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**Competitiveness Enhancement and
Enterprise Development II (CEED II)**

Quarterly Report

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Quarterly Report

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ACRONYM LIST

AGEPI	State Agency on Intellectual Property of the Republic of Moldova
ANTRIM	National Association of the Domestic and Inbound Tourism
APEVM	Association of Producers and Exporters of the Moldovan Wine Industry
APIUS	Patronate Association of Light Industry Companies
ASEM	Academy of Economic Studies of Moldova
ASW	Association of Small Winemakers
ATIC	Moldovan Association of Private ICT Companies
B2B	Business-to-Business
B2C	Business-to-Consumer
BCR	Business Climate Reform
BSP	Business Service Provider
C&M	Cut and Make
CAD	Computer Aided Design
CBI	Dutch Centre for the Promotion of Imports from Developing Countries
CCENT	Cisco Certified Entry Networking Technician
CCI	Chamber of Commerce and Industry of Moldova
CDCS	Country Development Cooperation Strategy
CEED II	Competitiveness Enhancement and Enterprise Development II
CFBC	College of Finance and Banking Chisinau
CMT	Cut, Make and Trim
CNC	Computer Numerical Control
COP	Chief of Party
COR	Contracting Officer's Representative
DCA	Development Credit Authority
DCOP	Deputy Chief of Party
DO	Denomination of Origin
EBRD BAS	European Bank for Reconstruction and Development Business Advisory Service
EGC	E-Governance Center
EIB	European Investment Bank
ER	Expected Result
FEPAIUS	Light Industry Association of Romania
FOB	Full Own Brand
FTA	Free Trade Agreement
FVV	National Fund for Vine and Wine
GI	Geographical Indications
GOM	Government of Moldova
ICT	Information Communications Technology
IDC	International Data Corporation
IT	Information Technology
ITE	Information Technology Essentials
M&E	Monitoring and Evaluation
MAFI	Ministry of Agriculture and Food Industry
MEP	Moldova Export Platform
MIEPO	Moldovan Investment and Export Promotion Organization
MIS	Management Information System
MIS	Management Information System
MICT	Ministry of Information, Communications, and Technology
MOU	Memorandum of Understanding
MWG	Moldovan Wine Guild
NetAcad	Cisco Networking Academy
ONVV	National Office of Vine and Wine
PDO	Protected Designation of Origin
PGI	Protected Geographical Indication
PIU	Project Implementation Unit
PMP	Performance Monitoring Plan

PMU	Project Managements Unit
QLab	European Software Institute Eastern Europe Quality Laboratory
R&D	Research and Development
RCI	USAID Regional Competitiveness Initiative
SEE	South East Europe
SEED	Sector, Engagement, Enhancement, and Development Fund
SME	Small and Medium Enterprises
SWM	Startup Weekend Moldova
TIP	Trade, Investment, and Partnership
TR	Technical Regulation
TOR	Terms of Reference
TOT	Training of Trainers
USAID	United States Agency for International Development
USG	United States Government
USM	Moldova State University
USP	Unique Selling Proposition
UTM	Technical University of Moldova
WCB	Wine Country Brand

EXECUTIVE SUMMARY

Chemonics International Inc. (Chemonics) and Dexis Consulting Group (Dexis) are pleased to submit to the United States Agency for International Development in Moldova (USAID/Moldova) this Quarterly Report for the Competitiveness Enhancement and Enterprise Development (CEED) II project. This quarterly report covers the three-month period from October 1 through December 31, 2013. Below is a summary of the highlights that occurred during the reporting period.

Fashion Industry

- CEED II supported 11 companies to improve their products through better design. Upgraded and more competitive collections translate into growing sales. For instance, the correct breakdown of by style, color, size, proper accessories and trimming, ensured the success of My Revival and Tricon collections in the 2013 fall/winter season. Around 80% of My Revival collections (4,000 out of 5,000 items) and around 85% of Tricon's collections (3,500 out of 4,200 items) were sold. Likewise, Ionel, Vistline, Maicom and Vasconitextil apparel companies sold around 75-80% of their 2013 fall/winter collections.
- Five more manufacturers are being assisted to develop new brands and corporate identities, and 2 have developed their website with project support; thus becoming more competitive and visible to customers.
- Critical lacking knowledge was built through training on fashion retail sales planning and stock control methods (37 professionals attended), as well as on fashion merchandising (60 people attended). Both were delivered by practitioners from the region.
- The Fall edition of promotion campaign - "Din inima, branduri de Moldova" – was successfully completed. As such, 22 Moldovan brands participated, cost-sharing around 50 percent of the campaign budget, thus demonstrating their commitment and appreciation. Various communication channels were used – billboards, TV (Jurnal TV, ProTV), facebook, internet promotion, point-of-sale promotion. Companies report that campaign helps grow their sales. Every MDL invested in a fall promotion campaign, generated around 60 MDL growths in sales. In addition, companies started to invest more in promotion and marketing.
- CEED II helped 20 companies to participate at 2 fairs to enhance exports: Textillegprom (Russia) and Zoom by Fatex (France).

Home Furnishings Industry

- CEED II continued to work with the Association of Furniture Producers on promoting the newly launched MOBIMALL on the local market through promo campaigns, and motivated the mall to develop multiple partnerships (e.g. with Novateca by sponsoring their library fair), and attract renters. Iurie Bors investor further extends the furniture mall by 5,000 additional square meters of retail spaces, ready by spring 2014, thus demonstrating the success of CEED II and the sustainability of the idea and efforts to create a common furniture center.
- CEED II assisted 4 furniture producers, Ambianta, Because, Baljic Grup and D.Solodcenko, to rebrand themselves on the local market, thus improving their image to customers.
- CEED II supported 3 design projects to help furniture producers Tiara, Vanin and Panmobili develop new collections of products.

It must be noted that this quarter CEED II work in Home Furnishing Industry has ended, after two and a half years of dedicated assistance. The project has successfully facilitated impactful changes, most notable being the creation of Association of Furniture Producers, the first common furniture shopping centre Mobimall that is managed through joint partnership between the investor and association, as well as improved design and branding for furniture manufacturers.

Information Technology Industry

- CEED II supported the fourth ICT Career Orientation Days at three institutions, Technical University of Moldova, State University of Moldova and Academy of Economic Studies, where approximately 1,000 students had the chance to interact directly with representatives from nine well-regarded ICT companies, learning first-hand the aspects of a successful ICT career and the main requirements and expectations from prospective employers.
- CEED II successfully supported the 5th edition of Startup Weekend Moldova (SWM) on November 15-17, 2013, during the Global Entrepreneurship Week. The event gathered 80 participants, 9 coaches and 7 judges from 8 countries: Moldova, Romania, Russia, Czech Republic, USA, UK, France, and Lithuania.
- To build on Startup Weekend Moldova's success and to support the enthusiasm of the young startup community, CEED II organized the first of a series of workshops for aspiring tech entrepreneurs entitled "The Startup Roadmap - Explore, Design, Build, Grow"
- To build trade linkages and share experience for ICT industry competitiveness, to promote Moldova as an IT destination, and to explore ideas and opportunities for developing the ICT ecosystem in Moldova, CEED II supported a Moldovan delegation study visit to Armenia. CEED II facilitated the launch of discussion among various stakeholders interested in the development of an IT Excellence Center within the Technical University of Moldova.
- CEED II supported the attendance and presentation of Moldova at a specialized B2B event in Kista, Sweden, aimed to help develop business opportunities between potential Nordic customers and IT companies from SEE countries.
- CEED II continued to support Government of Moldova initiatives related to the ICT Competitiveness Strategy, including the concept and regulation for the Implementation Agency and the draft IT parks legislation.
- After consultations with MTIC, MIEPO and ATIC, CEED II along with ATIC started the preparations for the CeBIT exhibition, which will take place in Hanover, Germany, on March 16-20, 2014.
- CEED II continued to work together with ATIC on the promotion of the B2B portal of Moldovan ICT companies.

Wine Industry

- With CEED II support, the WCB logo, slogan, and name have been submitted to AGEPI for legal registration for intellectual property protection.
- With CEED II support, the wine country brand (WCB) logo was unveiled by U.S. Secretary of State John Kerry, and the WCB was officially presented to the wine industry stakeholders.
- CEED II supported the organization of the National Wine Day on October 5-6, 2013, organized *en premiere* by the private sector represented by APEVM, and having an innovative concept, aiming to cultivate the reasonable and correct wine consumption and wine tourism.
- CEED II organized a wine press trip to Moldova during October 4-7, 2013 for nine foreign wine journalists who attended the National Wine Day, and also visited seven wineries.
- CEED II supported the organization of the Annual Assembly of the Association of Sommeliers of Europe in Moldova during October 21-24, 2013.
- Four Moldovan wineries (Cricova, Gitana winery, Et Cetera, and Cainari winery) were assisted to participate in November at Tallinn FoodFair 2013 in Estonia; and another six Moldovan wineries to participate at the "Good Wine" fair in Romania during November 22-24, 2013.
- CEED II supported the PR activities and covered the promotion on social media networks of a "Moldovan Wines' Gala" organized on November 18-21, 2013 in the "Casa Poporului" (People's House) in Bucharest, Romania by 12 Moldovan wineries.
- CEED II developed and agreed with the interested wineries the plan of a new wine promotion campaign in Ukraine for the December 2013-April 2014 time period.
- CEED II supported the implementation of a PR campaign, "Wine culture in Moldova".
- As a result of CEED II support of the sommelier profession during the past years, the first group of 15 young sommeliers graduated from the first course for sommeliers in December 2013.

- CEED II contributed to the organization of the 5th edition of the Wine Vernissage.

Tourism Industry

- CEED II supported the creation of the Inbound Tourism Association, its registration is underway;
- CEED II and its partners organized the third familiarization (fam) tour in October 2013 for five journalists and four tour operators from Estonia, Canada, UK, Romania and France.
- CEED II supported the organization of wine trips during National Wine Day.
- During October 17-19, CEED II supported a delegation of three Moldovan tour operators to exhibit at Tour Salon in Poznan, Poland. As a result, Amadeus Travel found Polish partners to organize Ukraine-Moldova common tours in the upcoming season.
- CEED II organized a one-month promotional campaign from mid-November to mid-December on Moldova Holiday's Facebook page to target potential visitors from the UK. Over 120 thousand people mainly have viewed the Moldova Holiday. As a result, Moldova Holiday gained 869 new Facebook friends, of which 600 are from the UK.
- CEED II organized an one-day training on Internet Marketing Best Practices on November 25, 2013.
- CEED II worked with four tourism agencies to prepare for participation at the CMT Stuttgart tourism trade fair scheduled for January 11-17, 2014.
- CEED II, together with the National Hotel and Restaurant Association, organized the first Hotel Forum in Chisinau on December 6, 2013.

SECTION I

Quarterly Technical Activities

Chemonics International Inc. (Chemonics) and Dexis Consulting Group (Dexis) are pleased to submit to the United States Agency for International Development in Moldova (USAID/Moldova) this Quarterly Report for the Competitiveness Enhancement and Enterprise Development (CEED) II project. This quarterly report covers the three-month period from October 1 through December 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 our planned activities for the next quarter. Section IV contains a report on the level of effort (LOE) and project expenditures.

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

A1. Fashion Industry

Activity 1. Consolidating product improvement through strengthen design skills within own brand fashion companies

Product design and pattern-making capabilities of beneficiary companies in the fashion industry were enhanced through consultancy and on-the-job training. During the reporting quarter, CEED II continued to cooperate with foreign designers to enable fashion industry companies to improve their collections and produce more competitive products.

In October, CEED II selected 11 own brand companies from the fashion industry to improve their design. The same month, CEED II recruited 3 international designers, Rimvidas Birstonas and Theresa Bastrup Hasman, to work with apparel companies, and Nicola Kearney, to work with fashion accessories companies.

Mrs. Rimvidas Birstonas' assignment started in October and the consultant assisted 3 apparel companies, Tricon, Ionel, and Maicom, to evaluate and update their designs and develop collections for the 2014 fall/winter season. The consultant focused on the development of upcoming collections, including composition, design elements and style, fabrics and accessories.

In November, the international consultant Theresa Bastrup Hasman continued to provide design assistance to children wear companies Velitextil Plus, Emilita Lux and ZivaMaxi, and Cojocari Grup, in order to help them prepare their upcoming collection. The consultant also started to assist Svibmagtex children wear manufacturer to update its marketing skills, product portfolio and design. The main focus of the assignment was on product portfolio and design to enable companies to become better able to create new collections. The international consultant highlighted the importance of using accessories for the companies' new collections, as well as prints that would match the trends in the planned collection.



Figure 1. New collection planning for Vasconi design team (top right); Maxikids new assortment developed with CEED II designer support (top left); Emilita Lux director discussing new collection with CEED II design consultant Theresa Bastrup Hasman (center)

Also in November, Nicola Kearney worked with 3 fashion accessories companies, Arilux, Bitprogram, and I. Tesner - to strengthen their design skills in the production of bags and leather accessories. The main objective for Arilux and Bitprogram was to monitor the improvement and implementation of the design process from earlier collections. For the new assisted company I. Tesner, the expert has analyzed the whole design process in order to improve the design methods and develop a new collection for the upcoming season. In December, the reports and recommendations were received by all tree bag producers, as well as a collection of new sketches for I. Tesner' women bags. In the respective month, the designer focused on the development of samples based on 5 sketches already selected by I. Tesner as being more suitable for its new line of bags.

CEED II recruited in November a footwear designer, Mrs. Giovanni Deiana, for a short-term assignment in January, to assist three own brand footwear companies, Tiras, Hincu and Tabita-Com, to improve their product design capabilities, namely upgrade and improve their overall product design processes and develop a new collection of footwear for the upcoming season. In addition, the consultant will monitor five previously assisted companies, Rotan, Cristina, Floare, Tighina, Oldcom, in design improvement. During follow-up monitoring and support, the consultant will review the progress and improvements made in both the design process and current styles, to secure the initiated changes, and will provide feedback and additional recommendations.

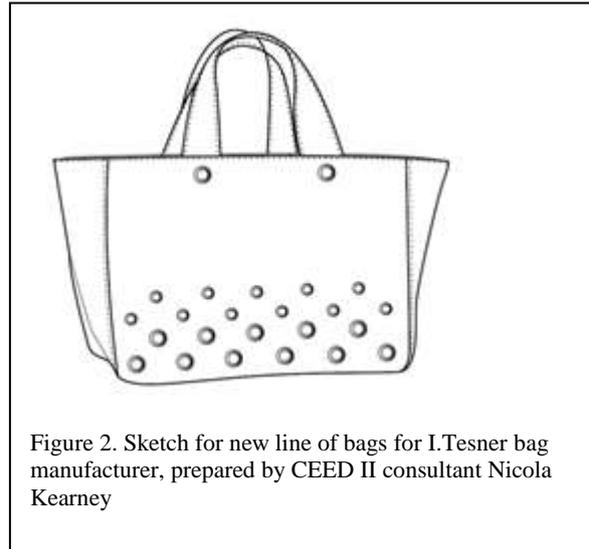


Figure 2. Sketch for new line of bags for I.Tesner bag manufacturer, prepared by CEED II consultant Nicola Kearney

Activity 2. Strengthen purchasing abilities within own brand companies from fashion industry by supporting participation at raw materials / accessories exhibitions

In December, CEED II identified companies to participate at exhibitions in 2014. CEED II selected 13 apparel companies that produce their products according to 2 criteria: first, they are ready to pass responsibility to their designers and purchasing specialists for selecting and sourcing raw materials and accessories, and second, to cost-share their participation at international raw materials and accessories exhibitions, Premier Vision and Texworld in France, and during the visits to warehouses of raw materials in Torino Italy. The selected companies are Tricon, Natalia Melnic, Sram, Brio, Emilita Lux, EHO, Allert&Co, Cadrinad, Ionel, Vistline, Intercentre Lux, Sandi and Velitextil Plus.

CEED II worked to organize the visit of companies to warehouses of raw material stock in Torino. In this regard, the project hired the international consultant, Mrs. Olessea Ionita, to guide the delegation of Moldovan apparel designers during their visit to Torino. CEED II participated in the organization of visits to raw material and accessories exhibitions. In this regard, the project hired the international designer, Mrs. Rimvidas Birstonas to guide the delegation during their visit to Premier Vision and and Texworld exhibitions. Both consultants will help Moldovan designers to identify appropriate raw materials and accessories for their collections.

Activity 3. Increasing sales of own brand companies from fashion industry through merchandising and retail marketing implementation and building capacity in retail management

According to the work plan, CEED continued to assist companies that opened or plan to open new stores and need organizational support to improve retail sales and merchandising capabilities.

In October 2013, in partnership with APIUS association, merchandizing training was organized for Din inima/Linela sales personnel and fashion manufacturers, attended by 62 participants. The international consultant Vitalii Stepanenco conducted quick audits in 3 Din inima/Linella common stores (Dumeniuc str., Miorita str.and Gibu str.) and in 2 new stores opened by the apparel company Maicom. The consultant also visited the store of the Bombonici apparel company, which had been audited earlier, and was very satisfied with the way the company implemented the merchandizing techniques.

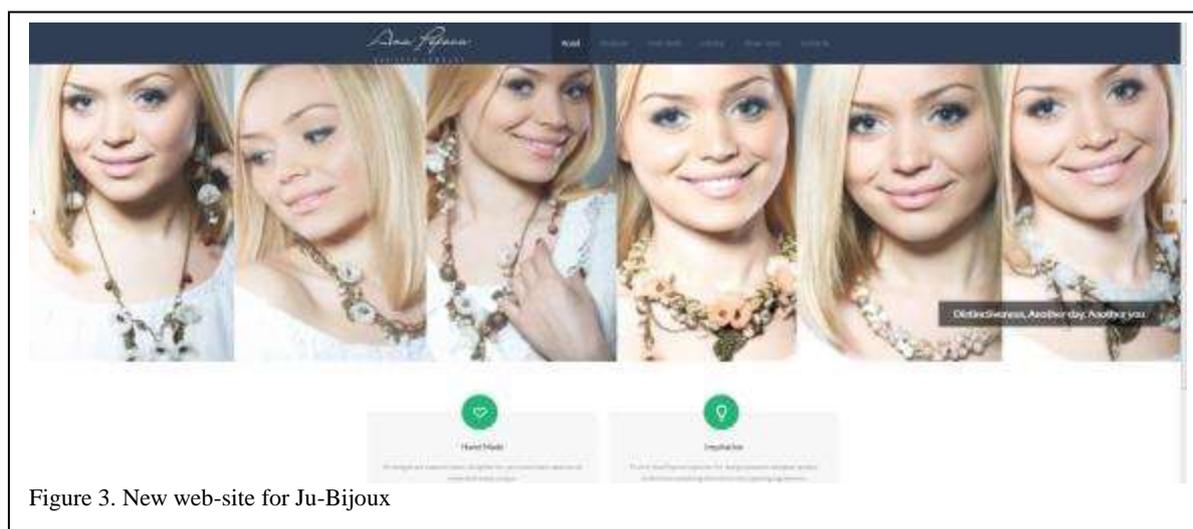


Figure 3. New web-site for Ju-Bijoux

Similarly to the previous year, CEED II supported the development of websites for a group of 15 companies from both apparel and FA sectors, based on a common template. This quarter CEED II signed a FPS with Creativmaro Ltd to develop websites for 2 additional fashion accessories companies – Tighina and Ana Popova, based on the same common template. The websites make the companies and their products more visible and allow them to actively promote their products to clients and attract new customers. The new website for Ju-Bijoux/Ana Popova was launched in October - <http://anapopova.com/>. Now Creativmaro Ltd is working to develop the Tighina website.

Activity 4. Enhance planning and control methods of production orders

In November, CEED II organized two days of training on planning and control methods of sales, production orders and stocks for fashion industry companies that possess own-brands and operate their own retail network in Moldova. The training targeted commercial directors, sales managers or brand managers, store managers, and other personnel responsible for sales or for assortment planning. The total number of participants was 37. The training covered the differences between wholesale brands and retail brands, business process of assortment policy in a vertically integrated company, which combines manufacturing and retail sales, correct planning of the assortment of a brand, and contained relevant case studies and examples.

Additionally, the same international consultant, Mr. Andrei Burmatikov, contracted by CEED II for the above mentioned training, conducted a two-day on-the-job training for Tricon and Maicom companies with the objective of increasing company sales through better planning.

Activity 5. Build stronger and more recognized Fashion brands

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

In October, the branding support for jewelry designer Ana Popova was launched. The firm decided that for the export markets it will use a new trademark Ana Popova, which is the name of the designer. Ju Bijoux will remain a brand for the local market. The branding was successfully completed with the new logo and visuals (also see Figure below) being described in a comprehensive brandbook. The new brand Ana Popova will already be used during participation at Bijorka expo in Paris, in January 2014.

The other four beneficiaries are the apparel companies Sram, Sandi, Vasconi Textil and Love Fashion, and footwear manufacturer Hincu, all of which manufacture and sell garments on the local market under their own trade mark. These companies need assistance to upgrade their corporate style in order to become more competitive. The rebranding work will commence shortly, as the design firm/consultant is selected. Each company will receive a support package that includes the elaboration of the corporate style (i.e. brand book development) and a new brand image in line with their target market and customers. All participating companies understood that change is needed and committed themselves to invest in their new or upgraded corporate identity.

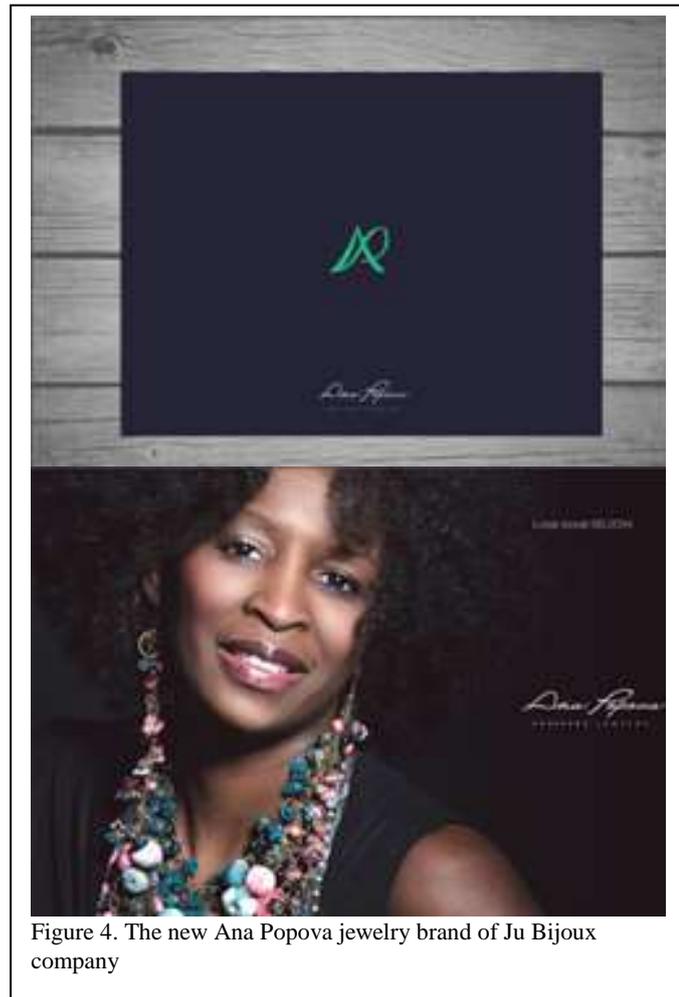


Figure 4. The new Ana Popova jewelry brand of Ju Bijoux company

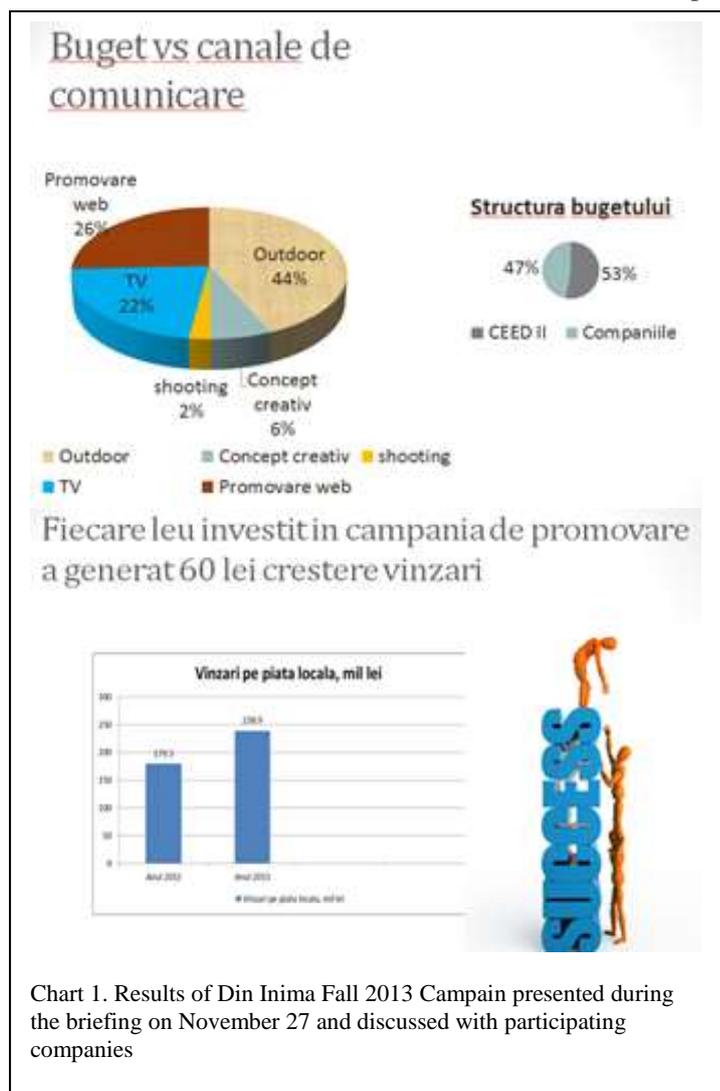
Activity 6. Assistance in promotion of local brands on the Russian market

During the reporting period, CEED II analyzed the possibilities of cooperation with Red Designers, a professional platform aimed to promote designers from Russia and CIS countries through a complete PR-support and brand promotion, the development of sales channels, the formation of a professional environment and communication between all the professional market players.

CEED II has screened the fashion companies to evaluate their need for PR and promotion in the Russian market. As a result, 5 brands were selected, which have the potential in this market and are willing to invest in collections: Ionel, Tricon, Ju-Bijoux, V.Burlacu and EHO. CEED II contacted Red Designers managers and negotiated the promotion of selected brands on the Russian market. The project has received draft contracts to be agreed with participating companies.

Activity 7. Assistance in building the image of domestic fashion producers

During October and November, apparel, footwear and accessories brands participated in the fall edition of the promotion campaign “Din inima, branduri de Moldova”. CEED II with APIUS support monitored and mediated the interaction between the companies participating in the campaign and the



business providers employed – TV, media, marketing companies and others. On November 27, 2013, a briefing with the campaign beneficiaries and business providers was organized. CEED II has prepared the overall presentation about the campaign results and also individual presentations for each participating company, with links to materials in print media and TV programs. The actual and potential business providers, Green Fusion Agency, AcasaTV, Zingan.com, Jurnal TV and MuzTV, have presented the services provided by them and proposed new ideas for the next season.

On December 23, 2013, CEED II jointly with APIUS organized a meeting with the participating companies to explain and discuss the offers for the next spring campaign and to decide on more suitable promotion channels.

Activity 8. Support enterprises to visit and exhibit at specialized trade shows

The participation of Moldovan fashion companies in specialized shows is an efficient instrument to find new clients and increase sales. As Moldovan companies continue to showcase their products at major exhibitions for target markets, the project decided to support

their participation during 2014 in the most relevant trade shows: Mosshoes, Textileprom and Mir Detstva in Russia, ExpoShoes in Ukraine, Bijorca and Zoom by Fatex in France and others.

CEED II has paid to rent the space for participation of the jewelry producer Ju-Bijoux in Bijorca Paris, France in January, 2014 and ordered the necessary expo area for participation at the Zoom by Fatex exhibition.

CEED II has booked the space for participation of 7 footwear and accessories companies, Oldcom, Floare, Tighina, Arilux, Bitprogram, Tiras and I.Tesner at the Leather & Shoes International Trade Show in Kiev, Ukraine (January, 2014); for the participation of 4 apparel companies, Ionel, Odema, Steaua Reds and Velitextil Plus, at the Zoom by Fatex exhibition; and for the participation of 7 apparel companies, Steaua Reds, Sandy, Saltoianca, Delivery, Odema, Olympus, Infitextil, at Textileprom exhibition.

CEED II also booked and paid for space for participation of the Olga Ceban lingerie Company at the Lingerie Pro exhibition, which will take place on February 2-3, 2014 in Antwerpen, Belgium.

Activity 9: Increasing productivity for companies ‘competitiveness enhancement

In December 2013, CEED II identified the Maicom Apparel Company for assistance through the development and implementation of a MIS. The management team of Maicom demonstrated commitment to support the implementation of the professional software as well as their company’s ability to finance the use of the integrated system. CEED II will support the development and implementation of the software system “Apparel Manufacturing“ that will be developed on the 1C Enterprise 8.2 technological platform (for which Maicom agreed to buy a license for version 8.2) and will be adapted and customized according to the current processes of Maicom. The new software system will be based on the company’s existing business processes and will automate all processes and data flows within the manufacturing process.

Activity 10: Strengthen APIUS capacity

CEED II assisted APIUS in preparation for its annual general meeting by hiring a local legal consultant Mr. Oleg Utica, who updated the Association’s by-laws and developed an Internal Regulation that specifies the organization and operational principals of the Association Board, Chairman, Councils, and Auditor. In addition, CEED II assisted the Association in developing the annual report for the previous year by editing and publishing it. Additionally, the project assisted the Association in developing the Activity Plan for the next year. Both the report and Activity Plan were adopted by the annual assembly.

A2. Home Furnishings Industry Activities

It must be noted that this quarter CEED II work in Home Furnishing Industry has ended, after two and a half years of dedicated assistance. The project has successfully facilitated impactful changes, most notable being the creation of Association of Furniture Producers, the first common furniture shopping centre Mobimall that is managed through joint partnership between the investor and association, as well as improved design and branding for furniture manufacturers. CEED II placed special emphasis on sustainability in its approach. As such, Mobimall is properly established and operates on a commercial basis without CEED II assistance. The project helped the Association to further consolidate its membership, and by attributing it a critical role in the management/marketing of Mobimall, CEED II ensured motivation and value for its members. Through its design and branding assistance, CEED II changed industry thinking and demonstrated the value for better product design and marketing. Once this value has been proven, many companies are capable of purchasing these consulting services directly without CEED II.

”The Association is grateful for the support and for the role of CEED II in the development of our companies. We, the local furniture producers have succeeded with your help to get to know each other and to join our forces, to help each other and to collaborate like friends and colleagues. Although we feel sorry that CEED II project has ended its activity in furniture sector, we are glad that it has fulfilled its objectives while our successes will always be also your successes.”

Text box 1. From the Association’s Thank You Letter for CEED II, as of December 2013

Activity 1: Support the growth of MOBIMALL the furniture center that unites all Moldovan furniture producers

MOBIMALL extension. MOBIMALL currently unites 17 Moldovan companies tenants at the center: 15 furniture producers, with over 3000 furniture products from 20 furniture brands, 1 carpet retailer and 1 curtain retailer. The Mall owner, Iurie Bors Furniture Company, conducted construction works to further extend the furniture mall by 5,000 additional square meters of retail space. CEED II

continued to serve as a mediator between the association members and Iurie Bors in order to maximize the chances for project success. Construction works are scheduled to be finalized in spring 2014. More tenants will be attracted to join the mall as CEED II collaborates with the Furniture Producers Association to promote it as the main destination to shop for furniture, including home accessories. Therefore, attracting home accessories companies to the mall is the next step in the development of the shopping center. (Picture)

MOBIMALL promotion. CEED II provided support to the Association to further promote MOBIMALL by selecting the most appropriate communication channels: via TV, billboard banners, Facebook (Association's page, CEED II page, the pages of the participant companies, and MOBIMALL page). This promo campaign was named "The autumn of gifts at MOBIMALL" and lasted one month, from October 15 to November 15, 2013. It focused on attracting customers by offering a minimum 7% discount for any purchase made in the October 15 – November 15 period. Additionally, from its creation, MOBIMALL contributes by itself to its promotion as it has a common advertising budget, formed from tenants' proportional contributions, in the amount of 1euro per each square meter of rented space. It was a Association initiative and this budget is jointly administered by the MOBIMALL Promotion Council, formed by the 7 largest tenants and headed by a General Director from Stejaur Furniture Company.

MOBIMALL new partnerships. During November, CEED II convinced MOBIMALL to develop multiple partnerships in order to promote the mall. CEED II has emphasized to the association the need to organize regular events in the mall, such as fashion presentations, photography and art exhibitions, interior designer competitions, or events like the winter charity bazar or the night of art. CEED II motivated MOBIMALL to partner with Novateca Moldova Project. As result, on December 6, 2013, they sponsored an event, that promotes Moldova's network of libraries and which was organized at Moldexpo.

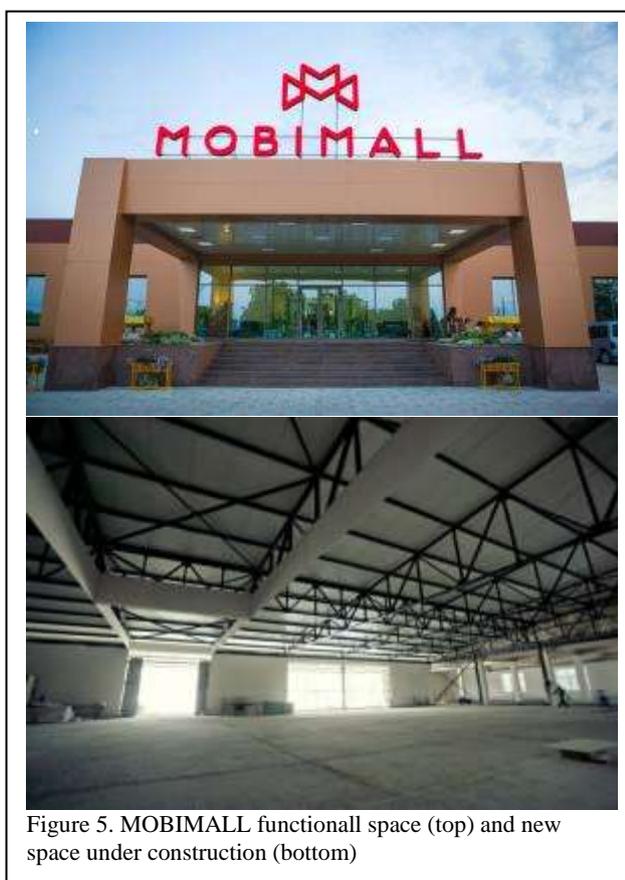


Figure 5. MOBIMALL functional space (top) and new space under construction (bottom)

Activity 2: Support the furniture manufacturers association

CEED II continued its work to support the furniture manufacturers association. The opening of the MOBIMALL consolidated collaboration among the association and its members and is helping the association to overpass the difficult moments that occur in the maturity process of an organization.

In October 2013, the Executive Director of the furniture association left. The board has since struggled to find a replacement. The fact that the association does not have an executive body poses difficulties on its continuous operation. Nevertheless, the members of the board are active and have split the responsibilities for managing the association, especially what concerns MOBIMALL. The President of the Association has been involved more in the day to day work and an Interim Director was appointed. Additionally, the opening and running of Mobimall meant more responsibility and involvement from the members of the association and it also meant the necessity to better organize themselves. During this period, the association was confronted several times with the inability of

companies to pay their contribution to the Mobimall marketing budget, causing postponement of promotion campaigns for the Mall and the inability to pay the salary of the Executive Director on time. Nonetheless, CEED II sees this as a natural maturing process as the opening of the Mall meant an increase of the efforts and responsibility for the association.

CEED II collaborated with the Association to promote Moldovan producers' furniture on the local market. The Made in Moldova promo campaign started in May 2013 and continued through December. It was conducted in 2 ways: directly promoted in companies' stores (brochures distribution) and through websites and Facebook pages of furniture companies', CEED II and the Association.

Activity 3: Organize trainings for furniture retailers

Due to the fact that the major focus of the Association's activity in the past 4 months was to ensure the most effective promotion and organization of MOBIMALL, and given that the period of August – December is considered to be a high season for the furniture companies, it was decided to focus on furniture sales and production and to move training activities to January – February, as this is considered a period of low sales.

Activity 4: Improve enterprise marketing skills

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. These activities are expected to result in increased sales and to illustrate how following best practices can improve business performance. During the reporting period, CEED II assisted 4 furniture producers, Ambianta, Because, Baljic Group and D. Solodcenko, to (re)brand and/or (re)position themselves on the local market, to improve their product development and design skills, marketing, and promotion. The rebranding projects for all 4 furniture companies were successfully completed by the end of December.

Ambianta restyled its existing logo and has used its new company brand book since November. It has updated its website and facebook page and is already using new pos materials and the brand new product catalogue. Because restyled its existing logo and started using its new company brand book in December. It has updated its website and facebook page and is already using new pos materials and the developed brand product catalogue. Baljic Grup created its new logo and started using its new brand book already in December. It plans to launch a new website and facebook page in the first months after the New Year and is already using new pos materials and the brand new product

3 Seater Sofa / Day Bed Transformer Shell

The **Wave Chaise-Sofa** is designed to be used at commercial spaces- offices, public launges, shops, etc. However it may be used for domestic properties in recreational areas.

The sofa transforms into a side table by lifting and folding a smaller part.

As an optional variation on the design, the pouf can be removable and the model can be used as two parts – an armchair and a coffee table/ pouf.

The covers are removable for easy maintenance. Zip is around perimetre of the bottom side. Only single tone upholstery fabrics are recommended for this model (Tofan, Artek ranges).



Figure 6. New developed product for Tiara furniture company by CEED II consultant Inga Poskiene

catalogue. D.Solodcenko created its new logo and will start using its new company brand book in February, once it has completed registration procedures for the new brand. Also it plans to launch a new website and facebook page in March 2014.

Additionally, all companies plan to use newly created advertising concepts during the next promo campaign. Ambianta- in February, Baljic Grup –in March, and D.Solodcenko and Because - in April.

In the reporting period, CEED II supported 3 design projects to help furniture producers, Tiara, Vanin and Panmobili, to develop new collections. As result, for Tiara and Vanin 3 new collections of products were created and 8 existing items were restyled for each company. The furniture design project for Panmobili finalized the creation of 3 new collections of products and a new concept creation for their new store in MOBIMALL.

Tiara is planning to launch a new collection of products in January 2014. This collection consists of 3 new products – 1. Sofa bed box, 2. Sofa bed cape, 3.Sofa chaise shell. The products were designed bearing in mind the necessities of local customers as well as the fact that the company plans to start exports to Europe and Romania as a first destination market. The new products also come with new color and pattern recommendations, which are more reserved /minimalist / easier to use in any setting as compared to old models, and are designed to satisfy the younger segment of the market or for office use (having a very attractive price).

Vanin’s new collection of furniture products is planned to be launched in April 2014 .This collection consists of 3 new products – 1. Contemporary sofa, 2. Neoclassic sofa, 3. Horeca sofa. The new products also come with new color and pattern recommendations that as opposed to the old ones are more reserved / minimalist / easier to use in any setting and are positioned to satisfy the economy / middle segment of the market.

Panmobili plans to launch its new collection of products in May 2014. This collection consists of 2 new products – 1. Contemporary sofa “Zip” and 2. Contemporary sofa “Manhattan”. The new products also come with new color and pattern recommendations which are more reserved / minimalist / easier to use in any setting, compared to the old ones and are positioned to satisfy the middle segment of the market.



Figure 7. New developed product for Vanin furniture company by CEED II consultant Inga Poskiene

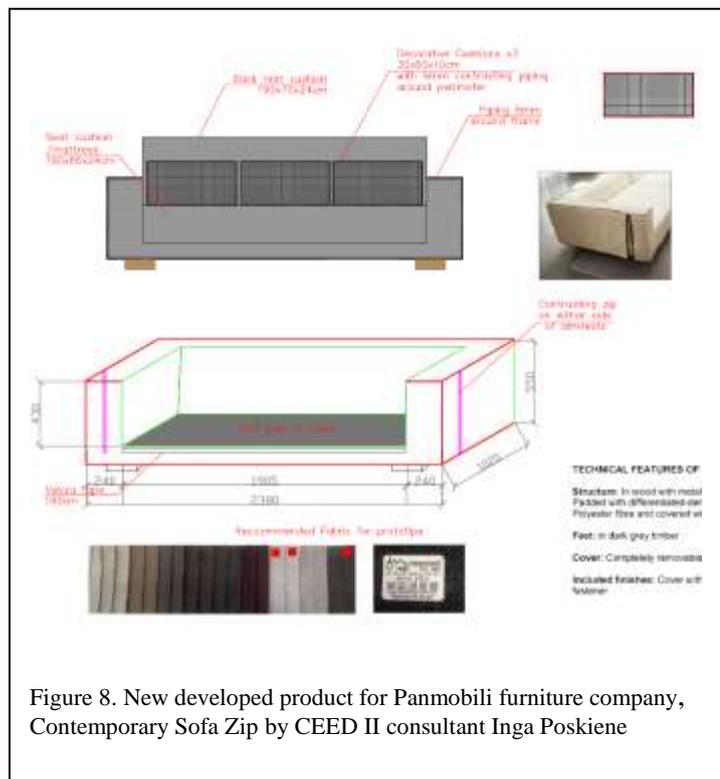


Figure 8. New developed product for Panmobili furniture company, Contemporary Sofa Zip by CEED II consultant Inga Poskiene

Additionally, the design consultant has successfully helped Panmobili to create the design for their new store in Mobimall namely: the general layout, display planning, USP design, signage design, styling and color coordination inside the store.

Activity 5: Promote Moldovan made furniture in the domestic market

CEED II collaborated with the Association to promote Moldovan producers' furniture on the local market. The Made in Moldova promo campaign started in May and continued through December 2013. It was conducted in 2 ways: directly promoting companies' stores (brochures distribution) and through websites and Facebook pages of furniture companies'. This ongoing campaign teaches consumers how to choose their furniture correctly, how to judge furniture quality, what to ask retailers when buying furniture, and reinforces the fact that quality furniture is made in Moldova. Besides teaching consumers how to choose their furniture correctly, this campaign is also meant to fight both clandestine production and clandestine imports of low quality furniture.

Due to the fact that the major focus of the Association's activity in the past 4 months was to work to ensure the most effective promotion and organization of MOBIMALL, which was launched in August, and given that this period August – December is actually the high season for furniture makers and companies when they are generally over solicited by customers, it was decided to postpone any other promotional activities for the low season, January – April.

A3. Information Technology (ICT) Industry Activities

Activity 1: Adapting ICT education to industry needs

Expanding Cisco IT Essentials courses. In order to ensure the future expansion and continuous promotion of the IT Essentials optional course in Moldovan high schools, CEED II organized in October a meeting with Liliana Nicolaescu-Onofrei, Vice Minister of Education, Vitalie Bordeniuc, DNT Association Director, and Grigore Vasilache, ToT ITE instructor. The objective was to find a sustainable mechanism to provide ToT on IT Essentials for new school teachers willing to become Cisco ITE trainers, as well as to recertify those already certified. The Vice Minister suggested CTICE (Center of Information Technologies and Communication in Education), a state institution specialized in training and qualification of school teachers, to take over the ToT for ITE course and to include it in the official list of trainings and qualifications offered to school teachers. The ToT instructors can be provided by DNT Association, as the official Cisco Instructor Training Center in Moldova. Both CEED II and DNT Association agreed that DNT should take the lead for continuous monitoring and promotion of the Cisco IT Essentials course in Moldova, including in high schools.

Indicators	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	TOTAL
Number of institutions involved	8	15	11	27	42	103
Number of teachers trained	16	27	16	33	48	140
Number of students enrolled	220	156	149	609	1661	2795

Since the start of the academic year 2013/2014 (starting from September) 1661 students have been enrolled for ITE courses. For comparison, during the academic year 2012/2013 only 609 were enrolled. Such an increase in the number of students is mainly due to the success of the last round of TOT organized in 2013, where 48 new teachers from 42 institutions were trained. Thus from the beginning of the implementation of ITE initiative, around 2800 students were enrolled from 103 institutions from Chisinau and the regions.

To continue the development and strengthening of the ITE optional course initiative, CEED II re-hired Mr. Vasilache for a new assignment, to work closely with the project and the Ministry of Education, as the technical expert and coordinator, to develop a mechanism ensuring the sustainability of the ITE initiative. The main scope is to create institutional linkages that will allow the future expansion and continuous promotion of the IT Essentials optional course in Moldovan lyceums. The secondary goal is to offer training on the new version of CISCO IT Essentials curriculum, which will come into effect starting with January 01, 2014.

Cisco Certified Entry Networking Technician (CCENT). During the 1st quarter, CEED II continued to work jointly with Cisco Networking Academy on the ToT for Cisco Certified Entry Networking Technician. Teachers had their last training sessions, and afterwards 9 trainers successfully passed the exams and got CCENT certification.

IT Excellence Center. As an IT Excellence Center is an important part of the ecosystem, contributing to the development of the ICT sector in Moldova, CEED II decided to mediate the negotiation process among various stakeholders, potentially interested in joining efforts to support this initiative. A draft concept was developed and discussions have been held with potential donors (i.e. USAID, SIDA) and multinational companies (i.e. IBM, Ericsson) to become partners with the Technical University of Moldova (UTM) and create the 1st Excellence Center.

Activity 2: Supporting an IT Career promotion campaign

ICT Career Orientation days. ICT Career Orientation days is a series of events organized on an yearly basis by the National Association of the Private ICT Companies with the support of the CEED II and the Ministry of Youth and Sports and other partners. The purpose of this initiative is to guide future graduates into career development opportunities offered by the ICT sector, through presentations by private companies.



Figure 9. Students attending ICT Career orientation days at UTM

The 2013 ICT Career Orientation events were held at 3 institutions: Technical University of Moldova, on November 6, State University of Moldova, on November 7, and Academy of Economic Studies, on November 14. Nine important ICT companies participated at the event: Allied Testing, Endava, Pentalog, DAAC System Integrator, Trimetrica, Deeplace, Moldcell, Cedacri International, Red Sky. The students had the unique opportunity to learn first hand about the aspects of a successful career and the main requirements of employers .

ICT Career Orientation days were structured in two directions: Career orientation sessions and exhibition of the companies in the hall, where students were able to interact directly with their potential employers and find out more information about internship opportunities, job openings and requirements towards candidates.

The events agenda included orientation sessions on different topics such as Software development, Mastering the Testing Diversity, Test Automation Engineer vs Developer, Agile, Career opportunities

for developers in current IT trends, Code refactoring, SQL, Geographic Information Systems, Modern web development & e-commerce, Unified Communications, and QA Engineer job interview. All the presentations were held by highly qualified and experienced IT professionals from participating companies. Around 1,000 students from the Technical University of Moldova, State University of Moldova, Academy of Economic Studies and other educational institutions attended the events.

ICT Career website. CEED II consulted ATIC about the necessary improvements of the ICT Career website. As this website was built several years ago and there are troubles updating it according to the needs of candidates, educational institutions, and companies, ATIC is determined to develop an improved version, with additional functionality. A Request for Proposals was drafted in order to contract a service provider for the development of this site. CEED II intends to support this initiative, given the commitment of ATIC and their availability to hire a content manager, as well as ATIC's capability to attract additional funding for this initiative.

Activity 3: Developing entrepreneurship culture in IT

Startup Weekend Moldova. CEED II successfully ran the 5th edition of Startup Weekend Moldova (SWM) on November 15-17, 2013, during the Global Entrepreneurship Week. Orange Moldova and Simpals Garage supported the event, providing pre- and post-event PR, as well as prizes for winners, while the French Alliance in Moldova offered a venue, i.e. several training rooms perfectly suitable for working in teams, as the event format requires. Other sponsors contributed with prizes for participants and winners and with media support. The event attracted both foreign mentors and judges.

The event gathered 80 participants (25 developers, 10 designers, 19 non-technical, 16 observers, 10 students), 28 ideas were pitched, 13 teams were formed and 9 coaches helped the teams work on their ideas. During the final stage, 7 judges evaluated the progress of teams and the viability of ideas and selected the winners. The event was truly international as it

gathered representatives of 8 countries: Moldova, Romania, Russia, Czech Republic, USA, UK, France, and Lithuania. The event was a big success in terms of sustainability as around 70% of attendees paid for their participation tickets.

As a result of CEED II continuous work to develop an entrepreneurial culture in IT, this year, for the first time, a team of young aspiring tech entrepreneurs from Moldova went to Bucharest, for Startup Weekend Romania. The team previously attended several Startup Weekend Moldova events and won one. The team proposed a project called Fantique - a service that helps users find clothes and accessories that suit their personality. They had an outstanding performance at Startup Weekend



Figure 10. SWM5 winning team awarded prizes from main sponsors

Romania and were awarded the 1st prize, receiving very positive feedback from the judges, as being the best organized team with the greatest results achieved during the weekend and the best final presentation. At the event, a Romanian entrepreneur joined the Moldovan team and they are currently working on launching their project in Romania.

On December 12, 2013, CEED II organized a follow-up meeting with the 5th edition of SWM attendees, in order to discuss their progress, plans and challenges. One of the SWM5 coaches and judges, Daniel Ray, attended the meeting and provided useful feedback to the teams helping them expand their projects further and overcome certain barriers that they faced.

The Startup Roadmap workshop. To follow up on the success of Startup Weekend Moldova and to sustain the enthusiasm of the young startup community, CEED II decided to organize “The Startup Roadmap - Explore, Design, Build, Grow”, a series of workshops for aspiring tech entrepreneurs. This series is facilitated by Daniel Ray – a serial entrepreneur, investor, and experienced coach at a number of Startup Weekend events in several countries. The first part of the workshop (Explore and Design) took place on December 14-15, 2013, gathering 25 participants. The feedback collected at the end proved the workshop was very useful to all attendees and offered relevant knowledge and tools for the development of their ideas into viable startups. The second part of the workshop is planned for early 2014. This initiative is part of a series of educational activities called Startup Academy, which is run internationally by StartKarma – a nonprofit organization focused on strengthening the startup ecosystem in emerging markets.

Activity 4: Support Organization of ICT Summit

CEED II continues to take active part in organizing the Moldova ICT Summit 2014. Project representatives participated at a meeting with ATIC and MTIC representatives to discuss the dates and the preliminary ideas for the conference agenda. As a result of discussions, the dates were set for May 14-15, 2014 and the venue was booked. Further steps were taken to develop the agenda and invite the speakers.

Activity 5: Enhancing Competitiveness of the IT industry

Study visit to Armenia. To build trade linkages and share experience for ICT industry competitiveness, to promote Moldova as an IT destination, as well as to explore ideas and opportunities for developing the ICT ecosystem in Moldova, CEED II supported a Moldovan delegation to Armenia. The delegation consisted of the Vice Minister of ICT, Vice Minister of Education, representatives of ATIC, and the ICT business community. During October 4-8, the delegation attended Armtech 2013, DIGITEC and BSEC Member States ICT High-Level Conference, and visited more than 10 institutions, excellence centers, private companies, including Armenian counterpart Ministries and Associations.

This visit inspired the Moldovan delegation, which came back with a clearer vision on the development directions that Moldova needs to keep to, as well as several constructive ideas on how the Moldovan IT ecosystem can be built.

B2B event in Sweden. CEED II supported ATIC to attend a specialized B2B event in Kista, Sweden, which took place on November 21, 2013. The event was organized by SEEBBA, a business development consultancy and the on-site facilitator. It’s primarily focused on helping companies develop business between Scandinavian and South Eastern European countries by identifying potential buyers, business partners, distributors, and suppliers on the market. The event aimed to help participants develop business opportunities, establish government contacts, find potential suppliers and business partners, and to overcome various barriers, mainly by providing proper information and success stories. The IT /Media companies from SEE countries: Croatia, Serbia, Bosnia and Herzegovina, Kosovo, Macedonia and Moldova had the possibility to meet up with Nordic potential customers and to present success cases and the advantages of choosing SEE as an IT services

destination. More than 90 persons representing companies from SEE countries and Sweden, but also representatives of different embassies and business organizations attended the event.

The Moldovan delegation at the event consisted of three people: Viorica Bordei, ATIC Project Manager, Andrian Gavrilita, Team Leader at Investment Attraction Team, Prime Minister's Office and Andrei Sedelcov, were invited as industry experts. The Moldovan team presented the business prospects, opportunities and advantages of contracting IT services to Moldova,



Figure 11. Moldovan delegation networking at B2B event in Sweden

making a special emphasis on the strengths, such as experienced companies, geographic proximity, and cultural affinity and compatibility with Europe, and competitive IT labor force.

ICT Competitiveness Strategy and Implementation Agency. The draft ICT Industry Competitiveness Strategy, previously circulated for public review, got several comments regarding its content, namely pointing to the lack of an Action Plan to support the initiatives described in the strategy. As a result of the experience exchange in Armenia, the vice minister of ICT, Vitalie Tarlev, presented to the Ministry of ICT (MTIC) the successful example of the Armenian ICT Agency, thus stimulating more detailed discussions on the Moldovan concept of the ICT implementation Agency. Meanwhile, the Ministry of ICT is considering to expand the scope of the ICT Competitiveness Strategy and the concept of an Implementation Agency, by preparing several additional government actions to be conducted in parallel with the launch of the ICT Industry Competitiveness Strategy and implementation Agency, such as a draft law on IT parks and fiscal incentives for micro size companies or individuals with economic activity in the IT sector.

CEED II decided to support these governmental initiatives and contracted Sergiu Rabii, a local consultant to assist MTIC refine the ICT Competitiveness Strategy and the Implementation Agency concept and regulation; as well as analyze the existing models of fiscal incentives of IT parks and propose feasible options as an input for the economic reasoning of the IT parks Law, to be drafted further.

CeBIT Expo. CEED II held several consultations with MTIC and MIEPO to discuss the usefulness of participating at CeBIT – the world's most important IT business event, taking place in Hanover, Germany, on March 16-20, 2014. The project also worked with ATIC to identify IT companies, potentially interested in exhibiting at CeBIT. As a result, two companies have expressed their interest: Alfa Soft and Netinfo; and CEED II with ATIC started the preparations for the exhibition.

Activity 6: Capacity building for ATIC

B2B portal. CEED II continued to work together with ATIC on the improvement of the membership/registration and on the promotion of the B2B portal of Moldovan ICT companies. In order to increase the number of users and traffic to this portal, a service provider was contracted to perform a smart SEO (search engine optimization) before starting a large promotional campaign. The audit report was provided in December and contained valuable recommendations for improving the search engine rankings, accessibility and the visibility of the B2B portal. Improvements and optimization will be done during the next months. Meanwhile, in order to increase the interest in and traffic to the web portal, a promotion campaign on Facebook and Google AdWords was launched.

A4. Tourism

Activity 1: Establish Inbound Tourism Association

With CEED II support, after all the documents were submitted to the Ministry of Justice for the association registration, the Executive Director for Inbound Tourism Association has been selected. The Moldova Holiday logo has been changed to indicate the “National Inbound Tourism Association of Moldova” and the brand book has been adapted accordingly.

Activity 2: Further improvements of Moldova Holiday website and promotion in target markets

On December 19th, Carpatair launched the first direct flight from Luton, London to Chisinau, Moldova. This is a good opportunity to promote Moldovan tourism, as UK is a target market for Moldova’s tourism offer. In order to promote these flights, Carpatair donated two round-trip tickets for a promotional campaign. CEED II supported the organization of a Facebook promotional



Figure 12. Promotion of Moldova as a tourism destination, Promotional poster on Facebook

campaign through a contest aimed to raise awareness and engage the UK audience in Moldova Holiday activities. The prize was “A Moldovan mini break”, with air fare, hotel, a visit to Cricova and a tour of Orheiul Vechi included. To this end, a local partner, Jazz Hotel, was drawn. The contest ran from November 19 to December 19 on three Facebook pages: Moldova Holiday, Carpatair and Jazz Hotel, and was promoted with paid advertisement targeting the UK audience. The advertising reached 29,371 people. The social media itself reached 123,000 people. As a result, Moldova Holiday gained 869 new Facebook friends, of which 600 are from UK. The winner, Michelle Olley from UK, was selected through random.com.

Activity 3: Support participations in trade shows in target markets

Participation at Tour Salon Exhibition. During October 17-19, CEED II supported a delegation of Moldovan tour operators, Amadeus Travel, Tatra Bis, Solei Turism, to exhibit at Tour Salon in Poznan, Poland. Tour Salon is an important exhibition, as Poland is one of our target markets for wine tourism and tourism in general. During the exhibition, the Moldovan delegation presented Moldova's tourism offer at a common stand under the Moldova Holiday brand. All the exhibitors had the possibility to meet directly with their potential partners and establish further partnerships. As a result, Amadeus Travel has talks with a Polish partner to organize Ukraine- Moldova common tours in the upcoming season.

Preparations for participation at tourism specialized exhibitions in 2014. CEED II prepared the agenda of events to support tourism companies to promote Moldova as a tourism destination country. The organization process for participation at the events below was started.

- *Participation at CMT Stuttgart Exhibition in January.* CEED II will support 4 agencies, Tatrabis, Volare Tur, Solei-Turism and Amadeus travel, to exhibit at CMT Stuttgart, world's largest consumer fair on tourism and leisure. In this respect, CEED II contracted a German PR company, Xenos-Comm, to organize a press conference at CMT. This offers a platform to present Moldova to the German travel press. Last year Moldova was presented as a new tourism destination. This time, we will be presenting Moldova as seen by all the travel experts who have visited our country during the year.
- *Participation at ITB in Berlin in March.* For more than 4 years, Moldova has had a presence at this exhibition only with a stand and all the participants have shown interest of doing something more than just a stand, in order to get more visibility. Since the Tourism Agency of Moldova is the organizer for this event, CEED II will co-finance the organization of a press conference during ITB as well. To this end, CEED II started negotiations with the same PR Company in Germany to ensure a high volume of information is available in German media about tourism in Moldova.
- *Participation at 6th Annual International Wine Tourism Conference, IWINETC 2014 in March.* In Tbilisi, Georgia, IWINETC will be held, which is the only international event dedicated to the sale of wine tourism products. CEED II decided to support the participation of Mrs. Veronica Raetchi-Tomescu, Managing Director of "Chateau Vartely" Travel Agency, and Board Member of the National Inbound Tourism Association (NITAM) of Moldova, by covering the airline ticket cost. Mrs. Veronica Raetchi-Tomescu was selected as a speaker at the Conference. Her presentation "Republic of Moldova - an emerging wine tourism destination" will focus on the appearance of new wine destinations, development of the national program Moldova Wine Route and alignment of the wine and touristic industry to a common promotion and development strategy. In addition, Mrs. Veronica Raetchi-Tomescu will make a short presentation of the Moldova Holiday project as a success story of the tourism industry.

To support the development of tourism in Moldova and increase awareness about Moldova as a tourism destination, CEED II decided to support several Live Concerts of Moldovan Ethno Music organized in target markets during 2014. Many partners were attracted to support CEED II's initiative: ANTRIM, Moldovan Embassy in UK, Carpatair, Ministry of Culture, UK Embassy in Chisinau, MIEPO, National Tourism Agency and Moldovan Diaspora in the UK. These events are planned to be B2B and B2C at the same time. The first cultural evening will be held in April in London, UK and will include Moldovan tour operators; tour operators from UK, journalists from UK;

opinion formers; and British audiences. B2B meetings between Moldovan and UK tour operators will be organized after the event.

Activity 4: Organize familiarization (fam) tours for foreign tour operators and journalists

3rd Familiarization tour organized. During October 4-9, CEED II organized a familiarization tour for 9 journalists and tour operators from Canada, France, UK, Estonia and Romania. Among them were writers from "Eat, Drink, Travel", and "Get lost" magazines, and the director of the Baltic Triangle publishing house in Estonia. Besides the fact that the tour was specifically organized to coincide with National Wine Day celebration, all participants had the chance to visit the most interesting sights in Moldova and Transdnistria and to get familiar with Moldovan culture, wines, and gastronomy. All feedback was positive. As a result, two articles appeared in "Horizon" magazine in France and "Krasivaia Jizni" magazine in Estonia. Another fam tour participant, Michelle Holmes, who is a travel writer and a blogger, wrote a small introduction about Moldova on her blog back home in Canada and the article itself will appear soon. Moreover, as a result of participation of foreign tour operators in the fam tour, our local partner Tatrabis had two groups of 10 people each from France during October and November.



Figure 13. Moldova in a French specialized magazine

Activity 5: Improve Moldovan tourism's online profile and help develop selected websites

On November 25, CEED II organized 1-day training on Internet Marketing Best Practices for the mini grant program beneficiaries in 2013, for marketing managers from local tour operators, wineries and event management companies. During the training, 17 participants had the possibility to analyze their websites and understand how these correspond to the basic rules of a good website, learn what are and how to use internet marketing tools like Google Analytics, Newsletter, Remarketing, SEO and AdWords. Moreover, the participants found out how important online marketing in social media (Twitter, Pinterest, Instagram, You tube) is. They learned step by step actions to do this kind of activities and they even used their credit cards to start promote their business online during the class. They have seen the results right away by getting new fans and engaging them in company's activities.

As this activity also implied the support in development of new web-site for the sector, it was obvious that we could not guarantee the maximum impact on the industry. That is why, it was decided to

Activity 7: Assistance in developing new policy in tourism sector and generic promotion tools

This quarter, CEED II emphasized its assistance in developing new policy in the tourism sector. As the National Tourism Agency (NTA) has developed the Tourism Development Strategy 2020, CEED II supported its review by contracting Mr. Jack Delf, an international tourism expert, in October. In November, the review was presented during a joint meeting for the NTA and private sector representatives. All suggestions made by Mr. Delf were well-received and most of them were included in the final version of the strategy.

One of the important things noticed by the expert was the lack of a Marketing Plan in the Tourism Development Strategy 2020. The marketing plan is an important promotion tool since, at the moment, Moldova is the least known country in Europe as a tourism destination. In order to have a bigger impact on industry development, CEED II decided to contract the same expert in January, to develop a marketing plan and strategy that will include an overview of world trends in tourism, Moldova's touristic product offer, key markets for Moldovan tourism, and a tactical marketing action plan for 3 years, including a timetable for the proposed list of tactical marketing and promotion actions for each market with budget estimates. The marketing strategy and plan will be developed as a public-private effort, engaging both the National Tourism Agency and the National Association of Inbound Tourism (that is underway). The marketing strategy will serve as an implementation document of the National Tourism Strategy, and will be formally approved by the National Tourism Agency.

As part of the collaboration between CEED II and the National Tourism Agency, CEED II supported the development of new promotional materials by translating a guide into German. The guide will be used to promote Moldova in Germany and Austria.

A5. Wine Industry Activities

Activity 1. Support the establishment of the National Office for Wine and Vine (ONVV) and institutional development

CEED II continued to provide support to the Ministry of Agriculture and Food Industry (MAFI) in the legal establishment of the ONVV. Once the ONVV statute and the Fund for Wine and Vine (FVV) regulation were published and entered into force, the Ministry of Agriculture and Food Industry approved and published in the *Official Gazette* the Order on the Regulation of the competition for selection of the ONVV director (MAFI Order no.203/2013), developed with support from CEED II consultant, Mrs. Maria Ciubotaru.

According to the Competition Regulation and the Law on Wine and Vine, MAFI approved the eight members of the selection commission, out of which four are nominated by the Minister of Agriculture and four are appointed by the ONCC Council for Coordination. CEED II provided support to MAFI to publish the job vacancy announcement in local newspapers, journals and also on the MAFI website. Thus, maximum transparency for the ONVV director competition was ensured.

During the application period, CEED II played an important role in mediating discussions among the private and public wine sector stakeholders by assisting them in formulating some general expectations, the specific profile for the ONVV director, and planned questions for the candidates' interview. Five candidates have submitted their candidacy for the position of ONVV Director, most of them having proficient experience in the wine sector and being well known among wine industry actors. The selection commission has properly conducted the competition procedure and, with the majority vote, has selected a candidate who matched the commonly agreed profile, Mr. Dumitru Munteanu, the former general director of Chateau Vartely. The consensus by the selection committee



Competitiveness Enhancement and Enterprise Development II (CEEDII)

SNAPSHOT

Promoting Reform in Moldova's Wine Industry

USAID supports Moldova's wine industry to be more competitive—leading to increased exports and domestic sales



PHOTO: USAID CEED II PROJECT
Secretary of State John Kerry participated in the launch of a new national wine brand

Wine is an important part of Moldovan daily life, and by most estimates, has been made on Moldova's land since 500 B.C. Roughly half of Moldovan families produce their own wine, and wine is present at most of life's celebrations from birthdays to religious holidays. The industry employs about 250,000 people and generates an estimated 5 percent of GDP and 7 percent of the country's exports. Yet, despite the cultural and economic importance of wine, the industry lacked robust sector-wide communication and public-private dialogue, which hampered its ability to modernize and be competitive.

To tackle this challenge and promote reforms in the wine sector, USAID is supporting the establishment of a National Office for Wine and Vine (ONVV), which will be responsible for sector administration and promotion of Moldovan wine abroad. ONVV is modeled after similar institutions in leading wine producing countries and is under the guidance of the Ministry of Agriculture and Food Industry (MAFI) but operates as a public-private partnership with joint management and funding through a national Fund for Wine and Vine. The establishment of this Office is an important step towards implementing changes in the wine and vine sector regulatory framework and the promotion of a national wine brand, which will increase sales and aid a key component of the Moldovan economy. The establishment of the ONVV is the culmination of nearly three years of work by USAID, the Government of Moldova, private wine companies and other wine sector stakeholders. USAID supported increased dialogue among public and private actors, which led to multiple wine sector associations in Moldova coming together with the Ministry of Agriculture to sign a Cooperation Agreement in March 2011, which declared their intent to promote fundamental reforms within the industry, and supported the Ministry to champion those reforms.

In order to develop a sustainable framework to boost the wine industry and to implement necessary reforms in a transparent and efficient manner, the wine industry, with support from USAID, promoted sweeping legal reforms for the sector. The wine reform legislation was passed by Parliament in 2012 and became law in February 2013. The new wine law dramatically reforms Moldova's wine rules and regulations by bringing them in line with those of the European Union and other international standards and best practices. For example, clear labeling rules and more efficient quality assessment procedures were adopted, and numerous costly and burdensome regulatory barriers such as a complex and costly licensing procedure were removed.

The new law also established the ONVV, which is led by a Coordination Council consisting of 13 members—ten representatives of professional wine associations plus three representatives from the Ministry. ONVV is also responsible for the promotion of Moldovan wine under the new national brand, *Wine of Moldova*, which was launched with USAID support in December 2013. The *Wine of Moldova* brand and corresponding promotion program represents a comprehensive marketing strategy, which includes quality control and assurance components and a visual identity—the logo and slogan—which reflect both the new and the older generations of the Moldovan wine industry. The *Wine of Moldova* program will be financed from the Fund for Vine and Wine, which has approximately \$3.2 million from the approved Public Budget Law. The Moldovan wine industry plans to introduce the world to *Wine of Moldova* at the trade show *ProWein* in Germany in March 2014.

served as a new important milestone in the public-private collaboration, as the primary conditions for the selection of the director have been objectively met by all stakeholders.

The newly appointed ONVV director has been publically presented to the press during the visit of the US secretary, Mr. John Kerry, when the director announced the plans of ONVV, and thanked USAID CEED II project for its support in the performance of the recent reforms in the wine industry.

CEED II consultant, Mrs Maria Ciubotaru, had several informative meetings with Mr. Munteanu and presented to him the draft institutional documents developed with CEED II support, among which the staffing scheme, the job descriptions, the remuneration regulation, etc., and has adjusted them according the suggestions of the director. These draft documents will be discussed and approved during the planned meeting of the ONVV Council for Coordination in January 2014.

Activity 2. Support for the Wine Country Brand final developments and development of the Wine Country brand program components

During the reporting period, the WCB development process reached its final stage. The CEED II consultant team and the contracted design agency have completed the marketing & promotion framework document; the WCB legal enforcement mechanism; the WCB brand platform and the main elements of the WCB brand book.

In this regard, the marketing group and the ONVV Council for coordination have selected and agreed on such core elements of the brand book as the logo design, the legend, the slogan and the naming for the WCB program. The positioning statement has been reached through a complex study on the marketing framework for the wine country brand.

Based on the ONVV council's decision on these main WCB program components, the CEED II expert team has made final adjustments and developed the concept of the national official launch of the WCB program, meant to unify all wine industry stakeholders around the WCB program's objectives and to make them take full ownership for the appropriate implementation of the program.

Since the visit to the Republic of Moldova by U.S. Secretary of State, John Kerry, was announced on



Figure 15. Launch of Wine Country Brand, US Ambassador speech

December 4th, 2013, the wine industry had the unique opportunity to benefit from the wide international media coverage of the event and presented the new image of the Moldovan wine industry to the world. Secretary Kerry and Moldovan Prime Minister Mr. Iurie Leanca mentioned the WCB presentation and explained its important role for the Moldovan wine industry recovery, especially after the Russian ban imposed on Moldovan wines in September 2013.

The WCB program, including all of its components were officially presented on December 17th, 2013, within the special premises of the National Museum of Ethnography and Natural History, which matched the core values of the wine brand, featuring the Moldovan wine traditions, history, culture and complex approach in the wine production. An audience of the wine industry owners and leaders were present, alongside the Minister of Agriculture and Food Industry, the former Prime Minister, Mr. Vlad Filat and the US Ambassador, Mr. William H. Moser. The official guests highly appreciated the efforts made by the wine industry and the complexity of the WCB program, developed with CEED II support. Both events have had a great contribution to the promotion of wine industry reforms both nationally and internationally.

With CEED II support, the WCB logo, slogan, and name have been submitted to AGEPI for registration to ensure intellectual property protection. Also, the domains and the social media pages for the 'Wine of Moldova' have been booked for the promotion activities of the ONVV.

Finally, an action plan on the implementation of communication activities has been approved, based on which ONVV, assisted by the CEED II consultants will develop: a communication strategy, an annual marketing and promotion plan and concepts for the international launch of WCB.

Activity 3. WCB promotion activities and increased awareness about Moldovan wines

National Wine Day. During the reporting period, CEED II supported the organization of the most important wine event of the year – National Wine Day, on October 5-6, 2013. This year, in premiere, the National Wine Day was organized by the private sector, represented by APEVM, and had an innovative concept, aiming to cultivate reasonable and proper wine consumption and the wine tourism. National Wine Day was a real success acknowledged by private and also the public sector stakeholders. The innovations of the event were highly appreciated and will continue to be implemented during next editions. Also see description of this event in Activity 4 below.

Wine Press Trip. Alongside the National Wine Day, CEED II organized a wine press trip to the Republic of Moldova, during October 4-7, 2013 for 9 foreign wine journalists from Poland (Czas vina journal), Czech Republic (Sommelier magazine), Germany (Sellection revue), the United Kingdom (Drinks International magazine), and Ukraine (Wings TV), who attended the National Wine Day, but also visited 7 wineries. The journalists will publish articles on Moldovan wines in their wine journals. On October 2013, Wings TV, a Ukrainian travel channel, broadcast a series of 5 episodes about the wines of Moldova.

Annual Assembly of Association of Sommelier of Europe. In addition, CEED II supported the organization of the Annual Assembly of the Association of Sommelier of Europe in Republic of Moldova during October 21-24, 2013. This was an excellent occasion to showcase the quality of Moldovan wines to 32 European sommeliers from 6 countries, working in the most important European restaurants and for wine importing agencies. The wines of 13 producers were professionally presented to ASE, who highly appreciated their quality. The ASE visit had an important impact on the local market as well, through 6 TV news and articles published about this event. In addition, the ASE visit impacted wine exports: two contracts have been agreed to during the ASE visit for an import of 300 thousands of Purcari wines in Switzerland and an agreement for Fautor import in Scandinavian countries.

Tallin Food Fair. In addition, with CEED II assistance, 4 Moldovan wineries (Cricova, Gitana winery, Et Cetera, Cainari winery) participated in Tallinn FoodFair 2013, in Estonia, in early November. A special wine tasting was organized for local restaurants. The Moldovan producers and a local restaurant decided to establish a Moldovan vinoteque in Tallinn and open a restaurant with Moldovan food in 2014.

Moldova Wines Gala in Romania. On November 18-21, 2013, 12 Moldovan wineries organized a “Moldovan Wines’ Gala” in the “Casa Poporului” (People’s House) in Bucharest, Romania. The event was organized at the initiative of the Romanian Parliament and benefited of great interest from the press, tourists, and Romanian officials. CEED II supported the PR activities of this event and covered promotions on social media networks.

Good Wines expo. During November 22-24, 2013, six Moldovan wineries participated in the Good Wines trade fair, held in Bucharest, under a common platform, as the Moldovan Wine Guild; only Fautor winery participated separately, with an individual stand. CEED II supported the Moldovan wines showcase at the Good Wine fair. Due to the Gala event and the proper PR activities, Moldova’s stand benefited of good audience and the wines have been highly appreciated.



Figure 16. Participation of Moldovan wineries at the Good Wines trade fair in Bucharest in November 22-24, 2013

Wine Country Brand. During the reporting period, with CEED II assistance, the wine sector stakeholders developed and agreed upon the vision of the WCB international launch, to take place at ProWein 2014. The ProWein activities will be preceded by PR actions on selected target markets, followed later by promotion activities to increase awareness about Moldovan WCB. The campaign will be implemented by ONVV, with CEED II support. Also, CBI project and MIEPO have expressed their willingness to fund this promotion program. CEED II contracted a PR agency to implement the PR activities meant to portray the new promotion concept of Moldovan wines, and launch the WCB

program. Also, a Master of Wine, Mrs. Caroline Gilby, has been contracted to be the official presenter of the Wine of Moldova program and its wines during ProWein 2014.

Ukraine promotion campaign. Finally, CEED II has developed and agreed with the interested wineries the plan for a new wine promotion campaign in Ukraine during December 2013-April 2014. The Ukrainian media company, publisher of two main wine journals (Akcyz and VinoFest), has been contracted to implement this campaign, which will include: 4 master classes, 1 week of showcasing Moldovan wines in 5 selected Ukrainian restaurants, 4 articles dedicated to Moldovan wine, further management of Moldovan wines landing page and Facebook page. CEED II will support the campaign in partnership with CBI and with co-funding from participating wineries. The first event of the campaign, a wine tasting for HORECA was organized for December 25, 2013 in Kiev. The majority of the Ukrainian sommelier and restaurant owners and managers have been impressed by the wine quality. Three Moldovan wineries that have had no sales in Ukraine to date, initiated discussions with restaurants about delivering premium wines to them. One article has been published in Akcyz magazine about the wine tasting of Wine of Moldova.

Activity 4. Promoting wine culture on the local market

During the reporting period, CEED II has supported private sector associations in the organization of the National Wine Day on October 5-6, 2013, on the National Assembly square. The 2013 Wine Festival edition was considered a real success and appreciated as the best event of the last 5 years. The President of the Republic of Moldova, the President of Estonia, the Prime-Minister of the Republic of Moldova, the executive director of OIV, and other high level guests participated to national Wine Day events. Within two days of the event about 100 thousands Moldovan and foreigners visited the fest. With CEED II support, the organizers implemented, for the first time, the Master classes for wine lovers and the wine road visits to wineries. About 600 persons, mainly young people, were initiated in the wine consumption culture within the 20 master classes, and 450 tourists left National Square to one of the 21 tours to local wineries. Also, for the first time, the wine was served in special glasses, adapted for wine tasting. The wineries hold 4 times more wine than during previous editions. The National Wine Day was extensively promoted in the local media, but also by foreign journalists, assisting in the success of the event.

The PGI Associations Valul lui Traian, Codru and Stefan Voda participated with booths at the National Wine Day fest, where they have launched their visual identities, recently developed with CEED II support. In addition, the PGI associations have organized wine tastings and promoted the specificity of the PGI wine production.

During the National Wine Day, the Wine School NGO was presented on the local market, and has organized 4 wine master classes in order to promote their activity and wine culture trainings.

During the reporting period, CEED II supported the implementation of a PR campaign “Wine culture in Moldova”, implemented with support from the bloggers participating in the “Rediscover Moldova-Wine Road” action. Within this campaign, Moldovan wines have been showcased within attractive events of Moldovan society, benefiting from media coverage and interest from young professionals. The campaign consisted of 15 events where quality Moldovan wines were presented professionally (sommelier, appropriate wine glasses, comments, etc.). About 1,500 persons have participated in these events, among which around 30 journalists. Several pieces of news were published on TV and in the print press as a result of these actions. Because of the efficient use of social media, the coverage effect was much wider, using the National Wine Day Facebook account. Wineries have experienced the benefits of promoting commonly the wine culture and decided to continue these actions in 2014 under the supervision of the ONVV.

Traditionally, the winter edition of the Wine Vernissage is organized in December. This year it was organized on December 18th, 2013 at the Republic Palace by APEVM. The event was attended by around 500 people, of which 250 bought entry tickets. The entry price increased by 30% (120 lei),

resourcing better the event budget. The Vernissage was attended by many young people (60% of the guests) and by VIPs, politicians, and appreciated social leaders. Among them, the US Ambassador, Mr. William H. Moser, who was awarded the prize “Chevalier of the Vernissage” by the organizers. In consequence of CEED II support for sommelier profession during the past years, in December



Figure 17. The 5th edition of the Wine Vernissage organized at the Republic Palace on December 18, 2013

2013, the first group of young sommeliers graduated the first course for sommeliers organized by the Technical University of Moldova (UTM), accredited by the Ministry of Education, receiving official sommelier diplomas. The graduated sommeliers celebrated their diplomas during the Wine Vernissage winter edition.

Activity 5. Legal and regulatory support continued in the wine industry

During the reporting period, none of the actions planned in activity 5 happened, as they were conditional upon the full operation of ONVV.

A6. Cross-Cutting Activities

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

Initial research was done with CRM companies and it was decided that the seminars will be organized in February-March 2014.

Activity 2: Support access to finance through special channels

According to the monitoring plan on the USAID DCA activity, during December 2013, CEED II provided the annual monitoring of two USAID DCA partners: Prime Capital and Rural Finance Corporation. The monitoring of the Comert bank was planned for January 2014. During the monitoring visit, the loan files were verified to be in accordance to the Loan guarantee agreements,

namely: the documents that confirm the loan destination and the connection with targeted sectors and its value chain; the qualifying borrower; the compliance with environmental local regulations, as well as the requirements stipulated in the DCA agreements related to environmental compliance and anti-terrorism checking; and the correct reflection of the loans in the Credit Monitoring System (CMS). During the monitoring, CEED II did not detect any problem or non-compliance with the agreements. The Partners have been asked if any changes took place or are planned in management, founders, strategic planning, marketing approach, etc. that could impact the proper execution of the agreements. The outcomes and impact of the DCA on Partners credit activity has been determined. In the same time, CEED II discussed with the Partners the status of the DCA agreement, and the problems and the challenges they face in placing the loans under the DCA agreements. The results of site monitoring, as well as a proposal from Partners on how to improve the utilization of the DCA will be presented to USAID in a DCA Monitoring Report during January 2014.

B. Deliverables

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

Deliverable Name	Submission Date(s)
Quarterly Report, October-December 2013	January 16, 2014
Monthly Report, October 2013	November 13, 2013
Monthly Report, November 2013	December 11, 2013

SECTION II

Results and Impact

A. Quantitative Results

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

B. Quantitative Results

B1. Fashion Industry Results

- Moldovan own label apparel companies focused on own brands promotion. During the first quarter, Ionel apparel company invested around 25,000 MDL in promotion, Vasconi Textile - 12,000 MDL, Iuvas – 15,000 MDL, Tricon – 18,000 MDL. Twenty-two fashion brands from twenty fashion companies participated in the fall edition of the common promotional campaign and spent around 208,400 MDL. The costs for the fall promotion campaign were shared between CEEDII and beneficiary companies (47:53%). Every MDL invested in a fall promotion campaign, generated around 60 MDL growths in sales.
- With CEED II assistance, local designers acquired a new vision for developing new collections. As a result, collections created by Moldovan companies are now able to compete with products of foreign competitors on the local market, which has led to an increase in companies' sales. The correct breakdown of collections by style, color palette, size for target clients, proper accessories and trimming, used together in different combinations, ensured the success of My Revival and Tricon collections in the 2013 fall/winter season. Thus, around 80% of My Revival collections (4,000 out of 5,000 items) and around 85% of Tricon's collections (3,500 out of 4,200 items) were sold. Ionel, Vistline, Maicom and Vasconitextil Apparel companies sold around 75-80% of their 2013 fall/winter collections.
- Local companies developed new bag styles. Arilux has developed around nine new bag styles, which were displayed in Zorile and Linella shopping centers. Bitprogram has developed 12 new bags and is working on the development of other five styles.
- Two companies built stronger and more recognizable fashion brands. Ju-Bijoux and Hincu initiated branding/rebranding projects. As a result of CEED II assistance, Ju-Bujoux has developed a new brand "Ana Popova" and launched the new webpage to be more visible for clients.
- Three companies increased exports as a result of participation at Textileprom exhibition. Olympus Apparel Company delivered to their representative in Moscow items of 3,000,000 MDL total value, Odema delivered items of 1,400,000 MDL total value, Steaua Reds exported to Russian clients items of 1,100,000 MDL total value.
- Companies added new sales from European markets as a result of participation at Zoom by Fatex. With CEED II support, many Moldovan companies participated at Zoom by Fatex. Some companies received trial orders from potential clients, which, if successful, will lead to larger orders and/or long-term contracts. The following companies have trial orders and follow-up negotiations as a result of Zoom by Fatex:

- Ionel concluded 18 contacts with buyers from France, Spain, Germany, Russia and other countries. With two clients, Ferms and Ets Laporte, the company signed a long-term contract for stitching 4,000 men's suits valued at €32,000 per year.
 - Steaua Reds concluded five new contacts. The client MAY TUNE from France placed an order for men's pullovers valued at €3,200.
 - Odema concluded seven contacts. One contract with a Belgian client, which is valued at €1,600 Euro.
- Recognized advantage of providing higher value added products. Due to participation at international exhibitions, Moldovan apparel companies had the chance to attract higher value added services than C&M services that they provide currently.
 - Expanded sales of Ju-Bijoux on European market. As a result of its participation at *Bijorca* international exhibition in Paris, France between 5-8 July 2013, Ju-Bijoux received orders from seven buyers, mostly from France and Italy, during the reporting period.
 - Oldcom's big success on the Ukrainian market. During the past two years, Oldcom participated at Leather and Shoes exhibition in Kiev, with CEED II support. As a result, they have increased exports to Ukraine by 1,740,000 MDL in the 3rd quarter of 2013 compared to the 2nd quarter. In 2013, Oldcom opened a commercial branch, regional en-gross warehouses and entered into a new network of supermarkets in Ukraine.

B2. Home Furnishings Industry Results

- MOBIMALL extended its area. Iurie Bors Furniture Company conducted construction works to further extend the furniture mall by 5,000 additional square meters of retail spaces, thus demonstrating the success of CEED II and the sustainability of the idea and efforts to create a common furniture center. CEED II continued to serve as a facilitator between the association members and Iurie Bors in order to maximize chances for the project success. Construction works are planned to be finalized in spring 2014.
- MOBIMALL increased the number of its clients. Since the opening in August 2013 and due to active promotion by the furniture association during the last four months and the CEED II autumn sales promotion campaign, most tenants of the shopping center had a larger number of customers. For example, Tiara Company doubled their sales figures due to the opening of stores in Mobimall and the Comrat furniture center, and Stejaur increased its sales by 30% in total company sale since MOBIMALL opening.
- The Association keeps consolidating. MOBIMALL is one of the important reasons that motivate the Association to consolidate, as its main efforts are directed towards the development and promotion of Mobimall. A council responsible for the promotion and consisting of seven tenant companies and members of the association was formed and is operating successfully.
- MOBIMALL developed a new partnership. CEED II encouraged MOBIMALL to partner with Novateca Moldova Project. As a result, on December 6, they sponsored an event that promotes Moldova's network of libraries, which was organized at Moldexpo.
- Four new companies received branding/rebranding support from CEED II. Ambianta, Because, Baljic Grup, and D.Solodcenko furniture companies have restyled their existing logos. Two of the companies, Because and Baljic Grup, already began to use their new company brand books in December.
- CEED II supported three new design projects. The furniture companies, Tiara, Vanin and Panmobili were helped to develop new collections of products. Additionally, the CEED II design consultant successfully helped Panmobili to create the design for their new store in Mobimall.

B3. ICT Industry Results

- *IT Essentials TOT courses are expanding at a high pace.* Since the start of the academic year 2013/2014 (starting from September) 1,661 students have been enrolled for ITE courses. For comparison, during the academic year 2012/2013 only 609 were enrolled. Such an increase in the number of students is mainly due to the success of the last round of TOT organized in 2013, where 47 new teachers from 39 institutions were trained. Thus from the beginning of the implementation of ITE initiative, around 2800 students were enrolled from 100 institutions from Chisinau and the regions.
- *IT career orientation days were successfully implemented.* During November 6-14, 2013 over 1000 students from 3 institutions - Technical University of Moldova, State University of Moldova and Academy of Economic Studies - interacted directly with representatives from nine important ICT companies, learning first hands about the aspects of a successful career, the main requirements and expectations from the prospective employers.
- *5th edition of Startup Weekend Moldova was a success.* The event gathered 80 participants, 9 coaches and 7 judges from 8 countries - Moldova, Romania, Russia, Czech Republic, USA, UK, France and Lithuania. The event was a big success in terms of sustainability, as around 70% of the event attendees paid for their participation tickets.

B4. Tourism Industry Results

- *Documents submitted for Inbound Tourism Association creation.* CEED II supported the creation of the Inbound Tourism Association, having 8 founders which are tourism agencies, hotels, rural pensions and wineries. All necessary documents were submitted to the Ministry of Justice for registration of the association.
- *Fam Tour successfully organized.* CEED II organized the third Familiarization Tour during October 4-9, 2013 for 9 journalists and tour operators from Estonia, Canada, UK, Romania and France.
- *International Press talking about Moldova as a tourism destination.* Two articles appeared: one in "Horizont" magazine in France and the other - in "Krasivaia Jizni" magazine in Estonia.
- *Promotional wine trips organized for local residents and foreigners.* During the National Wine Day, CEED II supported the organization of wine trips to Cricova, Milestii Mici, Chateau Vartely, Purcari, Branesti and Migdal-P wineries for prices ranging from 115 to 160 MDL. A number of 700 people benefited from these promotional trips.
- *Moldova's tourism offer presented in Poland.* CEED II supported a delegation of 3 Moldovan tour operators to exhibit at Tour Salon in Poznan, Poland. As a result, Amadeus Travel found Polish partners to organize Ukraine-Moldova common tours in the upcoming season.
- *Campaign to increase UK tourists supported.* CEED II organized a promotional campaign on Moldova Holiday's Facebook page to target the UK. The advertising reached 29,371 people. The social media reached 123,000 people. As a result, Moldova Holiday gained 869 new Facebook friends, of which 600 are from the UK.
- *Marketing seminar for tourism companies organized.* On November 25, CEED II organized 1-day training on Internet Marketing Best Practices for 17 participants.
- *First Hotel Forum successfully organized.* CEED II, together with the National Hotel and Restaurant Association supported the organization of the first hotel forum in Chisinau on December 6th.

B5. Wine Industry Results

- *Director appointed to ONVV.* The new ONVV director selected commonly by public and private sector representatives matches the profile for such position and represents a high profile specialist, with proficient capacities in wine management, marketing and sales.
- *Wine country brand logo unveiled by US Secretary of State John Kerry and the WCB officially presented to the wine industry stakeholders.* The wine country brand program succeeded to unify

the entire wine industry, including the conservator wing and the new generation wineries, around its ideas, objectives and symbols. This agreement represents a true success, as only one year before, the wine sector stakeholders were debating on contradictory proposals: the old or a new logo; positioning on red or white wines, etc.

- International and US media talking about wines of Moldova and the new wine brand. Following the US Secretary's visit in Moldova, some very important media outlets have posted articles mentioning the wine potential of Moldova and the new national wine brand, including photos of Secretary Kerry alongside the banner with the wine country brand.
- National wine day held in the center of Chisinau, with an innovative concept. The event was preceded by a well-organized PR campaign in all type of media, including social media (Facebook, blogs, etc.). After four years, the festival was organized in the capital center, according to the geographical indication regions. Master classes with wine tasting, visits to wineries and other cultural activities have made the event very attractive and propagated the wine culture. For the first time, the wine was poured in specially adapted glasses for wine consumption, which was much appreciated by wineries and consumers.
- 32 European sommeliers from 6 countries have discovered Moldovan wines and undertook to support their promotion on the European market. ASE visit had a very positive impact on the local market, as the event was extensively promoted on TV and in the print press, and sent messages about the high quality of Moldovan wines. In addition, ASE published several articles about the wines of Moldova in France, Switzerland and Italy.
- Two new export contracts of premium wines to Europe. Following the ASE visit to Moldova, the ASE Ambassadors in Switzerland and in Sweden have contracted the delivery of premium wines to their countries: an order of 300,000 bottles of Negru de Purcari and wines from Fautor to Scandinavian countries was agreed. Other sommeliers expressed their interest in buying Moldovan wines for their customers and will continue negotiating with local wineries.
- Intensive PR of wines of Moldova on the Romanian market. Due to the two promotion activities of Moldovan wines in Romania, the Moldovan wines' Gala and the GoodWine fair, the Romanian media broadcast much TV news items and published articles about Moldovan wines.
- One master class with Moldovan wines for Ukrainian sommeliers and HoReCa. The master class, organized with CEED II support, contributed to promoting an image of quality wines adapted for restaurant consumption. Consequently, at least three companies, Alianta Vin, Fautor and Gitana winery, have received expression of interest from Kiev restaurants about including the wines of these companies in their wine menus.
- 5th edition of the Wine Vernissage successfully organized. The event became sustainable, being funded by wineries and ticket sales. Around 600 persons were present at the Wine Vernissage, enjoying the quality wines and becoming initiated in the wine culture.
- A new group of 15 students has successfully graduated the Sommelier course at UTM. The sole course for sommelier education, accredited by the Ministry of Education has had its first group of graduate sommeliers, who received the official diploma of sommelier. The young sommeliers have celebrated their graduation at the Wine Vernissage.

B6. Finance & Investment Activities Results

- Ongoing assistance to USAID DCA Guarantee Partners was provided.

SECTION III

Planned Activities (January – March 2014)

The following activities are planned for the next quarter. Most were introduced in CEED II's Year 4 Work Plan; some activities are new. For activities requiring an outlay of external resources, i.e. CEED II 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 II advisor responsible for the activity. Scope(s) of Work are developed for consultant(s) as needed.

A. Fashion Industry

- Continue to support brand development for involved companies;
- Organize the design development activities and work with beneficiary companies on new product range development, organize the visit of designer to fashion producers;
- Organize participation of companies in the following fairs: Textillegprom, Zoom by Fatex, Mir detstva, Linjerie-Pro, leather and Shoes and Bijorca;
- Organize the participation of apparel companies at raw material exhibitions: Premier Vizion, Texworld, Werehouse stoks in Torino;
- Launch the development and implementation of MIS for Maicom Ltd;
- Work for the organization of fashion industry companies' participation in spring promotion campaign Din inima;
- Launch the promotion of Moldovan brands on Russian market through RED Designers;
- Work with APIUS to start the development of White papers for fashion industry.

B. Information Technology (IT) Industry

- Continue to work on ITE development and strengthening of the ITE optional course initiative and institutionalization of ToT;
- Support the IT Career live presentations in high schools and lyceums;
- Organize the second part of The Startup Roadmap workshop;
- Continue to work on the organization of ICT Summit;
- Monitor and support the process for finalization of the draft ICT strategy, Implementation Agency documentation and input for the draft IT Parks Law;
- Monitor the execution of the SEO for the B2B portal, continue to work on the B2B portal promotion;
- Work closely with ATIC on the participation of IT companies at CEBIT expo.

C. Tourism Industry

- Support 4 tourism related companies to exhibit at CMT Exhibition in Germany;
- Organization of a press conference at ITB Berlin in March;
- Support the organization of Cultural event in London in April;
- Technical upgrade to Moldova Holiday website and add more languages (Russian, Romanian, French);
- Organize a Capacity Building Seminar on Market Leadership Positioning for Moldovan Tourism;
- Finalize the survey on Gagauz attractions;
- Sign the MOU with NTA on Moldova Holiday.

D. Wine Industry

- Assist ONVV Director at the legal institutional establishment: drafting and approving necessary regulations related to staffing, internal organization, developing the planned expense budget and the activity plan for 2014, regulation of the council for coordination, etc.;
- Assist ONVV at the start-up of its activities: formulating positioning papers and initiatives related to WCB program; PGI/PDOs system implementation and regulation; wine register project;
- Implementing WCB program: development of the communication strategy, marketing plan for 2014; web-site, additional marketing materials and a communication toolkit; organization of a Facebook campaign of Wine of Moldova; initiation of the WCB accreditation and quality control;
- Organization of the WCB international launch at ProWein 2014;
- Development of promotion and communication campaigns of Wine of Moldova for the target export markets;
- Develop and start implementation of a promotion campaign of the wine culture on the domestic market;
- Assist ONVV and MAFI at the continuation of the implementation of the Law 262/2012, especially the approval of the technical regulation by the Government, approval of the regulation on the organoleptic assessment, etc.

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 using the most effective communication channels 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, continued to regularly update the website with project highlights, upcoming and past events, placing related banners to feature its activities, etc. , as well as the USAID CEED II Facebook page which had 1,378 “Likes” by the end of December 2013.
- Throughout the reported period, CEED II regularly submitted its “calendar of activities” to USAID for inclusion on the Mission website and other info outlets as needed.
- 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. European Sommelier Associations Assrembly, Ziua Orheiului, Wine Vernisage, 5th edition, Din inima campaign activities, Alege Cariera in IT campaign, Moldova Startup Weekend, First Hotel Industry Forum in Moldova, national wine brand– Wine of Moldova– launch etc.)
- Project activities related banners were placed on Infotag & www.ceed.md websites, and Facebook page (e.g. Wine Vernisage, Hotel Forum, Moldova Wine, Moldova Startup Weekend etc.).
- Updated the project mobile photo galleries and bulletin boards in the hall and conference room with new USAID CEED II activities related photo coverage.
- Project related promotional activities in Tourism sector were disseminated during the events organized by the National Agency for Regulation of Nuclear and Radiological Activities in October and November 2013.

Media coverage. During reporting period, CEED II activities were regularly highlighted by the mass media, including: over 36 times in print media (publications in Profit & Banki I Finansi, Sanatate, Акциз, Vonofest, etc. magazines, Logos Press, Timpul, Jurnal de Chisinau, Adevarul, Kommersant, and other newspapers); 214 times in electronic media (Infotag news agency daily news bulletin, news/articles, press releases rubric, AllMoldova internet news portal, Moldpres, noi..md, www.mtic.gov, www.unimedia, <http://az-ua.com.ua>, Taste of Life, My Business.md, # Diez.md, etc.); 78 times on TV (Jurnal TV, TV 7, Prime TV, Publika, CANAL 3, Moldova 1) etc., and 4 times on radio channels (TRM 1, Radio Chisinau, Europa Libera etc.). See Appendix II for the list of selected publications and media outlets for the period of October – December 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 dully fill in the database with the quantitative indicators, and perform evaluations of the activities to measure impact. Additionally, CEED project prepared for exit from furniture industry activities that closed at the end of December. In this regard, an assessment for quantitative data for M&E was conducted internally for furniture industry and all electronic files have been checked to be in strict correspondence with paper files.

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.

SECTION VI

Contractor Self-Evaluations

Below we evaluate our performance during the period against the five criteria included in the Contractors Performance Assessment Report (CPAR).

A. Quality of Product or Service

CEED II provides exceptional services by providing and helping to develop impactful and long-lasting solutions to many of the most pressing development challenges in each of its six target industries. In many cases, the solutions are truly innovative, especially for Moldova. A few accomplishments are worth being noted. Firstly, at the Press conference during the visit in Moldova of Mr. John Kerry, US Secretary of State, USAID assistance was underlined, mainly in the wine sector that is supported by the CEED II Project. Additionally, the wine country brand logo was revealed by Mr. John Kerry and the WCB was officially presented to the wine industry stakeholders. The wine country brand program succeeded to unify around its ideas, objectives and symbols the entire wine industry: the conservator wing and the new generation wineries. This agreement represents a true success, as only one year before, the wine sector stakeholders were debating on contradictory proposals: the old or a new logo; positioning on red or white wines, etc. As a result, international and US media started to talk about wines of Moldova and the new wine brand following the US Secretary's visit to Moldova, some very important media have posted articles mentioning the wine potential of Republic of Moldova and the new wine national brand, including photos of Secretary Kerry alongside the banner with the wine country brand. Secondly, CEED II organized the 5th edition of Startup Weekend Moldova, which was a great success. The event gathered 80 participants, 9 coaches and 7 judges from 8 countries: Moldova, Romania, Russia, Czech Republic, USA, UK, France and Lithuania. The event was a big success in terms of sustainability as around 70% of the event attendees had paid for their participation tickets.

B. Schedule

All deliverables were submitted on time. In addition to on-time submission of official deliverables, CEED II activities continue to run on schedule, which is notable given the complexity of project interventions. The project mitigates extremely well the political risks that impact its business environment activities in the wine and IT industries and leads the process of reforms, as needed.

C. Cost Control

Proceeding in accordance with the work plan as scheduled. The use of subcontracts is on schedule. The management of the prime contract is in line with the planned expenditures and approved work plan.

D. Business Relations

The project continued to successfully leverage business relationships with multiple donors, governmental institutions, business associations and project beneficiaries. The Contractor communicates clearly and professionally on routine and urgent project matters involving the U.S. Government. In its relations with the host country Government stakeholders, the project is professional and responsive. Strong communication at all levels has been maintained with direct counterparts, particularly the Ministry of Agriculture, Ministry of ICT, Ministry of Culture, as well as industry associations. Effective collaboration with other donors and government agencies, including EBRD BAS program, GIZ, and MIEPO enabled the project to leverage resources and achieve a synergetic effect. Finally, the project has earned the trust of private partners who value the assistance provided by the project.

E. Management of Key Personnel

The Contractor has an exceptionally strong management from both its field and home offices. Mrs. Doina Nistor, CEED II Chief of Party (COP) is committed to project excellence and development impact, and is leading the project team in an effective and motivating way. She is supported by Mrs. Diana Lazar, Deputy COP, dividing up activities in assisted industries, what ensures leadership, coaching and in-depth understanding of technical issues. The Director in the home office, Mrs. Tatiana Dudka, is engaged in project activities. The Contractor's management approach contributes to the project's success.

APPENDIX I

Performance Monitoring Plan: Target vs. Actual

Final indicators	Target Y1	Actual Y1	Year 1 Actual vs. Target	Target Y2	Actual Y2	Year 2 Actual vs. Target	Target Y3	Actual Y3	Year 3 Actual vs. Target	Target Y4	Actual Q1 fr Y4	Actual Y4	Year 4 Actual vs. Target	Cummulative Actual (Y1-Y4)	LOP= Cumulative targets (Y1-Y4)	Cummulative Actual vs. LOP
01. Sales of assisted enterprises	10.00%	28.78%	18.78%	10.00%	19.12%	9.12%	10.00%	18.91%	8.91%	10.00%	Data reported annually		-10.00%	22.27%	10.00%	12.27%
02. Investment in assisted enterprises	15.00%	70.44%	55.44%	15.00%	36.31%	21.31%	15.00%	0.04%	-14.96%	15.00%	Data reported annually		-15.00%	35.60%	15.00%	20.60%
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	35	-35	15	27	27	12	263	220	43
04. Assisted enterprises applying improved knowledge, processes, and technologies	35	19	-16	55	115	60	45	44	-1	25	28	28	3	206	160	46
05. Productivity of assisted enterprises	2.00%	27.56%	25.56%	3.00%	17.53%	14.53%	6.00%	9.52%	3.52%	6.00%	Data reported annually		-6.00%	18.20%	4.25%	13.95%
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%	18.24%	8.24%	10.00%	27.98%	17.98%	10.00%	Data reported annually		-10.00%	0.65%	10.00%	-9.35%

Final indicators	Target Y1	Actual Y1	Year 1 Actual vs. Target	Target Y2	Actual Y2	Year 2 Actual vs. Target	Target Y3	Actual Y3	Year 3 Actual vs. Target	Target Y4	Actual Q1 fr Y4	Actual Y4	Year 4 Actual vs. Target	Cummulative Actual (Y1-Y4)	LOP= Cumulative targets (Y1-Y4)	Cummulative Actual vs. LOP
07. Participants in project-related trainings or capacity building programs	700	1357	657	1000	3422	2422	1650	3956	2306	1650	1281	1281	-369	10016	5000	5016
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%	42.00%	22.00%	25.00%	Data reported annually		-25.00%	42.43%	17.50%	24.93%
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	50	-20	15	28	28	13	206	220	-14
11. Assisted enterprises following recognized product or process standards	5.00%	0.00%	-5.00%	10.00%	6.78%	-3.22%	15.00%	49.00%	34.00%	20.00%	Data reported annually		-20.00%	49.00%	20.00%	29.00%
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	39	-6	25	1	1	-24	103	160	-57
13. Assisted enterprises exhibiting at trade shows or participating in B2B events	20	93	73	25	213	188	30	340	310	25	109	109	84	755	100	655

Final indicators	Target Y1	Actual Y1	Year 1 Actual vs. Target	Target Y2	Actual Y2	Year 2 Actual vs. Target	Target Y3	Actual Y3	Year 3 Actual vs. Target	Target Y4	Actual Q1 fr Y4	Actual Y4	Year 4 Actual vs. Target	Cummulative Actual (Y1-Y4)	LOP= Cumulative targets (Y1-Y4)	Cummulative Actual vs. LOP
Expected Result 2.3: Access to financing and investment by enterprises in targeted industries increased																
14. Financing accessed by assisted enterprises	10.00%	-6.36%	-16.36%	10.00%	35.35%	25.35%	10.00%	1.18%	-8.82%	10.00%	Data reported annually		-10.00%	10.06%	10.00%	0.06%
15. Assisted enterprises with increased financing or investment in targeted industries	25	22	-3	45	45	0	40	56	16	15	Data reported annually		-15	123	125	-2
Objective 3: Public-private dialogue improved leading to a better business environment for targeted industries.																
Expected Result 3.1: Viability and number of industry associations and member based organizations increased																
16. Associations or member-based organizations demonstrating increased leadership in targeted industries	4	11	7	4	8	4	2	0	-2	0	1	1	1	20	10	10
17. Increased revenues of associations or member-based organizations	10.00%	126.81%	116.81%	10.00%	92.31%	82.31%	10.00%	17.68%	7.68%	10.00%	Data reported annually		-10.00%	78.93%	10.00%	68.93%
18. Member satisfaction level of associations or member-based organizations	50.00%	81.74%	31.74%	55.00%	66.65%	11.65%	60.00%	81.67%	21.67%	65.00%	Data reported annually		-65.00%	76.69%	57.50%	19.19%
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	158	58	50	61	61	11	710	300	410

Final indicators	Target Y1	Actual Y1	Year 1 Actual vs. Target	Target Y2	Actual Y2	Year 2 Actual vs. Target	Target Y3	Actual Y3	Year 3 Actual vs. Target	Target Y4	Actual Q1 fr Y4	Actual Y4	Year 4 Actual vs. Target	Cummulative Actual (Y1-Y4)	LOP= Cumulative targets (Y1-Y4)	Cummulative Actual vs. LOP
20. Policy or position papers published or commissioned by assisted associations or member-based organizations	5	9	4	10	8	-2	10	13	3	10	1	1	-9	31	35	-4
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	10	-5	10	1	1	-9	45	50	-5
22. Government actions taken that improve the business environment in targeted industries	5	8	3	10	8	-2	10	9	-1	5	5	5	0	30	30	0

APPENDIX II

CEED II Media Coverage during October – December 2013

Title of media product	Media Outlet/link	Date/issue
National Wine Day related		
De ce cel mai mare producător de bere din RM a ajuns sponsorul festivalului vinului	Adevărul newspaper & online version http://adevarul.ro/moldova/economie/de-mai-mare-producator-bere-republica-moldova-ajuns-sponsorul-festivalului-vinului-1_524a65dcc7b855ff56e60dca/index.html?fb_action_id_s=10151879188336201&fb_action_types=og.likes	Oct 1, 2013
O lecție de inițiere pentru jurnaliști în arta degustării vinului	AllMoldova.md http://www.allmoldova.com/ro/viniculture/articles/225.html	Oct 1, 2013
Cât vin importă Republica Moldova	Adevarul.md http://adevarul.ro/moldova/economie/cat-vin-importa-republica-moldova-1_524ac36bc7b855ff56e85698/index.html	Oct 1, 2013
Ziua vinului se va desfășura anul acesta după un nou concept (video)	Radio Chișinău, program & video http://radiochisinau.md/ziua_vinului_se_va_desfasura_anul_acesta_dupa_un_nou_concept_video-5218	Oct 2, 2013
Sărbătoarea vinului, neumbrită de embargo	ECONOMIST newspaper & online version http://eco.md/index.php?option=com_content&view=article&id=9806:srbtoarea-vinului-neumbrit-de-embargo&catid=128:actualitate&Itemid=512	Oct 2, 2013
Gheorghe Arpentin în studioul unimedia	UNIMEDIA http://unimedia.info/stiri/video-gheorghe-arpentin-in-studioul-unimedia-66364.html	Oct 2, 2013
Spațiul public: de ziua vinului promovăm cultura consumului de vin, în detrimentul consumului cantitativ	Teleradio Moldova http://trm.md/ro/spatiul-public/spatiul-public-din-3-octombrie-2013/ http://trm.md/ro/economic/spatiul-public-de-ziua-vinului-promovam-cultura-consumului-de-vin-in-detrimentul-consumului-cantitativ/	Oct 3, 2013
Ziua națională a vinului, sărbătorită la Chișinău	DIGI.ro http://www.digi24.ro/Stiri/Regional/Digi24+Iasi/Stiri/Ziua+Nationala+a+Vinului+sarbatorita+la+Chisinau	Oct 3, 2013
Stand-uri în stil național, butoaie artificiale și terase amenajate, de ziua națională vinului	Publika TV http://www.publika.md/video-stand-uri-in-stil-national-butoaie-artificiale-si-terase-amenajate-de-ziua-nationala-vinului_1616391.html	Oct 4, 2013
Moldovenii sînt așteptați în acest weekend la ziua națională a vinului	Agenția de presă MOLDPRES www.moldpres.md	Oct 4, 2013
Pregătește-te pentru două zile de chef în compania lui bachus	Adevarul.md http://adevarul.ro/moldova/actualitate/pregateste-te-doua-zile-chef-compania-bachus-1_524e983cc7b855ff56fb341e/index.html	Oct 4, 2013
Ziua vinului va fi deschisă de un oficial străin. află cine este acesta și care va fi programul evenimentului	Publika TV http://www.publika.md/ziua-vinului-va-fi-deschisa-de-un-oficial-strain-afla-cine-este-acesta-si-care-va-fi-programul-evenimentului_1617091.html	Oct 4, 2013
"Ziua națională a vinului" 2013. muzică, dans, veselie, vinuri moldovenești și multe alte surprize au pregătit organizatorii	Epresa.md http://epresa.md/stirile-zilei/ziua-nationala-a-vinului-2013-muzica-dans-veselie-vinuri-moldovenesti-traditii-si-multe-alte-surprize-au-pregatit-organizatorii	Oct 4, 2013
degustări de vin și excursii la întreprinderile producătoare, de ziua vinului	TIMPUL.md http://www.timpul.md/articol/degustari-de-vin-i-excursii-la-intreprinderile-producatoare-de-ziua-vinului-49364.html	Oct 4, 2013
Unii au gustat deja licoarea lui bahus, pregătită pentru ziua vinului. "îmi pare calitativ, doar că trebuie promovat"	Publika TV http://www.publika.md/unii-au-gustat-deja-licoarea-lui-bahus-pregatita-pentru-ziua-vinului-imi-pare-calitativ-doar-ca-trebuie-promovat_1617911.html	Oct 4, 2013
Forfotă mare în piața mării adunări naționale! vinificatorii își instalează standurile și pregătesc terenul pentru festivalul vinului	Prime TV http://www.prime.md/rom/news/social/item2919/	Oct 4, 2013

Degustări de vin și excursii la întreprinderile producătoare, de ziua vinului	TIMPUL.md http://www.timpul.md/articol/degustari-de-vin-i-excursii-la-intreprinderile-producatoare-de-ziua-vinului-49364.html	Oct 4, 2013
Стал ли день вина в молдове национальным праздником?	Komsomoliskaya Pravda newspaper & online version KP.md http://www.kp.md/daily/26141.7/3031644/	Oct 4, 2013
Impresionanta colecție de vinuri a ministrului Vasile Bumacov	Tribuna.md http://tribuna.md/2013/10/05/video-exclusiv-impresionanta-colectie-de-vinuri-a-ministrului-vasile-bumacov/	Oct 5, 2013
La Chișinău se desfășoară sărbătoarea națională a vinului	MOLDPRES news agency	Oct 5, 2013
Ziua națională a vinului va fi deschisă, pentru prima dată, de un oficial străin	TV7 http://tv7.md/ro/news/view?id=28026	Oct 5, 2013
Группа молодых людей организовала накануне дегустацию вин на открытом воздухе	Publika TV http://ru.publika.md/link_1057681.html	Oct 5, 2013
Festivalul vinului e în toi! Licoarea lui Bachus, la mare căutare în piața marii adunări naționale	Adevarul newspaper & online version http://adevarul.ro/moldova/actualitate/video-festivalul-vinului-e-toi-licoarea-bachus-mare-cautare-piata-marii-adunari-nationale-1_524fe473c7b855ff5600d890/index.html	Oct 5, 2013
Politicienii au fost printre cei mai așteptați oaspeți în centrul orașului de festivalul vinului	Prime TV http://www.prime.md/rom/news/politics/item2942/	Oct 5, 2013
Два дня одного вина	Kommersant.md http://www.kommersant.md/node/21218	Oct 5, 2013
Conducerea țării, dar și oaspeții europeni au gustat din licoarea lui bahuș și s-au încins în horă în PMAN	Publika TV http://www.publika.md/conducerea-tarii--dar-si-oaspetii-europeni-au-gustat-din-licoarea-lui-bahus-si-s-au-incipins-in-hora-in-pman-video_1618651.html	Oct 5, 2013
Vinul moldovenesc i-a lăsat fără cuvinte pe turiștii străini. "aveți cele mai bune vinuri din lume"	Publika TV http://www.publika.md/video-vinul-moldovenesc-i-a-lasat-fara-cuvinte-pe-turistii-straini--aveti-cele-mai-bune-vinuri-din-lume_1618911.html	Oct 5, 2013
Si strainii s-au distrat pe cinste de ziua vinului: aveti o reputatie buna in europa si in turcia	ProTV http://protv.md/stiri/social/si-strainii-s-au-distrat-pe-cinste-la-ziua-vinului-aveti-reputatie.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+ProTv-ToateStirile+%28Pro+Tv++Toate+Stirile%29	Oct 5, 2013
Ziua națională a vinului, la Chișinău	Moldova.org http://economie.moldova.org/news/ziua-nationala-a-vinului-la-chisinau-239339-rom.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+moldova%2Feconomie%2From+%28Economie+Moldova.org+%28Rom%2C%A2n%C4%83%29%29	Oct 5, 2013
Fotoreportaj ziua națională a vinului	Zdg.md http://www.zdg.md/stiri/foto-ziua-nationala-a-vinului-editia-2013	Oct 5, 2013
Oficialii au sărbătorit ziua națională a vinului	Moldova.org http://economie.moldova.org/news/oficialii-au-sarbatorit-ziua-nationala-a-vinului-239340-rom.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+moldova%2Feconomie%2From+%28Economie+Moldova.org+%28Rom%2C%A2n%C4%83%29%29	Oct 5, 2013
Ziua vinului, sărbătorită la Chișinău!	Jurnal.md http://www.jurnal.md/ro/news/ziua-vinului-sarbatorita-la-chi-inau-1157651/	Oct 5, 2013
Chișinăul a devenit a 12-a oară un regat al lui Bahuș	Prime TV http://www.prime.md/rom/news/social/item2943/	Oct 5, 2013
Ziua Vinului	Moldova 1 Programul de știri mesager (min 1 – 7) http://trm.md/ro/mesager/mesager-din-5-octombrie-2013/	Oct 5, 2013

Start oficial pentru ziua vinului 2013	UNIMEDIA http://unimedia.info/stiri/video-Start-oficial-pentru-Ziua-Vinului-2013-66506.html	Oct 5, 2013
De ziua vinului oficialii au îndemnat invitații să guste din băutura	Agencia de presă Info-prim Neo http://www.ipn.md/ro/societate/57371	Oct 5, 2013
Ziua vinului sărbătorită cu bucate alese și vin de calitate	Politik.md http://www.politik.md/?view=articlefull&viewarticle=21120	Oct 5, 2013
Centrul capitalei, transformat într-un adevărat ring de dans. sute de moldoveni au încins atmosfera	Publika TV http://www.publika.md/centrul-capitalei--transformat-intr-un-adevarat-ring-de-dans--sute-de-moldoveni-au-incins-atmosfera-video_1619231.html	Oct 6, 2013
Ziua vinului, urmata de noaptea marii betii. cum au chefuit moldovenii si cat gunoi au lasat	ProTV http://protv.md/stiri/social/ziua-vinului-urmata-de-noaptea-marii-betii-cum-au-chefuit-moldovenii.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+ProTv-ToateStirile+%28Pro+Tv++Toate+Stirile%29	Oct 6, 2013
Au sărbătorit vinul în pași de dans	Jurnal TV http://www.jurnaltv.md/ro/news/au-sarbatorit-vinul-in-pasi-de-dans-7957354/	Oct 6, 2013
Demnitarii la cratiță, de ziua vinului. ministrul agriculturii vasile bumacov gătește friptură în centrul chișinăului	Adevarul.md http://adevarul.ro/moldova/actualitate/vasile-bumacov-chisinau-1_52514720c7b855ff5606397f/index.html	Oct 6, 2013
Unii oficiali, în rol de bucătari, de ziua vinului	Teleradio Moldova http://trm.md/ro/social/unii-oficiali-in-rol-de-bucatari-de-ziua-vinului/	Oct 6, 2013
Turnați vin și dați tocană	Jurnal TV http://www.jurnaltv.md/ro/news/turnati-vin-si-dati-tocana-7957361/	Oct 6, 2013
Cel mai bun oenolog, desemnat în cadrul zilei vinului	Moldova 1 Link: http://trm.md/ro/social/cel-mai-bun-oenolog-desemnat-in-cadrul-zilei-vinului-lkj/ Link: http://trm.md/ro/mesager/mesager-din-6-octombrie-2013km/ (min 1 - 5)	Oct 6, 2013
Licoarea lui Bachus a curs fără măsură în acest week-end	Prime TV http://www.prime.md/rom/news/social/item2928/	Oct 6, 2013
De ziua lor, vinficatorii au sărbătorit cu gândul la embargo	TV7 http://tv7.md/ro/news/de-ziua-lor-vinficatorii-au-sarbatorit-cu-gandul-la-embargo-28081.html	Oct 7, 2013
Distracție mare de ziua națională a vinului: ritmurile moderne au adunat în pman oameni de toate vârstele	Publika TV http://www.publika.md/distractie-mare-de-ziua-nationala-a-vinului--ritmurile-moderne-au-adunat-in-pman-oameni-de-toate-varstele-video_1620581.html	Oct 7, 2013
Национальный День Вина завершился песнями, танцами и фейерверком	Publika TV http://ru.publika.md/link_1059411.html	Oct 7, 2013
Ziua Vinului: cel puțin 5000 de turiști	Jurnal TV http://www.jurnaltv.md/ro/news/ziua-vinului-cel-putin-5000-de-turisti-7959684/	Oct 7, 2013
Праздник с эмбарго на глазах	Kommersant.md http://kommersant.md/node/21228	Oct 7, 2013
Ziua Vinului sărbătorită cu mare fast la Chișinău	EVZ.md http://www.evz.md/ziua-vinului-sarbatorita-cu-mare-fast-la-chisinau/	
На Центральной Площади Кишинева отметили национальный день вина	MirTV.md http://mirtv.md/libview.php?l=ru&idc=30&id=5931&t=obsectvo/na-tentralinoi-plosadi-kisineva-otmetili-nationalinii-deni-vina	Oct 7, 2013
ДЕНЬ ВИНА в МОЛДОВЕ	Pixanews.com http://pixanews.com/photo-from-the-world/den-vina-v-moldove.html	Oct 7, 2013
Vinul moldovenesc este mai gustos sub embargo rusesc	Ziarul Adevarul http://adevarul.ro/moldova/actualitate/vinul-moldovenesc-mai-gustos-embargo-rusesc-1_5252430dc7b855ff560abc45/index.html	Oct 7, 2013

Выжить-выпить любой ценой	Allfun.md http://allfun.md/article/22492	Oct 7, 2013
Fotoreportaj Ziua Națională a Vinului	Locals.md http://locals.md/2013/fotoreportazh-den-vina-2013/	Oct 7, 2013
Peste 100 mii de vizitatori au participat la ziua națională a vinului	Agenția de presă MOLDPRES www.moldpres.md	Oct 8, 2013
De Ziua Națională a Vinului, producătorii din moldova au avut vânzări de până la patru ori mai mari decât la ediția din anul trecut, potrivit organizatorilor	Publika TV http://www.publika.md/ziua-vinului-a-adus-profit-pentru-producatori--au-avut-vanzari-de-patru-ori-mai-mari-decat-anul-trecut_1622881.html	Oct 8, 2013
80 mii sticle de vin au fost vândute în cadrul zilei naționale a vinului	TIMPUL.md http://timpul.md/articol/galerie-foto-80-mii-sticle-de-vin-au-fost-vandute-in-cadrul-zilei-naionale-a-vinului-49512.html	Oct 8, 2013
Peste 40 mii de persoane au vizitat moldova de ziua vinului	Teleradio Moldova http://trm.md/ro/social/peste-40-mii-de-persoane-au-vizitat-moldova-de-ziua-vinului/	Oct 8, 2013
ZIUA NAȚIONALĂ a Vinului în cifre: peste 100 mii de vizitatori în două zile	Unimedia http://unimedia.info/stiri/ziua-nationala-a-vinului-in-cifre-peste-100-mii-de-vizitatori-in-doua-zile-66628.html	Oct 8, 2013
Ziua Națională a Vinului-2013: un eveniment promotor al consumului corect de vin	AllMoldova.md http://www.allmoldova.com/ro/viniculture/articles/233.html	Oct 8, 2013
ZIUA NAȚIONALĂ a VINULUI, promotor a vinului și a culturii consumului	Ziarul ECONomist http://eco.md/index.php?option=com_content&view=article&id=9840:ziua-naional-a-vinului-promotor-a-vinului-i-a-culturii-consumului&catid=105:marketing-pr&Itemid=476	Oct 9, 2013
Молдавский Национальный день вина 2013: Наука правильного потребления	Aktiz magazine & online version http://az-ua.com/news/wine/27472.html	Oct 9, 2013
Wine Day	Logos Press newspaper & online version _#37	Oct 11, 2013
Other project activities		
Success story of Moldovan brands	Capital Market: _Oct 2_13_#37 (508	Oct 2, 2013
"Wine at the end of the tunnels in Moldova" by Leif Pettersen	SF Gate (USA) http://www.sfgate.com/travel/article/Wine-at-the-end-of-the-tunnels-in-Moldova-4869537.php#photo-5235941	Oct 4, 2013 updated 4:34 pm, Friday
Între-o crîșmă și un bar, bea din vinul cel cu har...	Europa Libera: http://www.europalibera.org/content/article/25127355.html	Oct 7
Moldova și Armenia, în dialog privind colaborarea în domeniul IT	MTIC website http://mtic.gov.md/news_rom/168226/	Oct 8, 2013
Moldova and Armenia hold dialogue on IT cooperation	INFOTAG "DAILY NEWS BULLETIN" 16:42	Oct 11, 2013
Sommelierii din Europa recomandă vinurile moldovenești pentru export	Modlpres news agency http://moldpres.md/News.aspx?NewsCod=9984&NewsDate=23.10.2013	Oct 23, 2013
СОМЕЛЬЕ из Европы провели дегустацию вин Cricova Chateau Vartely	Infotag news flow:18:34	Oct 24, 2013
Fiti eleganta in creatii autohtone	Jurnal TV http://www.jurnaltv.md/ro/news/fiti-eleganta-in-creatii-autohtone-7955878/#	Oct 1, 2013
Din inima campaign		

Vasconi prezinta o noua colectie de toamna! Ce costume sportive iti propune	Perfecte.md & video http://perfecte.md/article/shopping/vasconi-bucura-cu-o-noua-colectie-de-toamna-ce-noutati-vestimentare---155926.html	Oct 2, 2013
Incepe toamna cu Vasconi! Ce colectie noua iti propune	Pro Tv: Acasa TV.md : Tv & video, online http://acasatv.md/o-seara-perfecta/incepe-toamna-cu-vasconi-ce-colectie-noua-iti-propun-video.html	Oct 2, 2013
Incaltaminte naturala si culori indraznete. Ce-ti propune brandul Zorile pentru sezonul rece	Pro Tv: Acasa TV.md : Tv & video, online http://acasatv.md/o-seara-perfecta/incaltaminte-naturala-si-culori-indraznete-ce-ti-propune-brandul.html	Oct 4, 2013
Incaltaminte din piele naturala si culori indraznete. Ce-ti propune brandul Zorile	Perfecte.md & video http://perfecte.md/article/shopping/incaltaminte-din-piele-naturala-si-culori-indraznete-ce-ti-propune---157311.html	Oct 4, 2013
Все свое ношу с собой: Выбираем сумку с Николетой Гаврилицэ и Еленой Карафизы	Allfun.md/In Fashion rubric http://allfun.md/article/22448	Oct 4, 2013
Cele mai tari paltoane made in Moldova	Jurnal TV: Desteptarea: http://jurnaltv.md/ro/news/cele-mai-tari-paltoane-made-in-moldova-7957282/#	Oct 6, 2013
Ținute de birou, made in Moldova	Jurnal TV http://jurnaltv.md/ro/news/-inute-de-birou-made-in-moldova-7959946/#	Oct 8, 2013
Copilul tau va fi fericit! Ce surprize iti aduce noua colectie toamna-iarna a brandului Creme Brulee	Pro Tv: Acasa TV.md : Tv & video, online http://acasatv.md/o-seara-perfecta/copilul-tau-va-fi-fericit-ce-surprize-iti-ofera-noua-colectie.html	Oct 9, 2013
Bombonici pentru cei mai stilați și dulci copii	Allfun Facebook https://www.facebook.com/photo.php?fbid=10153318106300453&set=a.10150152523255453.409434.307885440452&type=1&theater	Oct 9, 2013
Imbraca-ti copiii cu gust! Admira noua colectie de la Creme Brulee facuta pentru pici	Perfecte.md & video http://perfecte.md/article/fashion/imbraca-ti-copiii-cu-gust-admira-noua-colectie-de-la-creme-brulee---162341.html	Oct 9, 2013
Bombonici pentru cei mai stilați și dulci copii	Allfun.md/In Fashion rubric http://www.allfun.md/article/22599	Oct 9, 2013
Brio iti face toamna mai colorata! Ce colectie iti propune brandul autohton	Perfecte.md & video http://perfecte.md/article/fashion/brio-iti-face-toamna-mai-colorata-ce-colectie-iti-propune-brandul-1---167051.html	Oct 12, 2013
Brio iti face toamna mai colorata! Ce colectie iti propune brandul autohton	Pro Tv: Acasa TV.md : Tv & video, online http://acasatv.md/o-seara-perfecta/brio-iti-face-toamna-mai-colorata-ce-colectie-iti-propune-brandul.html	Oct 12, 2013
Adrian Ursu stie ce e mai bun pentru fetita sa! Ce a ales pentru Maria-Andreea de la brandul Ponti	Pro Tv: Acasa TV.md : Tv & video, online http://acasatv.md/o-seara-perfecta/adrian-ursu-stie-ce-e-mai-bun-pentru-fetita-sa-ce-a-ales-pentru.html	Oct 15, 2013
Haine pentru baietei	http://jurnaltv.md/ro/news/tinute-made-in-md-pentru-baietei-7963831/#	Oct 15, 2013
Adrian Ursu stie ce sa-i aleaga fiicei sale! Ce i-a luat Mariei-Andreea de la brandul Ponti	Perfecte.md & video http://perfecte.md/article/fashion/adrian-ursu-stie-ce-sa-i-aleaga-fiicei-sale-ce-i-a-luat-mariei---173191.html	Oct 15, 2013
Дети тоже модники!	Allfun.md/In Fashion rubric http://www.allfun.md/article/22752	Oct 16, 2013
Дети тоже модники!	Allfun Facebook https://www.facebook.com/photo.php?fbid=10153341440985453&set=a.10150152523255453.409434.307885440452&type=1&theater	Oct 16, 2013
Ținute made in MD, pentru băieței	Jurnal TV http://jurnaltv.md/ro/news/tinute-made-in-md-pentru-	Oct 18, 2013

	baietei-7963831/#	
Culori intense de la brandurile autohtone	Jurnal TV http://jurnaltv.md/ro/news/culori-intense-de-la-brandurile-autohton-7967723/#	Oct 22, 2013
Propuneri calde de la brandurile noastre	Jurnal TV http://www.jurnaltv.md/ro/news/propuneri-calde-de-la-brandurile-noastre-7971767/#	Oct 29, 2013
Genti practice si comode. Ce-ti propune brandul Arillu in aceasta toamna	Pro Tv: Acasa TV.md : Tv & video, online http://acasatv.md/article/o-seara-perfecta/genti-practice-si-comode-ce-ti-propune-brandul-arillu-in-aceasta---174871.html	Oct 19, 2013
Ai nevoie de o geanta incapatoare sau un clutch? Arillu iti propune o colectie variata	Perfecte.md & video http://perfecte.md/article/shopping/ai-nevoie-de-o-geanta-incapatoare-sau-un-clutch-arillu-iti-propune---177731.html	Oct 19, 2013
Piciul tau va fi fericit! Ce modele iti propune brandul autohton Bombonici	Pro Tv: Acasa TV.md : Tv & video, online http://acasatv.md/article/o-seara-perfecta/piciul-tau-va-fi-fericit-ce-modele-iti-propune-brandul-autohton---178101.html	Oct 19, 2013
Poartă rochii în sezonul rece	Jurnal TV// Desteptarea de weekend http://www.jurnaltv.md/ro/news/poarta-rochii-in-sezonul-rece-7965003/#	Oct 20, 2013
Haine dragute pentru copilul tau! Brandul autohton Bombonici iti propune modele noi	Perfecte.md & video http://perfecte.md/article/shopping/haine-dragute-pentru-copilul-tau-brandul-autohton-bombonici-iti---179021.html	Oct 22, 2013
Чулки спасут этот мир!	Allfun Facebook https://www.facebook.com/photo.php?fbid=10153370283225453&set=a.10150152523255453.409434.307885440452&type=1&theater	Oct 2013
Чулки спасут этот мир!	Allfun.md/In Fashion rubric http://www.allfun.md/article/23112	Oct 24, 2013
Influențe retro în colecțiile noastre	Jurnal TV// Desteptarea de weekend http://www.jurnaltv.md/ro/news/influente-retro-in-colectiile-noastre-7968889/#	Oct 27, 2013
Haine de iarnă pentru copii	Jurnal TV// Desteptarea de weekend http://jurnaltv.md/ro/news/haine-de-iarna-pentru-copii-7974020/	Nov 3, 2013
Campania „Din inimă”, s-a încheiat	Jurnal TV http://www.jurnaltv.md/ro/news/campania-din-inima-s-a-incheiat-7973873/#	Nov 5, 2013
„Din inima” brandurilor moldovenești	Jurnal TV// Desteptarea de weekend http://jurnaltv.md/ro/news/-din-inima-brandurilor-moldovenesti-7973871/#	Nov 5, 2013
Трудовые будни: В чем пойти на работу или учебу	Allfun Facebook https://www.facebook.com/photo.php?fbid=10153427487305453&set=a.10150152523255453.409434.307885440452&type=1&theater	Nov 5, 2013
Трудовые будни: В чем пойти на работу или учебу	Allfun.md/In Fashion rubric http://allfun.md/article/23417	Nov 6, 2013
Личный пример: выбор Нику Тимофти	Allfun.md + Facebook http://www.allfun.md/article/23750	Nov 13, 2013
Other project activities		
«К нам едут сомелье из Европы»	Logos Press newspaper & online version, #38	Oct 18, 2013
5 причин прийти на StartUp Weekend Moldova	Allmoldova http://www.allmoldova.com/project/startlab/3497.html	Oct 25, 2013
Молдова: винный пресс-тур. И не только...	WINGS TV & online version http://wings-tv.kiev.ua/index.php?option=com_content&task=view&id=1240&Itemid=45	October 2013

Career in IT campaign		
Viitorul în IT începe cu Orientarea în Carieră”	Unimedia http://unimedia.info/stiri/foto-viitorul-in-it-incepe-cu-orientarea-in-cariera-67945.html	Nov 6, 2013
Studenti cu perspectiva	TV Moldova 1 http://trm.md/ro/mesager/mesager-din-6-noiembrie-2013/	Nov 6, 2013
ICT Career Orientation: как стать ценным ИТ-специалистом?	Allmoldova http://www.allmoldova.com/it/articles/5653.html	Nov 7, 2013
ICT Career Orientation pentru studenții de la Tehnologii Informaționale și Comunicații	Allmoldova (video) http://www.allmoldova.com/ro/project/news-bliitz/4028.html	Nov 7, 2013
ICT Career Orientation для студентов факультета информационных технологий и связи	Allmoldova (video) http://www.allmoldova.com/project/news-bliitz/3508.html?fb_action_ids=10151970958809717&fb_action_types=og.recommends&fb_source=other_multiline&action_object_map=%7B%2210151970958809717%22%3A606278752768223%7D&action_type_map=%7B%2210151970958809717%22%3A%22og.recommends%22%7D&action_ref_map=%5B%5D	Nov 7, 2013
Other project activities		
« New Wine Year »	Logos Press newspaper & online version, #41	Nov 8, 2013
«Вторая кожа от «Ионел»	“Молдавските Ведомости» newspaper	Nov 15, 2013
Moldovan wine related: Jurnalale de stiri difuzate pe intreg teritoriul Romaniei prin eter, retele de cablu, cit si online	http://www.digi24.ro/Media/TV/Live/Digi24?ts=1384761485662 .	Nov 18, 2013-1 week
Re : Fashion Week in Moldova, Moldexpo	“Молдавските Ведомости» newspaper	Nov 19, 2013
Пришёл, запитчил, победил: итоги пятого Startup Weekend Moldova	Allmoldova http://www.allmoldova.com/project/startlab/3517.html	Nov 20, 2013
Proiecte inedite ... (Startup Weekend)	Unimedia http://unimedia.info/stiri/foto-proiecte-inedite-premiade-orange-moldova-68464.html?fb_action_ids=10152379460524554&fb_action_types=og.recommends&fb_source=other_multiline&action_object_map=%5B%2257806277701796%5D&action_type_map=%5B%22og.recommends%22%5D&action_ref_map=%5B%5D	Nov 19, 2013
În atenția agenților economici din industria turismului (Touristic forum related)	http://www.turism.gov.md/index.php?pag=noutati&op=view&id=491&start=0&I=	Nov 19, 2013
Narodowy Dzień Wina w Kiszyniowie	Czas Wina magazine (Poland)	Nov (20), 2013
Chișinăul găzduiește I-ul Forum Hotelier din Republica Moldova	Horeca.ro http://horeca.ro/articole/hoteluri/3382-chisinaul-gazduieste-i-ul-forum-hotelier-din-republica-moldova.html Chișinăul găzduiește I-ul Forum Hotelier din Republica Moldova	Nov 21, 2013
Vin din Basarabia. Exporturile de produse manufacturate din R. Moldova s-au dublat în 2013	Digi 24.ro online & TV (5 reportages & TV news) http://www.digi24.ro/Stiri/Digi24/Special/Vin+din+Basarabia/Exporturile+de+produse+manufacturate+din+Republica+Moldova+s-au+	Nov 23, etc.2013
“Good Wine”	Logos Newspaper & online	Nov 29, 2013
«Место Рождения – Молдова» бренд аксессуаров Vitalie Burlacu и примерила его Эвелина Вирлан	Tatse of Life magazine (online) #dinInima #Evelina_Virlan #in #Vitalie_Burlacu #autumn http://taste-of-life.md/general/article.php?id=1233	Nov 25, 2013
Бренд детской одежды Lia Fia и примерила его Феличия Женункь.	Tatse of Life magazine (online) #dinInima #Felicia_Jenunchi #in #Lia_Fia #autumn-winter http://taste-of-life.md/general/article.php?id=1235	Nov 27, 2013
«Молдавский дневник»	Baltic TriangleŞ Krasivaya Jizni magazine , #14	November 2013
Moldavie ...	Mondes Horizons magazine, France	November

		2013
John Kerry a închinat un pahar de vin pentru viitorul european al Republicii Moldova	Adevarul newspaper & online + video http://adevarul.ro/moldova/politica/foto-john-kerry- inchinat-pahar-vin-viitorul-european-republicii-moldova-1_529f8297c7b855ff5673d4c7/index.html	Dec 3, 2013
Джон Керри выпил молдавского вина за партнерство между Вашингтоном и Кишиневом	Publika TV http://ru.publika.md/link_1130811.html	Dec 4, 2013
Brandul național „Vinurile Moldovei”, lansat în prezența secretarului de Stat al SUA	TRM((19:38) TV & online http://trm.md/ro/economic/brandul-national-vinurile-moldovei-lansat-in-prezenta-secretarului-de-stat-al-sua/	Dec 4, 2013
Brandul național „Wine of Moldova“ va fi lansat în prezența lui John Kerry, în cramele de la Cricova	Adevarul http://adevarul.ro/moldova/politica/exclusivbrandul-national-vin-moldova-lansat-prezenta-john-kerry-incramele-cricova-1_529f1e6ac7b855ff5671a2f3/index.html	Dec 4, 2013
Vizite de rang înalt la Chișinău	TRM, TV & online http://www.trm.md/ro/politic/vizite-de-rang-inalt-la-chi-inau/	Dec 4, 2013
Moldova în Direct: Vizita istorică a secretarului de Stat al SUA, John Kerry, la Chișinău	http://trm.md/ro/moldova1/moldova-in-direct-vizita-istorica-a-secretarului-de-stat-al-sua-john-kerry-la-chisinau/	Dec 4, 2013
John Kerry a băut vin moldovenesc în beciurile de la Cricova: Să ciocnim pentru parteneriatul dintre SUA și Moldova	Publika TV & online http://www.publika.md/john-kerry-a-baut-vin-moldovenesc-in-beciurile-de-la-cricova-sa-ciocnim-pentru-parteneriatul-dintre-sua-si-moldova-video_1711681.html	Dec 4, 2013
John Kerry, la Chișinău	Jurnal TV & online http://jurnaltv.md/#john-kerry-la-chisinau-7993235	Dec 4, 2013
Америка поддерживает Молдову на пути ее интеграции в Евросоюз	Infotag newsflow/ (RO/RU/EN)	Dec 5, 2013
Specialiști din AMERICA vor oferi SUPORT producătorilor de vin din R. Moldova	Timpu newspaper & online http://www.timpul.md/articol/specialiti-din-america-vor-oferi-suport-producatorilor-de-vin-din-r--moldova-52254.html	Dec 5, 2013
Vinurile moldovenești, care sunt vândute în străinătate, vor avea o denumire unică	CANAL 4 TV & online http://www.canal3.md/rom/news/economic/item13665/	Dec 5, 2013
Republica Moldova va avea brandul de țară "Wine of Moldova"	Prime TV & online/ 09:19 http://www.prime.md/rom/news/social/item4608/	Dec 6, 2013
Молдавские вина - под общим брендом	My Business.md http://mybusiness.md/ro/categories/item/1238-adventure-tourism-%C3%AEn-moldova?	Dec 5, 2013
J. Kerry visited Chisinau & Cricova cellars	Logos newspaper & online, #45	Dec 6, 2013
В Молдове обсудили проблемы гостиничного бизнеса	Infotag newsflow	Dec 6, 2013
First hotel industry forum held in Moldova	Infotag newsflow	Dec 6, 2013
În Moldova au fost discutate problemele businessului hotelier	Infotag newsflow	Dec 6, 2013
Declaratiile lui I. Leanca si J. Kerry	Privesc.eu http://www.privesc.eu/Arhiva/19121/Declaratiile-lui-lurie-Leanca-si-John-Kerry--secretarul-de-Stat-al-SUA	
Article on the 1 st business tour.. forum in Moldova	Kommersand.md newspaper & online http://www.kommersant.md/node/23369	Dec 6, 2013

Moldova luata la ochi	Prime Tv & online:Sinteza Săptămâni (19:30 min-20:58) http://www.prime.md/rom/shows/item4/video/sinteza/item1269/	Dec 8, 2013
Startup Weekend, 5th edition		
5 причин прийти на StartUp Weekend Moldova	Allmoldova, 10:31 http://www.allmoldova.com/project/startlab/3497.html	Oct 25, 2013
5 motive pentru a participa la StartUp Weekend Moldova	Allmoldova, 9 :50 http://www.allmoldova.com/ro/it/articles/252.html	Oct 28, 2013
Не бойтесь неудач, если вы что-то начали, то уже добились небольшого, но успеха	Allmoldova http://www.allmoldova.com/project/startlab/3512.html	Nov 12, 2013
Do not be afraid of failure: if you start anything at all, you have already created a small success/ Interview - Daniel Ray	Allmoldova http://www.allmoldova.com/en/int/interview/daniel-ray-121113.html	Nov 13, 2013
<i>Daniel Ray despre Startup Weekend Moldova #5</i>	Allmoldova 13 noiembrie 2013, 15:00 http://www.allmoldova.com/ro/it/articles/263.html	Nov 13, 2013
Startup Weekend	Jurnal TV, Agenda culturala, ora 22:30	Nov 13, 2013
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Câștigătorii celei de-a cincea ediții a Startup Weekend Moldova	Diez.md http://diez.md/2013/11/18/castigatorii-celei-de-a-cincea-editii-a-startup-weekend-moldova/	Nov 18, 2013
Итоги 5th edition SWM	http://blog.simpals.com/archives/12008	Nov 18, 2013
Proiecte inedite premiate de Orange Moldova	http://www.orange.md/?c=1&sc=12&n=661&l=1	Nov 18, 2013
Startup Weekend Moldova №5: No talk, all action!	Allmoldova : online & video http://www.allmoldova.com/en/project/top-news/812.html	Nov 20, 2013
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Wine of Moldova launch		
Молдавские вина будут продвигать под единым брендом	Kommersant newspaper & online http://kommersant.md/node/23805	Dec 17, 2013
Brandul "Wine of Moldova" a fost lansat astăzi	Radio Chisinau http://www.radiochisinau.md/pages/view/11279	Dec 17, 2013
'Wine of Moldova-living legend' brand officially launched today	Infotag newsflow	Dec 17, 2013

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Marți a fost prezentat oficial brandul Wine of Moldova	YAHOO NEWS ROMANIA: http://ro.stiri.yahoo.com/mar%C5%A3i-fost-prezentat-oficial-brandul-wine-moldova-190300343.html	Dec 18, 2013
Odată cu lansarea oficială a brandului "Wine of Moldova", autoritățile își propun dublarea consumului de vin în Moldova	Prime TV & onlione: 11:20 http://www.prime.md/rom/news/economic/item4943/	Dec 18, 2013
La Chișinău a fost lansat programul „Brandul național al vinurilor moldovenești”	Vocea Basarabiei http://www.voceabasarabiei.net/index.php/economic/14939-la-chisinau-a-fost-lansat-programul-brandul-national-al-vinurilor-moldovenesti	Dec 18, 2013
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A fost prezentat oficial brandul național Wine of Moldova	Noi.md http://www.noi.md/md/news_id/33023	Dec 18, 2013
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Молдавские вина под общим брендом	http://mybusiness.md/categories/item/1259-moldavskie-vina-pod-obshhim-brendom	Dec 22, 2013
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Cea de-a cincea ediție a Vernisajului Vinului	Publika TV & online, video, photos http://www.publika.md/cea-de-a-cincea-editie-a-vernissajului-vinului-in-70-de-fotografii_1733511.html#galerie[1733511]/69/	Dec 18, 2013
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