichen Tourismus gaste in den Osten locken/”Moldova attracts tourists from the East through wine, cuisine and national culture” article	Heilbronner Stimme magazine	January 26, 2013
“A Furniture Center to Open in Moldova” interview article	Allmoldova http://www.allmoldova.com/int/interview/andrei-smik-300113.html	January 30, 2013
ExpoVin 2013 related		
“Winemaking Week 2013: Calendar of Activities” article/ Неделя виноделия 2013: календарь событий_ CEED II Wine School	Logos Press newspaper & online version http://logos.press.md/node/36123	February 1, 2013, #3 2013
“More than 150 companies from 10 countries will take part in B "EXPOVIN Moldova'2013" article	Vinmoldova.md http://vinmoldova.md/index.php?mod=news&id=30219	February 2013

EXPOVIN MOLDOVA'2013: Природой мудрой так дано, что зреет к февралю вино!/ Analytics rubric	Vinmoldova.md http://vinmoldova.md/index.php?mod=analytics&id=3287	February 2013
Молдова: Новый тренд — вина из местных сортов	Logos Press newspaper & online version	February 2013
“Сомелье вышли из подполья” article	http://logos.press.md/node/36210	February 15, 2013, № 5 (981)
“Лицензия виноделам больше не нужна” article	http://logos.press.md/node/36209	February 15, 2013, № 5 (981)
Школа Вина" в рамках выставки "ExpoVin Moldova'2013"	http://www.vinmoldova.md/index.php?mod=news&id=30319	February 2013
Wine School Launch article & video	Sanatate magazine & online version http://sanatate.md/?l=ru&a=29&i=288&p=1&cat=2	February 2013
“Scoala Vinului” article	http://tribusean.com/scoala-vinului/ blog	February 17, 2013
Scoala Vinului announcement	Vin.md	February 14, 2013
Expovin Moldova 2013: программа мероприятий/ announcement article/News rubric	http://www.allmoldova.com/businessassitance/news/1249087685.html	March 14, 2013
“В Выставке Expovin Moldova-2013 Участвует 161 Компания” news article	Infotag newsflow/ (RO/RU/EN)	February 20, 2013
В Рамках Международной Выставки Expovin Moldova'2013 Впервые Организована Школа Вина/ news article	Infotag newsflow/ (RO/RU/EN)	February 20, 2013
Школа Вина В Рамках Выставки Expovin Moldova/ news article	Infotag newsflow/ (RO/RU/EN)	February 20, 2013
“The first offline Wine School”	Privesc.eu http://www.privesc.eu/Arhiva/14973/Primul-Wine-Offline--Invitat---Gheorghe-Arpentin--presedintele-Uniunii-Oenologilor-din-Moldova	February 23, 2013
“Moldovan Wines in Ukraine” article	Logos Press newspaper & e-version	March 22, 2013, № 10 (986)
Fashion Walk & Din inima-3 related		
“Известные дамы на подиуме Moldova Spring Fashion Walk 2013” article/ News Mix rubric	Allfun.md http://www.allfun.md/index.php?page=projects&id=1220878497&sid=1220878497&pid=37829	February 21, 2013
Spring Fashion Walk 2013 event announcement article/Events rubric	http://instyle.md/?a=18&i=321	February 22, 2013
“Fashion Walk in rehearsal”/Emisiuni rubric	Jurnal TV http://www.jurnaltv.md/ro/news/fashion-walk-2013-in-repetitii-7825434/#	February 23, 2013
MADE IN MOLDOVA project: leading designers of the country	Aquarelle magazine	March , 2013
“Prima doamna, Margareta Timofti, in rolul unui model! De ce a urcat pe podium” article & video	Perfecte.md http://perfecte.md/article/howto/prima-doamna-margareta-timofti-in-rolul-unui-model-de-ce-a-urcat-pe-podium-video---3672385.html	March 3, 2013
Ne imbracam acasa/Prime TV/Sinteza saptamiinei program	Prime TV http://www.prime.md/ro/news/sinteza-saptamanii-03-03-2013-2039548/	March 3, 2013
Margareta Timofti a iesit pe podium intr-o haina autohtona! Peste 30 de firme si-au prezentat colectiile	ProTV http://www.protv.md//stiri/social/margareta-timofti-a-defilat-pe-podium-in-haine-made-in-moldova.html	March 3, 2013
Vedetele autohtone au defilat în haine made in Moldova/Monden rubric article & video	Noi.md http://www.noi.md/md/news_id/19450	March 4, 2013
Fashion show „Din inimă” article, photo gallery	Pentruea.md http://pentruea.md/article/fashion-show-din-inima-foto-1901.html	March 4, 2013
Stars, Politicians, People of Business and Journalists Present New Collections Of National Brands news article	Infotag newsflow/ (RO/RU/EN)	March 4, 2013

“Branduri de Moldova. Cum s-a descurcat, prima doamna, Margareta Timofti in calitate de model “ video, article	Acasa TV http://www.acasatv.md/moda/branduri-de-moldova-cum-s-a-descurcat-prima-doamna-margareta-timofti.html	March 4, 2013
Moldova Spring Fashion Walk 2013 article & video	InStyle magazine & website	March 11, 2013
Moldova Spring Fashion Walk 2013. Part I article & photo report	http://instyle.md/?a=26&i=331	March 12, 2013
Spring Fashion Walk 2013, part II article & photo report	http://instyle.md/?a=18&i=332	March 14, 2013
Spring Fashion Walk 2013, part III article & photo report	http://instyle.md/?a=18&i=336	March 18, 2013
Spring Fashion Walk 2013, part IV article & photo report	http://instyle.md/?a=26&i=337	March 22, 2013
“Ambiţia brandurilor moldoveneşti” article/ Local brands rubric	Profit/Banki & Finansi magazine & online version Profit.md http://www.profit.md/articles-ro/number_3_2013/549050/	March issue
“Genţi stilate, Made in Moldova” Desteptarea program/Emisiuni rubric /Din inima-3 series	Jurnal TV http://www.jurnaltv.md/ro/news/genti-stilate-made-in-moldova-7848144/#	March 21, 2013
“Haine moldoveneşti cu nume francez”/Desteptarea program/Emisiuni rubric/ Din inima-3 series	Jurnal TV http://www.jurnaltv.md/ro/news/haine-moldovenesti-cu-nume-francez-7851265/#	March 25, 2013
„Pentru picioarele dragi”/ Desteptarea program/Emisiuni rubric/ Din inima-3 series	Jurnal TV http://www.jurnaltv.md/ro/news/-pentru-picioarele-dragi-7851842/#	March 27, 2013
“Haine pentru copii cu stil” //Emisiuni rubric/ Din inima-3 series	Jurnal TV http://www.jurnaltv.md/ro/news/haine-pentru-copii-cu-stil-7852469/#	March 29, 2013
Moldovan Wine Tastings in Ukraine		
“Moldovan Wines Tasted in Ukraine”	http://www.facebook.com/Moldovan.wines.in.Ukraine	March 2013
“В Киеве прошла дегустация новых вин Молдовы” article	http://az-ua.com.ua/news/wine/26250.html	March 2013
“В Киеве прошла дегустация новых молдавских вин!” article	http://from-ua.com/news/b0df888fefa6b.html	March 21, 2013
On Moldova Wine Guild in German press	Weinwirtschaft magazine, Germany	#6 2013

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