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

# Quarterly Report

No. 10: January – March 2014

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# Quarterly Report

No. 10: January – March 2014

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## ACRONYM LIST

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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
GIZ	German Agency for International Cooperation or (GIZ)
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
NTA	Moldovan National Tourism Agency
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
WoM	Wine of Moldova

## EXECUTIVE SUMMARY

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Chemonics International Inc. (Chemonics) and Dexis Consulting Group (Dexis) are pleased to submit to the United States Agency for International Development in Moldova (USAID/Moldova) this Quarterly Report for the Competitiveness Enhancement and Enterprise Development (CEED) II project. This quarterly report covers the three-month period from January 1 through March 31, 2014. Below is a summary of the highlights that occurred during the reporting period.

### Fashion Industry

- CEED II supported 11 apparel and 10 fashion accessories companies to improve their products through a “flying designers assistance program”.
- Hincu footwear company developed a new brand and corporate identity package, with CEED II assistance, thus becoming more competitive and more visible to customers and consumers. Branding support is also currently under way for an additional 3 companies.
- With CEED II support, 11 specialists from the fashion industry and Technical University learned about next season’s fashion trends through attending the “Footwear design trends” training.
- The spring edition of “Din inima, branduri de Moldova” promotion campaign is successfully unfolding with participation of 25 brands. Campaign is cost-shared 50/50 by CEED II and companies. Companies report a strong impact of the campaign on brand awareness and sales.
- CEED II supported 20 fashion companies to participate at 7 international fairs in order to enhance their exports to the EU and CIS, including Zoom by Fatex (France), Lingerie Pro (Belgium), and Textillegprom (Russia).
- With CEED II support, APIUS made several institutional changes contributing to its sustainability, including appointment of an Executive Director, hiring a second project manager, and expanding office space.

### Information Technology Industry

- CEED II continued to work on the expansion and continuous promotion of the IT Essentials optional course in Moldovan high schools and on the next level technical courses for Cisco Certified Entry Networking Technician (CCENT).
- The pilot project on Robotics was launched by CEED II in collaboration with several partners, including the Ministry of Education, ATIC, The national Center for Children and Youth “Artico” and NGO Robotika.
- CEED II continued to mediate the negotiation process among various stakeholders potentially interested in joining efforts to support the development of an IT Excellence Center at the Technical University of Moldova. CEED II took the lead in the development of the concept for the center.
- To reinforce the success of the entrepreneurial activities and to sustain the enthusiasm of the young startup community, CEED II organized the second part of “The Startup Roadmap - Explore, Design, Build, Grow”, a series of workshops for aspiring tech entrepreneurs, facilitated by Daniel Ray.
- CEED II took the lead on the Tech Business section of the Moldova ICT Summit event, identified a partner, the specialized tech conference in Romania “How to Web”, who agreed to ‘franchise’ their event as a component of Moldova ICT Summit and will be called “Powered by How to Web”.
- CEED II continued to support the governmental initiatives regarding ICT Competitiveness Strategy and the Implementation Agency concept and regulation, as well as the IT parks Law.
- CEED II with ATIC prepared and organized the participation of the Moldovan delegation at CeBIT exhibition, in Hanover, Germany, on March 10-14, 2014.
- CEED II continued to work together with ATIC on the promotion of the B2B portal of Moldovan ICT companies.

## Tourism Industry

- CEED II supported the creation of the National Inbound Tourism Association (ANTRIM) and developed ANTRIM's website: [www.antrim.md](http://www.antrim.md).
- CEED II supported improvements to the [Moldovaholiday.travel](http://Moldovaholiday.travel) website and organized, in partnership with Jazz Hotel, a Facebook campaign to increase Moldova Holiday followers.
- CEED II supported a delegation of 4 Moldovan tour operators to exhibit at CMT Travel trade show in Stuttgart, Germany during January 11-19, 2014.
- An international press conference was organised during ITB Berlin, which was complemented with a well-managed and targeted PR and advertising campaign, and 4 tourism agencies, 1 winery and ANT had the possibility to present Moldova to 30 journalists.
- CEED II supported the participation for the first time of a Moldovan wine-tourism expert at the 6th Annual International Wine Tourism Conference IWINETC 2014 in Georgia, March 29-30.
- CEED II supported the organization of a two-day training on “New Product Development & Market Leadership Positioning for Moldovan Tourism” with the International Tourism Expert Jack Delf during which 14 participants from 10 companies developed five new unique tourism products.
- CEED II supported the organization of a master class “Wine – a tourism guide”, during which more than 40 wine and tourism lovers learned about wine tourism and how you can travel and get to know a country through its wine.
- CEED II supported the development of the Green Run event, which will take place on 7-8 June, by engaging a project manager.
- CEED II continues to support the development of the national marketing plan for Moldovan tourism.
- With CEED II support, a public–private partnership between NTA and private sector has been established, during the development of the promotional video spot for Moldovan tourism.
- CEED II is supporting the organization of three promotional Live Concerts of Ethnic Moldovan Music in Berlin (May 13), Stockholm (May 15) and London (May 16). More than 1,500 guests from different fields will have the possibility to get to know Moldova through music and wine.

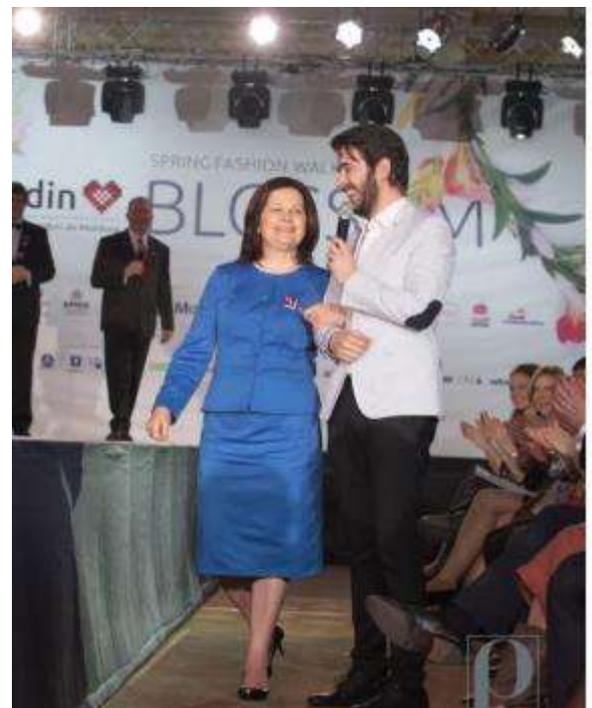
## Wine Industry

- With CEED II support, the National Office for Wine and Vine (ONVV) had a successful start-up of its activities and development of the main institutional and operational regulations for the ONVV activities. ONVV has now hired 60 percent of their staff to become fully operational.
- The wine country brand development process has been finalized during the reporting period, and the main deliverables of the Wine of Moldova program have been transmitted to the ONVV for implementation at the end of March 2014.
- With support from CEED II, the wine of Moldova website, [www.wineofmoldova.com](http://www.wineofmoldova.com), was developed and launched as one of the communication tools for Wine of Moldova.
- The Wine of Moldova country brand program was launched internationally at the most important annual professional wine exhibition, ProWein 2014, in Dusseldorf, Germany, on March 23-25.
- An international press conference and seven professional master classes with Wine of Moldova were organized within ProWein, which were complemented by a well-managed and targeted PR and advertising campaign.
- CEED II supported a social media promotion campaign on wine culture through a contest entitled “A legend alive”.
- 250 young Moldovans participated in the second edition of the Wine School, sponsored by Wine of Moldova and with support from CEED II.

## CEED II Activities Photo Highlights



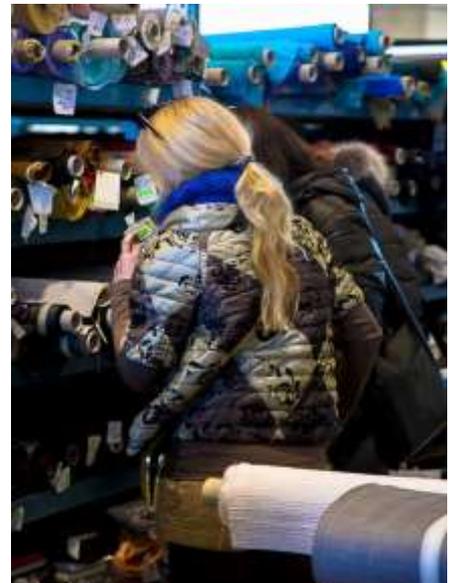
Din ♥ Spring Fashion Show 2014



ci ITE courses students visit Moldovan ICT companies



Visit of Moldovan apparel designers to stock houses in Turin, Italy





Wine of Moldova:  
A Wine Legend Launch at ProWein 2014





## Participation of local tour operators at CMT Trade Show in Germany



## SECTION I

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### **Quarterly Technical Activities**

Chemonics International Inc. (Chemonics) and Dexis Consulting Group (Dexis) are pleased to submit to the United States Agency for International Development in Moldova (USAID/Moldova) this Quarterly Report for the Competitiveness Enhancement and Enterprise Development (CEED) II project. This quarterly report covers the three-month period from January 1 through March 31, 2014.

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 fashion industry companies are enhanced through consultancy and training on the job support for selected companies. This quarter, CEED II continued cooperation with foreign designers to enable fashion industry companies to improve their collections and produce more competitive products.

In January, the UK-based international footwear designer Mr. Giovanni Deiana, provided consultancy to three new assisted companies, Hincu, TabitaCom and Tiras, and to five earlier supported companies, Floare, Tighina, Cristina, Rotan and Oldcom, in order to strengthen companies' design skills in shoes manufacturing. Mr. Giovanni Deiana analyzed the whole design process at Hincu, TabitaCom and Tiras companies in order to improve their overall product design processes and develop a new collection of footwear for the upcoming season. He reviewed the design process improvement and implementation of earlier developed collections at the five companies assisted in the past and provided feedback and additional recommendations to them.

On January 24, the expert delivered a seminar on the topic "Trends in footwear design" to 11 participants from companies, UTM and APIUS association. During the seminar, the expert evaluated the progress of the overall design process improvement, provided recommendations on what needs to be done to secure the initiated changes and answered the questions about the color trends and shapes for the next season and the design methods.

In February, CEED II invited the international consultant Theresa Bastrup to provide in-company design assistance to local companies that produce children wear, namely, Velitextil Plus, Emilita Lux, ZivaMaxi, Svibmagtx and Cojocari Grup. The main focus was on product portfolio and design of spring/summer 2014 collections in order to meet customers' expectations. The international consultant reviewed and monitored progress made by the companies in designing the 2014 spring/summer collection; reviewed directions of color pallet, fabrics, shapes, the silhouette build-up, the shape and fabric match, accessories, and details per theme. Mrs. Theresa Bastrup also arranged meetings with buyers from Denmark and Norway interested in investing in Moldovan fashion industry. The consultant prepared and presented to potential buyers presentations about the Moldovan fashion companies and their profiles. As a result, at the end of February, two potential buyers from Denmark, Hummel and Olino, and one from Norway, Lilleba, visited nine apparel companies in Moldova (Iuvas, Maicom, Vistline, Steaua Reds, Mobile, Ionel, Premiera Dona, Saltoianca and

Infitextil). The potential buyers also had the chance to see all new collections of the companies which participated at the Fashion Walk on March 1.

Having noticed the positive impact of the assistance offered by international designers contracted by CEED II on fashion companies' development, in March the British Embassy in Moldova decided to support a new project – Flying Designers, which will continue the assistance to Moldovan fashion companies. Within this project, the designers Giovanni Deiana, Nicola Kearney, Rimvydas Birstonas and Theresa Bastrup were contracted by the British Embassy in Moldova. Their assignments started at the end of March and will continue through April.

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

In this quarter, CEED II selected designers and purchasing specialists from 13 apparel companies to participate at the raw materials and accessories exhibitions - Texworld and Premier Vision Fairs. Companies with own brands Ionel, Tricon, Velitextil Plus, Emilita Lux, Sandi, Vistline, Sram, Natalia Melnic, Aller&CO, EHO, BRIO, Ponti, Codrinad have been selected according to their readiness to cost-share the participation at the raw materials exhibition. The exhibitions took place in February in Paris, France. Moldovan companies were guided by Rimvydas Birstonas, the international designer contracted by CEED II, who assisted them to select appropriate raw materials and accessories for the fall/Winter 2014 collection. The purpose of the visit was: to look at new fabrics, accessories, and color trends; to meet with suppliers; to chose fabrics for new collections; and to look for new suppliers. Getting acquainted with new collection fabrics helps planning the collection in advance and guarantees a good quality of the product. This is very important when you sell your collections to independent boutiques or department stores. Another purpose of trip was to find companies who work with stock fabrics, and participating companies were pleased to find several such companies, many of which have agents in Romania, which borders Moldova.



Figure 1. The Moldovan designers get acquainted with trends in fabrics for next season at the Premier Vision Fair

Additionally, in February CEED II organized a visit of designers from apparel companies to warehouses of raw material stocks in Turin, Italy (Angelo Vasino s.p.a., R&G Tessuti, di Rossi Gigliola, Ducotex). The international consultant contracted by CEED II, Olesea Ionita, helped Moldovan designers to select appropriate fabrics for their collections. The participant companies also stopped in Milan, where they performed storefronts and research study of fashion trends by Italian designers. This investigation has helped improve local designers' knowledge in this area and will help them generate new ideas and put them in practice.



Figure 2. The Moldovan designers select the appropriate raw materials in the Italian warehouse stocks

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

In accordance with the Year 4 work plan, CEED II continued to assist companies that opened or plan to open new stores and need support in their organization to improve retail sales and merchandising capabilities. CEED II contracted Mrs. Svetlana Popelnitchi, a local consultant, to assist two selected companies to improve merchandising of their retail stores. In February and March, the local consultant assisted the accessories companies I.Tesner and Hincu, to implement proper merchandising techniques in their own stores. In the framework of this activity, the local consultant Svetlana Popelnitchi completed the following tasks:

- Analyzed the points-of-sale (POS) of I.Tesner and Hincu at their various retail stores in Chisinau and proposed methods of personalized display of company products in multiband stores (brand corners), using brandbooks and companies identity branded materials, to improve the company's visibility and brand recognition.
- Advised both companies concerning the store layout in order to optimize the use of their retail space, proposed means for displaying the entire product range.

- Advised and helped both companies to set up and arrange their product displays within the stores.
- Provided on-the-job training for the managers and sales persons of both companies on how to organize the shop floor and properly display products according to best merchandising practices.



Figure 3. Local consultant' proposals for Hincu Ltd on using of new logo in their POS ,slide from training presentation

In this quarter, CEED II continued to assist companies to develop basic presentation websites, for the domestic market and for foreign customers. Working in this direction, CEED II contracted Creativmaro Ltd. The company developed websites for two fashion accessories companies, Tighina and Ana Popova. The newly created websites successfully present the companies and their products and make them more visible to clients helping to promote their products and attract new customers.

#### **Activity 4. Enhance planning and control methods of production orders**

The activity was completed according to the plan, in the first quarter of Year 4. It included training on planning and control methods of sales, production orders and stocks, that was delivered in November 2013 and international consultant's assistance to Tricon and Maicom for implementation of planning and control methods of sales, provided in the same month.

#### **Activity 5. Build stronger and more recognized Fashion brands**

CEED II continued to assist the selected apparel companies to launch new brands or make rebranding of existing ones in order to help companies become stronger, have more recognized brands on the market, contributing in this way to enforce the country specialization in fashion sector, and to stimulate better positioning of domestic sales and exports on the target markets.

During the quarter, CEED II continued to offer to beneficiary companies a standard assistance package for (re)branding, which includes identification of a new brand name (as appropriate) and a slogan, as well as development of the corporate style and identity package (such as design of packaging, product labels, image photos, and a basic brochure).

With CEED II support, the rebranding activity for shoes producer Hincu was implemented. The business provider for this activity, Avalonix Ltd, developed a comprehensive brand book that outlines all details for their restyled brand for the broad range of products, including the following elements: brand philosophy in line with the target market segment, slogan, logotype and logo symbol, stationery (letterhead, envelope, business cards, folder, agenda), packaging and labels design, brand image (image creation based on the brand philosophy: concept, photo session), prints (recommendation on poster and leaflet design). The brand book was presented electronically (DVD) and in printed form to both the company and CEED II.

Additionally, CEED II launched the re-branding process for three apparel companies, Prim Design Lux, Sram, and Sandi by contracting Avalonix Ltd as business service provider for this activity. First, the brand book for Prim Design Lux was developed. It includes logo (structure, geometry, usage rules, logo colors and associated colors, additional design elements inspired from the logo, which could be used for decoration of POSs or marketing materials), the slogan in Romanian and Russian, font (recommendations of the basic font and alternative font for each brand), stationery (business card, letterhead, envelope, folder, design of the secondary packaging according to sizes provided by the customer ready to print version), and design (ready to print files) for tags set.



Figure 4. New brand logo elaborated for Prim Design Lux

For other two companies, Sram and Sandi, the contractor developed and presented to the managers of the companies the new companies' logo. Also, in this quarter, CEED II contracted the design company Indigo for the rebranding activity for Vasconi Textile Apparel Company.

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

During the reporting period, CEED II supported local companies in their efforts to promote their products on the targeted markets in order to expand sales and attract new customers. To bring the offer closer to potential Russian customers, some local companies requested CEED II's assistance in promoting their products through a specialized PR company—Red Designers. As a result, CEED II discussed the possibilities of cooperation with Red Designers - the professional platform, aimed to promote designers from Russia and the CIS countries through a complete PR-support and promotion of brands, the development of sales channels, the creation of professional environment and communication between all the professional market players. CEED II signed a contract with Red Designers for a three-month period from April to June to promote on the Russian market two local brands, Ju-Bijoux and V.Burlacu, which Red Designers has decided to invest in for new collections.

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

During this quarter, CEED II assisted local fashion companies to promote their image through the organization of the spring edition of the "Din inima, branduri de Moldova" promotion campaign. The Spring Edition started in March and will last for 3 months. Twenty-four fashion brands from twenty two apparel, footwear and accessories companies were involved to participate in this spring edition of the promotion campaign. The costs for the spring promotion campaign are shared between CEED II

and the beneficiary companies (40%:60%), therefore, CEED II will spend around 220,000 MDL, while the companies will spend around 380,000 MDL. The campaign will run from March 01 through May 2014.

CEED II has involved APIUS in this campaign to ensure communication with company representatives, participating in all discussions and meetings. CEED II have monitored and mediated interaction between companies participating in the campaign and business providers employed – TV, media, marketing companies and others.

During January and February, CEED II collected offers and signed contracts with business providers for the spring edition of promotion campaign - “Din Inima, Branduri de Moldova”. AcasaTV, Jurnal TV, Zingan.com, Casa Imago, Green Fusion Agency and others become the business providers for the spring edition. During February and March, Green Fusion Agency developed look-books for 20 local producers. The photo session for the outdoor campaign was organized in partnership with Mandarina Models and Origin Foto Video Ltd. The first billboards appeared in March, promoting the new 2014 collections of Moldovan brands. The total number of billboards for the spring promotion campaign was 65 or approximately five billboards per brand.



Figure 5. Spring Edition of the Promotion campaign *Din Inima, Branduri de Moldova*

Acasa TV produced and released four reports about the fashion show and the Moldovan brands Georgette, Lorina, Cristina and Crème Brulee in their show *O seara perfecta*. The materials have latter been reposted on acasa.tv and perfecte.md websites. The same business provider organized a workshop where the collections of two local producers, Georgette and Crème Brulee, were featured. Similar workshops will be organized for other brands. Further, two reports about Cristina and Zorile brands ran on Jurnal TV, *Veranda* show. We expect that the promotion campaigns will have a direct effect on the sales of participating companies as it did during the previous campaign in autumn 2013 when one MDL invested in the campaign, brought a 65 MDL increase in sales.

## **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. During this quarter, CEED II supported local companies' participation in the most appropriate trade shows: Mosshoes, Textileprom and Mir Detstva in Russia, ExpoShoes in Ukraine, Bijorca and Zoom by Fatex in France and others.

In January 21-24, 2014 CEED II assisted seven footwear and accessories companies to participate at Leather and Shoes international fair in Kiev, Ukraine. While some companies such as Floare, Tighina, Bitprogram, Arilux and Oldcom have constantly participated at this exhibition, other 2 companies, Tesner and Tiras participated for the first time due to CEED assistance. During the exhibition, the participating companies got acquainted with the achievements of competitors and market trends, and established new contacts with Ukrainian and foreign buyers. The Ukrainian market is of interest to manufacturers of Moldova, being a big market located nearby, which simplifies product delivery and reduces delivery time.

In February, CEED II cost-shared the participation of the following apparel companies at international exhibitions:

- Two own label apparel companies, Velitextil Plus and Emilita Lux, participated at the 12th INTERNATIONAL exhibition "CJF-Child & Junior Fashion 2014. SPRING" in Moscow, Russia;
- Seven own label apparel companies, Olympus, Odema, Intercentre Lux, Delivery, Infetextil, Steaua Reds and Saltoianca participated at Textileprom Fair in Moscow, Russia;
- Four apparel companies, Ionel, Odema, Steaua Reds and Velitextil Plus, which provide CMT services for foreign clients, participated at ZOOM by Fatex International sourcing exhibition in Paris, France;
- One apparel company, Olga Ceban, participated at Lingerie Pro exhibition in Antwerp, Belgium. Due to its participation at two consecutive editions of this exhibition, the company managed to attract two new clients and agreed on the cooperation program for the new season, and signed five new contacts for the two of which they have already established the cooperation steps.

In March, CEED II supported the participation of two companies, Tighina and Floare, at Mosshoes international specialized footwear fair in Russia.

## **Activity 9: Increasing productivity for companies 'competitiveness enhancement**

CEED II selected the Maicom apparel company to be assisted through the development and implementation of an integrated Management Information System (MIS) given that the company expressed its interest and readiness to invest and implement an integrated computerized MIS. Maicom decided to computerize all processes (from raw material purchase up to the transfer of finished product to the warehouse) and selected the appropriate IT Company, Business Logistic Ltd to implement this.

CEED II agreed to support Maicom Company to develop MIS modules for production area ("Apparel Manufacturing") that Maicom will implement in the next few months. CEED II has contracted Business Logic Company to develop and implement the "Apparel Manufacturing" Software. The company developed technical specifications and functionality of the Apparel Manufacturing software. The technical specifications were based on the assessment of the current processes within Maicom and outlined the full MIS concept, describing the workflow for the process area to be included in the software module, the structure of the software module and its functionalities.

## Activity 10: Strengthen APIUS capacity

To strengthen APIUS capacities and consolidate APIUS activities, CEED II involved APIUS in the all its activities to help the Association to take over and maintain the activities initiated and supported so far by CEED II project.

CEED II assisted APIUS to consolidate its implementation capacity by helping to co-organize the Fashion Show 2014, which took place on March 1. Representatives of the International Women’s Club (IWM) and APIUS, assisted by CEED II, selected Leograd as the event venue, coordinated the logistical arrangements, and selected the participating companies and models. Members of IWM Moldova, diplomats, local celebrities, and public figures walked on the stage for one evening, dressed in locally designed and manufactured fashion brands. The show was co-hosted by His Excellency Mr. William H. Moser, US Ambassador. To organize the event, around 140 models (women, men and kids) were involved to present 35 collections of apparel, shoes, and accessories. About 500 people attended the event, which had an excellent positive coverage in the media and on acebook



Figure 6. Fashion Show Logo, Spring Edition 2014



Figure 7. Billboard for promoting Fashion Fashion Show, Spring Edition 2014

In this quarter, CEED II involved APIUS in the promotion campaign “Din inima, branduri de Moldova”, both contributing in this way to support the Moldovan brands of clothing, footwear and accessories.

Another activity that CEED II started to implement this quarter is the development of the Light Industry White Book, which contains business environment improvements needed for the fashion industry. CEED II is in the process of selection of a local consultant who will describe all legal, technical and normative information necessary for the fashion industry, as well as recommendations for the future development of the industry.

## A2. Information Technology (ICT) Industry Activities

### Activity 1: Adapting ICT education to industry needs

*ITE.* On February 8, CEED II together with the Finance and Banking College, organized a special reunion of IT Essentials (ITE) teachers, in order to explain them the differences of the new 5<sup>th</sup> version of the curricula, updated by Cisco and in force since the beginning of 2014. As result, 40 teachers were retrained.

CEED II hired a consultant, Mr. Grigore Vasilache, to work closely with CEED II and the Ministry of Education, as the technical expert and coordinator, to develop a mechanism that will ensure the sustainability of the ITE initiative. The main scope was to create institutional linkages that will allow the future expansion and continuous promotion of the IT Essentials optional course in Moldovan lyceums, by providing training of trainers on IT Essentials for new school teachers who would like to obtain the Cisco certification, as well as recertification for those already certified. Thus, the Center for Information and Communication Technologies in Education (CTICE), the main institution designated to retrain the teachers in Moldova, has included the ITE course in their list of approved courses and started teaching it since the beginning of the year 2014.

Also, CEED II together with ATIC worked to organize the visit of the best ITE students and graduates to the IT companies. Major IT companies: Endava and Cedacri have agreed to host this visit. The students from outside Chisinau from the 11-12<sup>th</sup> years were invited, being selected based on their results at the ITE tests. The purpose of the visits was to showcase the benefits of working in an IT company, thus motivating the youngsters to further pursue a career in IT. These company visits took place on March 11, 2014. 60 pupils and teachers participated at the event, and were very impressed by the working environments and conditions of Endava and Cedacri, which inspired them to choose a career in IT and aspire to work in one of these companies.



Figure 8. The group of pupils and teachers after visiting Cedacri

CCENT. After taking Cisco Certified Entry Networking Technician (CCENT) Training of Trainers (ToT) courses and getting certified, the instructors of ITE have raised their qualification and obtained the right to be instructors for the next level after the CISCO IT Essential - CCENT courses. Prior to that, the educational institutions represented by the teachers trained on CCENT during June – November 2013 were acting under the Financial Banking College local Cisco Academy. This was a good motivation towards a higher organizational level, creating independent local Cisco Academies at the educational institutions they represent. This will offer them a higher level of autonomy. The 6 newly opened Cisco Local Academies are:

1. Pedagogical and industrial College, Cahul
2. Constantin Stere Lyceum, Soroca
3. Ion Creanga Lyceum, Popestii de Sus village
4. Mihai Eminescu Lyceum, Balti
5. Mircea Eliade Lyceum, Chisinau
6. B. P. Hasdeu State University, Cahul

IT Excellence Center. As CEED II continued consultations with potential partners for the development of IT Excellence Center, the project identified the need to develop a concept for the envisioned Learning and Innovation Hub (IHub) for ICT skills and technologies. The IHub concept will be used to ensure a common vision and plan for this center for all participating partners, and to get buy in of all counterparts, including donors, multinational corporations, academia, and government. CEED II decided to hire two international consultants for this task. CEED II identified two consultants, previously involved in similar initiatives and aware of the current situation in Moldova. The consultants were contracted and started working at the end of March, 2014.

Robotics. CEED II, together with ATIC, looked for successful regional initiatives and potential partners for the implementation of the Robotics program. As an effective Robotics program was seen in Armenia, during the study visit, the Armenian counterparts provided details on their program, including financial implications and timing for implementation. While researching other regional experience in the field, a partner was identified in Estonia, [NGO Robotika](#), which is implementing Robotics program since 2007 and has opened over 130 robotics clubs in Estonian schools.

The Estonian model is using an international education program from a major vendor, [Lego Education](#). This educational program is supported also by a US Foundation [FIRST](#), working since 1989 to inspire young people's interest and participation in science and technology. CEED II, together with ATIC, is working at implementing the program, attracting other partners and additional funding.

CEED II decided to advance the negotiation with the partners for the implementation of the Robotics program. The Ministry of Education positively reacted to the proposal and willingly gave their approval for the pilot project to be implemented at the National Center for Children and Youth “Artico”. CEED II decided to offer financial support to other 2 institutions to establish Robotics clubs: The Poly-technical College from Chisinau and the Theoretical Lyceum Orizontul. The partners agreed to name this initiative “Roboclub”.

On March 25, 2014, a press conference announcing the launch of the pilot Robotics club was held at “Artico”, as a result of a joint effort of all the partners. The conference got a very high interest from the local media, and around 15 articles and reports were published as a result, including video reports on several national TV channels. This raised a very high interest to the public, and immediately after the press conference “Artico” started receiving applications from parents of children, willing to take part in the robotics clubs.

On March 26-27, 2014 a Training of Trainers on Robotics was conducted by representatives from [NGO Robotika](#) at “Artico”. The Ministry of Education helped to identify informatics teachers interested to attend the ToT. 21 people attended the training, of which “Artico” will select teachers to

be hired at the pilot Robotics club. Teachers from the other two institutions included in the pilot project also attended the training, as well as other interested people.

“Artico” is planning to start the activity of the first groups of the Roboclub in the middle of April. ATIC is committed to attract additional funding to expand the initiative further and add more educational institutions into the program. The Estonian partners are willing to support the implementation of the program and offer advice and teaching materials to the trainers; or conduct another ToT if needed.



Textbox 9. Learning Robotics for teaching

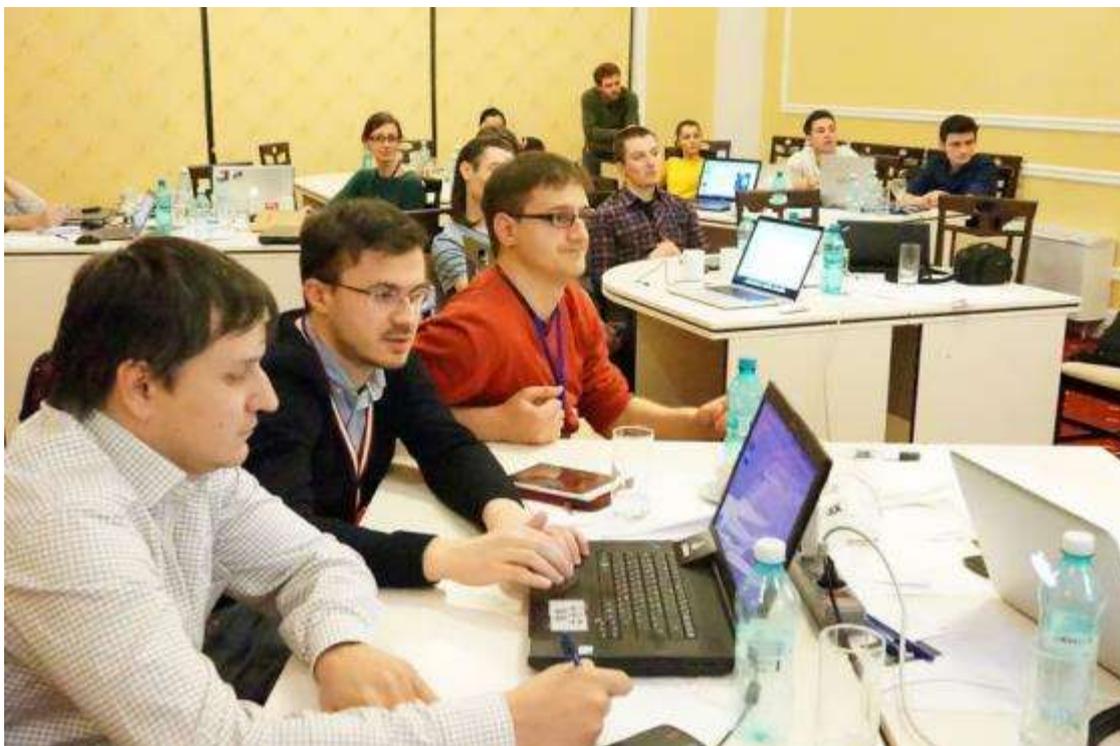
### **Activity 2: Supporting an IT Career promotion campaign**

CEED II held a planning meeting with ATIC to discuss the continuation of the IT Career promotion campaign. Initially, a series of live presentations in high schools were planned for February-April 2014, but thanks to a grant provided by the Ministry of Youth, ATIC was able to conduct a large number of such presentations during autumn 2013, and decided not to do more in the spring. The media campaign is still to be conducted during the end of the school year and start of the university admission period.

### **Activity 3: Developing entrepreneurship culture in IT**

During this quarter, CEED II had worked to organize the second part of “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, experienced coach at Startup Weekend events in a number of countries. The first part of the workshop took place on December 14-15, 2013 and had 25 attendees. The second part of the workshop took place on March 1-2, 2014 and was attended by 30 people. The feedback from participants was very good, all of them found the information provided and the advices received from the trainer very useful, practical and relevant.

For promotion purposes, CEED II developed a video with testimonials from the attendees of the first part of the workshop, in order to ensure a higher participation at the event. In addition, CEED II developed a video with interviews of the trainer and the participants of the second part of the workshop. This material will be used for promotion of the future similar events.



Textbox 10. The Startup Roadmap workshop attendees

#### **Activity 4: Support Organization of ICT Summit**

CEED II continues to take active part in organizing the Moldova ICT Summit 2014 which will take place on May 14-15, 2014. CEED II decided to take the lead on the Tech Business section of the event, identified a partner – the specialized tech conference in Romania “How to Web”, and agreed to ‘franchise’ their event as a component of Moldova ICT Summit, to be communicated as “Powered by How to Web”.

This event is positioned as one of the most important regional conferences for tech companies and attracts valuable international speakers. This Romanian team is helping define the agenda of the respective section and is ensuring several speakers. The partnership with such an event is helping the Summit attract more valuable international speakers by offering relevant and interesting content. As a result it is expected to ensure a higher participation from the tech community.

While ATIC is, as usual, the lead organizer of the event, CEED II participated at the committee choosing the logistics and PR subcontractors for the ICT Summit.

#### **Activity 5: Enhancing Competitiveness of the IT industry**

*Competitiveness Strategy and ICT Agency.* CEED II continued to work with the consultant Mr. Sergiu Rabii, and MTIC on the finalization of the draft ICT Industry Competitiveness Strategy, the Action Plan and the Regulation of the ICT Agency to be submitted for Government approval. The final draft of these documents was submitted to MTIC. Also, CEED II consultant started to work on the analysis of the fiscal facilities for the IT Park, to be considered for the draft law on IT parks.

*IT Parks Law.* CEED II consultant, Mr. Sergiu Rabii worked on the analysis of the fiscal facilities for the IT Park, to be considered for the draft law on IT parks. The report was submitted to the Ministry of Information and Communications Technology.

*CeBIT Expo.* CEED II worked with ATIC, MIEPO and other partners on the preparations for CeBIT – the world's most important IT business event, taking place in Hanover, Germany, the world's largest fairground, on March 10-14, 2014. This year the fair has focused on IT infrastructure and business directions, communications, navigation, transport and logistics, public consumption sector, innovations and finance in Internet and mobile communication sphere, electronics for consumers. The Moldovan delegation was composed of: Viorica Bordei, ATIC Education Project Manager, Iurie Coroban, CEO, AlfaSoft company and ATIC member, Andrian Gavrilita, Team Leader of the Investment Attraction Team, Adrian Ciofu, Investment Attraction Officer.

During the exhibition Moldovan delegation had a series of meetings with potential investors and held discussions regarding the possibility of contracting services delivered by the Moldovan IT companies or initiate collaborations in areas of common interest. Among them we can mention the meetings with the representatives of national business associations: Romanian employers' association of the software and services industry (ANIS); Union of IT Enterprises from Armenia; and the IT Association from Azerbaijan. The discussions focused on the opportunity of launching initiatives related to experience sharing, knowledge transfer, but also common projects in the field of education, promotion and trade.

Also, the delegation met with foreign entrepreneurs interested in the Moldovan investment opportunities: a Polish company dealing with telecommunications systems interested in the possibility to create a local branch in Moldova; an Indian software company analyzing the opportunity of transferring a part of the team to Moldova due to the distance proximity with the EU countries; and a German company showing interest for collaboration opportunities in the development of the products and services dedicated to the public sector etc.

Overall, the participation of ATIC at CeBIT was successful, representing a first experience of international exposure at an event of such level. Taking into consideration the relevance of the event, and also the great promotion opportunities it provides, ATIC decided to invest more efforts in order to communicate the benefits of participation and convince its members to join the next editions of the event.

## **Activity 6: Capacity building for ATIC**

While working with ATIC on the promotion of the B2B portal, several fixes and corrections have been implemented, aimed to improve the functionality of the portal and the search engine rankings. ATIC hired a content manager, responsible for the development of the portal and she started to work on increasing the number of subscribed ICT companies.

## **A4. Tourism**

### **Activity 1: Establish Inbound Tourism Association**

With CEED II support, the National Inbound Tourism Association (ANTRIM) has been successfully established. ANTRIM was officially registered on January 16, 2014 with 8 founding members: Tehno AB (Butuceni), Infoturism Group (Amadeus), Solei Turism, Tatra Bis, Rosh-Consult, Vila Verde (Hotel), Volare Tur (Hotel Jazz) and Branesti. During the reporting period, another 2 companies, Hai la Tara and Trip to Moldova became associated members of the ANTRIM. Since the organizational documents have been approved and the Executive Director, Natalia Turcanu, has been appointed, ANTRIM has become a truly functional association.

In order to build ANTRIM capacity, CEED II involved ANTRIM in many activities. With CEED II support, ANTRIM took the leadership in organizing a Capacity Building seminar and a Master Class on wine tourism in February. Additionally, with CEED II support, the ANTRIM director had several meetings with donor institutions, public authorities and partners such as: MIEPO, GIZ, Ministry of Culture, French Alliance, etc., to which he presented the future ANTRIM activity and priorities and discussed the opportunities for future partnerships.

To further support the development of the association, CEED II supported the developed of the official association's web-site. While moldovaholiday.travel is the main informational platform for tourism in Moldova, the need of an official web-site for the association was defined. In this mean, Creatego was contracted to develop the web-site. On March 17<sup>th</sup>, the web-site [www.antrim.md](http://www.antrim.md) was launched and it includes information about the association and its members, partners as well as events to be organized and supported by the organization.

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

*Moldovaholiday.travel technical updates.* In order to constantly increase the impact of the moldovaholiday.travel website on the industry development and to improve it, there were defined a series of needed technical updates: migration to Joomla 3.0, integration of Russian, Romanian and French languages, integration of the commercial zone, update to Search Engine Optimization, event's calendar and etc. In order to support this activity, CEED II contracted RT Design to do all requested improvements.

In February, CEED II contracted RT Design Company to make improvements to Moldova Holiday website by adding additional content and features. The contractor started the works at the begging of February and according to the volume of work, it will be finalized in three months. During February and March following improvements have been made: core system updates specifically as menu update (mobile devices support), search engine optimization, testimonials/feedback/comments, social media optimization, CMS Update (Joomla 3.0).

Additionally, CEED II concentrated its efforts to find partners willing to contribute to the development of Moldova Holiday website. As result of an organized meeting with French Alliance, the Alliance accepted to collaborate with CEED II and agreed to partially support the translation of Moldova Holiday in French. The project will start in June and will last about two months. Due to the fact that Germany was defined as the main market for the tourism in Moldova, CEED II addressed an official request to GIZ to support the development of the German version of the web-site.

*Moldovaholiday.travel Facebook promotion.* In order to increase Moldova Holiday audience, to engage local young people in Moldova Holiday activities, and make the local audience aware of Moldovan tourism attractions or to discover new unknown interesting places, CEED II together with Jazz Hotel has organized a Facebook contest to find out "What place is the most romantic in Moldova". The contest was organized at the beginning of February. CEED II made a paid advertisement and as result, during 4 days of competition, the page was viewed by 18464 visitors and 54 new likes were gained.

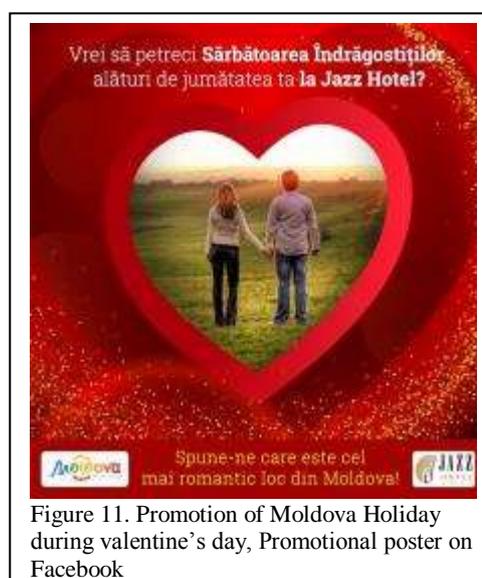


Figure 11. Promotion of Moldova Holiday during valentine's day, Promotional poster on Facebook

### Activity 3: Support participations in trade shows in target markets

*CMT Stuttgart exhibition.* CEED II supported a delegation of Moldovan tour operators, Amadeus Travel, Tatra Bis, Solei Turism and Volare Tur to exhibit at CMT in Stuttgart, Germany on January 11-19. CMT is the biggest consumer tourism exhibition in the world with a record number of 241,000 visitors in 2014. 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 customers and invite people who are interested in discovering new tourism destinations, to visit Moldova in the upcoming season.



Figure 12. Moldova's stand at CMT Stuttgart. Presenting Moldova at a dedicated Press Conference during CMT.

Moreover, in order to have continuity in actions, CEED II has contracted the German PR Agency Xenos-Comm to organize for the second time a dedicated press conference. More than 25 journalists interested in new tourism destinations have attended the conference. Also, few journalists showed interest in participating in familiarization tours through Moldova.

*ITB Berlin 2014 press conference organization.* On March 5-9, 2014 in Berlin took place the most important B2B event of the tourism industry. Moldovan companies, Tatrabis, Solei-Turism, Amadeus Travel, Trip to Moldova, Chateau Vartely, My Planet Tour, participated at this exhibition for the sixth time as usual with a stand. In order to have a bigger impact, CEED II supported the organization for the first time of a dedicated press conference contracting the German PR Agency, Xenos-Comm. More than 30 journalists have participated at the press conference and showed interest in Moldova and its tourism attractions. CEED II was monitoring the implementation of deliverables as press release correctness, PowerPoint presentation edited as appropriate and translated into German, Press conference agenda preparation.



Figure 13. Press Conference at ITB Berlin

The representatives of all participating companies, as well as the National Tourism Agency Director, Nicolae Platon, had the possibility to present their offers and discuss the positive impact on local tourism development as result of European integration. Every year more and more German tour operators are looking to sell Moldova as a tourism destination and the press conference emphasized once again the interest in Moldova. As a result, Chateau Vartely was able to establish good contacts with German, Romanian, Slovak, Polish and even American tour operators. In particular, many people were interested not only in wine tours, but also combined: rural, cultural and wine. While at the exhibition, Tatrabis got reservations for 6 groups of tourists: 4 groups for 2014, first one coming in May, and 2 groups in 2015.

*Participation at 6th Annual International Wine Tourism Conference, IWINETC 2014.* On March 29-30, in Tbilisi, Georgia, was held IWINETC, the only international event dedicated to the sale of wine tourism products. CEED II supported the participation of Mrs. Veronica Raetchi-Tomescu, Managing

Director of "Chateau Vartely" Travel Agency, and Board Member of the National Inbound Tourism Association of Moldova (ANTRIM), by covering the airline ticket cost. Mrs. Veronica Raetchi-Tomescu was invited as a speaker at the Conference, being the first representative of Moldova who participated at this event. Her presentation "Republic of Moldova - an emerging wine tourism destination" focused on the appearance of new wine destinations, development of the national program Moldovan Wine Route and alignment of the wine and touristic industry to a common promotion and development strategy. In addition, Mrs. Veronica Raetchi-Tomescu developed a short presentation of the Moldova Holiday project as a success story of the tourism industry. As a result, Mrs. Tomescu had established many contacts with representatives of wine tourism agencies from all around the world.

Figure 14. The 6th Annual International Wine Tourism Conference, IWINETC 2014



**MOLDOVA WINE TOURISM presentation  
at International Wine Tourism Conference in Tbilisi, 2014**

*Promotional Roadshow with Live Concerts of Ethnic Moldovan Music organization.* 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: Germany, Sweden and Great Britain. These locations have been selected due to their interest in Moldovan tourism offer: rural, cultural, gastronomic, wine and soft adventure tourism. Many partners were attracted to support CEED II's initiative: ANTRIM, Ministry of Culture, Moldovan Embassy in UK, Moldovan Embassy in Germany, Moldovan Embassy in Sweden, and MIEPO, as well as the logistic partner, Sens Music. Imago was contracted to create the visual of the event as well as all the promotional materials. These events are planned to be B2B and B2C at the same time.

During this quarter, CEED II elaborated the concept, found venues and made the final selection. The events location and dates are: Berlin ( [www.langenbeck-virchow-haus.de](http://www.langenbeck-virchow-haus.de) ) - May 13<sup>th</sup> (500 people), Stockholm ( [www.musikaliska.com](http://www.musikaliska.com) ) - May 15<sup>th</sup> (621 people) and finally London ( [www.venue.rigb.org](http://www.venue.rigb.org) ) - May 16<sup>th</sup> (440 people) . These events are planned to be promotional platforms not only for tourism sector, but also for Moldova in general, a country with perspective and good investment environment. To this end, a list of VIP guests will be invited (free of charge) such as: tour

operators from target markets, journalists from target markets (especially from travel related publications), opinion formers, potential investors, business environment partners. To make target consumers aware of the event and make the purchasing ticket process accessible, the most popular promotional and ticket sale web sites were defined in each country: [www.ticketweb.co.uk](http://www.ticketweb.co.uk), [www.ticketmaster.de](http://www.ticketmaster.de), [www.ticnet.se](http://www.ticnet.se). All of these have been contracted by the ANTRIM and will start selling tickets a month prior to the events.

CEED II, together with Sens Music established the program and selected the artists. These are Stefanet Brothers Orchestra (8 people), a very well-known, for high level of professionalism, and Geta Burlacu, one of local public favorite singer. The events will start with the video "Moldova: a new tourist destination " and will be followed by the concert with authentic ethnic music. At the end of the concert, all the guests will be served some of the best Moldovan wines. For each country, a winery was selected: Berlin- Purcari, Stockholm- Chateau Vartely and for London – Cimislia Winery.

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

The organization of group familiarization tours is a very efficient method to raise awareness in the target markets about Moldova as a tourism destination. This practice is obvious, as the results show how efficient they are.

*3<sup>rd</sup> Familiarization tour follows up.* After the familiarization tour in October of 2013, a new article about Moldova was published in February in the online magazine in Canada *Eat. Drink. Travel*. The article is separated into three parts and only first two have been published. Because the familiarization tour was combined with journalists and foreign tour operators, Tatrabis has established partnerships with Romanian counterparts and as a result during 2014, three groups plan to visit Moldova through Tatrabis.

*4<sup>th</sup> Familiarization tour organization.* In this quarter, CEED II took active part in organization of the 4<sup>th</sup> Familiarization Tour which will take place in June 5-9. The familiarization tour will be organized with the support of local partners such as tourism agencies, wineries and agro-pensions. Taking into consideration the feedbacks from the last fam tour participants, it was decided to separate the journalists from tour operators as their interests are different. The 4<sup>th</sup> group fam tour will include in his itinerary the Green Run event.

CEED II involved the international tourism consultant, Jack Delf, to prepare the list of invited journalists. This time, the selection criteria will take into consideration the target markets included in the Marketing Plan. The final list will be defined by the end of April.

*Support personal familiarization tours.* The inbound tourism agencies are interested in setting up new partnerships with foreign agencies. In this mean, CEED II will support the agencies to invite potential partners to Moldova for personal fam tours and co-finance their visit. Tatrabis, Amadeus Travel, Solei-Turism, Voiaj International have accepted to participate in this program and are in process on defining the dates of visit.

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

Although this activity was superseding with another one, CEED II decided to support the development of one web-site for Vatra Cultural Center. This is a unique cultural project – “Moldova – European Culture and Destiny”. This is an absolute premiere for the Republic of Moldova and will have a strong national and international resonance. The project will take place at the Ethno-cultural Complex VATRA - a specially designed place for large scale events. The purpose of this project is to promote the image of Moldova at European level through artistic values and cultural management.

Furthermore, this project will demonstrate that there is an opportunity to create and develop business on local cultural segment.

Successful implementation of the project will generate positive effects on tourism, culture and economy and will have a positive impact on society facilitating public access to different forms of cultural and artistic expression. The web-site will present different events that will take place under the project, the most important of them being five exceptional festivals: Medieval Festival, The Dialogues of Love, VATRA Ethno-Balkan, Ethno-cultural Festival “Autumn Paradise”, Ethno-Folkloric Festival “Christmas Village”. In this mean, CEED II contracted Creatego and the web-site will be launched at the middle of April.

### **Activity 6: Tourism attraction improvement and new products development**

Moldova is becoming more visible as a tourist destination, but the competition is very high. The customer experience could be improved by improving the actual tourist services and developing new tourist products and experiences. In this quarter, CEED II involved in the development of new tourism attractions, focusing on following activities:

- *Green Run event organization.* CEED II decided to support the organization of “Green Run” event, which aim is to get closer to the nature for the participants. CEED II and its main partners, ANTRIM and Explore –Moldova, are planning to make the event a big touristic attraction for those who like a healthy life style and bio products. In this mean, in this quarter, two meetings took place to create the event concept, to determine event place and date. After consultations, it was agreed that the event will take place on June 7-8, in the north of Moldova along the Nistru River. The first day will be green run and the second day green bike and kayaking. In this sense, will be invited athletes from neighboring countries as well as other people that are interested in running and biking. Besides these, many eco-friendly activities will be organized. Besides these, many eco-friendly activities will be organized. The organizational team took a field trip to Solonceni and Alcedar villages and met their mayors, additionally a meeting with representatives from the Cultural Departments of Rezina and Soldanesti regions was organised. During the meeting they were informed that such an event will be organised in their region and it they agreed to collaborate, to attract local population, artists, and companies to participate. Additionally, CEED II contracted for a short term a local consult Ludmila Agheni as Green Run Even PR manager.
- *Religious tourism development.* Religious tourism is one of the types of tourism that has a big potential in Moldova. All monasteries are placed in picturesque places and represent important bridges to Moldovan culture, traditions and behaviors. In February, CEED II organized a meeting with Jack Delf, CEED II, ANTRIM and Metropolitan representatives to discuss ways of collaboration. The discussions mainly focused on: integrating the monasteries in the existing routes offered by touristic companies, promotion of the religious tourism for pilgrimage, development of audio-guiding in the biggest and most popular monasteries and the creation of a religious tourism office that will coordinate the touristic flow in the monasteries and churches around Moldova.
- *Master class “Wine- a touristic guide” organized during Wine School.* CEED II, together with ANTRIM and Jazz Hotel, organized on February 20, a master class about wine and tourism as a part of Wine School classes at Moldexpo. The speakers were Veronica Tomescu, expert in wine tourism and Mihai Druta, sommelier. More than 40 wine and tourism lovers have participated in the master class and learned about wine tourism and how you can travel and get to know a country through its wine.

In this quarter, CEED II together with National Inbound Tourism Association of Moldova (ANTRIM) organized a two day workshop “New Product Development & Market Leadership Positioning for Moldovan Tourism”. The seminar took place on February 26- 27 and was led by Jack Delf, an

international tourism expert. Fourteen participants from tourism agencies, wineries, rural pensions and MIEPO, learned how to turn creative ideas into desirable, distinctive, market ready tourism products. As a result, 5 new unique ideas were exposed and will be developed in real tourism products: Dacian days -get back in time, Build a house in Moldova, Cycling in the last piece of Soviet Union, The battle of winemakers, Fly me to Moldova. Some of these will be experienced for the first time by the next fam tour participants in May.

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

This quarter, CEED II continued its assistance in developing new policy in the tourism sector. The international expert, Mr. Jack Delf, was contracted by CEED II in order to elaborate Marketing Plan and Marketing Strategy in Tourism as it was missing in the new developed Tourism Development Strategy 2020. The marketing plan and strategy are important promotion tools since, at the moment, Moldova is the least known country in Europe as a tourism destination. The consultant worked to include in the marketing plan 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 (NTA) and the new created National Association of Inbound Tourism. The marketing strategy should serve as an implementation document of the National Tourism Strategy, and will be formally approved by the National Tourism Agency. Moreover, CEED II contracted a local marketing expert, Eugen Boico, to assist Mr. Delf to facilitate the communication between NTA and private sector in regard to marketing strategy and plan and to supervise the strategy implementation. The first draft of the plan with target markets was presented on February 28 to the companies from tourism sector as well as to the National Tourism Agency. All the suggestions will be analyzed and taken into consideration for the final version.

*Private – public partnership established.* In this quarter, CEED II involved in supporting the development of a good partnership between private and public sector representatives. As result, a private – public partnership was established. Two meetings with NTA and private sector were organized by CEED II and were established the points of partnership that will help Moldova's tourism to develop: visual change of the tourism logo based on the tourism USP that is a part of the marketing plan and the creation of a better promotional video taking into consideration all the recommendation from tourism sector representatives.

NTA has contracted N4 TV to develop 20 seconds and 6 minutes videos, the short one to be used for promotion on international TV channels and the wider one to be screened during exhibitions. In January, the 20 seconds video was presented to the public and received harsh criticism from civil society. Representatives from different fields like marketing, movie makers, tourism, NTA and just enthusiastic people have participated in a very unusual initiative, workshop to make a better video. More than 50 people shared their ideas and seven new concepts were developed. People had the possibility to vote at the end and the most liked concept will be used to create the new version of the spot. CEED II consultant, Eugen Boico, presented the new concept to the public sector, CEED II and ANT during a meeting. All the counterparts agreed on the proposed concept, and following Mr. Boico's recommendations, the NTA gave empowerment to CEED II team to work with N4 and Mr. Boico and make the necessary adjustments. The first draft was presented to NTA and CEED II in March. It was analyzed and other change will be undertaken in the near future.

## A5. Wine Industry Activities

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

During the reporting period, with CEED II support, the ONVV has been successfully established, the main policy and organizational documents have been approved and the core staff has been employed. Consequently, during January – March 2014, the ONVV has become a truly functional public institution, ready to fulfill the assignments attributed by law.

ONVV has gone through a challenging period of putting in place its statutes and regulations. The approvals of these institutional documents have been into the agenda of the Council for Coordination, the supreme body of the ONVV formed by public and private representatives. Since there weren't any similar precedent of such collaboration between them at a decisional level, the works of the council have been quite turbulent and instable. But, the newly appointed ONVV director, with support from CEED II consultant and wine industry manager, succeeded to mediate five reunions of the council of coordination and to have the main documents and regulations voted by the majority of the council's members. In particular, the following documents regulating ONVV activity have been approved and entered into force during the reporting period: the staffing scheme & plan; the remuneration regulation; the job descriptions and the staffing regulation; the Council for coordination regulation; the ONVV annual activity plan, and the ONVV annual budget of expenses.

Following the Council of coordination approval, the Director has launched the contest of job vacancies, through an opened and transparent competition. A selection commission formed by the Deputy Minister of Agriculture and Food Industry, a representative of the private sector associations and the ONVV director has been formed to assess the submitted candidacies. Job announcements have been published in the local journals, on the MAFI web-site, but also on the Wine of Moldova Facebook page. Consequently, for the 10 job vacancies 23 applications have been submitted to ONVV, out of which 6 persons have been employed and started their jobs in mid-March 2014.

With CEED II support, the ONVV director had several meetings with donor institutions and other public authorities, such as: USAID, World Bank, EIB program unit implementation, UNDP, MIEPO, AGEPI, CCI, etc., to which he presented the future ONVV activity and priorities and discussed the opportunities for future partnerships.

In the reporting period, the wine sector stakeholders have already started to ask for reporting and deliverables from ONVV. Therefore, ONVV director, with support from CEED II, presented a report for the first 3 months of activity to the Ministry of Agriculture and the ONVV Council. Following this meeting, on February 10, 2014, the wine sector had a meeting with the Prime Minister Iurie Leanca, to which ONVV director has presented a wine sector snapshot and introduced several requests for public initiatives, meant to support overcoming the crisis created by the Russian embargo of September 2013. The Prime Minister has positively reacted to the needs of the wine industry, asked for further actions and promised his support.

For that reason, ONVV has done a research of the financial situation of the wine industry as a whole and of the wineries affected by the Russian embargo, and presented it throughout a common letter with MAFI. In this regard, the Government decided to implement the leasing instrument to absorb the EIB credit line and to allocate subventions for the vineyards planted with wine grapes. Other actions regarding the relations between banks and wine sector are currently being planned.

During March 04-07, 2014, the ONVV director, Mr. Dumitru Munteanu has joined to the official delegation and the Prime Minister in their visit to United States of America, where he has established relations with the State trade department, wine institutions and associations, but also with some marketing and promotion agencies. Later, in August 2014, a trade mission of Moldovan wine

producers shall visit USA in order to establish commercial partnerships meant to introduce Wines of Moldova to this market.

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

The Wine Country Brand development process has been finalized during the reporting period, and the main deliverables of the Wine of Moldova (WoM) program have been transmitted to the ONVV for implementation at the end of March 2014.

Given that the ONVV hasn't been able to fulfill its obligations at its full capacity, CEED II undertook additional actions meant to complete the Wine of Moldova program elements. In this regard, a RT Design agency was contracted to develop the marketing collateral, POS material designs, and other necessary applications of the wine country brand. These design services were indispensable for the organization of the international launch of the WoM program. Consequently, the concept designs for a country booth, presentation toolkit, and exhibition materials have been issued and executed for the use at the International Wine and Spirits Trade Fair ProWein 2014, in Dusseldorf, Germany.

Moreover, CEED II has engaged Creatego agency to develop Wine of Moldova presentation web-site, while CEED II consultant, Mr. Eugen Boico, assisted the ONVV in briefing the agency for the appropriate design and web-site solutions. Additionally, CEED II identified a local consultant to assist ONVV in collecting and drafting the content for the web-site, in line with brand unique selling proposition, positioning and brand values. The Wine of Moldova web-site, [www.wineofmoldova.com](http://www.wineofmoldova.com) has been successfully developed, filled with content in three languages and launched on the on-line platforms in early March 2014. An operational and informative web-site was requisite for the WoM communication activities organized prior to ProWein 2014, and supported the complex program of activities during the exhibition.

During the reporting period, based on the concept design on the application of the wine country brand on the wine products, a set of stickers with option for the WoM logo have been produced and presented to the wine sector stakeholders for selection. One selected option was used on the wines showcased at ProWein. Based on this master model, and on the final designs, ONVV shall decide the printing of sufficient quantities to be used to identify wines selected in the WoM program.

CEED II consultant, Mr. Marco Tiggelman, has presented to ONVV the final draft of the Wine of Moldova communication and promotion strategy. Based on it, the consultant has assisted ONVV in the development of the marketing & promotion plan for 18 months. The plan is being developed accordingly to the best practices of other wine promotion institutions, such as WineAustralia, Wines of Argentina, etc.

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

With CEED II support, ONVV has internationally launched the Wine of Moldova country brand program at the most important professional wine exhibition, ProWein 2014, in Dusseldorf, Germany, in March 23-25, 2014. A complex set of activities have been implemented in this regard, aiming to increase awareness about the new efforts of Moldovan wine industry to promote its wines and to reform the wine producing activity. To this end, an international press conference and 7 professional master classes with Wine of Moldova have been organized within ProWein, complemented with a well-managed and targeted PR and advertisement campaign prior and post exhibition. In addition, the national booth has been developed accordingly to Wine of Moldova brandbook, with a new, modern and eye-catching design, highly appreciated by the visitors of the Hall 6 of the fair.

*The international press conference.* The international press conference opened the participation of Wine of Moldova at ProWein 2014 and presented to the foreign wine press the wine country brand

program, the USP, the wine industry trends, target markets, future plans and the wine legends of Moldovan terroir. CEED II consultants assisted ONVV director in developing the presentation, the contracted PR agency has organized the event, managed the invitations and issued the press releases on the Wine of Moldova.



Figure 15. “Wine of Moldova” successful appearance at ProWein 2014, March 23 -25. Representatives from 13 most prominent wine companies with Caroline Gilby, Master of Wine

CEED II invited Mrs. Caroline Gilby Master of Wine to present its expert opinion about the evolutions of the Moldovan wine industry and on the specificities of the wines of Moldova. About 30 wine journalists attended the press conference, among which editors of important wine journals from Germany, Poland, Austria, Ukraine, Romania, etc.

*The PR&advertisement campaign.* The PR and advertising campaign has been an important element of the ProWein activities. CEED II contracted a specialized PR agency to assist the ONVV in organizing proper PR actions, placing efficient on-line and on-ground advertisement, managing invitations to the Wine of Moldova events and to build linkages with other specialized service providers. Wine of Moldova had a good visual presence at ProWein, through one big wall banner at the main entrance in ProWein, other stand banners, an on-line banner on the main web-site pages, but also in the exhibition catalogue and events’ brochure. Three press releases have been sent by the press office; around 10 short articles have been posted on the [www.prowein.com](http://www.prowein.com) web-site, but also on the on-line platforms. Additionally, the social media agency, contracted by CEED II, has managed the Wine of Moldova presence on Wine of Moldova Facebook page. Articles about Wine of Moldova appeared also locally, on the export markets in the main wine journals, such as: Magazine Wino and Czas Wina (Poland), [www.whywhywine.ru](http://www.whywhywine.ru), [www.az-ua.com](http://www.az-ua.com), and many others on CIS markets. Finally, CEED II supported the organization of two Master classes with Wine of Moldova for the Ukrainian HORECA professionals, on February 05, 2014 in Lvov and on March 19, 2014, in Odessa. A selection of Wine of Moldova has been presented by a local wine journalist, targeting the HORECA professionals and the penetration of this market segment by Moldovan wines.

*Professional master classes.*

The seven professional master classes, out of which two were held at the booth of the reputed German wine journal, *Meininger*, and the five other classes at the Wine of Moldova booth, led by Caroline Gilby, Master of Wine. The topics of the master classes, as well as the wines to be presented, were carefully selected, with support from CEED II consultant, in order to match with the WoM USP and to convey the positioning statement. A total of about 25 wines from different Moldovan wineries have been tasted by around 150-200 participants to the master classes.

The organization of such activities at the stand was an excellent decision, as it attracted many other visitors and focused the attention at the Moldovan booth. The guests appreciated the quality of Moldovan wines and were surprised to find about the diversity of wines and their high standards.



Figure 16. Master Class at ProWein 2014, March 23 -25 with Caroline Gilby, Master of Wine

*The Wine of Moldova stand.* The Wine of Moldova stand has been the first big appearance of the wine country brand at an international wine event, represented by 13 most reputed Moldovan wineries. A special brochure, containing generic information about the Wine of Moldova, its wine regions and individual description and wines of each winery, has been developed specially for the ProWein edition. Alongside with the branded folder with press information and branded eco-bags, Wine of Moldova branding materials have made the presence of Moldova even more attractive. The national stand has had much more attendance, compared with the previous years. Each winery has had an average of 12 business meetings and around 60 new contacts within ProWein. At least five new contracts are planned to be concluded soon for new deliveries of wines from Moldova.

#### **Activity 4. Promoting wine culture on the local market**

During the reporting period, CEED II has supported the organization of a social media promotion campaign (Facebook) on the wine culture and the new wine country brand through a contest “A legend alive”. The campaign has been very successful, increasing the awareness of the wine country brand among, and involved many young people in the contest, registering about 2000 new likes of the Wine of Moldova page. The contest winners have been awarded with wines and with the participation to special wine culture training.

In addition, CEED II has organized the second edition of the Wine School, powered this time by Wine of Moldova. The Wine School targeted young people aged between 22-35 years, and consisted of 11 master classes with Wine of Moldova. Around 200 young people have been initiated in the wine culture at the Wine School, held within ExpoVin exhibition, on February 19-23, 2014 at Moldexpo.



Figure 17. Second edition of the Wine School, powered by Wine of Moldova

Moreover, the wide coverage of this activity on the social networks raised the interest for wine culture and increased Wine of Moldova awareness in Moldova. A master class with Wine of Moldova has been organized for the journalists of three local TVs: Publika TV, Prime TV and 2+TV. The journalists were initiated to the wine tasting, but also to the new Wine of Moldova program.

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

During the reporting period, no actions for Activity 5 took place, as this Activity is contingent upon the ONVV being fully operational. The legal regulatory activities shall begin in the May-June period, depending on the availability of the ONVV to proceed with the promotion and adoption of the necessary documents.

## **A6. Cross-Cutting Activities**

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

On March 13, 2014 CEED II, jointly with ATIC, organized the second presentation on form a series of B2B meetings with the participation of the IT and non IT companies, dedicated at presenting the IT products and solutions for the development and improvement of business processes in the targeted sectors. This joint initiative aims to create a favorable environment for communication, matchmaking, initiation of new collaborations. The B2B presentation on Client Resource Management (CRM) Systems was attended by 14 managers of 13 companies from different industries. Two IT companies operating on Moldovan market, DAAC Systems Integrator and Microsoft, presented the key components of an CRP system, the implementation process and the necessary resources, the

advantages of the CRM system within the company, how it can be used to enhance sales, improve customer care and loyalty, management decisions etc.

## **Activity 2: Support access to finance through special channels**

In order to facilitate access to finance and contribute to increased investment in the wine sector, CEED II decided to support 2 wineries to develop business plans for contracting loans through the Wine Sector Restructuring Program “Filiera Vinului”.

CEED II will support Grape Alliance to develop a business plan for restructuring an existing loan and implementing an investment project consisting of increasing and modernization of the production capacity (including the procurement of some production equipment).

Divib Media will be supported in developing an investment project that consists of planting 20 hectares of its own vineyards in the central zone (Codru association). The winery intends to plant only technical types of vineyards. The process of plantation and cultivation will follow the eco/organic food standards, as the winery intends to obtain “organic” attributive to its vineyards. Thus the investment project will have to follow the eco/organic food standards in order to allow obtaining “organic” attributive to its vineyards.

Both business plans will be developed in the format according to Filiera Vinului Restructuring Program business plan recommended form. A consultancy service provider, Pro Consulting, has been contracted to develop the business plans. Contracts have been signed in March, and the delivery of the business plans is expected in May.

## **B. Deliverables**

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

<b>Deliverable Name</b>	<b>Submission Date(s)</b>
Quarterly Report, January- March 2014	April 18, 2014
Monthly Report, January 2014	February 12, 2014
Monthly Report, February 2014	March 13, 2014

## SECTION II

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### Results and Impact

#### A. Quantitative Results

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

#### B. Quantitative Results

##### B1. Fashion Industry Results

- Moldovan own label fashion companies increased the budget for investments in the promotion on own brands. There are 24 fashion brands from 22 fashion companies that are participating in the spring edition of the common promotional campaign Din inima, branduri de Moldova. The costs were shared between CEED II and beneficiary companies at the ratio of 40:60%. In this campaign, companies decided to increase the investments up to 380,000 MDL in comparison to 260,000 MDL invested in the last campaign. One company, Oldcom, launched the own promotion campaign for the Ukrainian market, and spent around 50,000 MDL for outdoor and mass media promotion.
- Local designers acquired a new vision for developing new collections. Collections created by local companies became able to compete with foreign collections on the local market, which has led to an increase in companies' sales. Tricon, Ionel, Vistline, Maicom, Emilita Lux, Velitextil Plus Zivax Maxi and Vasconitextil companies sold around 75-80% of their 2013 fall/winter collections and the new collections for 2014 spring season ensured a big success to My Revival and Tricon.
- Local accessories companies developed new bag styles. On the base of sketches and patterns proposed by international expert, I.Tesner has developed four new bag styles, which were displayed in their POS. Arilux and Bitprogram are working on the improvement of the new styles, exposed in Zorile and Linella shopping centers.
- One company built stronger and more recognizable fashion brand. Hincu Ltd finished the rebranding project. As a result of CEED II assistance, Hincu has updated the style of his brand and become to use it in promotion materials to become more visible for clients.
- Local companies recognized the 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.
- Ju-Bijoux expanded sales on European market. As a result of its participation at *Bijorca* international exhibition in Paris, France between 24-27 January 2014, Ju-Bijoux received orders valued at € 4,800 from seven buyers, from France, Germany, Finland, Japan, Russia and Italy, during the reporting period.
- 2 companies started their promotion on Russian market. Two fashion accessories brands, Ju-Bijoux and V.Burlacu, started a promotion campaign on Russian market being assisted by CEED II and cooperating with RED Designers from Russia.
- Two companies increased exports as a result of participation at Textileprom exhibition. Olympus Apparel Company increased export to their representative in Moscow from 6,700 \$ in Q4, 2012 to 48,000\$ in Q4 2013, Steaua Reds exported to Russian clients items of 1,400,000 MDL total value in Q4, 2013 that constituted 12% more than in Q4, 2012.

- One company increased exports as a result of participation at Mosshoes exhibition. Tighina Footwear Company delivered to their foreign clients items of 5,042,000 MDL in the 4th quarter of 2013, comparing to 4,105,000 in the previous quarter.
- Companies added new sales from European markets as a result of participation at Zoom by Fatex and Lingerie Pro. As result of participation at Zoom by Fatex, several companies received trial orders and follow-up negotiations:
  - Ionel signed a long-term contract with clients from France, Ferms and Ets Laporte, and delivered to them in quarter 4, 2013, 350 men's suits valued at €2,800.
  - Steaua Reds delivered to MAY TUNE from France men's pullovers valued at €0,800.
  - Olga Ceban Apparel Company delivered to Belgium Client, women lingerie under private label valued at €1,780.

## B2. ICT Industry Results

- The IT Essentials courses are motivating young pupils to pursue a career in IT. Hundreds of pupils have gone through the experience of optional ITE courses, but finally the best of them, in a number of 60, had the chance to visit successful IT companies, and see what a great working environment they provide and what a terrific experience it is to work in an IT company.
- The Robotics program was successfully launched. 21 teachers of informatics and tech specialists attended the Training of Trainers on Robotics and are able to start teaching at the newly created Robotics clubs.
- The entrepreneurial community and ecosystem is attracting new members. The second part of the practical workshop The Startup Roadmap had 30 attendees. As usual, this initiative of CEED II project attracted many new people, which is a sign of a growing interest in the subject of Startups and entrepreneurship.

## B3. Tourism Industry Results

- National Inbound Tourism Association (ANTRIM) was established. In January 2014, ANTRIM was officially registered having 8 founders which are tourism agencies, hotels, rural pensions and wineries. Another 2 companies became associated members. In February, the executive director was employed.
- ANTRIM web-site developed. On March 17<sup>th</sup> association's web site was launched: [www.antrim.md](http://www.antrim.md)
- Moldovaholiday.travel was improved. A series of improvements has been made: core system updates specifically as menu update, search engine optimization, testimonials/feedback/comments, social media optimization, CMS Update (Joomla 3.0).
- One campaign to increase the number of Moldova Holiday followers was organized. The NTA is the industry public authority who is in charge of the development of the promotional video, N4 is the company who was contracted by NTA to film and mount the video, and at the CEED II initiative, all the ANTRIM members were included in the discussions taking process about how the new video should look like. Also, with CEED II support marketing expert Eugen Boico was included in the development process.
- One new article about Moldova was published in international press. The international press continued talking about Moldova as a tourism destination. A new article on this subject appeared in Canada in the online magazine "Eat. Drink. Travel."
- Moldovan tourism offer was presented at the CMT Stuttgart. CEED II supported a delegation of 4 Moldovan tour operators to exhibit at the CMT Travel trade show in Stuttgart, Germany. As this exhibition is targeted to self-travelers, many personal contacts have been established and interest in Moldova was raised.
- One press conference was successfully organized at the ITB Berlin 2014. CEED II supported the organization for the first time to a dedicated press conference, during which 4 tourism agencies, 1

winery and ANT had the possibility to present Moldova to 30 journalists as a new tourism destination. As a result about 40 articles about Moldova were published on-line in German media.

- Moldova was first-time present at the 6th Annual International Wine Tourism Conference IWINETC 2014. Mrs. Tomescu, Executive Director at Chateau Vartely which is member of ANTRIM, participated as speaker and wine-tourism expert at this conference representing ANTRIM. She had established many contacts with representatives of wine tourism agencies from all around the world.
- Capacity Building Seminar was organized. “New Product Development & Market Leadership Positioning for Moldovan Tourism” seminar was held for 14 participants from 10 companies. After the seminar 5 new unique products were developed: Build a house in Moldova, Bike in the last piece of the USSR, Fly me to Moldova, Winemakers battle, Dacian days.
- A master class “Wine- a touristic guide” was organized during Wine school. More than 40 wine and tourism lovers have participated in the master class and learned about wine tourism and how you can travel and get to know a country through its wine.
- The draft Country Marketing Plan for the Tourism industry was elaborated. CEED II consultants, Jack Delf and Eugen Boicoworked, provided assistance to NTA on the elaboration of the marketing plan. The first draft of the plan was presented to the private sector representatives as well as NTA representatives during a meeting on February 28<sup>th</sup>.
- Private – public partnership was established. During the reporting period, 3 meetings with NTA, private sector, N4 TV chanel and marketing expert Eugen Boico took place. It was decided that CEED II will support the changes to be undertaken to improve the tourism video to promote Moldova as tourism destination The NTA is the industry public authority who developed of the promotional video, N4 is the company,contracted by NTA, that filmed and mounted the video. At CEED II initiative, all the ANTRIM members were included in the discussions taking process about how the new video should be improved. Also, with CEED II support marketing expert Eugen Boico was included in the development process.

#### **B4. Wine Industry Results**

- ONVV became fully functional organization, ready to fulfill its legal attributions.After some difficult start-up weeks, with CEED II support, ONVV has succeeded to successfully commence its activities. The main policy and operational documents have been approved (5 documents) by the Council for Coordination. The ONVV has found a location for its headquarters, opened financial accounts and staffed its executive team at a 70% of its needs.
- Single design toolkit was developed for the Wine of Moldova brand. Based on the generic brandbook, CEED II supported the development of the indispensable designs of marketing and presentation materials for the Wine of Moldova brand promotion. Among these: a product brochure, a booth design concept, corporate materials, banners, etc.
- One presentation web-site for Wine of Moldova was developed. CEED II supported the development of a key communication tool, such as the web-site for the Wine of Moldova program. The new site is build based on the Wine of Moldova USP, the brandbook, the legends and the values that support the country brand. The content of the web-site is being a valuable resource for further communication activities of the ONVV.
- The wine country brand “Wine of Moldova” had a successful international launch. The presentation of the new marketing program has been organized professionally within the most important wine exhibition of Europe, ProWein 2014. Around 30 wine journalists from about 5 export markets have attended the press conference.
- Wine of Moldova was showcased by the internationally reputed Master of Wine, Caroline Gilby, within 7 professional master classes. A selection of best Moldovan wines has been presented within guided tastings organized at the national booth of Wine of Moldova and at the Meininger booth. Around 200 professional guests have participated to these events and have been introduced to the legends of Wine of Moldova, generating a high attraction to the booth.
- Wine of Moldova had a qualitative presence of at ProWein 2014. The Moldovan national booth was designed and built accordingly to the new visual identity and hosted 13 most known

Moldovan wineries and their best wines. Around 50 business meetings and more than 700 visitors have been registered during this participation of Wine of Moldova at ProWein 2014.

- Consistent PR activities for Wine of Moldova were organized. The international appearance of Wine of Moldova has been announced through 3 press releases managed by a specialized PR agency from Germany and one from Ukraine. The social media and on-line promotion has increased media awareness. More than 30 posts in the on-line media appeared about the Wine of Moldova launch. About 10 articles were posted on the ProWein web-site to provide details about this event.
- 2 Tastings with the Wine of Moldova were organized for Ukrainian HORECA. The two master classes showcased around 22 wines from the Republic of Moldova to more than 30 HORECA owners and managers. 5 of them are being currently looking for opportunities to introduce Moldovan wines in their portfolio.
- Wine culture on the domestic market was enhanced as a result of the Wine School project. Around 250 young people have been initiated in the wine tasting at the 11 master classes organized within the Wine School. A targeted promotion on the Facebook page attracted thousands of visibility indicators to the Wine School activities, and thus, to the Wine of Moldova program.

## **B5. Finance & Investment Activities Results**

- Ongoing assistance to USAID DCA Guarantee Partners was provided.
- One B2B presentation on Client Resource Management (CRM) Systems organized. CEED II, jointly with ATIC, organized a presentation which was attended by 14 managers of 13 companies from different industries.
- Two companies were selected for receiving help in business plan development. In order to facilitate access to finance and contribute to increased investment in the wine sector, CEED II decided to support 2 wineries Grape Alliance and Divib Media to develop business plans for contracting loans through the Wine Sector Restructuring Program “Filiera Vinului”.

## SECTION III

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### **Planned Activities (April – June 2014)**

The following activities are planned for the next quarter. Majority of activities 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. Scopes of work are developed for consultants as needed.

#### **A. Fashion Industry**

- Continue to support brand development for involved companies (to finish rebranding for Prim Design Lux and Sandi apparel companies and to continue rebranding for Sram, Hincu and Vasconi textil);
- Monitor the design development activities provided remotely by international expert Giovanni Deiana for beneficiary companies ;
- Organize the design development activities and work with beneficiary companies on new product range development. Organize the visit of designer to fashion producers in the framework of the British Embassy project Flying designers;
- Launch the development and implementation of MIS for Maicom Ltd;
- Support fashion industry companies' participation in spring promotion campaign Din inima;
- Monitor promotion of Moldovan brands on Russian market through RED Designers;
- Work with APIUS on development of White papers for fashion industry.

#### **B. Information Technology (IT) Industry**

- Continue to work on Robotics program;
- Plan media campaign for IT Career promotion;
- Organize Moldova ICT Summit;
- Work on development of the concept for the IT Excellence Center;
- Continue support to ATIC.

#### **C. Tourism Industry**

- Support organization of the promotional concerts in Berlin, Stockholm and London;
- Support organization of the Green Run;
- Support organization of the Ia Mania Cultural event;
- Organize the 5<sup>th</sup> familiarization tour for journalists;
- Finalize technical upgrade to Moldova Holiday website and add more languages (Russian, Romanian);
- Finalize the tourism video spot;
- Finalize the survey on Gagauz attractions;
- Sign the MOU with NTA on Moldova Holiday.

#### **D. Wine Industry**

- Assist ONVV in development of corporate plans and procedures needed to manage efficiently the institution's activities. Support introduction of reporting and evaluation procedures for the ONVV staff. Finalize the Wine of Moldova promotion plan for next 18 months, and obtain its concurrence from stakeholders.

- Support the ONVV in the putting in place of the wine country brand accreditation procedures for wineries and the agreement of their wines into the program Wine of Moldova.
- Finalization of the design activities for Wine of Moldova marketing materials.
- Assist ONVV in the presentation of Wine of Moldova program on the Czech Republic, Poland and Ukrainian market.
- Support ONVV in the planning of the promotion activities on target markets and their implementation.
- Assist ONVV in the development of a training program for the wine sector beneficiaries.
- Assist ONVV in the drafting of the terms of reference for the marketing campaign for penetrating the USA market.
- Further updating and modification of the Wine of Moldova web-site, Facebook page, etc.
- Support ONVV in tendering and selecting the agency for developing and implementing a national communication campaign.
- Assist ONVV at organization of the spring edition of the Wine Vernissage on May 15<sup>th</sup>, 2014.
- Assist ONVV in advancing with the implementation of the legal regulatory reform implementation.
- Support ONVV and PGI associations with the definition of the PGI/PDO system of production.
- Support ONVV in the start-up of the activities of the project related to the development of the Wine Registry.

## SECTION IV

### Technical and Administrative Support

#### A. Project Communications

*General.* During 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 based on negotiations and fruitful collaboration with media representatives, and to ensure the compliance with the USAID project branding and marking requirements.

- Maintained and updated the project website ([www.ceed.md](http://www.ceed.md)) in English and Romanian versions as well as the USAID CEED II Facebook page which had 1,397 “Likes” by the end of March 2014.
- Regularly submitted its “calendar of activities” to USAID for inclusion on the Mission website and other info outlets as appropriate.
- 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. Live Legend & Weekend in Moldova contests, Wine of Moldova launch in Moldova & Europe activities, participation of the USAID CEED II supported delegation of Moldovan tour operators at CMT in Stuttgart, Din inima spring promo campaign activities, Spring Fashion Walk 2014, ExpoVin Moldova 2014, promotion of inbound tourism through publications in international press, ROBOTICA project launch etc.)
- Highlight on USAID CEED II support to Moldovan Wine Industry – USAID Support Helps Boost Moldovan Wine Industry– was published in USAID Regional Mission Bi-Weekly recap newsletter in Sustainable Success rubric.

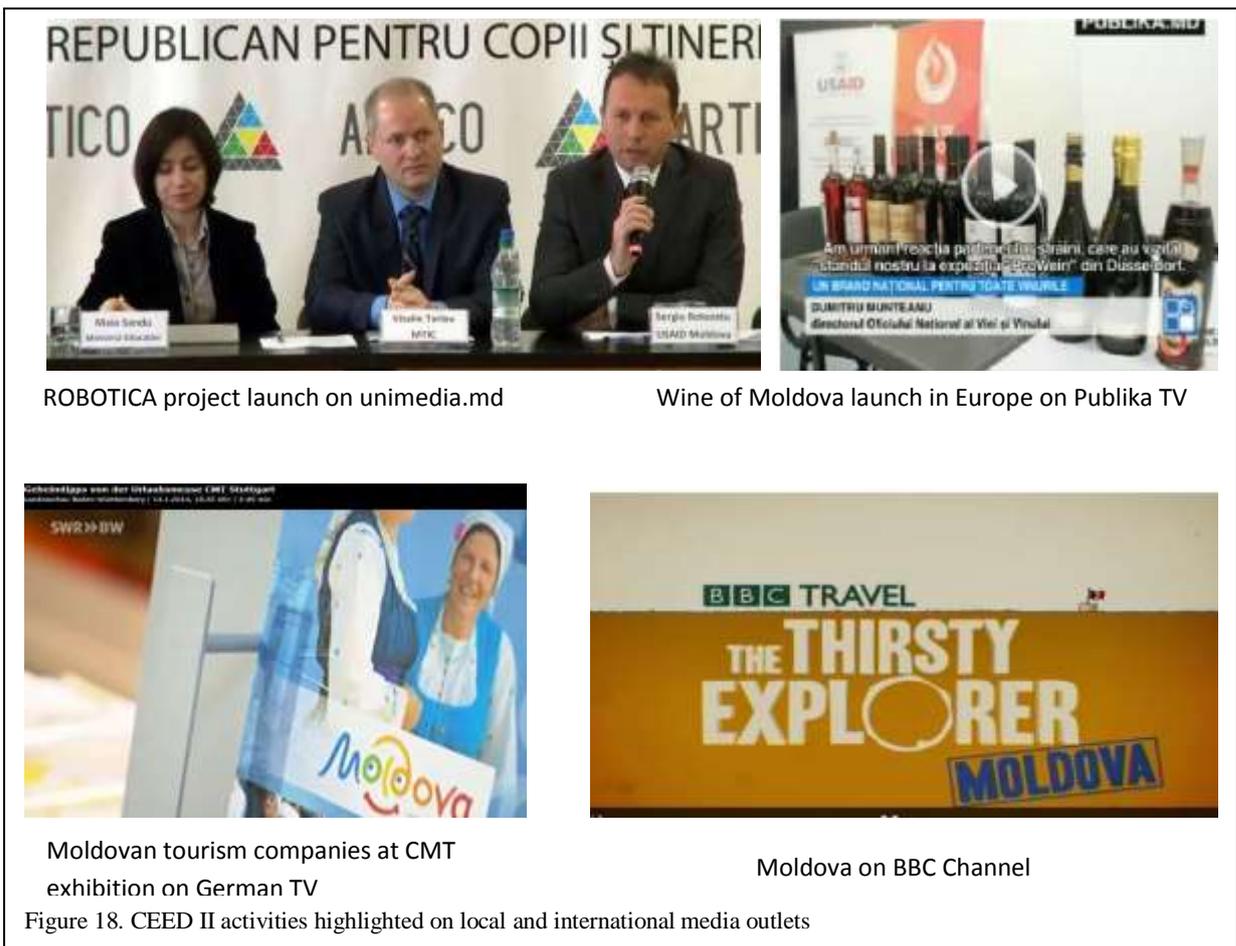


Figure 18. CEED II activities highlighted on local and international media outlets

- Met and advised BDR Associates on MIEPO Communications Strategy development in USAID CEED II assisted industries.

*Media coverage.* During reporting period, CEED II activities were regularly highlighted by the mass media, including: over 14 times in print media (publications in Profit & Banki I Finansi, etc. magazines, Logos Press, ECONomist, and other newspapers); 228 times in electronic media (Infotag news agency daily news bulletin, news/articles, press releases rubric, unimedia.md, pentruea.md, diez.md, MyBusiness.md, AllMoldova internet news portal, agora.md, allfun.md, allady.md, fashionguide.md, maia.gov.md, privesc.md etc.); 18 times on local and international TV channels (ProTV, Acasa TV, Publika TV, Prime TV, BBC Travel, TRM, Jurnal TV etc.) .See Appendix II for the list of selected publications and other communications products and media outlets for the period of January – March 2014.

## **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 II conducted an in-depth internal audit of M&E files and database for life of project in order to prepare for close-out activities at the end of Year IV. The CEED II audit team was composed of 3 people, namely: Doina Nistor, Chief of Party, Ruxanda Cheibas, M&E Manager and Tatiana Durllestean, Finance & Investment Advisor. All indicators' definitions have been analyzed, all indicators' figures have been reviewed for accuracy, all implemented events and reported events have been compared, and paper and electronically files analyzed. Main audit noticed result was that not all CEED II activities have been reported in the database and captured in reports. Particularly, it referred to the indicator 06 "investments in workforce development initiatives" where in first 3 years were reported only investments in workforce development initiatives made by assisted companies, ignoring other clusters actors that are included in the indicator definition. As a result, additional TIC investments were reported as well as other ATIC initiatives. In fashion industry, several unreported Fashion Show events were added, as well as fashion companies' investments into the Din Inima Promo Campain One unreported Familiarization Tour was added to the Tourism sector reporting. Additionally, several typing errors related to indicators figures have been corrected. Updated indicators for Years 1, 2 and 3, as well as the indicators for current period are included in the Performance Monitoring Plan (Appendix 1).

## **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. Starting February 24, Tatiana Durllestean, Finance & Investment Advisor, is on maternity leave.



## SECTION VI

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### **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 assure 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 target industries. A few accomplishments are worth being noted for the period January –March 2014.

In wine sector, the Wine of Moldova country brand program launched internationally at the most important professional wine exhibition, ProWein 2014, in Dusseldorf, Germany. A complex set of activities have been implemented in this regard, aiming to increase awareness about the new efforts of Moldovan wine industry to promote its wines and to reform the wine producing activity. An international press conference and 7 professional master classes with Wine of Moldova have been organized within ProWein, complemented with a well-managed and targeted PR and advertisement campaign prior and post exhibition. In addition, the national booth has been developed accordingly to Wine of Moldova brandbook, with a new, modern and eye-catching design, highly appreciated by the visitors of the Hall 6 of the fair. Additionally, the second edition of the Wine School, powered by Wine of Moldova, has been organized. Around 250 young people were initiated in the wine culture.

In IT sector, the pilot project on Robotics was launched by CEED II in collaboration with several partners: the Ministry of Education, ATIC, The National Center for Children and Youth “Artico” and NGO Robootika. A press conference announcing the launch of the pilot Robotics club, named “Roboclub”, was held at “Artico”, which is the first place of project implementation. Two additional institutions will receive CEED support to establish Robotics clubs: The Polytechnical College and the Theoretical Lyceum Orizontul, both from Chisinau. In March took place the first Training of Trainers on Robotics.

In textile, CEED supported 20 fashion companies to participate at 7 international fairs in order to enhance their exports to new or existing markets and helped 25 local brands to participate in the spring edition of “Din inima, branduri de Moldova” promotion campaign to enhance the visibility of local brands. Additionally, CEED II assisted APIUS and local fashion companies to consolidate its implementation capacity by helping to co-organize the Fashion Show 2014. The show was co-hosted by His Excellency Mr. William H. Moser, US Ambassador. To organize the event, around 140 models (women, men and kids) were involved to present 35 collections of apparel, shoes, and accessories. About 500 people attended the event, which had an excellent positive coverage in all the media and Facebook.

#### **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 ICT, Ministry of Culture, as well as industry associations. Effective collaboration with other donors, as 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 ensures 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 Q2 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	Data reported annually		-10.00%	22.27%	10.00%	12.27%
02. Investment in assisted enterprises	15.00%	70.42%	55.42%	15.00%	36.31%	21.31%	15.00%	0.67%	-14.33%	15.00%	Data reported annually	Data reported annually		-15.00%	35.80%	15.00%	20.80%
<b>Objective 1: Productivity of targeted industries increased.</b>																	
<b>Expected Result 1.1: Use of improved technologies and business processes within target industries increased</b>																	
03. Enterprises receiving project-related assistance to improve their knowledge, processes, and technologies	50	73	23	85	129	44	70	41	-35	15	28	13	41	26	284	220	64
04. Assisted enterprises applying improved knowledge, processes, and technologies	35	19	-16	55	115	60	45	44	-1	25	28	3	31	6	209	160	49
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	Data reported annually		-6.00%	18.20%	4.25%	13.95%
<b>Expected Result 1.2: Capacity of the workforce in targeted industries increased</b>																	
06. Investments in workforce development initiatives by assisted enterprises or other cluster actors	10.00%	13.04%	3.04%	10.00%	8.35%	-1.65%	10.00%	23.08%	13.08%	10.00%	Data reported annually	Data reported annually		-10.00%	14.82%	10.00%	4.82%

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 Q2 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	3987	2306	1650	1336	389	1725	75	10491	5000	5491
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%	30.43%	20.43%	15.00%	48.15%	33.15%	20.00%	44.30%	24.30%	25.00%	Data reported annually	Data reported annually		-25.00%	40.96%	17.50%	23.46%
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	51	1	85	81	-5	70	50	-20	15	29	12	41	26	223	220	3
11. Assisted enterprises following recognized product or process standards	5.00%	0.00%	-5.00%	10.00%	6.78%	-3.22%	15.00%	48.78%	33.78%	20.00%	Data reported annually	Data reported annually		-20.00%	48.78%	20.00%	28.78%
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	2	0	2	-23	104	160	-56
13. Assisted enterprises exhibiting at trade shows or participating in business-to-business (B2B) events	20	96	76	25	216	188	30	366	310	25	109	143	252	227	930	100	830

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 Q2 fr Y4	Actual Y4	Year 4 Actual vs. Target	Cummulative Actual (Y1-Y4)	LOP= Cumulative targets (Y1-Y4)	Cummulative Actual vs. LOP
<b>Expected Result 2.3: Access to financing and investment by enterprises in targeted industries increased</b>																	
14. Financing accessed by assisted enterprises	10.00%	-6.36%	-16.36%	10.00%	35.34%	25.34%	10.00%	1.18%	-8.82%	10.00%	Data reported annually	Data reported annually		10.00%	10.05%	10.00%	0.05%
15. Assisted enterprises with increased financing or investment in targeted industries	25	22	-3	45	45	0	40	56	16	15	Data reported annually	Data reported annually		-15	123	125	-2
<b>Objective 3: Public-private dialogue improved leading to a better business environment for targeted industries.</b>																	
<b>Expected Result 3.1: Viability and number of industry associations and member based organizations increased</b>																	
16. Associations or member-based organizations demonstrating increased leadership in targeted industries	4	11	7	4	8	4	2	1	-2	0	1	2	3	3	23	10	13
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	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	Data reported annually		65.00%	76.69%	57.50%	19.19%
<b>Expected Result 3.2: Private sector capacity for advocacy and policy analysis increased</b>																	
19. Participants at project-related trainings or workshops about advocacy or policy analysis	50	292	242	100	199	99	100	158	58	50	61	23	84	34	733	300	433

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 Q2 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	11	-2	10	10	3	10	1	7	8	-2	38	35	3
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	5	6	-4	50	50	0
22. Government actions taken that improve the business environment in targeted industries	5	8	3	10	10	-2	10	10	0	5	6	1	7	2	35	30	5

Note: The internal audit organized in this quarter made several adjustments to the indicators from Years 1-3.

## APPENDIX II

### CEED II Media Coverage during January – March 2014

Title of media product	Media Outlet/link	Date/issue
Moldovan wine: All Shook Up 10	Drinks International	Jan 10, 2014
"Live Legend contest" article	Logos Press newspaper & online version	Jan 24, 2014
Wine Week within EXPO VIN Moldova 2014 announcement	Logos Press newspaper & online version	Jan 31, 2014
<b>Participation of CEED II assisted companies at CMT in Stuttgart, Germany</b>		
"Moldova a participat la expoziția de turism și agrement din Germania" article	Unimedia <a href="http://unimedia.info/stiri/moldova-a-participat-la-expozitia-de-turism-si-agrement-din-germania-71327.html">http://unimedia.info/stiri/moldova-a-participat-la-expozitia-de-turism-si-agrement-din-germania-71327.html</a>	Jan 28, 2014
Moldova highlight within CMT exhibition	German TV, min 2:09 <a href="http://swrmediathek.de/player.htm?show=4a1ef2d0-7cf9-11e3-9217-0026b975f2e6">http://swrmediathek.de/player.htm?show=4a1ef2d0-7cf9-11e3-9217-0026b975f2e6</a>	Jan 13, 2014
"Moldova can become an attractive travel destination for European tourists" article	INFOTAG "DAILY NEWS BULLETIN" x 3 lges	Jan 21, 2014
"Großes Interesse an der unbekanntem Destination" article	Online Zeitung (Germany) <a href="http://online-zeitung.de/2014/01/22/grosses-interesse-an-der-unbekanntem-destination/">http://online-zeitung.de/2014/01/22/grosses-interesse-an-der-unbekanntem-destination/</a>	Jan 22, 2014
"Moldawien" article	German e-portal <a href="http://www.50plus.at/ausland/moldawien.htm">http://www.50plus.at/ausland/moldawien.htm</a>	Jan 22, 2014
Article reflecting on interest to Moldova as a new attractive tourist destination	Online Presse <a href="http://www.onlinepresse.info/node/2829798">http://www.onlinepresse.info/node/2829798</a>	Jan 22, 2014
Moldawien präsentiert sich sehr erfolgreich auf der CMT 2014 in Stuttgart	Inar.de <a href="http://www.inar.de/groses-interesse-an-der-unbekanntem-destination/">http://www.inar.de/groses-interesse-an-der-unbekanntem-destination/</a>	Jan 22, 2014
Press release on Moldova's participation in CMT	reisen.pr-gateway.de <a href="http://reisen.pr-gateway.de/groses-interesse-an-der-unbekanntem-destination/">http://reisen.pr-gateway.de/groses-interesse-an-der-unbekanntem-destination/</a>	Jan 22, 2014
<b>Other project related activities</b>		
"In 2014 Moldova va fi promovată ca cea mai autentică destinație turistică din Europa" press release	Infotag news agency website <a href="http://www.infotag.md/press_release-ro/184435/">http://www.infotag.md/press_release-ro/184435/</a>	Feb 11, 2014
Press release on the creation of ANTRIM (Moldovan Association of Inbound Tourism)	Unimedia.md <a href="http://unimedia.info/stiri/In-2014-moldova-va-fi-promovata-drept-cea-mai-autentica-destinatia-turistica-din-europa-72066.html">http://unimedia.info/stiri/In-2014-moldova-va-fi-promovata-drept-cea-mai-autentica-destinatia-turistica-din-europa-72066.html</a>	Feb 11, 2014
"Moldova rückt auf die touristische Landkarte" article		Feb 17, 2014
<b>EXPO VIN Moldova/Wine School related</b>		
Concursul internațional de vinuri și băuturi spirtoase "Chisinau Wines & Spirits Contest' 2014", ediția a XXIII-a, 15-16 februarie 2014, Casa Vinului	Allmoldova	Feb 11, 2014
"Expoziția Internațională Specializată a industriei viticole «EXPOVIN Moldova' 2014», ediția a XXIII-a " article	MyBusiness.md x 2 lges <a href="http://mybusiness.md/ro/categories/item/1401-expozi%C5%A3ia-interna%C5%A3ional%C4%83-specializat%C4%83-a-industriei-vinicole-expovin-moldova%E2%80%99-2014-edi%C5%A3ia-a-xxiii-a">http://mybusiness.md/ro/categories/item/1401-expozi%C5%A3ia-interna%C5%A3ional%C4%83-specializat%C4%83-a-industriei-vinicole-expovin-moldova%E2%80%99-2014-edi%C5%A3ia-a-xxiii-a</a>	Feb 11, 2014
"Expovin Moldova 2014": Молдавское вино нужно продвигать. И в первую очередь - в самой Молдове" article	Vinmoldova.md <a href="http://www.vinmoldova.md/index.php?mod=news&amp;id=33099">http://www.vinmoldova.md/index.php?mod=news&amp;id=33099</a>	Feb 12, 2014
"Master class-ul „Vinul – aliment și terapie” article	Pentrua.md magazine <a href="http://pentrua.md/article/pentrua-te-invita-la-scoala-vinului-4769.html">http://pentrua.md/article/pentrua-te-invita-la-scoala-vinului-4769.html</a>	Feb 13, 2014
"Школа Вина" откроется в рамках выставки "ExpoVin Moldova'2014"	Vinmoldova.md <a href="http://www.vinmoldova.md/index.php?mod=news&amp;id=33036">http://www.vinmoldova.md/index.php?mod=news&amp;id=33036</a>	Feb 14, 2014
"Degustă cele mai bune vinuri la ExpoVin Moldova"	Sinergo.md <a href="http://sinergo.md/2014/degusta-cele-mai-bune-vinuri-la-expovin/">http://sinergo.md/2014/degusta-cele-mai-bune-vinuri-la-expovin/</a>	Feb 16, 2014
30 de vinificatori din țară și din străinătate	Publika TV	Feb 19, 2014

Își dau întâlnire la "Expovin Moldova 2014"	<a href="http://www.publika.md/expovin-moldova-2014-si-a-deschis-porțile-pentru-vinificatorii-din-tara_1813871.html">http://www.publika.md/expovin-moldova-2014-si-a-deschis-porțile-pentru-vinificatorii-din-tara_1813871.html</a>	
Peste 30 de companii participă la "Expovin Moldova 2014"	Prime/Economy rubric <a href="http://www.prime.md/rom/news/economic/item6358/">http://www.prime.md/rom/news/economic/item6358/</a>	Feb 19, 2014
Wine School/EXPO VIN 2014 related	Evz.ro news portal, Romania <a href="http://www.evz.ro/detalii/stiri/1083835.html">http://www.evz.ro/detalii/stiri/1083835.html</a> <a href="http://www.evz.md/expovin-moldova-2014-competente-relevante-si-performante/">http://www.evz.md/expovin-moldova-2014-competente-relevante-si-performante/</a>	Feb 23, 2014
<b>Other project related activities</b>		
"Our designers in Italy" story	Pentru ea online magazine <a href="http://pentrua.md/article/17-designeri-moldoveni-cumparatesaturi-din-torino-consultati-de-olesea-ionita-4848.html">http://pentrua.md/article/17-designeri-moldoveni-cumparatesaturi-din-torino-consultati-de-olesea-ionita-4848.html</a>	Feb 22, 2014
"Twist My Arm – One More Glass of Wine in Moldova" article by M. Holmes	EAT.DRINK.Travel specialized magazine <a href="http://www.eatdrinktravelmag.com/moldova_wineries/">http://www.eatdrinktravelmag.com/moldova_wineries/</a>	Feb 25, 2014
<b>Din ♥ branduri de Moldova &amp; Spring Fashion Show 2014 related</b>		
Announcing the Spring Fashion Show 2014 event	PentruEa.md <a href="http://pentrua.md/article/din-inima-branduri-de-moldova-anunta-a-cincea-editie-a-spring-fashion-walk-2014--4818.html">http://pentrua.md/article/din-inima-branduri-de-moldova-anunta-a-cincea-editie-a-spring-fashion-walk-2014--4818.html</a> Agenda de weekend rubric <a href="http://pentrua.md/article/agenda-de-week-end-28-februarie---2-martie-4915.html">http://pentrua.md/article/agenda-de-week-end-28-februarie---2-martie-4915.html</a>	Feb 18, 2014
Spring Fashion Show press release	Moldcell website <a href="http://www.moldcell.md/rom/events/inim%C4%83-fall-fashion-walk-2014">http://www.moldcell.md/rom/events/inim%C4%83-fall-fashion-walk-2014</a>	Feb 20, 2014
"Making of the Din inima project" article and video	Allmoldova <a href="http://www.allfun.md/article/27637">http://www.allfun.md/article/27637</a>	Feb 20, 2014
"Pe 1 martie, la Chișinău va avea loc Moldova Spring Fashion Walk 2014" press release	Diez.md <a href="http://diez.md/2014/02/20/pe-1-martie-la-chisinau-va-avea-loc-moldova-spring-fashion-walk-2014/">http://diez.md/2014/02/20/pe-1-martie-la-chisinau-va-avea-loc-moldova-spring-fashion-walk-2014/</a>	Feb 20, 2014
Fashion Show 2014 press release	UNIMEDIA <a href="http://unimedia.info/stiri/spring-fashion-walk-2014-din-inima-branduri-de-moldova-72687.html">http://unimedia.info/stiri/spring-fashion-walk-2014-din-inima-branduri-de-moldova-72687.html</a>	Feb 25, 2014
Din ♥ branduri de Moldova: Primăvara aceasta se poartă brandurile autohtone article & photo report	<a href="http://diez.md/2014/03/02/foto-din-%E2%99%A5-branduri-de-moldova-primavara-aceasta-se-poarta-brandurile-autohtone/">http://diez.md/2014/03/02/foto-din-%E2%99%A5-branduri-de-moldova-primavara-aceasta-se-poarta-brandurile-autohtone/</a>	Mar 2014
01.03.2014 - Spring Fashion Walk photo gallery	UNIMEDIA <a href="http://unimedia.info/galerie/309#f5">http://unimedia.info/galerie/309#f5</a>	Mar 1, 2014
Prezentare de moda in stilul caselor de moda italiene sau franceze la Chisinau. Politicieni si artisti, in rol de modele	Pro TV <a href="http://protv.md/stiri/social/prezentare-de-moda-in-stilul-caselor-de-moda-italiene-sau-franceze---451841.html">http://protv.md/stiri/social/prezentare-de-moda-in-stilul-caselor-de-moda-italiene-sau-franceze---451841.html</a>	Mar 2, 2014
Spring Fashion Walk photo gallery P1, 2	Fashionguide.md <a href="http://fashionguide.md/blog/noutati/colectii/spring-fashion-walk-vezi-colectiile-designerilor-autohtoni-pentru-sezonul-cald-2014-part-i.html">http://fashionguide.md/blog/noutati/colectii/spring-fashion-walk-vezi-colectiile-designerilor-autohtoni-pentru-sezonul-cald-2014-part-i.html</a> <a href="http://fashionguide.md/blog/noutati/colectii/spring-fashion-walk-galerie-foto-part-ii.html">http://fashionguide.md/blog/noutati/colectii/spring-fashion-walk-galerie-foto-part-ii.html</a>	
"Show-ului de Modă Moldova Spring Fashion Walk 2014 a adunat sute de admiratori ai brandurilor autohtone" article	Infotag news agency website <a href="http://www.infotag.md/populis-ru/185287/">http://www.infotag.md/populis-ru/185287/</a>	Mar 3, 2014
"Vedetele au prezentat pe podium brandurile autohtone" article & photo gallery	Zumi.md <a href="http://zumi.md/lifestyle/modova-spring-fashion-walk-2014-vedetele-au-prezentat-pe-podium-brandurile-autohtone-galerie-foto">http://zumi.md/lifestyle/modova-spring-fashion-walk-2014-vedetele-au-prezentat-pe-podium-brandurile-autohtone-galerie-foto</a>	Mar 3, 2014
"Show spectaculos la Spring Fashion Walk 2014. Afla aici cele mai picante detalii din culise"	Acasa TV <a href="http://acasatv.md/article/o-seara-perfecta/show-spectaculos-la-spring-fashion-walk-2014-afla-aici-cele-mai---452911.html">http://acasatv.md/article/o-seara-perfecta/show-spectaculos-la-spring-fashion-walk-2014-afla-aici-cele-mai---452911.html</a>	Mar 3, 2014
Vezi cum au defilat vedetele in haine facute in Moldova - GALERIE FOTO	Perfecte.md <a href="http://perfecte.md/article/events/fashion-walk-2014-vezi-cum-au-defilat-vedetele-in-haine-facute---451581.html">http://perfecte.md/article/events/fashion-walk-2014-vezi-cum-au-defilat-vedetele-in-haine-facute---451581.html</a>	Mar 3, 2014

Cele mai reușite ținute de la Spring Fashion Walk 2014	UNIMEDIA <a href="http://unimedia.info/stiri/foto-cele-mai-reusite-tinute-de-la-spring-fashion-walk-2014-72969.html">http://unimedia.info/stiri/foto-cele-mai-reusite-tinute-de-la-spring-fashion-walk-2014-72969.html</a>	Mar 3, 2014
Fashion Show photo reportage	Locals <a href="http://locals.md/2014/fotoreportazh-detali-din-inima">http://locals.md/2014/fotoreportazh-detali-din-inima</a>	Mar 3, 2014
“Cum contribuie acțiunile de promovare la dezvoltarea industriei ușoare autohtone” article & video	Agora.md <a href="http://agora.md/stiri/239/video-cum-contribuie-actiunile-de-promovare-la-dezvoltarea-industriei-usoare-autohtone.html?utm_source=unimedia&amp;utm_medium=widget&amp;utm_campaign=news-widget">http://agora.md/stiri/239/video-cum-contribuie-actiunile-de-promovare-la-dezvoltarea-industriei-usoare-autohtone.html?utm_source=unimedia&amp;utm_medium=widget&amp;utm_campaign=news-widget</a>	Mar 4, 2014
“Kids.Fashion. Spring” article & photo gallery	<a href="http://www.allfun.md/article/28169">http://www.allfun.md/article/28169</a>	Mar 4, 2014
Spring Fashion Show post event reportages	PentruEa.md <a href="http://pentrueta.md/article/jurnalista-elena-robuc-a-stralucit-pe-podiumul-i8220din-inima--4932.html">http://pentrueta.md/article/jurnalista-elena-robuc-a-stralucit-pe-podiumul-i8220din-inima--4932.html</a>  <a href="http://pentrueta.md/article/zana-primaverii---sanda-filat-a-fost-invaluita-de-aplauze-la-spring-fashion-walk-2014--video-4938.html">http://pentrueta.md/article/zana-primaverii---sanda-filat-a-fost-invaluita-de-aplauze-la-spring-fashion-walk-2014--video-4938.html</a>  <a href="http://pentrueta.md/article/vezi-cele-mai-reusite-tinute-de-la-spring-fashion-walk-2014--foto--video-4954.html">http://pentrueta.md/article/vezi-cele-mai-reusite-tinute-de-la-spring-fashion-walk-2014--foto--video-4954.html</a>	Mar 2, 2014 Mar 3, 2014 Mar 4, 2014
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Află ce fac vedetele autohtone cu hainele vechi!	Unica.md online magazine <a href="http://unica.md/stil/afla-ce-fac-vedetele-autohtone-cu-hainele-vechi/">http://unica.md/stil/afla-ce-fac-vedetele-autohtone-cu-hainele-vechi/</a>	Mar 4, 2014
Din inima Spring Fashion Walk 2014 related	Prime TV, Shows rubric, min 80	Mar 4, 2014
Brand-ul Di Vero îți prezintă o colecție sofisticată de rochii de seară!	Unica.md <a href="http://unica.md/stil/stilistul-recomanda/brand-ul-di-vero-iti-prezinta-o-colectie-sofisticata-de-rochii-de-seara/">http://unica.md/stil/stilistul-recomanda/brand-ul-di-vero-iti-prezinta-o-colectie-sofisticata-de-rochii-de-seara/</a>	
Vedetele s-au lasat de ocupatiile lor obisnuite pentru putin timp si s-au expus in calitate de modele	Perfecte.md <a href="http://perfecte.md/article/events/fashion-walk-2014-vezi-cum-au-defilat-vedetele-in-haine-facute---451581.html">http://perfecte.md/article/events/fashion-walk-2014-vezi-cum-au-defilat-vedetele-in-haine-facute---451581.html</a>	Mar 5, 2014
Îmbracă-ți copilul cu stil! Inspiră-te din noile colecții Creme Brulee, Lia Fia și Maxikids!	Unica.md <a href="http://unica.md/stil/stilistul-recomanda/imbraca-ti-copilul-cu-stil-inspira-te-din-noile-colectii-creme-brulee-lia-fia-si-maxikids/">http://unica.md/stil/stilistul-recomanda/imbraca-ti-copilul-cu-stil-inspira-te-din-noile-colectii-creme-brulee-lia-fia-si-maxikids/</a>	Mar 5, 2014
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“Wine Tasting: in the thick of the events” article	Logos Press newspaper & online version	Mar 7, 2014
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Vrei să asamblezi și să programezi roboți?	Diez.md	Mar 24, 2014

Vino la Roboclub!	<a href="http://diez.md/2014/03/24/vrei-sa-asamblezi-si-sa-programezi-roboti-vino-la-roboclub/">http://diez.md/2014/03/24/vrei-sa-asamblezi-si-sa-programezi-roboti-vino-la-roboclub/</a>	
Premieră pentru Republica Moldova! A fost lansat proiectul „Roboclub” article, video & photo reportage	UNIMEDIA <a href="http://unimedia.info/stiri/foto-video-Premiera-pentru-Republica-Moldova-A-fost-lansat-proiectul-Roboclub-74074.html">http://unimedia.info/stiri/foto-video-Premiera-pentru-Republica-Moldova-A-fost-lansat-proiectul-Roboclub-74074.html</a>	Mar 25, 2014
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Elevii vor construe roboti	Jurnal TV, Current News rubric <a href="http://jurnaltv.md/ro/news/2014/3/26/elevii-vor-construi-roboti-10012628/">http://jurnaltv.md/ro/news/2014/3/26/elevii-vor-construi-roboti-10012628/</a>	Mar 26, 2014
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<b>Wine of Moldova launch in Europe related</b>		
Lansarea pe piața europeană a brandului “Wine of Moldova”	Ministry of Agriculture & Food website <a href="http://www.maia.gov.md/libview.php?l=ro&amp;idc=52&amp;id=16218">http://www.maia.gov.md/libview.php?l=ro&amp;idc=52&amp;id=16218</a>	Mar 25, 2014
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