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

Quarterly Report

No. 12: October – December 2014

JANUARY 19, 2014

This publication was produced for review by the United States Agency for International Development. It was prepared by Chemonics International Inc.

Quarterly Report

No. 12: October – December 2014

Prime Contractor:

Chemonics International, Inc.
<http://www.chemonics.com/>

Partners:

Dexis Consulting Group
<http://www.dexisonline.com/>

Contract No.:

121-C-00-11-00702-00

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ACRONYM LIST

AGEPI	State Agency on Intellectual Property of the Republic of Moldova
ANTRIM	National Association of the Domestic and Inbound Tourism
APEVM	Association of Producers and Exporters of the Moldovan Wine Industry
APIUS	Patronate Association of Light Industry Companies
ASEM	Academy of Economic Studies of Moldova
ASW	Association of Small Winemakers
ATIC	Moldovan Association of Private ICT Companies
B2B	Business-to-Business
B2C	Business-to-Consumer
BCR	Business Climate Reform
BSP	Business Service Provider
C&M	Cut and Make
CCENT	Cisco Certified Entry Networking Technician
CCI	Chamber of Commerce and Industry of Moldova
CEED II	Competitiveness Enhancement and Enterprise Development II
CIS	Commonwealth of Independent States
CFBC	College of Finance and Banking Chisinau
CMT	Cut, Make and Trim
CNC	Computer Numerical Control
CNVCPA	National Center of Alcoholic Beverages Testing - NCABT
CNVVC	National College of Viticulture and Winemaking in Chisinau
COP	Chief of Party
COR	Contracting Officer's Representative
CTICE	Center for Information Technology in Education
DCA	Development Credit Authority
DCOP	Deputy Chief of Party
EIB	European Investment Bank
ER	Expected Result
EU	European Union
FLL	First Lego League
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
HORECA	Hotel/restaurant/cafe
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
MCP	Marketing Coaching Program
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
NWD	National Wine Day
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
RIA	Regulatory Impact Assesment
R&D	Research and Development
RCI	USAID Regional Competitiveness Initiative
SCJ	Supreme Court of Justice
SEE	South East Europe
SEED	Sector, Engagement, Enhancement, and Development Fund
SIDA	Swedish International Development Cooperation Agency
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
TUM	Technical University of Moldova
WCB	Wine Country Brand
WoM	Wine of Moldova

EXECUTIVE SUMMARY

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

Fashion Industry

- With support from CEED II project 20 local brands have participated in the **autumn edition of promotion campaign - “Din inima, branduri de Moldova”**, as a result the local brands become more visible for consumers, a first indicator being the increasing number of likes on the Din inima’ Facebook page (from 8,500 in spring 2014 to more than 10,000 in autumn 2014).
- With CEED II support 6 Apparel and fashion accessories companies started to **develop new brands and corporate identity packages**, thus becoming more competitive and more visible to customers and consumers; from the beginning of the project the total of 42 apparel, footwear and fashion accessories companies was assisted by CEED II in branding and rebranding activities, this companies becoming the foundation for the future of the industry.
- The **Memorandum of Understanding** between CEED II, Ministry of Education, Technical University of Moldova and APIUS was signed **on the creation of the first Center for Fashion and Technology Education and Acceleration in Moldova** where the young designers will have all the necessary conditions to develop collections, become professionals of excellence, and start up the own business.

Information Technology Industry

- During the quarter, CEED II continued to work on the Robotics program, finalized the refurbishment of the **new Robotics facilities** at Artico and Poly-Technical College and organized the official launch of the Roboclub at the Poly-Technical College, as well as two lyceums.
- CEED II organized a **training of Robotics coaches**, in order to explain them all the rules and specifics of the First Lego League competition and planed the participation of Moldovan teams.
- CEED II supported the DNT Association in organizing the **Training of Teachers on CCENT** for a new group of 11 teachers from 6 institutions from Chisinau, Balti and Cahul.
- The 2014 **ICT Career Orientation event** was successfully organized by ATIC with CEED II support on October 16, 2014 at the Technical University of Moldova. A total of 11 private ICT companies partnered with the event and delivered presentations to over 500 attending students.
- CEED II organized the purchase and delivery of the specialized electronic components and devices for the specialized **embedded programming lab** at TUM. This will allow them to provide practical lessons relevant and important for the future software engineers.
- The Scopes of Work for the consultants to develop **Strategic and Operational Plan of the Center, the Design concept and the technical expertise** were developed and the contracting procedures started.
- A **study visit to Berlin** was organized for Moldovan delegation, consisting of representatives of CEED II, ATIC, TUM, GIZ and MIEPO, which visited several accelerators, hubs, or co-working spaces were arranged.
- The 1st **Student Startup Camp** was held at the Technical University of Moldova, organized in collaboration with Garage48 from Estonia. The event had 62 participants from 8 institutions, the majority of them being from TUM from the IT Department.

- The 6th edition of **Startup Weekend Moldova (SWM)** took place during the Global Entrepreneurship Week, on November 14-16, 2014. The event was very successful, and the winning teams got further exposure of their projects in the Global Startup Battle.
- CEED II worked with IDC on the update of the **Competitiveness assessment of the IT Services Industry**. When approved, the report will be presented to the relevant public.
- CEED II worked together with ATIC to kick-off the organization of the **Moldova ICT Summit 2015** and supported ATIC in their other initiatives to promote the b2b portal and develop the ICT companies catalog.

Tourism Industry

- CEED II involved **ANTRIM in many promotional activities** to continuously build association capacity. Four new companies became members of association. With CEED II support, ANTRIM took part in organizing the familiarization tour for foreign journalists and tour operators during the National Wine Day Festival from target and Redescover Glodeni activity. This established partnerships with field NGOs from Gagauzia and Sweden, the aim of which is to promote Moldova as a tourism destination.
- With CEED II support, **Moldovaholiday.travel** was improved being implemented new design and content. The implementation of the search engine optimization (SEO) and elaboration of a 5 language menu (English, Romania, Russian, French and German) will make the site more complex, more accessible and self-sustainable being able to generate incomes, sell thematic tours and to present tourism products. Now it is featuring the **new tourism country brand- the Tree of Life**.
- CEED II supported the organization of the forth **Familiarization tour** for 6 foreign journalists and 2 tour operators during Wine day festival, October 2-6, 2014, aimed to raise awareness about Moldova as a tourism destination in the target markets: UK, Poland, Sweden, Germany, Italy and Hungary. CEED II prompted ANTRIM to take the leadership in its organization.
- **Wine trips during National Wine Day** were successfully organized. It is the second time when, during the National Wine Day celebration the promotion of the wine tourism was included as a target. In this mean, CEED II supported the organization of wine tours at promotional prices at the most popular wineries around Moldova. As a result, 927 people took part and visited Cricova, Milestii Mici, Chateau Vartely, Purcari, Et-Cetera, Branesti and Migdal-P wineries.
- CEED II supported the **organization for the first time of a dedicated press conference** to raise interest through media **at World Travel Market in London**, the leading global B2B event for the travel industry this event. This presented Moldova as the # 1 off the beaten path travel destination in Europe. Journalists from well-known media had the opportunity to get acquainted with the most popular tourism attractions including wineries, gastronomy, numerous monasteries, medieval fortresses, rural life and authentic culture.
- CEED II supported **new touristic products** development, implementation or promotion. Two companies, Tatrabis and Hai la Tara, launched new touristic products, focusing on wine tourism, as result of participation in new product development training organized by CEED II. More than 50 people got to know closer the little wineries that are not receiving tourists usually.
- **CEED II supported Hackathon "Generator" initiative** organized by MIEPO for the development of new promotional tools for Moldova and business that will contribute to the countries' economic growth. As a result four winning start-ups will receive financial support to develop their project until April to be presented at Milano Expo further on.
- CEED II supported NTA in **tourism statistics policies and methodology improvements**. Together with NTA, CEED II with expertise support from World Tourism Organization, initiated and manage to implement new statistics policies and methodology in tourism. The new incoming and outgoing visitors' figures will be introduced in the statistics and counted starting January 201.

- **Tourism Country Brand** developed and launched- **Tree of Life**, along with a **Marketing and Promotion Plan** underway. This sets the foundation for a coherent country positioning and promotion of the Moldova's touristic offer abroad. Moldova- discover the routes of life promotional video was broadcasted on Euronews as a part of the National Tourism Brand program.

Wine Industry

- With support from CEED II project, the ONVV implemented a **professional PR & communication campaign**, which had major impact on the ONVV visibility. The campaign had impressive results, as there were organized about 15 press events, more than 550 press clippings, including TV, radio and written local media. In result of these PR activities, the ONVV has become a referenced institution in the field of the wine sector, and the wine industry has had a better exposure in the local press.
- The ONVV has been assisted by an international expert, Marco Tiggelman to develop a concept for sectorial newsletter; **the draft marketing plan for 2015** and the concept of the promotion activities. Based on the PMP indicators developed with support from the local CEED II consultant, the ONVV is developing the annual report for 2014 based on the best practices in this regard.
- A local consultant was contracted by CEED II to support the ONVV in the development of **an IT solution of the technological wine registries**, which are currently kept hand-written within the wineries. First meetings with the wine sector stakeholders have been organized.
- **Two press trips of international wine journalists** were organized in Republic of Moldova. 12 wine journalists from 4 key target EU markets have been visited Moldova during the National Wine Day, and a group of the most reputed 6 Chinese wine journalists took a trip to Moldova following the NWD. Following their visit to Moldova, at least 5 episodes dedicated on Wine of Moldova have been broadcasted on the TV channels, some extensive articles (about 30 pages in total) about the Wine of Moldova have been published in important journals of their country of origin.
- An important PR success was the appearance of **Wine of Moldova at the "Wine with Me" show on the Fox News TV channel**, which was possible due to a well-organized PR campaign, following the USA master plan, developed with support from CEED II consultant, Lou Capitaio. During the show, Mrs Christy Canterbury, Master of Wine, commented three wines, explained the specifics of the Moldovan terroir and invited the consumers to try Moldovan wines.
- For the first time, Wine of Moldova was featured at the **ProWine- China exhibition** organized during November 12-14, 2014, in Shanghai, China. A total of 20 Moldovan wineries participated at the tradeshow, where their wines have been commented during the 5 master classes moderated by the famous Master of Wines of China, Mrs. Debra Meiburg. The national TV station of China broadcasted an reportage on Moldovan wines, whereas some tens of publications have been posted in the specialized journals and blogs about Wine of Moldova, all these being possible thanks to the services of a local PR agency, contracted by CEED II project.
- A complex and tailored promotion event, the **"Wine of Moldova Vernissage in Poland"**, was organized on November 28, 2014, in Warsaw, at the Zacheta Art Gallery with CEED II support. The activity included: a strong PR component; a press conference; a master class with Wine of Moldova for local sommeliers& journalists; a B2B walk around tasting, and a wine gala in the evening for wine connoisseurs, VIPs and public officials. 20 Moldovan wineries have had a privileged occasion to feature their wines to their current importers but also to new wine distributors and professionals.
- The ONVV, with assistance from CEED II consultant, Marco Tiggelman, organized the participation of 10 Moldovan wineries at the **World Bulk Wine Exhibition**, during November 24-25, 2014, in Amsterdam. The ONVV has had a presentation in the official press conference and Moldova was featured in the main highlights of the exhibition.
- During December 5-7, 2014, 15 Moldovan wineries participated under the country brand Wine of Moldova at the **International Wine Fair "GoodWine"**, in Bucharest, Romania. CEED II offered technical assistance to the ONVV team, who organized a outstanding participation, including: an

central and impressive country stand; two master classes for wine journalists, and an efficient PR campaign.

- The 13th edition of the **National Wine Day** (NWD) organized on October 4-5, 2014, with CEED II as the strategic partner, was a big success and achieved a set of records, becoming the best Wine Festival of the last 5 years. The 45 Moldovan wineries participating at the event were visited by some 130 thousands of persons. The NWD organizational concept included: an efficient PR campaign, a NWD special branding, a well-organized advertisement campaign, a Wine School with 12 master classes, a Wine Road offer from 7 local wineries and a diverse cultural program.
- The Sommelier School of the TUM has been offered by the CEED II project a kit of wine aromas and faults 'Le Nez du Vin'. The **second sommelier intake of 8 students graduated in December 2014**.
- The winter **Wine Vernissage (the 7th edition)** was organized with CEED II support on December 19th, in the Republic Palace. This event included innovative elements, such as: wine culture and sommelier master classes, held by the Romanian Chairman of the Sommelier Federation, Mr. Avram Laurentiu Achim, for the HORECA representatives, the journalists and the wine amateurs. About 1,000 persons visited the event, and twice more tickets have been sold for this edition.
- A **Concept on the development of an Excellence Centre in Winemaking and Viticulture by the National College Viticulture and Winemaking of Chisinau** has been developed with CEED II project support; the concept has been presented at a national conference, to which participated the Prime Minister Iurie Leanca and other donor programs. Based this concept, the CNVVC has succeeded to obtain in December 2014 an approval for a credit from the EIB "Filiere du Vin" program, of about 2.5 million euros.
- CEED II has contracted a **local conformity assessment & regulatory consultant** to assist the ONVV and CNVCPA to develop proposals and recommendations for the reform of the certification procedures and related regulations.
- **The Marketing Coaching Program has been re-launched** and provided support to three small & boutique wineries to launch new wine products, penetrate the local market and enhance sales. Minis Terrios and Poiana Winery products have been launched on the local market, while Mezalimpe has been assisted to enhance sales throughout a PR&BTL campaign in 4 supermarkets of Chisinau.

Cross-Cutting Finance and Investment Activities

- CEED continued its **ongoing communication** with and provided advice to financial institutions implementing the DCA activities. As result, Prime Capital and Comertbank increased the DCA utilization, with a surprising good evolution for Comertbank (from 0.86% in June 2014 to 14.01% in September and a projected of 36.91% at the end of December).
- Two **meetings with the Comertbank and Prime Capital management** took place in order to discuss the status of the DCA guarantee and ways to improve DCA utilization. As result, both DCA partners sent to USAID and CEED II official emails with **proposals conducting to increase DCA utilization**. Both letters are analyzed by USAID.

Communication

- **Fashion Forward in Moldova** story that highlights the success of the *Din inima* initiative was worked on and published on Chemonics website in *Impact Stories* rubric (<http://chemonics.com/OurImpact/SharingImpact/ImpactStories/Pages/Fashion-Forward-in-Moldova.aspx>) (see on the page 11).
- To highlight CEED II provided assistance to the Fashion industry during 2010- 2014 and main accomplishments in the industry as result of project support, an **infographic underlining the impact of USAID assistance to Moldova Apparel, Footwear and Fashion Sector** was realized (see on the page 12).



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Impact Stories

ACHIEVING IMPACT

INNOVATING IMPACT

MEASURING IMPACT

SHARING IMPACT

Impact Stories

Fashion Forward in Moldova



Working together, local Moldovan companies compete with the biggest names in fashion and see high returns on their investments. [Read more »](#)

Virtual Learning in Indonesia



At this year's BEST EDUCATION, Chemonics presents an blended learning module. It is aimed to make higher education professionals in Indonesia about education management. [Read more »](#)

Three Keys to Ukraine's TB Challenge



Dr. Iaroslav Karkubko offers three interventions that could help Ukraine manage its TB burden, an issue of growing concern with a rise in multidrug-resistant TB and HIV co-infection. [Read more »](#)

Following this initial success, 10 more companies joined the next campaign, which eventually became a biannual activity with fall and spring collections. Each season's campaign is launched with a **fashion show** organized in partnership with USAID, the International Women's Club, and the Moldovan Fashion Producers Association. As of September 2014, more than 40 local brands have participated in the campaign and presented their collections at the fashion show.

"This unprecedented promotional campaign has changed drastically our consumers' perception and made them feel proud of wearing Moldovan brands. Thanks to the *Din inima* campaign, Ionel's sales on the domestic market increased by more than 26 percent in 2013 compared to 2012," said Luchian.

The success of the *Din inima* campaigns spurred the idea to open a retail store where local companies could promote and sell their goods in a single location. With support from USAID, Chemonics, and private investment, the first *Din inima* store opened in December 2012 with 13 fashion companies on board. Building on this success, the project helped develop a partnership with another local investor, which brought in an additional 30 clothing companies. This partnership resulted in three more *Din inima* stores opening in Chisinau, the capital of Moldova.

Home > Our Impact > Sharing Impact > Impact Stories

Fashion Forward in Moldova

Working together, local Moldovan companies compete with the biggest names in fashion and see high returns on their investments.

Today, buying fashionable, high-quality locally made products resonates with Moldovans and evokes a sense of national pride. But it was not always this way.

Although Moldova has always enjoyed a vibrant apparel industry, local companies face tough competition from well-known international brands. Moldovan consumers have historically been skeptical about buying Moldovan-made clothing, footwear, and accessories, which makes it difficult for local companies to get a foothold in the market. Combine these perceptions with limited marketing budgets and little affordable retail space, and Moldova's clothing companies face serious challenges.

Ionel is one of these companies. Started in 1945, the clothing manufacturer employs more than 900 people. Originally offering a "cut-and-make" service for foreign clients, Ionel expanded into producing and selling apparel under its own brand. Sales were initially slow, but over time the local market started to grow. Still, operating on its own had its challenges.

"We allocate 20 percent of the production for the internal market, and the remaining 80 percent is for export. We work with companies from Italy, Germany, Poland, Austria, and France, and we export clothing for men and women," said Ionel Director Tamara Luchian.

Yet, Ionel and other local clothing companies knew that domestic Moldovan fashion could compete with the biggest names in the industry. But they needed to work together.

Through the USAID Competitiveness Enhancement and Enterprise Development II program, Chemonics worked with 12 Moldovan fashion companies to launch the inaugural promotional campaign titled *Din inima branduri de Moldova* or "From our heart – Moldovan brands." The campaign helped the companies unite their efforts and leverage shared marketing resources to promote their products. The message of the campaign appealed to Moldovan consumers and built awareness that domestic brands could compete on quality and price with international imports.

SHARE PRINT



Competitiveness Enhancement and Enterprise Development II

To promote sustainable economic growth and prosperity in Moldova, the Competitiveness Enhancement and Enterprise

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news and events

Secretary of State John Kerry Visits Projects in Moldova and Indonesia

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Chemonics Takes Part at Rule of Law Conference in Moldova

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THE IMPACT OF



USAID

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Moldova Apparel, Footwear and Fashion Accessories Sector

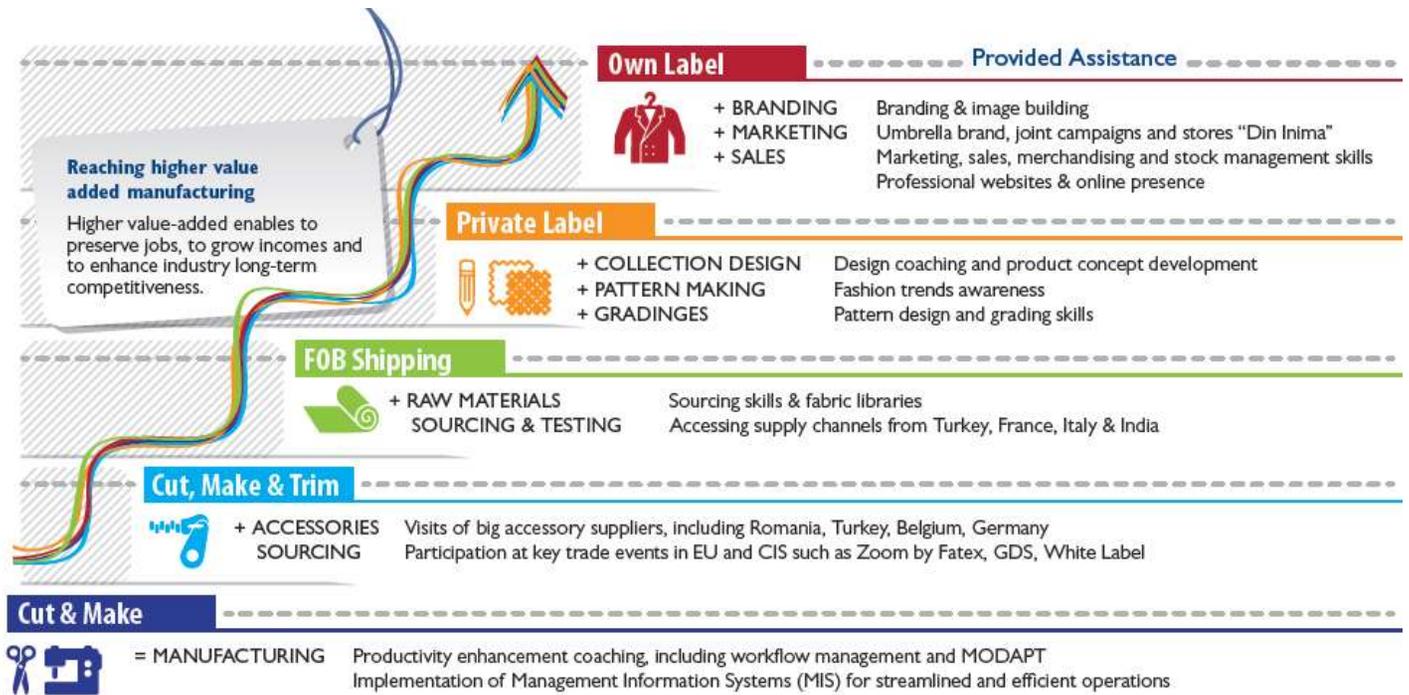
Roadmap to Competitiveness

Largest employer of women

Employs **23,000 people**, over **90%** being [rural] women

Leading exporting industry

17% of country exports in 2013



USAID CEED II* key impact

-  Boosted the shift from low- to high-value added manufacturing
-  Enhanced exports & revived Moldovan market
-  Upgraded product quality & productivity
-  Consolidated industry environment & vision

BOOSTED THE SHIFT TO HIGH-VALUE ADDED	ENHANCED EXPORTS TO EU AND OTHER MARKETS	REVIVED MOLDOVAN MARKET	IMPROVED PRODUCT COMPETITIVENESS	CONSOLIDATED INDUSTRY ENVIRONMENT
<p>Share of companies providing low-value Cut & Make services decreased from 95 to 80 percent</p> <p>70 new generation brands emerged as backbone of Moldovan fashion industry</p> <p>95 to 80 low-value services</p> <p>70 new brands</p>	<p>Companies acquired important new European customers including from Italy, France & Germany, for value-added manufacturing</p> <p>Branded Moldovan apparel is now being exported to Eastern markets</p> <p>over 30 companies</p> <p>over 10 markets</p> <p>16.1M new sales</p> <p>38 B2B and trade events</p>	<p>Assisted brands had new sales of \$7.4M or 34% growth in 3 years</p> <p>Unparalleled umbrella brand – Din Inima/Branduri de Moldova – raised industry profile and consumer pride</p> <p>58 participating companies</p> <p>5 joint campaigns</p> <p>60%+ companies cost-share</p> <p>\$2.6M private investment in Din Inima stores was leveraged, as affordable trade infrastructure for Moldovan brands</p>	<p>Over 70 companies increased efficiency and product quality, through know-how in design, marketing, manufacture and technology</p> <p>35 trainings</p> <p>684 participants</p> <p>556 women</p> <p>Over 6,000 employees, or 30% of industry labor force, attained better productivity skills</p> <p>Over 30 companies increased productivity by 15-20%</p>	<p>Industry association – APIUS – increased capacity, doubled membership and became a strong industry voice</p> <p>90+ members</p> <p>20 trainings</p> <p>Din Inima campaign ownership</p> <p>Industry acquired a strategic development vision, embraced by private sector and government skills</p>

USAID Competitiveness Enhancement and Enterprise Development II (CEED II) Project developed during 2010-2015 the Apparel, Footwear & Accessories, ICT, Tourism and Wine industries: enhancing quality, increasing trade and investment; and improving public-private dialogue for a better business environment.

SECTION I

Quarterly Technical Activities

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

Activity 1. Support own label enterprises in developing a corporate identity package

CEED II continued to assist the selected apparel companies to launch new brands or rebrand the existing ones, in order to help them become stronger, have better recognized brands on the market, thus strengthening Moldova's fashion profile, 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 included the identification of a new brand name (as appropriate) and slogan, as well as the development of the corporate style and identity package (such as design of packaging, product labels, image photos and a basic brochure).

With CEED II assistance, the development of new trademark images for 6 selected apparel companies (Portavita, EthoLinia, Francesca, Valeriu Brinza, Stanislav Garstea and Nanetty) started. The selection process was based on companies' readiness to invest in the development, implementation and promotion of the new brand. To ensure the continuity of the work, the design companies were selected jointly with a representative from each assisted company. Also, in this quarter, the design company Avalonix, contracted by CEED II, performed restyling work for 2 jewelry producers - Natalya Maskvina and Marinelle. The new logo implemented will communicate a distinct statement about the company and its products in the local market.



Figure 1. New brand logo elaborated for Natalia Maskvina

In order to develop modern websites, during reported quarter, CEED II selected 2 own brand apparel companies - Sram and Lenicris, one Footwear company - Hincu and 2 fashion accessories companies - Natalya Maskvina and Marinelle, to support them in websites development. All selected companies are interested in creating websites to promote their own brands. The selection process was based on companies' readiness to invest in the development of the website. CEED II competitively selected and contracted the IT Company that would assist those companies in website development and implementation.

Activity 2. Enhance of sales capacity on local market

During this quarter, CEED II continued to monitor the PR and promotion campaign to assist local fashion companies to promote their image throughout the Fall 2014 “Din Inima, branduri de Moldova” campaign.

- *Outdoor promotion.* During the spring edition, a total of 65 billboards promoting local brands were designed by Casa Imago Ltd, produced by marketing agencies Casalot and displayed in Chisinau by Ponti, ZelivasArt, Aquarelle, Neorama, Casalot and Varoinform.
- *TV promotion.* In the framework of this campaign, Acasa TV produced and released reports about the Moldovan brands in their show “O seara perfecta”, which were later relayed on the websites acasa.tv and perfecte.md.
- *Online promotion.* Green Fusion Agency developed 6 look-books for Maxikids, Cristina, Hincu, Ju-Bijoux, LiaFia and Ariadna brands and published them as well as the promotional materials about all producers participating in the promotion campaign on the Facebook page Din Inima. The business provider Zingan.com published on its website allfun the developed lookbooks, commented by a well-known fashion blogger. Additionally, in November allfun launched a promotion activity “Fashion Battle” that involved many local brands - Hincu & Burlacu, Ponti, Ionel & Giovanni primo, Tricon, EHO and others, increasing in this way the interest for their products.



Figure 2. Outdoor promotion of brands Ionel and Sekana



Figure 3. Maxikids promotion on Facebook in the framework of Din inima branduri de Moldova promotion campaign

The total costs for the fall promotion campaign was estimated at 480,000 MDL or 30,000 \$. In order to support companies’ efforts CEED II cost-shared this activity. The companies spent around 300,000 MDL while CEED II’s contribution was 180,000 MDL. The campaign ran from September through December 2014.

During the reporting period, CEED II monitored and mediated the interaction between the companies participating in the fall edition of the promotion campaign and business providers employed – TV, media, marketing companies and others. After the campaign, *din inima.md* community reached 10,000 followers, which denotes both the rising popularity of local brands as well as consumers' interest in their products.



Figure 4. Announcement of 10,000 fans on Facebook page in December 2014

Activity 3. Enhance export capacity through exhibiting in specialized international shows and matchmaking assistance

The participation of Moldovan companies in specialized shows is an efficient instrument to attract new clients, enhance export and increase revenues. Any participation involves additional costs for the exhibiting companies; therefore, it is very important to know what exhibitions are more visible to a larger number of potential clients for a bigger impact on the sales. To support companies' efforts, CEED II and APIUS helped identify the main international shows that are more appropriate for apparel, footwear and jewelry companies and which are Zoom by Fatex, Textileprom, CJF-children fashion spring 2015, International Fashion Fair in Kazakhstan, Mosshoes Russia, Leather&Shoes Ukraine, GDS Germany and Bijhorca, Paris. In order to pool resources, APIUS passed the list of international exhibitions which were identified as priorities for participation to MIEPO.

CEED II supported footwear and accessories companies to prepare for exhibitions by inviting, in October, the matchmaking expert Jordan Saliman, who delivered a seminar on planning the successful participation at GDS international exhibition. Fourteen experts from 7 companies, as well as representatives of APIUS association and of the Technical University of Moldova took part in the seminar. Subjects such as the trends in footwear and accessories, sourcing, and GDS international exhibition were addressed during the seminar.

Additionally, the expert visited nine footwear and bag producing companies - Rotan, Cristina, Zorile, Floare, Tighina, Hincu, Tiras, Burlacu and Artima - to assess their readiness for exports. All companies were recommended to participate at the GDS exhibition in Germany in February 2015. As a result, in December CEED II assisted with the preparations for participation at the GDS international exhibition 7 companies that were ready to cost-share this activity. CEED II provided support in developing and submitting the briefs for potential participants and all companies were accepted as participants. Also, appendixes to the MOUs, setting out the responsibilities of both parties, were developed and signed with each participant.



Figure 5. Ana Popova by Ju-Bijoux collection for Bijorhca 2015 jewelry fair.

With regard to the accessory companies, CEED II supported their interest to participate at international exhibitions, contracting the space at Bijorhca jewelry exhibition in France, in January 2015, for 3 participants – Ana Popova, Natalya Maskvina and Marinelle. The Moldovan jewelry brands will have the opportunity to present their product within the unique framework provided by Bijorhca, reaching out visitors from the entire world.

In November, CEED II in collaboration with APIUS identified 13 apparel companies with export potential that expressed interest to participate at international exhibitions - Emilita Lux, Velitextil Plus, Infinitextil, Ionel, Steaua Reds, Vestra, Odema, Premiera Dona, Saltoianca, Mobile, Olympus, Tricon, and Intercentre Lux. The selection process was based on companies' readiness to attend regularly the international exhibitions on the one hand and to cost-share the participation at exhibitions, on the other hand.

Since APIUS has continuously increased its institutional capacity, it became more active in the activities conducted by its members. Thus, APIUS, assisted by CEED II, contacted the organizers of the selected exhibitions and ordered the necessary space. At Central Asia Fashion Exhibition in Kazakhstan, 42 sq. m were ordered for 8 participating own brand apparel companies, at Textillegprom Exhibition - 32 sq. m for 6 own brand apparel companies, at Zoom by Fatex Exhibition - 30 sq. m for 6 apparel companies, and at Mir Detstva Exhibition - 8sq.m. for 2 own brand children wear producers.

Activity 4. Enhance product design, construction and production capabilities of own-brand footwear and accessories companies

For own brand companies, product design and pattern-making capabilities are very important to ensure the high quality of products, which is the main driver of sales. Therefore this quarter, CEED II continued its cooperation with foreign designers to enable fashion industry companies to improve their collections and produce more competitive products.

In October, a group of 5 local footwear and accessories producers supported by CEED II visited the leather tanneries in the North of India, in order to assess and find new suppliers. The group visited 4 tanneries, 2 leather exporters, 1 sole producer and 2 footwear producers. Currently the companies are working with the contacts they made and looking into the possibilities for future cooperation.

In November, CEED II selected 8 own brand children wear producers that need assistance in pattern making and grading - Emilita Lux, Velitextil Plus, Brinza Valeriu, Bombonici, Lenicris, Maxikids, Svibmagtex, Vasile Moldovan. In this connection, discussions were held with the international specialist Olessea Ionita, a good specialist in pattern design and grading, about organizing a workshop for Moldovan apparel companies and the training date was agreed.

Also, a group of own label apparel companies producing women fashionable clothes was selected as they need support to improve their design and pattern development process. For this purpose, the international designer Rimvidas Birstonas was contacted and the itinerary for visiting and assisting these companies was agreed with him.

In addition, CEED II identified that Moldabella Carpet producer needed assistance for quality and efficiency improvement in order to maintain its level of competitiveness on both the domestic and the international market. In order to solve this problem, CEED II invited the international consultant Mr. Geoffrey Charles Antoncich - a Technical Specialist in Carpet Weaving Process with strong capacity in assuring high quality and efficiency in carpet weaving with long consultancy experience - to conduct a technical audit of the carpet production process and provide hands-on technical training to the company's technical staff so that they can set-up the equipment properly, raising carpet quality and production efficiency. The assignment will have a direct impact on company's competitiveness.

Activity 5. Strengthening the institutional capacity of APIUS

During the quarter, CEED II assisted APIUS to develop the Annual Activity Plan for year 2015, which will serve as tool to guide implementation of the association's activities during the year 2015.

Additionally, it was developed the concept of the formation of the electronic library which will include information about trends of colors and fabrics, as well as basic sketches for designers. It was signed the contract -order with WGSN - the world's #1 – and most trusted – online fashion forecasting and trend service, for 3 year subscription for forecasting resources.

The development of the White Book for the Fashion Industry was started. During the quarter, the analysis of the current situation in the sector was made.

Activity 6: Promote young talents through development of Acceleration Center for Fashion startup designers (Center for Fashion and Technology Education and Acceleration).

During the reporting quarter, CEED II acted towards strengthening the light industry through finding a sustainable and market-driven solution to fill the industry gap in terms of qualified work force. CEED II came with the idea of establishing a Centre for Fashion and Technology Education and Acceleration (CFTEA), where young designers could have all the necessary conditions to develop their collections, become professionals, and start up own businesses.

For this purpose, CEED II hired an international consultant who undertook a study of the international experience of similar fashion design and technology centers that operate next to education, aiming to develop commercial design skills, further talent and accelerate fashion start-up entrepreneurs. CEED II also made a trip to Istanbul Moda Academy, which is the most proficient fashion schools in Turkey, offering an innovative and modern education in the field of fashion and all relevant branches and combining its academic content with the real life.

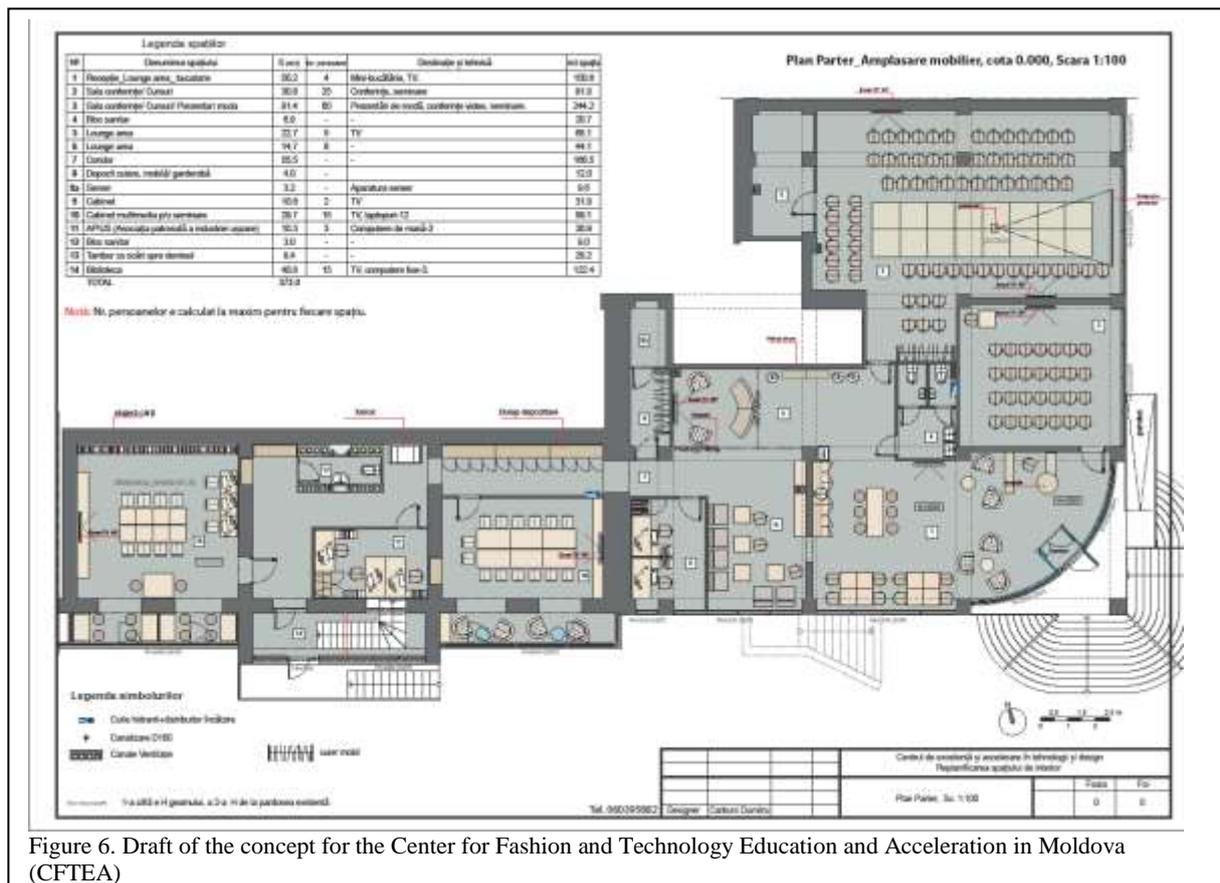


Figure 6. Draft of the concept for the Center for Fashion and Technology Education and Acceleration in Moldova (CFTEA)

Based on the results of the studies conducted, CEED II jointly with representatives of academia and the private sector, developed the first draft of the concept for the Center for Fashion and Technology Education and Acceleration in Moldova (CFTEA). CEED II took the lead in the public-private dialog regarding the educational, technological and innovational gap in fashion, footwear and accessories sector, and identified potential partners ready to contribute to the creation and further development of the CFTEA: CEED II, TUM, APIUS and the Ministry of Education.

The official signing of the Memorandum of Understanding between CEED II, the Ministry of Education, the Technical University of Moldova (TUM), and APIUS on the creation of the first *Center for Fashion and Technology Education and Acceleration in Moldova* took place on November 25 and was organized in the space provided by the TUM for the future Center.

CEED II succeeded to interest other potential partners, both public and private, who joined the initiative and officially declared their intentions to provide support in the creation of the Center. Thus, MIEPO is ready to contribute with consistent technical support (such as seminars, workshops etc. to be organized within the Center), and is willing to become a Board member, while 2 other private companies declared their intention to donate equipment in the total amount of 15,000 MDL. CEED II continues to attract other partners and sponsors for this project.

All partners continued to discuss and coordinate on common vision regarding the CFTEA concept. A draft concept was developed and served as a base for detailed future planning.

CEED II also contracted a local expert in architecture and design and started to work on the architectural re-planning of the existing space, according to the vision of the Center, its objectives and expected functionality. The technical plans for pulling down the unnecessary walls and construction of the needed walls has been developed, have been discussed with the working group and now are under coordination with ChisinauProiect, the institution which will undertake modifications to the initial official plans.

In December, CEED II issued a request for proposal for air ventilation and conditioning system and started negotiations with the 3 bidders in terms of solutions, equipment and price. Also, research regarding the electronic library for CFTEA has been done. With the support of APIUS, discussions with WGSN - the world leading trend forecasting and analysis online resource – have been held and a special price for educational institution has been negotiated.

A2. Information Technology (IT) Industry Activities

Activity 1: Adapting ICT education to industry needs

Robotics. CEED II project continued to strengthen the pilot Robotics clubs and worked with the partners to finalize the refurbishment of the new Robotics facilities at Artico and Poly-Technical College. Later on, the official launch of the Roboclub was organized at the Poly-Technical College on October 24, 2014. Several representatives of the partners involved were present at the ceremony: the acting Minister of Education Igor Grosu, the Senior Project Manager from USAID Sergiu Botezatu, the President of Starnet holding and the member of ATIC board Alexandru Machedon, the Executive Director of ATIC, representatives of academia, other guests. After the official part, the students demonstrated the robots in action. Several media attended the event and published articles or video reports.

Later, CEED II and USAD representatives were invited to award the certificates of successful completion of the ITE courses to the students of the Poly-Technical College.

In the beginning of November the official launch of two other Roboclubs was organized at the Ion Creanga and Mihai Greucy lyceums, equipped with the financial support from the local partner Starnet. Several representatives of the partners involved attended the ceremonies. The event was organized on a similar scenario with the Poly-Technical College, with a demonstration by the pupils after the official part. Several media attended the event and published articles or video reports afterwards.

The teachers of Robotics clubs developed the curricula for the activity according to the age groups and are training the participants in a very practical and interactive manner. Their pupils or students have already achieved a certain level of competence, which needs to be strengthened through challenging assignments.



Figure 7. Official launch of the Roboclub at the Poly-Technical College from Chisinau

Based on the experience of Robotics clubs in other countries, competitions with special challenges are very important elements for the Robotics program to be impactful. These competitions are usually organized locally at the initial stage. Later on, Moldovan Robotics clubs could join the First Lego League (FLL) competition, organized internationally with the support from Lego and the US First foundation, aiming at promoting the IT education and tech careers among youngsters.

The Estonian partner NGO Robotika is also the operational partner of FLL and has experience in designing and organizing Robotics competitions locally and internationally. They have invited up to 3 Moldovan teams to participate in the next edition of FLL Estonia, which will be held at the end of March 2015. Moldovan Robotics clubs have expressed their great interest to prepare several teams for that competition, but also to run a local competition based on FLL model. Thus, CEED II have invited the trainer from Estonia to organize a training of coaches, in order to explain them all the rules and specifics of the FLL competition, and plan together the participation of Moldovan teams. The training took place on December 26, 2014, and 14 teachers attended the event. Based on the results of the training and the very high motivation of the teachers, CEED II decided to support the organization of the Robotics competition in Chisinau at the beginning of March 2015, based on the FLL rules and challenges. At least 5 institutions expressed their interest to prepare teams for the competition, one of which is the Theoretical Lyceum Hertzli, which was not previously included in the Robotics program and had developed its Robotics club with own finances.

Also, an important step toward the future continuity and sustainability of the Robotics initiative is the fact that the Center for Information Technology in Education (CTICE), the main state institution responsible of training of teachers, has included Robotics in their list of provided courses and budgeted to purchase the necessary Robotics equipment.

ITE/CCENT. Based on the interest expressed by the ITE teachers to upgrade their knowledge and take CCENT courses, CEED II supported the DNT Association in organizing the Training of Teachers for a new group of 11 teachers from 6 institutions from Chisinau, Balti and Cahul. They started CCENT courses in October and are planned to finalize in February. Later they will be able to certify and offer CCENT courses to the interested students in their institutions.

ICT Career orientation event. The 2014 ICT Career Orientation event was organized by ATIC with CEED II support on October 16, 2014 at the Technical University of Moldova. Major IT companies, such as: Allied Testing, Endava, Pentalog, DAAC System Integrator, Microsoft, StarNet, Trimetrica, Deeplace, Moldcell, Cedacri International and Red Sky delivered thematic presentations to students

and interacted with their potential employees directly. As from the previous experience of organizing ICT Career Orientation events TUM gave the best results and the highest participation, ATIC has decided not to repeat the event at other institutions, but invited their students to join the event at TUM. Approximately 500 students attended the event.

Embedded programming lab at TUM. CEED II committed to support the purchase of electronic components and devices, for the endowment of the new Embedded Programming lab at the Technical University of Moldova. The university representatives provided the list of necessary equipment and CEED II organized its purchase and delivery from the specialized suppliers from the USA. The equipment was delivered and it will be used by TUM for practical lessons in embedded programming, which is part of what drives the evolution of the digital appliances and equipment in today's IT markets, and learning that is very relevant and important for the future software engineers.

Activity 2: Design of the IT Excellence Center

CEED II developed the Scopes of Work for the consultants to develop Strategic and Operational Plan of the Center, the Design concept and the technical expertise and launched a call for proposals. The consultant for the Strategic and Operational Plan was identified (Maxim Gurvits) and his contracting will be finalized at the beginning of 2015, whilst he is scheduled to work during January-February 2015. Several offers were received for the design concept, from Moldovan, Bulgarian and German companies. The final decision will be taken in the early January and the design firm will work in close cooperation with CEED II team and the short term consultant developing the strategic plan. After several consultations with experts, CEED II decided to reverse the order of the assignments and do the technical expertise of the building after the first stage of the design concept will be completed and the floor plan will be agreed.

In order to learn more about how similar centers operate, gain insights and get inspired on what to do in Moldova, CEED II decided to organize a study tour in one of the European cities with the most vibrant tech ecosystem. Initially London and Berlin were considered to be the best two options. It was decided to organize the study visit to Berlin, as it is at the moment one of the liveliest and fast growing IT hubs, and where CEED II has some connections there through the GIZ project. The visit took place on November 26 - December 3, 2014. The Moldovan delegation consisted of representatives of CEED II, ATIC, TUM, GIZ and MIEPO. Visits to several accelerators, hubs, or co-working spaces were arranged.

Activity 3: Developing entrepreneurship culture in IT

Student Startup Camp. The 1st Student Startup Camp was held during November 10-14 at the Technical University of Moldova. The event was organized in collaboration with Garage48 from Estonia, which developed the concept, format and materials, as well as assigned the facilitator and recruited the mentors from the Baltics (5 people from Estonia and Latvia). The event was organized at TUM, but it was announced as open for public and for students from other institutions. The event had 62 participants from 8 institutions, the majority of them being from TUM from the IT Department. The event was a combination of lectures, workshops, teamwork and one-on-one mentoring, aiming for all shared know-how to be applicable directly to the projects being worked on. The teams presented their prototypes to the jury during the final demo Friday evening. The jury included Tim Ong from USAID; Viorel Bostan from TUM, Oleg Burlacu from Starlab; also Kristis Avots, Martin Grüner, Helen Kokk and Jaan Kruusma from Garage48.

After analyzing the projects and the progress obtained during the event, as well as their future potential and impact, the jury had chosen "FundMySchool", a platform for crowdfunding school renovations and equipment, as the winner of the event. It was considered by the jury to be a good idea combined with good execution and providing a good example of solving real social issues with technology. "Yum", an app for finding restaurants based on user preferences and proximity, was announced as the runner-up; and promotion aggregation platform "Contest Moldova" as the second

runner-up. The members of the three winning teams were invited to participate in the 6th edition of the Startup Weekend Moldova.

When feedback from participants was collected, they mentioned that they learned a lot and feel much more confident in how to work as a team and develop a successful IT project.



Figure 8. Winning team of Student Startup Camp with mentors

Startup Weekend Moldova (SWM). The 6th edition of Startup Weekend Moldova (SWM) took place during the Global Entrepreneurship Week, on November 14-16, 2014. The event was very successful, gathering over 100 participants with different backgrounds, of them 47 developers, 13 designers, 30 non-technical and 15 observers. 64 of the participants were students from the Technical University of Moldova, several IT colleges or other institutions. The event had 8 mentors/coaches and 9 judges. Ten countries were represented at the event: Moldova, UK, Estonia, Latvia, Romania, Slovenia, France, Greece, Italy, and USA. 29 ideas were pitched at the beginning of the event. 17 teams formed and worked to develop online or mobile apps and projects based on the selected ideas. At the final stage, after the presentation of the projects and their progress over the weekend, the judges selected 3 winning teams:

- 1st place - “Yum”, an app for finding restaurants based on user preferences and proximity;
- 2nd place - “Optimus Flight” a platform for finding best flight ticket options based on multiple departure locations;
- 3rd place - “Hello Career”, a platform for building the professional brand and matching job openings with user qualifications and experience.

The winning teams received prizes from event sponsors and later on participated in the Global Startup Battle, thus having worldwide exposure. In addition, a special prize was given to the team Tabascus (an app providing 360° experience for food enthusiasts), and several special nominations were awarded for best design, best execution, best local idea, best hustler and best startup lady.

As usual, SWM had great media coverage, with over 20 articles or video reports published online on the most popular news sites, on the national TV and radio channels. The initial pitches and the final presentations were broadcasted live on Point.md and had over 600 viewers from Moldova, Russia, Romania, UK, and Germany.

The Startup Weekend Moldova event was facilitated by the regional manager for Startup Weekend Eastern Europe Maria-Christina Tsitsopoulos. She also facilitated a pre-event, which was organized

by CEED II on November 13. The event focused on presenting tips and recommendations how to succeed at Startup Weekend.



Figure 9. Group photo with participants, coaches and judges of Startup Weekend Moldova 6th edition

Activity 4: Enhancing Competitiveness of the IT industry

New IDC research. CEED II worked with IDC, to extend on the engagement performed by the company in 2011. The new research will be providing an update of the assessment of Moldovan IT industry's competitiveness, with a special focus on IT services, and will contain recommendations on the promotion activities for the government. The objective is to continue building the image of Moldova in the region as a provider of quality IT services. This new assessment will serve the Government of Moldova to position its IT Service industry in the region and globally, and it will be used to develop a specific plan of action to promote Moldova as an IT Service destination regionally and globally, and to attract investments in the IT industry.

In November, CEED II received the draft final report and circulated it to the major stakeholders for feedback. CEED II cumulated all the feedback and submitted it to IDC to review the document accordingly. As stipulated by the contract, when approved, the report will be presented to the relevant public. The revised draft final report is expected in January 2015.

Moldova ICT Summit 2015. CEED II participated at the planning meeting organized by ATIC and MTIC, in order to discuss the potential dates, location and themes for the 6th edition of Moldova ICT Summit. The preliminary dates were set to April 27-28, 2015, and the location – Codru hotel. CEED II will continue to provide support to ATIC for the organization of the event.

Activity 5: Capacity building for ATIC

CEED II committed to support ATIC in the following initiatives: update of the Legal Pocket Guide, consolidation of the B2B portal, and a catalog ICT companies. The promotional activities for the B2B portal consolidation are ongoing, so is the data collection for the development of the ICT companies catalog. The data base of B2B portal contains 225 profiles of ICT companies. The update of the Legal pocket guide was not contracted yet, as the members of ATIC could not get to a common opinion on the best format, so this initiative was postponed.

A3. Tourism

Activity 1: Support Inbound Tourism Association

As the National Inbound Tourism Association (ANTRIM) started to fully activate as an essential NGO contributing to the tourism industry development, during the reporting period, the association was involved in many activities. Another 4 companies have joined the association as members: Asconi Winery, MIMI Winery, AeroTur, and Vatra Cultural Center. Also, CEED II representatives and ANTRIM director have met the director of a newly opened tourism agency” Pourquoi pas...” la Moldavie, which aim is to promote Moldova as new wine tourism destination and sell wine tours for French tourists. As the owners are French, the future of the company is promising and they are looking to become members of ANTRIM in 2015.

In order to continuously build ANTRIM capacity, CEED II involved the association in many activities. With CEED II support, ANTRIM took part in organizing the familiarization tour for foreign journalists and tour operators during the National Wine Day Festival from target markets. Another activity which was successfully organized by ANTRIM, is the Redescover Glodeni activity. This is a familiarization tour for local and Romanian bloggers/photographers, to get them acquainted with the tourism attractions from Glodeni region (Padurea Domneasca Game Reserve, The 100 Knols, Cheile Butesti, and the newly opened touristic pension “La Fontal”. This was organized with the support of ANTRIM’s members TatraBis and MIMI. 20 bloggers have participated in this event and as a result more than 25 articles appeared and more will come. These will be used to promote other regions of Moldova, besides the traditional ones, as well will be posted on moldovaholiday.travel website.

With CEED II support, the ANTRIM members had organizational meetings with the tourism association from Gagauzia, regarding the development of a partnership between the two field NGO’s on including the tourism destinations from the region in the tourism offers and developing new cultural products and experiences. It was decided that in spring, The Gagauzian association will organize a familiarization tour in the region from ANTRIM’s members, to make them aware about new destinations and products.

Moreover, after the successful organization of the promotional concerts in May in Germany, Sweden and UK, the Moldo-Swedish Association representatives have visited Moldova in November. During these, the association’s director had several meetings, to discuss follow-up actions to be taken to promote Moldova in Sweden. As a result, the two associations signed a partnership agreement to work closely and organize promotional cultural and gastronomic events in 2015. Moreover, the Swedish association will have as the main partner ANTRIM in organizing groups of tourists to come to Moldova.

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

Consolidate Moldova Holiday website and promotion in target markets

Moldovaholiday technical updates. During the reporting period, the design company contracted by CEED II, RT Design, finalized to work on the new version of the site and implemented Russian and Romanian languages. Now, the local companies display and market their offers on the main page such as: Chisinau Tours, Half day tours, Wine tours, Business. The new version of the website focuses on images according to the tourism offer profile: rural, leaving culture, authentic, ethnic, landscapes. Moreover, after the launching of the new tourism country brand, the moldovaholiday.travel website was officially announced as the country tourism website and now it is featuring the new logo.



Figure 10. MoldovaHoliday.travel landing page featuring the new tourism country logo

Development of the Moldova Holiday mobile application. Along with Moldova Holiday web-site, CEED is supporting the development of a mobile application, as now most of the tourists who visit Moldova are self-touring visitors. The existing tourism mobile applications about Moldova are not supported by all the platforms: Android, IOS and Windows Phone, and each of them covers only specific areas of tourism. The new tourism mobile application will represent a mobile version of Moldova Holiday. After CEED II contracted Muzic Access to develop the application and provided all the information to be incorporate in the application, ANTRIM association took the leadership in the project's implementation and continues to work with the developers to provide all the needed support for the finalization of the work.

Activity 3: Support participations in trade shows in target markets

WTM London exhibition. On November 3-6, six Moldovan companies - Tatrabis, Solei-Turism, Amadeus Travel Lufthansa City Center, All4go, Philipski Tour and International Hospital Medpark participated with a stand at the World Travel Market in London, the leading global B2B event for the travel industry. The stand was rented by the National Tourism Agency and due to their limited budget CEED II co-financed additional furniture and supported the stand design and banners printing.

According to the marketing strategy UK is the second target market for Moldovan tourism offer and in the past year CEED II organized many promotional activities on this market. In order to have constant connection with the potential customer, CEED II supported the organization for the first time of a dedicated press conference during this event to raise interest through media. This presented Moldova as the # 1 off the beaten path travel destination in Europe and it was led by the international tourism expert, Jack Delf. Journalists from well-known media Evasion TV (Canada), Travelholic Nomad, Independent, Guardian, Lonely Planet had the opportunity to get acquainted with the most popular tourism attractions including wineries, gastronomy, numerous monasteries, medieval fortresses, rural life and authentic culture.

During the fair, many other significant events for national tourism took place. Also, the Agency Deputy Director Mr. Rusu attended UNWTO & WTM Ministers' Summit. The 2014 edition of the Summit brought together some 70 ministers, representing opportunity to exchange experiences and best practices on the following issues: measuring the impact of mega events on tourist destinations; ensuring the development and planning of appropriate infrastructure; organizing events promoting sustainable tourism development; transformation of host communities grandiose events in tourist destinations; promoting community involvement and investment in human capital. During WTM, a high number of visitors expressed a keen interest in wine cellars and wine country tours.



Figure 11. Moldova's stand at WTM London. Presenting Moldova as the # 1 off the beaten path travel destination in Europe.

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

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

Familiarization (fam) tours for foreign tour operators and journalists. Besides the organization of personal familiarization tours for foreign partners, CEED II organized a group fam tour for 6 foreign journalists and 2 tour operators during October 2-6, 2014, aimed to raise awareness about Moldova as a tourism destination on the target markets: UK, Poland, Sweden, Germany, Italy and Hungary. In order to strengthen ANTRIM capacity and to ensure sustainability of this activity, CEED II prompted ANTRIM to take the leadership in its organization.

Besides the fact that the tour was specifically organized to coincide with National Wine Day celebration, all the participants had the possibility to visit the most interesting sights in Moldova and Transnistria and to get familiar with Moldovan culture, wines and gastronomy.



Figure 12 . Fam tour participants visiting Purcari Winery.

Wine trips during National Wine Day. It is the second time when, during the National Wine Day celebration the promotion of the wine tourism was included as a target. In this mean, CEED II supported the organization of wine tours at promotional prices at the most popular wineries around Moldova. As a result, 927 people took part and visited Cricova, Milestii Mici, Chateau Vartely, Purcari, Et-Cetera, Branesti and Migdal-P wineries for a price of 100 lei to 399 lei.

Activity 5: Tourism pilot Zone development

Although this activity is a very important one and was included in the activity plan for 2014-2015, in the process of the implementation, CEED II decided to suspend it as the time frame is too short and decided to focus on the tourism country image and the general promotion of Moldova as a tourism destination.

Activity 6: Tourism attraction improvement and new products development

Following a two day coaching program organized in June by CEED II and ANTRIM on New product development for gastronomic and cultural tourism, several companies have launched new tours around Moldova: Hai la Tara have launched the pick-up grapes tours. Tatra Bis Company has organized during November- December a series of wine tours: Vinul, Valul si Traian, In Vino Veritas, and Marsale de Moldova which were quite popular through wine lovers. More than 50 people got to know closer the little wineries that are not receiving tourists usually.

Meanwhile, Moldovan Investment and Export Promotion Organization (MIEPO) have organized the Hackathon "Generator", which aim was to gather new ideas for the creation of four IT products with practical application in export sectors such as light industry, wine and inbound tourism. The best ideas will be part of the virtual platform for Moldova Pavilion at Milano Expo 2015, which is a great opportunity for Moldova to be promoted as a tourism destination.

At the event have participated IT programmers, IT designers, cartographers, marketing experts, tourism advisors, social media experts and activists who have a common passion for technology and a desire to bring added value to promote the country. CEED II decided to support this initiative considering this a good opportunity to develop new promotional tools for Moldova and business that will contribute to the countries' economic growth.



Figure 13. The winners receive their certificates

As a result four winning startups: Winefique, FOLKS, EpicTravel and We Love Moldova, will receive financial support to develop their project until April 2015 to be presented at Milano Expo further on. EpicTravel and We Love Moldova are closely related to tourism as, the first one is planned as an online platform which will sell adventure tours of local tour operators, and parallel will work on the creation of their own tours, while the second project is a platform that will sell products and souvenirs with Moldova tourism logo-Tree of life, Wine of Moldova and Din Inima.

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

Improvement of tourism statistics policies and methodology. This quarter, CEED II continued its assistance to improve the tourism statistics policies and methodology in order to align the official statistical data and methods for the tourism industry with the EU methodology and the methodology recommended by World Tourism Organization. As such, the National Tourism Agency initiated improvements regarding statistical data and methods. The key issue is that at the moment local statistic office does not account for all the visitors coming to the country, but only people entering Moldova as “formal” tourists (i.e. having purchased a tour through a tourism agency), as well as people who were accommodated in hotels and pensions.

NTA requested support from World Tourism Organization in this field, and as a result, with CEED II support, Vilborg Hega Juliusdottir, an international statistics expert, visited Moldova during October 26-29, 2014. While in Chisinau, the expert had two meetings with statistics office, one meeting with border police and made a workshop for all the stakeholders involved in the changing process. In November, the expert sent the final report with recommendations to be used as the fundamental proof by the National Tourism Agency while working on the ground with the counterparts to introduce the new methodology: National Bank, Border Police, Migration Service, and National Office of Statistics.

It is planned that incoming and outgoing visitors' figures will be introduced in the statistics and counted starting January 2015.

National Tourism Country Brand Program Launch.

During the past 6 months, CEED II supported the National Tourism Agency to develop the new country brand program which includes a series of strategic initiatives for the tourism industry, such as a consolidated marketing and promotion platform, a visual identity and a brand book, as well as communication strategies, to be implemented by the Tourism Agency of the Republic of Moldova, all of these being a result of a successful public-private partnership supported by foreign donors.

The launching event took place on November 20 at the National Museum of Ethnography and Natural History, with more than 100 participants, through which US Ambassador E.S. William H. Moser and Swedish Ambassador Ingrid Tersman, government members, as well as directors and business owners from the tourism industry.



Figure 14. National Tourism Country Brand program launching event

Promotion tools. CEED II initiated the development of the marketing and promotion plan according to the new tourism country brand program. The marketing and promotion plan will include a general and a tactical part, with a description of:

- Moldova's tourism offer and development perspectives; positioning of Moldovan tourism offer and Unique Sales Proposition for Moldovan tourism industry (differentiating factors from other competitor markets);
- key markets for Moldovan tourism, including current and perspective markets. Indicators for growth on each market;
- Target customer and customer segmentation for Moldovan tourism, matching the product offer;
- Marketing objectives such as awareness increasing among targeted consumers and brand management that will help to the successful marketing plan implementation;
- Promotion plan for 3 year (2015-2017), including a timetable of proposed list of tactical marketing and promotion actions for each market with estimated budgets.

This will be finalized in January and approved by the National Tourism Agency director to be used as the main working marketing plan for the next three years.

CEED II continued its support to the National Tourism Agency in terms of rebranding, positioning, marketing and promotion. Hence, CEED II contracted Publicis to work on the brand book for the new tourism brand "Tree of Life", to be finalized by the end of January. During the reported period, the most promotional elements with the new brand were designed and produced and will be distributed to potential customers during international exhibitions starting January 2015. Meanwhile, an online shop with souvenirs with the Tree of life was launched on zazzle.com, an online store based in USA, which delivers all around the world. This makes the souvenirs and products with the brand available for tourists and diaspora.

There's also a lack of branded souvenirs on the local market. In this mean, CEED II contracted a communication consultant, Sara Test to help set up the first branded souvenir shops in Duty Free at the airport and the biggest hotels. During this activity, several meetings with Airport representatives, local producers (Vasconi, Perna Mea, OldCom), local businesses (Tucano Coffee) took place. All of them showed interest on making products with the new logo and give them for retail in the souvenir shops. Perna Mea already started to sell branded pillows.

Moreover, along with the standard promotional materials, Publicis, CEED II and NTA worked with an architecture on the development of a stand design and decoration according to the new brand, to be used by National Tourism Agency at all international exhibitions. During the development of the stand, a one meeting with the participants at the exhibitions and National Tourism Agency took place. The main accent for the stand concept will be eco, cozy, easy to replicate in stands of different sizes, easy to transport and of course to use design elements from the tourism offer, ex. wine tourism. After the new tourism country brand was launched, on November 24, the promotional video developed by CEED II earlier in 2014 and updated featuring the new logo and slogan started to be broadcasted on Euronews, morning and afternoon from Monday to Friday.

A4. Wine Industry Activities

Activity 1. Support the institutional capacities of the National Office for Vine and Wine (ONVV) and strengthen its role in the wine sector development

During the reporting period, CEED II's support focused on increasing the role of ONVV as a wine sector policy implementation institution, and a professional body representing the interests of the wine industry.

Consequently, following the best practices of other similar institutions, it was decided to increase ONVV's visibility and the PR effects of its activities. Therefore, ONVV supported by CEED II project has contracted professional PR&communication services as a result of a local tender. The PR services have been contracted by CEED II for the ONVV for about 4 months, which offers the possibility to the PR agency to communicate specifically about ONVV's programs. The PR services aim to: (i) communicate on the role of ONVV as a leading professional institution in the wine industry; (ii) increase visibility of ONVV activities' program, including the Wine of Moldova program, the Wine and Vine Registry, and the wine sector reform; (iii) communicate about the importance of the wine sector for the national economy and the sustainable development.

The PR&communication campaign had a major impact and impressive results, as about 15 press events were organized, where the ONVV representatives have met with the local media and featured the implemented activities; and more than 550 media items were released, including on local TV, radio and print press. As a result of these PR activities, ONVV has become a referenced institution in the wine sector, alongside with the MAFI and the private sector associations. Within these press appearances, the ONVV representatives have been assisted by USAID and CEED II representatives, which contributed to an increased visibility of the project's assistance. USAID CEED II project was announced by ONVV as the 'strategic partner' of the Moldovan wine industry.

ONVV has received continued assistance from CEED II in the development of the draft Technical Regulation on the wine sector organization (TR). Unfortunately, the draft normative document, as proposed by MAFI, may not be approved by either the private sector or the ONVV due to the PGI/PDO administration concept, which is contrary to the EU best practices and to the PGI association's vision about this system. CEED II provided expertise during the year 3 of the project, and currently it continues to support ONVV to manage the negotiations with the MAFI and the PGI associations, aiming to promote a functional, sustainable and credible PGI/PDO system. For this purpose, ONVV uses two written proposals developed earlier by CEED II experts.

Consequently, the ONVV has opposed to the adoption of the TR within the Government, has submitted two position papers to the Commission for Legal Regulatory Impact Assessment (RIA) under the Ministry of Economy, and participated at the RIA Commission reunions together with the private sector representatives. As a result, the draft TR has been returned to MAFI for improvement and agreement by the private sector.

Later, ONVV with support from the CEED II wine industry manager, has developed a modified version of the Technical Regulation on the wine industry organization, with new chapters on the PGI/PDO system. This improved version, agreed with the PGI associations and wine sector stakeholders, has been transmitted in December 2014 to the MAFI working group. ONVV is determined to support lobbying this version and having it undergo the Government procedures.

CEED II consultant, Mr. Lilian Bejan, has provided the ONVV with the description of each of the PMP indicators of the ONVV activity. Consequently, ONVV will use them to develop the first annual activity report for 2014. Also, CEED II international consultant, Marco Tiggelman, started to work with the ONVV staff on the new 2015 Activity plan, the draft of which will be proposed to the Council for Coordination for approval in January 2015.

Additionally, ONVV was assisted by Mr. Tiggelman to develop a structure and concept for a newsletter to be released periodically by ONVV to the wine sector stakeholders, as part of its duties of managing the wine industry, as well as to other public authorities. The newsletters shall be developed starting in February 2015.

During the reporting period, the ONVV, assisted by the project, has agreed on a master plan for the development of an IT solution of the technological wine registries, which are currently hand-written within the wineries. After an assessment of the competencies of several local consultants specialized in this area, (i.e. registries, traceability systems, accounting programs) and following consultations with the E-Government Center's specialists, CEED II contracted Mr. Eugeniu Platita, a local IT consultant, to develop the technical specifications for the IT solution related to the electronic keeping of the wine registries. Based on the agreed plan of activity, the consultant started his meetings with the selected wineries.

During the reporting period, ONVV continued to fulfill its status as set by law. MAFI was requested to support ONVV's role and to contribute to the transfer of the state budget resources into the Wine and Vine Fund. Despite some delays, government's share was wired to the Fund in November 2014, which gave more sustainability to ONVV's status. Additionally, ONVV and MAFI got a positive ruling by the Supreme Court of Justice (SCJ) of Moldova, making it mandatory for the wineries situated in the free economic zones to transfer contributions to the Wine Fund. SCJ's ruling shall serve as a positive precedent for later cases related to the enforcement of the Law on Vine and Wine.

Activity 2. Support the implementation of the “Wine of Moldova” promotion program and wine export diversification

The implementation of this activity was organized in collaboration with ONVV as the main implementer of the Wine of Moldova promotion program. The objectives of the promotion program have included the following: (i) to increase awareness of the Wine of Moldova as a wine country

brand and to build the brand notoriety locally and internationally; (ii) to follow rigorously the key guidelines of the Wine of Moldova marketing & promotion framework, of the communication strategy and of the brandbook; and (iii) to ensure a constant and verified quality of the wine products promoted under the country brand.

During the reporting period, the marketing activities included such typology as: brand awareness activities throughout international press work; participation at professional wine tradeshow and organization of special tailored promotion activities for Wine of Moldova on the target markets.

Wine of Moldova Press Work. During October 1-5, 2014, a press trip to Moldova was organized by CEED II and ONVV for 12 wine journalists from key target markets, within the National Wine Day. The press group included representatives from Romanian, Czech and Slovak TV channels, as well as leading print press wine journalists from Poland, Czech Republic, Slovakia and Romania. Following their visit to Moldova, two TV reports dedicated to Wine of Moldova were broadcast on the Czech Nova TV channel (KOŘENÍ show), one TV report – on the Romanian Money Channel, and another one, about the

Moldovan wines - on Markiza TV channel in Slovakia. Some extensive articles (about 25 pages in total) about the Wine of Moldova have been published in such magazine as: Pravda and Trend (Slovakia); Sommelier & Revue ProHotel, Hospodářské noviny journals (Czech Republic); as well as on popular wine blogs in Poland and Romania. Some additional articles are planned to be published in 2015 in Wine&Degustation and Sommelier journals in Czech Republic.



Figure 15. Wine of Moldova featured at the "Wine with Me" show on FoxNews

In October 2014, another press trip was organized by ONVV with support from the project, for 6 Chinese journalists from some of the most reputed Chinese wine magazines (La Revue du Vin de France, Wine.Cn, Vinehoo, Fine Drink, Wine Magazine and WineBlogChina). Upon their return, the journalists published articles about Wine of Moldova, which contributed to an increased awareness about the Moldovan wines at ProWine Shanghai exhibition in November 12-14, 2014, organized later on. In consequence, the Chinese National TV station aired a report on the Moldovan wines, showcasing the most popular wineries and tourism attractions.

Additionally, due to a well-organized PR campaign in the USA, some important media items on Wine of Moldova appeared in the American media channels. One major PR success was the appearance of Wine of Moldova at the "Wine with Me" show on the Fox News TV channel. During the show, Mrs Christy Canterbury, Master of Wine, commented three wines, explaining the specifics of the Moldovan terroir, and invited the consumers to try Moldovan wines.

Wine of Moldova at professional wine tradeshows. For the first time, 20 Moldovan wineries participated at the *ProWine- China exhibition* organized during November 12-14, 2014, in Shanghai, China. ONVV, with support from CEED II, organized a noticeable and highly appreciated Wine of Moldova presence at ProWine.



Figure 16. Wine of Moldova's booth at ProWine China. Master classes by Debra Meiburg MW.

Over 5 thousands wine professionals, visitors of the fair, have viewed the impressive country stand, positioned alongside with the European wine countries' stands. About 100 persons attended the five master-classes mentored by Mrs. Debra Meiburg, one of the most famous Masters of Wine from China.

Due to the well-organized PR-campaign, about 30 wine journalists have approached the stand and tasted Moldovan wines, most of them have later published positive feedbacks on their blogs, social pages or in wine magazines. The exhibiting wineries have registered an average of about 60 new contacts. Chateau Vartely has succeeded to agree on a future contract with a Chinese importer of fine premium wines. Cimislia wineries and Bostavan wineries witnessed an increased interest on behalf of their partners in the Moldovan wines and are waiting for an increase of orders.

Overall, the Wine of Moldova presence at ProWine China was a big success for the country brand, achieving a good exposure and succeeding to position Moldova as an old wine producing country of Europe. Consequently, this activity served as an official "Launch of the Wine of Moldova on the Chinese market".

Another big promotion event of the reporting period was the "*Wine of Moldova Vernissage in Poland*", organized on November 28, 2014, in Warsaw, at the Zacheta Art Gallery. The event was specially tailored for Wine of Moldova, accordingly to a comprehensive concept, implemented with support of CEED II project, and included a strong PR component (pre-event & post-event PR

campaign); a press conference; a master class with Wine of Moldova for local sommelier, journalists&opinion formers; a B2B walk around tasting event; and an elegant wine gala for wine connoisseurs, VIPs, and public officials, in the evening.

The event has been a great success, attracting many qualitative visitors from the press, the HORECA, and the wine importers' and distributors' community. Five most important wine importers, represented by high-level managers attended the wine tastings, including Carrefour procurement department's chief, and some other 150 trade representatives. The 20 participating wineries have expressed very good feedback on behalf of their trade partners, who became more open to new premium and high quality wines from Moldova.



Figure 17. Master class for journalists conducted by Tomasz Kolecki Majewicz

ONVV organized the participation of 10 Moldovan wineries at the *World Bulk Wine Exhibition* during November 24-25, 2014, in Amsterdam. Although the participation at the fair was fully funded by ONVV, CEED II contributed with the expertise and consultancy of the international expert, Marco Tiggelman, who advised the ONVV on making their participation more efficient. As a result, ONVV appeared in the official opening of the exhibition with a presentation of the Moldovan wine potential, benefiting from a wine PR and visibility. The Moldovan wineries seek for new quality bulk contracts in order to decrease the wine stocks, accumulated because of the Russian wine embargo.

During December 5-7, 2014, 15 Moldovan wineries participated under the country brand Wine of Moldova at the *International Wine Fair "GoodWine"*, in Bucharest, Romania. CEED II project offered technical assistance to the ONVV team, who organized an outstanding participation, including: a central and impressive country stand; two master classes for wine journalists and wine professionals moderated by Mr. Catalin Paduraru, a leading Romanian wine expert; and an efficient PR campaign. Consequently, the Romanian media representatives and wine experts mentioned that "Wine of Moldova's appearance at GoodWine was organized up to the highest western standards, and it should become a model of professionalism for their Romanian colleagues".

The participating wineries achieved impressive results: API-Orhei concluded a contract for the export of all its volumes of Saperavi (about 2 thousands dal); Gitana Winery agreed on an increased

distribution in some important restaurants of Bucharest and confirmed its entrance in Carrefour stores; Chateau Vartely found a new importer for its premium wines, whereas all the other wineries have obtained professional contacts with Romanian wine importers and distributors, which shall be monitored later by the project. This promotion event was very opportune, especially because the exports of Moldovan wines to Romania have increased by 52% in the first 9 months of 2014, showing a positive trend that may be fructified by the Moldovan wine producers in the following months.



Figure 18. Wine of Moldova's stand at GoodWine 2014, Bucharest, Romania.

With the assistance of CEED II project, ONVV started the preparations for Wine of Moldova's participation at *ProWein 2015, in Dusseldorf, Germany*. For this, WoM will benefit of the Participation concept used for ProWein 2014; will contract the Xenos –comm PR Agency, and will use the services of an international Master of Wine for the master classes. CEED II project will support the participation of Moldova at the most important wine exhibition of Europe in 2015.

During the reporting period, the CEED II consultant, Marco Tiggelman, assisted the ONVV marketing division to develop the marketing plan for 2015, accordingly to the best marketing standards. Each of the planned activities is being conceptualized ex-ante, which contributes to improving the quality of the Wine of Moldova promotion activity.

Activity 3. Promoting the wine culture, sommelier services and wine education on the local market

During the reporting period, CEED II project has had dynamic activities related to the promotion of the wine culture on the local market, including: (i) the support to the National Wine Day organization and the related activities; (ii) assistance to the Sommelier School and emergence of young professionals; (iii) support to the organization of the Wine Vernissage and the related activities.

The 13th edition of the National Wine Day – a set of records and the best event of the last 5 years. USAID CEED II project was the strategic partner of the 13th edition of the National Wine Day (NWD) and has provided valuable insights to help the development of an improved NWD concept based on quality, innovation and wine education; the increase of the NWD visibility and a more efficient PR; more dynamic activities, wine tourism and wine sales. A total of 45 Moldovan wineries participated in the event, which was organized for the first time under the umbrella of the new wine country brand - Wine of Moldova. The entire event was dedicated to promoting and increasing

awareness about the national wine brand locally and communicating about the reform, the values and the objectives of the wine industry. The NWD implementation included the following components:

- *An efficient PR&communication campaign.* A local professional PR agency managed a specially developed PR&communication campaign related to the NWD. The campaign started on September 8th and lasted until October 11th, 2014. The PR program included a mix of elements that contributed directly to the success of the campaign: a selection of key messages to communicate; a well-defined positioning of the event and a complex NWD concept; a tactical plan of press events and press releases; well instructed people who represented the NWD and responded at press inquiries. As a result, about 7 special press events have been organized, alongside with the implementation of the PR elements for each of the activities from the NWD program. The PR agency worked with a total of 85 press organizations, out of which 15 were accredited as NWD media partners. The event was live broadcast on the National TV station “Moldova 1”. Following this vast PR & promotion campaign, the event and its organizers have gained notoriety, about 350 media items related to the NWD appeared over the entire campaign, the majority of them being very positive and informative about the NWD, but also about the wine culture, the importance of the wine industry, and about the ONVV and its partners, the CEED II project.

The social media has been a key communication channel as the NWD targeted particularly young and dynamic people, most of them Facebook users. The Facebook communication has supported the PR campaign and the NWD components, alongside with consumer-related information on wine culture, wine products, etc. In consequence, exposure of the NWD and WoM pages on Facebook increased significantly and contributed to a higher visibility of the event.

- *A specially branded event under the Wine of Moldova supported by an advertisement campaign.* The National Wine Day has had its own branding, under the Wine of Moldova logo, gaining therefore a well-defined identity and recognizable elements related to the country brand program. A set of POSM materials, a TV commercial, banners and event set-up was designed within a well-integrated design concept, contributing to better communicating about the mix of the NWD event products.



Figure 19. National Wine Day brand identity. The visual for the advertising campaign.

Also, ONVV has implemented an advertisement campaign including online advertisement; OOH placement in the city of Chisinau and the airport; TV and radio advertisement, and social media adds. Although it was a very complicated period for advertisements, due to the up-coming parliamentary elections, the NWD has benefited of one of the best advertisement campaign of the last 5 years

- *NWD pre-event activities.* Before the event, ONVV with support from CEED II organized several activities meant to increase the interest in the NWD and to promote the wine culture, among them - the Rediscover Wine of Moldova, a 5 days wine trip for the local bloggers; the wine tasting master class for the journalists; the wine club with the media owners, etc. All these events were featured in the annual report for year 4.
- *NWD – a two days event with complex activities.* The NWD event included the main elements of the previous edition (of 2013), implemented with support from CEED II project:
 - *Wine glasses for tastings* – the NWD visitors have been offered special wine glasses with the WoM logo for public tastings, at a special price. Thus, the wines have been tasted and appreciated properly. About 35 thousand wine glasses have been bought by the NWD visitors.
 - *Wine School master classes* – two special tents have been displayed, where the 12 master classes have been held by wine professionals. The entrance tickets cost 50 MDL, whereas the students have benefited of a 50% discount. About 400 people attended the Wine School, 25% more than in 2013, although an entrance fee was applied.



Figure 20. A session of the Wine School moderated by the Sommelier Sergiu Nedelea at the National Wine Day 2013.

- *Wine roads* – 7 Moldovan wineries sold special tourism packages at discount prices, directly on National Square. Their offer was very popular, as about 900 persons participated to these ‘wine roads’ during the two days of the NWD. CEED II supported directly the promotion of this activity within the NWD, but also through its tourism sector related activities (NTA, ANTRIM, etc.).
- *Wine creativity*- within the NWD, the wine and ethnography, arts and local culture have been highlighted within special pavilions dedicated to wine creativity. About 300 persons participated in the handcraft master classes conducted by handcraft artists.
- *NWD performance program* – was carefully organized in order to convey the quality and outstanding nature of the event. About 280 local artists participated in the performance program during the two days. An innovation of this edition was the “Fanfare Duel”, which included 4 fanfares of the 4 PGI regions, which delivered an outstanding alternative performance in the National Square.
- *NWD distinctions* – included the Big Trophy, the Best Oenologist and the Best NWD appearance distinctions.

The 2014 event has broken all previous records related to the Moldovan Wine Festival. High level officials, including the Prime Minister Leanca, Government members, deputies, ambassadors, etc. have attended the event.



Figure 21. The US Ambassador W.H.Moser, the Prime Minister I. Leanca, the Minister V.Bumacov at the National Wine Day 2013.

The municipal police announced that at least 130 thousands visitors attended the event during the two days, including about 2 thousands tourists. In consequence, the wineries increased significantly their sales, announcing about 95 thousand wine bottles sold on the national square, and tens of tons of bulk wine. The ONVV estimated incomes of at least 5 million lei, while the organization costs were about 2 million MDL.



Figure 22. The National Wine Day organized on the National Square in the center of the capital

Described by the local media as the ‘best National Wine Day of the last 5 years’ and considered a huge success, both, by the wine industry, and by the visitors. ONVV has gained visibility and increased its credibility in the wine industry of Moldova. CEED II project support was mentioned every time by the press, and within the event - by the organizers, thus increasing awareness about project’s assistance to the wine industry.

The second intake of students at the MTU Sommelier School. USAID CEED II project assisted the Sommelier School of the Technical University of Moldova to launch its second intake of students in the sommelier courses. CEED II offered to the Sommelier School a set of 54 wine aromas and wine faults, *Le Nez du Vin*, which will be a significant value added to the practical trainings. 24 students have been registered in the new intake, which was officially opened on November 11, 2014.



Figure 23. New generation of sommelier students at the open course. UTM.

Winter Wine Vernissage – 7th edition. USAID CEED II project continued its support to the organization of the Wine Vernissage bi-annual event. The 7th edition of the Wine Vernissage was held on December 19th at Palatul Republicii, being fully organized by the ONVV, whereas the CEED II wine industry manager took the role of supervising and guiding the implementation team. This edition included innovative elements, such as the organization of wine culture and sommelier master classes held by the Romanian Chairman of the Sommelier Federation, Mr. Avram Laurentiu Achim. The master class for local HORECA gathered about 37 restaurant managers and owners from Chisinau. Another master class on wine tasting was organized for the local press and two other ones for the visitors of the Wine Vernissage.

This edition was another big success of the ONVV. Twice more entry tickets have been sold by the ONVV, the event being attended by some 800 persons. 27 wineries showcased about 200 of their best wines to wine amateurs. A wine shop was organized within the event and the visitors could shop wines at discount prices for the season holidays. Two prizes - the Vernissage in Red and the Sparkling Vernissage - were awarded to the most appreciated wines: Equinox (5 Elements) and Cricova (Criseco brut). CEED II project was granted a special award - “Vernissage Cavalier”, in recognition of its considerable support for the development of the Wine Vernissage.



Figure 24. Three Romanian wine&tourism bloggers were invited to the 7th edition of the Wine Vernissage.

Activity 4. Continued support for the legal and regulatory reform in the wine industry

USAID CEED II project has provided support to MAFI in its efforts to develop an Excellence Centre in Winemaking and Viticulture within the National College of Viticulture and Winemaking of Chisinau (CNVVC Excellence Centre). As advised by CEED II, a concept paper, including an action plan and the technical specifications for the viticulture and the winemaking elements, has been developed by CEED II consultant. On October 24, 2014, the CEED II local consultant presented the new project at a public conference organized at the premises of the Chisinau College, in presence of the Prime minister Iurie Leanca and the Minister of Agriculture and Food Industry, Mr. Vasile Bumacov. According to the concept paper, the new Excellence Centre shall be implemented within a 4 year project and is estimated at about 5 million euro. Based on the CNVVC Excellence Centre's concept, the College has already succeeded to obtain an approval for a 2.5 million euro loan from the EIB credit line "Filiere du Vin". Some other donor institutions have already expressed their interest to participate with technical assistance for the project implementation.

CEED II project will continue collaborating with MAFI on the implementation of this concept, taking into consideration project's positive experience related to the development of similar excellence centers (for IT and textile industries).

In December 2014, the project responded to ONVV's demand for assistance in upgrading the conformity assessment procedures and bringing them in line with the legislative reform principles. Consequently, an action plan was agreed with the director of the National Centre for Alcoholic Products' testing and certification (CNVCPA) and a working group, made of ONVV and private sector representatives was established. CEED II contracted a local conformity assessment & regulatory consultant to assist the working group and develop proposals and recommendations for the CNVCPA procedures and related regulations. Two sessions of the working group were held during December 2014 and these shall continue in the first quarter of 2015.

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

Marketing coaching program for new boutique wines and emerging small wineries. The Marketing Coaching Program (MCP) has been re-launched during the reporting period. The main objective was to increase the marketing capacities of the assisted enterprises, assist the emergence of new wine products, or enhance sales of the existing premium wine products. MCP is targeting mainly the small and boutique wine producers, the premium winemakers and the producers that invest in quality and terroir.

During the reporting period, three new projects have been included in the MCP. The participants have benefited of the project's support in the development of their products' identity, the participation at the local promotion events, under the project's custody, and, in one case, the assistance in organizing retail activities meant to enhance sales. The new MCP products are the following:

Mezalimpe winery was assisted by CEED II project in the implementation of a PR&BTL campaign in 4 supermarkets of Chisinau, during September 25-October 5, 2014. The winery has witnessed an immediate increase of its sales by 15 %, whereas the local marketing agency contracted by CEED II project said this trend would continue to grow during the following period. Additionally, with project's support, Mezalimpe organized promotion activities during the NWD, using hostesses that promoted Mezalimpe wines, as well as a PR specialist that helped Mezalimpe develop its Facebook page.



Figure 25. Mezalimpe wine sampling in the supermarkets of Chisinau.



Figure 26. Minis Terrios brand & label

Minis Terrios (Divib Media) is a new small wine producer founded in 2013, managed by a couple of young professionals who studied wine management in France, and returned in Moldova to set up their family business. During year 3-4, the small enterprise received project assistance in developing their business plan in order to obtain a loan from the EIB Filiere du Vin Credit Line. Divib Media was allotted 250 thousand euro, which helped it organize its production site with all due equipment and start the planting of its new vineyards.

Minis Terrios produced their first vintage in 2013 and were advised to launch it on the local market at the National Wine Day. In this regard, the project provided them support to develop their product identity and plan their national launch. The name 'Minis Terrios' was identified as a symbol of their small plots used for the grape production and winemaking care in preserving the terroir by using micro-production.

Minis Terrios has become a member of the Small Winemakers' Association, and presented its premium products, labeled and presented according to the new brandbook, at the National Wine Day. The producer has had a good launch and continued to promote its image through social media. Minis Terrios wines have also showcased within the Wine Vernissage, where it has received very good feedback from the wine experts and connoisseurs.

Poiana Winery is another small wine producer, participant of the MCP that received project's assistance to develop the new brand identity and the wine labels for its two product segments : ULMU (for its entry level wines) and POIANA (for its premium and reserve wines). The winery is producing bio and organic wines and plans to get certified accordingly. Also, Poiana winery owns a small Chateau near the capital, which is a big opportunity to develop the wine tourism products. The newly emerged wine producer has presented its new wine products & wine brand at the National Wine Day, whereas ULMU wines have been awarded with the NWD diploma of the best wine appearance at the festival.



Figure 27. ULMU wines of Poiana

The US Ambassador, as well as other public officials of Moldova have visited the stands of the MCP participants and have given high appreciation of the quality of their products, as well as their new image.

A5. Cross-Cutting Finance & Investment Activities

Activity 1: Support access to finance through special channels

Ongoing support to DCA partners. During the reporting period, CEED continued its communication with and provided advice to financial institutions implementing the DCA activities: Prime Capital, Comertbank and Rural Finance Corporation.

- *Support to Comertbank.* Besides weekly correspondence with the bank, on November 18, USAID and CEED II representatives met with Comertbank management. The meeting with Comertbank was focused on 2 aspects: analysis of DCA guarantee utilization until that moment and ways to increase DCA utilization. Analyzing DCA utilization, it should be mentioned that although the percentage of cumulative utilization is low, as a result of the last meeting of June 4, 2014 with USAID and CEED II representatives regarding DCA utilization in 3 years (\$36,243 or 0.87%), Comertbank managed to place \$552,279 under DCA during 4 months (June-September 2014) and increased the cumulative percentage to 14.01%. In October 2014, Comertbank was also very active placing under DCA another \$340,590 that will increase the cumulative percentage to 22.41%.

The bank confirmed that there are signs of recovery after the financial crisis of the past years and the reorientation of commercial flows to the European Union determined companies to restart investing and accessing loans. While the high percentage of utilization rate achieved in a short period represents a strong improvement in using the guarantee, during the meeting there were discussed ways to maximize the use of the guarantee within the next year. During the meeting, Comertbank presented a thorough overview of the current situation in the country, which was affected by the financial crisis, the Russian embargo, as well as the changes in the economic structure as a result of Moldova's orientation to the EU, requesting in this context several modifications to the DCA agreement in order to maximize the DCA utilization.

Assuring its commitment to fully using the DCA guarantee facility, in December 2014 Comertbank submitted to USAID and CEED II an official email with proposals and amendments to the current terms and conditions of the DCA agreement, which, according to

them, would improve the program and enable its full usage. Summarizing the bank's proposals, Comertbank requested the following:

- (i) Expand the DCA area and broaden the definition of "emerging industries" to include the "manufacturing industry", which may cover emerging and new economic subsectors such as transportation, energy, pharmaceuticals and others;
- (ii) Extend the time frame of DCA implementation, by extending the term for loan placement under guarantee by 4 years, until March 31, 2020, and the coverage expiration date - also by 4 years, until September 25, 2022;
- (iii) Allow placing under DCA guarantee the loans fully or partially funded with resources of international financial institutions offered to the bank at market rates;
- (iv) Expand the eligibility criteria and allow placing under DCA Guarantee loans which include refinanced (repurchased or repaid) from other banks, offered for investments/working capital in targeted sectors.

All the proposals have been justified by arguments to better explain the necessity for their implementation. As a result, the review process by USAID started, which involved main experts in the DCA activity. Additionally, a meeting was scheduled for January 2015 with James Borger, DCA expert from Kiev, USAID Moldova and CEED II representatives with the bank representatives to discuss all aspects included in the letter, as well as other important aspects of DCA activity.

- *Support to Prime Capital.* CEED II had weekly communications with Prime Capital on different aspects of the DCA activity. Additionally, on November 18, CEED II organized a visit for USAID and CEED II representative to Prime Capital. The main purpose of the visit was to discuss the status of the DCA guarantee, clarify the factors hindering the DCA activity performance and to find ways to accelerate the DCA guarantee use. Reviewing the DCA utilization, it was noticed that in 3 years of DCA, Prime Capital placed loans in a total disbursed amount of \$287,170, which represents 24.48% cumulative utilization of the maximum guarantee ceiling with a decreasing pace of placing loans under DCA.

During the meeting, Prime Capital explained in details the steps undertaken to inform about and promote the DCA among the private companies and the IT industry staff. The conclusion was that, while the IT sector became more active, IT individuals are still reluctant in taking loans since the change in people's mind-set requires more time; in addition, the political situation in the country and in the region demotivated people to make investments. In order to increase the DCA utilization, the financial institutions came with several ideas that were later included in the official letter sent to USAID and CEED II, in December 2014.

The proposals included in Prime Capital's letter to improve DCA utilization can be summaries as follows:

- (i) Expand the definition of the qualifying borrowers to cover not only the IT companies, but also the communications industry and the related sectors, such as providers of mobile and fixed telephony and internet, TV providers, as well as companies providing services and products through internet, and the like.
- (ii) Expand the guarantee to cover other categories of clients, such as young entrepreneurs (up to 35 years) and women carrying out entrepreneurial activity, both for business loans and for mortgage or loans for dwelling renovation.
- (iii) Extending the term for placement of eligible loans under the USAID guarantee by 2 years, until March 31, 2018 and the coverage expiration date - also by 2 years, until September 25, 2028.

All the proposals have been justified by arguments to better explain the need for implementing them. As a result, the review process by USAID started, involving main experts in DCA activity. Additionally, a meeting was scheduled for January 2015, with James Borger, DCA

expert from Kiev, USAID Moldova and CEED II representatives with the bank representatives to discuss all aspects included in the letter as well as other important aspects of DCA activity.

- *Support to Rural finance Corporation (RFC)*. Following the meeting organized in June 2014 with RFC management, USAID and CEED II representatives on the utilization of the DCA guarantee and as a result of RFC's impossibility to increase the DCA utilization at that moment due to internal changes within the institution, in September the RFC President asked to suspend the DCA agreement for 1 year. Their request was approved by USAID in October 2014. In the following months, CEED II provided RFC with clarifications from USAID on what means agreement suspension and how this affects the terms of the guarantee, confirming its readiness to meet to discuss any issue or concern. Due to the fact that in January 2015 James Borger, DCA expert from Kiev is coming to Moldova, it was decided to have a meeting with RFC, USAID Moldova and CEED II representatives and then to discuss all DCA aspects.

B. Deliverables

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

Deliverable Name	Submission Date(s)
Quarterly Report, October-December 2014	January 19, 2015
Monthly Report, October 2014	November 14, 2014
Monthly Report, November 2014	December 11, 2014

SECTION II

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 October 29, 2014.

B. Quantitative Results

B1. Fashion Accessories Industry Results

- Seven companies built stronger and more recognizable fashion brands. With CEED II assistance, the new images for 5 apparel companies (Portavita, Etho Linia, Francesca, Valeriu Brinza and Stanislav Garstea), as well as 2 jewelry producers (Marinelle and Natalya Maskvina) started to be developed. The implementations of new brand image will consolidate the brand values, market positioning, fundamental principles of company's identity.
- Increased visibility of local brands through a common promotion campaign. Twenty-two fashion brands from twenty fashion companies participated in the fall edition of the common promotional campaign Din inima branduri de Moldova and spent around 300,000 MDL. The costs for the spring promotion campaign were co-shared between CEED II and the beneficiary companies (37:63%), demonstrating sustainability and commitment. Every year the new local brands joins the campaign, for example, in fall 2014 EHO, Nanetty, Diana Voievutschi, Maxikids, Ju-Bijoux and others entered the campaign. During the fall edition a total of 60 billboards with promotion of local brands were designed in Chisinau. As immediate result of the campaign, the awareness local brands has increased, Moldovan brands becoming more popular and prestigious to wear. It is reflected in the increased number of Facebook followers: 8,500 followers in July, 9,600 - in September and more than 10,000 followers in December, 2014.
- Moldovan designers acquired a new vision for developing new collections. As a result of CEED support, collections created by Moldovan companies are now able to compete with products of foreign competitors on the local market, which has led to an increase in companies' sales. The correct breakdown of collections by style, color palette, size for target clients, proper accessories and trimming, used together in different combinations, ensured the success of local collections in the 2014 autumn season. Tricon, Ionel, Vistline, Maicom, Emilita Lux, Velitextil Plus Zivax Maxi and Vasconitextil apparel companies sold more than 75% of their 2014 autumn collections.
- Moldovan own brand companies increased sales due to design improvement and common promotion: The increase of sales on local market in year 4 comparing with year 3: Bitprogram increased the local sales by 37%, Hincu –by 2 times, Ponti – by 80%, Arilux – by 34%, Ionel – by 24,4%, Tricon – by 39.2%, Emilita Lux – by 24.0%, Mobile – by 40.3%, Maxikids- by 366.0%, Maicom – by 63.2%, Cojocari grup (Vasconi) – by 33.3%.
- Local accessories companies developed new bag styles. Consolidating product improvement through strengthen design skills within own brand fashion companies, I.Tesner has developed 6 new bag styles, Arillu and Bitprogram – around 10 new styles (bags and purses), which were displayed in their POS.
- One accessories company expanded sales on European market and entered the Russian market. With CEED II support, due to the participation at Bijorca international exhibition in Paris, France in 2013- 2014, Ju-Bijoux fashion accessories brand increased the exports to the EU by 20% in year 4 comparing with year 3. After the last Bijorca show in September,2014 7 clients from France, Japan, Russia, Finland, Belgium placed orders, including 3 new ones. At the same time,

Ju-Bijoux delivered the order to the new client from Russia after promotion on Russian market and appearance in Russian fashion magazine.

- *The first Center for Fashion startup designers (Center for Fashion and Technology Education and Acceleration) was started.* The Memorandum of Understanding between CEED II, Ministry of Education, Technical University of Moldova and APIUS on the creation of the first Center for Fashion and Technology Education and Acceleration in Moldova was signed on November 25.

B2. ICT Industry Results

- *The Robotics program is expanding.* CEED II finalized the refurbishment of the four new Robotics classes: two at Artico and other two at the Poly-Technical College. In addition, CEED II organized the official launch of the Roboclub at the Poly-Technical College, as well as two participating lyceums. Later, CEED II organized a training of 14 Robotics coaches from 7 institutions, in order to explain them all the rules and specifics of the FLL competition.
- *Cisco Networking Academy is expanding.* CEED II supported the DNT Association in organizing the Training of Teachers on CCENT for a new group of 11 teachers from 6 institutions from Chisinau, Balti and Cahul.
- *The 2014 ICT Career Orientation event was successful.* In total, 11 private ICT companies partnered with the event and delivered presentations to over 500 attending students.
- *The entrepreneurial events, organized with CEED II support were lucrative.* The 1st Student Startup Camp, held at the Technical University of Moldova, in collaboration with Garage48 from Estonia, had 62 participants from 8 institutions, and 5 international mentors. The 6th edition of Startup Weekend Moldova had over 100 participants with different backgrounds, of them 47 developers, 13 designers, 30 non-technical and 15 observers. 64 of the participants were students. The event had 8 mentors/coaches and 9 judges. Ten countries were represented at the event (Moldova, UK, Estonia, Latvia, Romania, Slovenia, France, Greece, Italy, and USA), 29 ideas were pitched at the beginning of the event and 17 teams formed and worked to develop online or mobile apps and projects based on the selected ideas. At the final stage, after the presentation of the projects and their progress over the weekend, the judges selected 3 winning teams.

B3. Tourism Industry Results

- *National Inbound Tourism Association (ANTRIM) organisational capacity increased.* In this quarter, ANTRIM managed to attract 4 new member, organise 3 familiarization tours and sign 2 partnership agreements with field associations from Gagauzia and Sweden.
- *Moldovaholiday.travel was improved.* The improved and redesigned web-site was launched, having three basic languages. Not it is featuring the new tourism country brand- Tree of Life.
- *Forth familiarization tour successfully organized.* During Wine day festival, October 2-6, 2014, 6 foreign journalists and 2 tour operators from target markets - UK, Poland, Sweden, Germany, Italy and Hungary, visited Moldova.
- *Wine trips during National Wine Day successfully organized.* About 930 people visited Cricova, Milestii Mici, Chateau Vartely, Purcari, Et-Cetera, Branesti and Migdal-P wineries at promotional prices during the National Wine Day celebration as a part of wine tourism promotion at the national level.
- *One press conference was successfully organized at WTM London 2014.* CEED II supported the organization for the first time to a dedicated press conference, during which 6 tourism agencies and NTA had the possibility to present Moldova as # 1 off the beaten path travel destination in Europe to 7 journalists.
- *Two tourism companies developed new touristic products.* Tatrabis organized 3 new wine tours for 50 participants and is going to launch other 2 thematic tours in January; Hai la Tara launched a grapes pick-up tour.
- *Two tourism start-ups developed during Hackathon "Generator" initiative organized by MIEPO.* EpicTravel and I Love Moldova are the two start-ups launched during this event, which aim is to

promote Moldova as a tourism destination and products made in Moldova, and will be used as a part of online promotional platform at Milano Expo 2015.

- Tourism Country Brand successfully developed, launched and promoted. The launching event took place on November 20 at the National Museum of Ethnography and Natural History, with more than 100 participants, through which US Ambassador E.S. William H. Moser and Swedish Ambassador Ingrid Tersman, government members, as well as directors and business owners from the tourism industry. As a part of the National Tourism Brand Program Moldova- discovers the routes of life promotional video was broadcasted on Euronews.

B4. Wine Industry Results

- A professional PR& communication campaign was implemented for Wine of Moldova and the ONVV with impressive results. About 15 press events, more than 550 press clippings, including TV, radio and written local media have been registered on the local market. In result of these PR activities, the ONVV has become a referenced institution in the field of the wine sector, and the wine industry has had a better exposure in the local press.
- ONVV Successful implemented the 2014 Marketing plan, with assistance of an international expert. With support from the CEED II project, the ONVV used the expertise of the international consultant, Marco Tiggelman, during the 2014, which led to a successful implementation of the 2014 Wine of Moldova marketing plan, based on the Marketing & Promotion Framework and other marketing policy documents. The ONVV upgraded significantly their marketing activities and the quality of their corporate image.
- Upgraded management and more efficient coordination of activities within the ONVV was realised throughout the use of the on-line management tool. CEED II project sponsored the use by the ONVV of an on-line project management tool (Team Work), which led to more efficient management of the activities' implementation.
- Wine of Moldova was featured within foreign TV stations, wine journals and important wine blogs. At least 5 episodes dedicated on Wine of Moldova have been broadcasted on the TV channels (Nova TV of Czech Republic, Money Channel of Romania, Markiza TV of Slovakia and Chinese national TV station); about 8 extensive articles (about 30 pages in total) on Wine of Moldova have been published in important journals of the key target markets, as result of the two international wine press trips to Republic of Moldova, organized by the ONVV, with support from CEED II project, for 17 foreign journalists.
- Wine of Moldova was presented on Fox News. Wine of Moldova was commented at the "Wine with Me" show on the Fox News TV channel, by Mrs Christy Canterbury, Master of Wine. This was possible due to a well-organized PR campaign, following the USA master plan, developed with support from CEED II consultant, Lou Capitaio.
- Wine of Moldova was successfully launched in China. During November 12-14, 2014, 20 Moldovan wineries participated for the first time at the ProWine China exhibition in Shanghai. Five master classes moderated by the famous Master of Wines of China, Mrs. Debra Meiburg have presented the Wine of Moldova to some 100 wine professionals that attended the seminars. Each winery has obtained an average of about 60 new business contacts, whereas Chateau Vartely has succeeded to agree on a future contract with a Chinese importer of fine premium wines. Cimislia wineries and Bostavan wineries witnessed an increased interest on behalf of their partners in the Moldovan wines and are waiting for increased orders for their wines.
- Polish wine importers showed an increased interest in Moldovan wines at the "Wine of Moldova Vernissage in Poland". About 150 wine importers and distributors, around 30 local journalists and more than 150 wine connoisseurs and opinion formers have attended the "Wine of Moldova Vernissage in Poland", on November 28, 2014, in Warsaw, organized with support from CEED II project. The 20 Moldovan wineries have discussed new partnerships and contracts with the local partners. Thus, such wineries as Chateau Vartely, Purcari and Cimislia wineries introduced higher volumes of premium dry wines in their export portfolio for Poland. The Carrefour acquisition department's chief discussed with the ONVV and the wineries about the organization of some trade activities in the retail chain under the Wine of Moldova umbrella.

- Moldovan wineries expanded their exports on Romanian market. The 15 Moldovan wineries participating at the International Wine Fair “GoodWine”, in Bucharest, Romania under the country brand Wine of Moldova, have witnessed an increased interest on behalf of the Romanian wine importers and distributors. This was a result of the PR&promotion activities, organized over the last 3 years with support from the CEED II project. API-Orhei has contracted the export of all its volumes of Saperavi wine (about 2 thousands dal); Gitana Winery has agreed on increased distribution in some important restaurants of Bucharest and confirmed its entrance in Carrefour stores; Chateau Vartely found a new importer for its premium wines in the Transilvania region, whereas all the other wineries have obtained professional contacts with Romanian wine importers and distributors, which shall be monitored later by the project. The exports of Moldovan wines to Romania have increased by 52% in the first 9 months of 2014.
- An exceptional edition of the National Wine Day took place, with many records announced – all under the Wine of Moldova brand. Main records of the 13th edition of the National Wine Day, organized on October 4-5, 2014, with CEED II support in its quality of the strategic partner, are: 45 participating Moldovan wineries; about 130 thousands of visitors; around 400 participants at the 12 master classes of the Wine School; more than 900 tourists taking the Wine Roads to the 7 local touristic wineries; about 95 thousands wine bottles sold for a sum of at least 5 million MDL, while the organizing costs of the event has been about 2 million MDL.
- 8 newly graduated young sommelier of the Sommelier School. CEED II supported the improvement of the teaching methods of the Sommelier School of the MTU, and offered them wine aroma toolkit.
- The consumers and local press showed an unprecedented interest for the Wine Vernissage. About 1,000 wine amateurs participated at the winter Wine Vernissage (the 7th edition), organized with support from CEED II project on December 19th. 37 representatives of the HORECA have been educated in the wine service by the Romanian Sommelier, Mr. Avram Laurentiu Achim. More than 50 local journalists and about 70 wine amateurs followed a master class by the Romanian Sommelier. Twice more tickets have been sold by ONVV to the Wine Vernissage. The CEED II project was awarded the special distinction of “Vernissage Cavalier”, for its valuable support.
- A Concept on the development of an Excellence Centre in Winemaking and Viticulture by the National College Viticulture and Winemaking of Chisinau was presented publically and supported by the Prime Minister Iurie Leanca. The concept paper has been developed by the College and the MAFI, with CEED II project support and has been presented at a national conference, to which participated the Prime Minister Iurie Leanca, the Minister Vasile Bumacov, and other donor programs. Based on this concept, the CNVVC has succeeded to obtain in December 2014 an approval for a credit from the EIB “Filiere du Vin” program, of about 2.5 million euros.
- Two new small wineries launched their products on the local market. Two new projects have been assisted within the Marketing Coaching Program: Minis Terrios, and Poiana Winery, who received project assistance in the development of their product identity, the brandbooks and the marketing plan. The new products have been launched on the local market, at the National Wine Day 2014.
- Mezalimpe winery increased by 15% its sales in result of a BTL&PR campaign implemented with CEED II support. Within the Marketing Coaching program, the small wine producer, Mezalimpe, has been assisted to enhance sales throughout a PR&BTL campaign in 4 supermarkets of Chisinau, which contributed to an immediate sales’ increase of 15%, and a planned sales’ increase of about 10 % over the 2015 year.
- An entirely revised version of the Technical Regulation on the wine industry organization was submitted by the ONVV to the MAFI. The draft version was the result of the long and intense discussions within the private sector, representing their vision on the wine sector organization, in terms of oenological practices, PGI/PDO system, etc., in line with the EU regulations.

B5. Finance & Investment Activities Results

- Ongoing assistance to USAID DCA Guarantee Partners was provided. CEED continued its communication with and provided advice to financial institutions implementing the DCA activities. In the reported period, Prime Capital and Comertbank increased the DCA utilization, with a surprising good evolution for Comertbank (from 0.86% in June 2014 to 14.01% in September and a projected of 36.91% at the end of December).
- Two meetings with DCA partners successfully organized. The main purpose of the visits was to discuss the status of the DCA guarantee, ways to improve DCA utilization and/or clarify the factors that put obstacles to the DCA activity performance. As result, both DCA partners sent to USAID and CEED II official emails with proposals conducting to increase DCA utilization. Both letters are analyzed by USAID.

SECTION III

Planned Activities (January – March 2015)

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

- Finalise the brand development for involved companies;
- Organize the design development activities and work with beneficiary companies on new product development, organize the visit of designer to fashion producers;
- Organize participation of companies in Textilegrom, Zoom by Fatex, Mir detstva, GDS, leather and Shoes and Bijorca fairs;
- Organize the participation of apparel companies at raw material exhibitions: Premier Vizion, Texworld, Werehause stoks in Torino;
- Work for the organization of textile, footwear and accessories industry companies' participation in spring promotion campaign Din inima;
- Support APIUS to finalise the development of White papers for fashion industry;
- Subcontract the ventilation and air conditioning of Excellence Center, finalise its interior design and launch the reconstruction works of Excellence Center;
- Approve the regulation of the Excellence Center.

B. Information Technology (IT) Industry

- Continue the support to the Robotics program;
- Organize the Robotics competition in Moldova and the participation of the winning teams at the competition in Estonia;
- Work on the design concept, strategic plan and technical expertise of the Excellence Center;
- Organize a follow-up meeting with SWM attendees;
- Finalize the IDC research and organize the public presentation;
- Work on the planning of the ICT Summit;
- Continue the support to ATIC

C. Tourism Industry

- Finalize the work on brand book;
- Finalize and approve the Marketing and Promotion Plan
- Participate at Vakantiebeurs Exhibition in Utrecht;
- Support the participation at Ferien messe exhibition in Vienna, Austria;
- Support the participation at ITB Berlin Exhibition and organization of a press conference;
- Implement the French and German languages on Moldova Holiday website;
- Launch Moldova holiday Mobile Application and promote it on the local market;
- Further support ANTRIM capacity building;
- Transfer the Moldova Holiday web-site ownership to the beneficiaries NTA and ANTRIM
- Launch the souvenir shops in hotels and duty free

D. Wine Industry

- Assist ONVV to develop, approve and implement the Activity plan for 2015, to contract a developer for M&E electronic database and to plan the promotion activities on target markets and their implementation according to the Annual Wine of Moldova marketing plan for 2015;
- Support ONVV to put in place the wine country brand accreditation procedures for wineries and the agreement of their wines into the program Wine of Moldova;
- Support ONVV in developing the wine tasting procedures for the certification and product assessment;
- Develop the Technical Specifications and tender documents for the development of an IT solution for the technological wine registries;
- Support ONVV in the setting up the appropriate procedures according to the technical specifications of each PGI/PDO;
- Finalize the design activities for Wine of Moldova marketing materials;
- Assist ONVV in the development of the marketing&promotion campaign for the local market, especially for the HORECA segment;
- Assist ONVV in organizing the participation at ProWein Dusseldorf 2015;
- Plan and organize the implementation of the “Wine of Moldova Vernissage” concept in Czech Republic and Romania;
- Assist the ONVV in organizing business & marketing intelligence services for the wine industry;
- Organize trainings for the sommelier instructors and prepare them for accreditation to issue European Sommelier Certificates, under the ASE;
- Develop recommendations and guidelines for reformed certification procedures and develop an audit for the public controls and certificates within the wine industry;
- Organize a study visit for the representatives of the official controlling bodies to an European wine country;
- Support MAFI and ONVV to develop a roadmap for the development of a new Wine sector strategy;
- Continue providing support for the emergence of new small & boutique wines producers throughout the Marketing Coaching Program.

E. Cross-cutting (Finance and Investment)

- Provide ongoing support to DCA partners;
- Organise and participate at 5 meetings with James Borger, DCA expert from Kiev with local DCA partners, as well as Sida and EIB representatives.

SECTION IV

Technical and Administrative Support

A. Project Communications

General. Throughout the reporting period, the project’s communications advisor undertook among others the following actions to spread the word on CEED II activities using the most effective communication channels based on 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) in English and Romanian versions as well as the USAID CEED II Facebook page which had 2,000 “Likes” by the end of December 2014.
- Throughout the related period, CEED II regularly submitted its “calendar of activities” to USAID for inclusion on the Mission website, USAID Regional Mission to Ukraine, Belarus and Moldova Bi-Weekly ReCap 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., Moldova National Wine Festival, wine journalists’ familiarization tours, participation in international exhibitions/trade fairs, ROBOTICA project launch, Wine of Moldova Vernissage, ProWine China activities, Startup Weekend Moldova, Moldova National Tourism Industry Brand launch event, signing the MOU on creation of Excellence Centers in IT & Fashion industries , Wine Vernissage 7th edition, etc.)



Figure 28. Highlights of some USAID CEED II activities in local and international media

Media coverage. During reporting period, CEED II activities were regularly highlighted by the mass media, including: over 30 times in print media (publications in Logos Press, ECONomist, Ziarul National, Timpul, Profit/Finante & Banci, Sommelier magazine, Czech Republic etc.); 334 times in electronic media (Infotag news agency daily news bulletin, news/articles, press releases rubric, [AllMoldova internet news portal](http://AllMoldova.internet.news.portal), agora.md, allfun.md, www.agrobiznes.md, www.diez.md, <http://www.derwesten.de/>, www.dolcevita.md, www.infomarket.md, www.inprofunzime.md, www.maia.gov.md, MyBusiness.md, www.pentrua.md, timpul.md, <http://triptomoldova.wordpress.com>, www.locals.md, www.madein.md, www.foxnews.com, www.kp.md, www.moldova.org, www.noi.md, www.moldovenii.md, www.unimedia.md, www.zdg.md, USAID Regional Mission to Ukraine, Belarus and Moldova Bi-Weekly ReCap etc.); 42 times on local and international TV channels (Acasa TV, ProTV, Publika TV, Prime TV, TRM, Jurnal TV, CNN, China Network Television, Foxnews, TV Nova/Czech Republic, Polska TVR etc.), and 5 times on the radio stations. See Appendix X for the list of selected publications and other communications products and media outlets for the period of October – December 2014.

B. Monitoring & Evaluation

During the quarter, the project staff collected data from beneficiaries and other counterparts for the quarterly 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.

During the Work Planning week (October 6-10, 2014) related to the extension of CEED II project and elaboration of the Work Plan for Year 5, the CEED II team assisted by PMU team met to establish targets for Year 5 and five-year targets taking into consideration the current achievements against the targets. At the discussions related to the establishment of new targets participated: Doina Nistor, CEED II COP, Diana Lazar, CEED II Deputy COP, Ruxanda Cheibas, CEED II M&E Manager, from the CEED team, and Tetyana Dudka, PMU Director and Krista Vogt, PMU Manager, from the PMU team.

Additionally, Doina Nistor and Ruxanda Cheibas conducted an in-depth analysis of the project's Performance Monitoring Plan (PMP), re-examining the indicators' name, definitions, the calculation methods and other indicator criteria described on the Performance Indicator Reference Sheets. The propose adjustments and improvements, have been incorporated into the updated PMP notably in the Performance Indicator Chart and Performance Indicator Reference Sheets sections. As result, the adjusted PMP was sent to USAID, as well as a Memo describing all changes, both being approved on October 29, 2014.

The Quarterly Report incorporates Appendix I "Performance Monitoring Plan: Target vs. Actual" with CEED II's general results up to-date and in Appendix II "PMP – Disaggregated Results, Year 4" containing details for Years 1-4. This time, the indicator 01 "Increased sales of assisted enterprises" was calculated for all 4 years providing for each year sales change (sales increase or decrease during reporting period) and new sales (sales growth during the reporting period).

C. Administration and Finance

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

Tetyana Dudka, PMU Director, and Krista Vogt, PMU Manager, visited CEED II in order to assist CEED II team to prepare the Work Plan for Year 5. Several meetings were held with stakeholders, as well as internally to discuss planned activities. In year 5, CEED II will continue its trajectory, and will focus on sustainability and exit strategy, as well as consolidation of results achieved during previous 4 years. The Work Plan was submitted to USAID being approved on October 29, 2014.

APPENDIX I

Performance Monitoring Plan: Target vs. Actual

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 Y4	Year 4 Actual vs. Target	Target Y5	Actual Q1 fr Y5	Targets Y1-Y4	Adjustme nt of 4 years targets	Target Y5	Targets Y1-Y5	Actual Y1-Y5	Actual vs. Targets
	1	2	3=2-1	4	5	6=5-4	7	8	9=8-7	10	11	12=11-10	13	14	15=1+4+7+10	16*	17=13	18=15+16+17	19=2+5+8+11+14	20=19-18
01A. Increased sales of assisted enterprises (sales change)	10.00%	28.78%	18.78%	10.00%	19.12%	9.12%	10.00%	21.06%	11.06%	10.00%	21.62%	11.62%	10.00%	Data reported annually	10.00%	N/A	10.00%	10.00%	22.65%	12.65%
01B. Increased sales of assisted enterprises (new sales)	10.00%	53.43%	43.43%	10.00%	43.88%	33.88%	10.00%	39.16%	29.16%	10.00%	53.61%	43.61%	10.00%	Data reported annually	10.00%	N/A	10.00%	10.00%	47.52%	37.52%
02. Increased investment in assisted enterprises	15.00%	70.42%	55.42%	15.00%	36.31%	21.31%	15.00%	0.66%	14.34%	15.00%	23.24%	8.24%	7.50%	Data reported annually	15.00%	N/A	7.50%	15.00%	32.66%	17.66%
Objective 1: Productivity of targeted industries increased																				
Expected Result 1.1: Use of improved technologies and business processes within target industries increased																				
03. Enterprises receiving project-related assistance to improve their knowledge, processes, and technologies	50	73	23	85	129	44	70	41	-29	15	55	40	8	11	220	77	8	305	309	4

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 Y4	Year 4 Actual vs. Target	Target Y5	Actual Q1 fr Y5	Targets Y1-Y4	Adjustme nt of 4 years targets	Target Y5	Targets Y1-Y5	Actual Y1-Y5	Actual vs. Targets
04. Assisted enterprises applying improved knowledge, processes, and technologies	35	19	-16	55	115	60	45	44	-1	25	50	25	5	9	160	65	5	230	237	7
05.Increased productivity of assisted enterprises	2.00%	27.56%	25.56%	3.00%	17.53%	14.53%	6.00%	9.52%	3.52%	6.00%	15.22%	9.22%	6.00%	Data reported annually	4.25%	N/A	6.00%	4.60%	17.46%	12.86%
Expected Result 1.2: Capacity of the workforce in targeted industries increased																				
06.Increased investments in workforce development initiatives by assisted enterprises or other cluster actors	10.00%	13.16%	3.16%	10.00%	8.91%	-1.09%	10.00%	22.09%	12.09%	10.00%	1.03%	-8.97%	10.00%	Data reported annually	10.00%	N/A	10.00%	10.00%	11.30%	1.30%
07. Participants in project-related trainings or capacity building programs	700	1357	657	1000	3422	2422	1650	3987	2337	1650	3546	1896	500	2297	5000	7300	500	12800	14609	1809
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%	47.27%	32.27%	20.00%	44.44%	24.44%	25.00%	50.00%	25.00%	30.00%	Data reported annually	17.50%	N/A	30.00%	20.00%	43.04%	23.04%
Objective 2: Trade and investment in targeted industries increased																				

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 Y4	Year 4 Actual vs. Target	Target Y5	Actual Q1 fr Y5	Targets Y1-Y4	Adjustme nt of 4 years targets	Target Y5	Targets Y1-Y5	Actual Y1-Y5	Actual vs. Targets
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	-4	70	60	-10	15	60	45	8	8	220	12	8	240	260	20
11. Assisted enterprises following recognized product or process standards	5.00%	0.00%	-5.00%	10.00%	6.45%	-3.55%	15.00%	47.62%	32.62%	20.00%	43.96%	23.96%	N/A	N/A	20.00%	N/A	N/A	20.00%	43.96%	23.96%
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	46	21	0	6	160	0	0	160	154	-6
13. Assisted enterprises exhibiting at trade shows or participating in business-to-business (B2B) events	20	96	76	25	216	191	30	366	336	25	431	406	50	167	100	950	50	1100	1276	176
Expected Result 2.3: Access to financing and investment by enterprises in targeted industries increased																				
14. Increased financing accessed by assisted enterprises	10.00%	-6.36%	-16.36%	10.00%	35.34%	25.34%	10.00%	1.19%	-8.81%	10.00%	-22%	-32.34%	5.00%	Data reported annually	10.00%	N/A	10.00%	10.00%	1.96%	-8.04%

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 Y4	Year 4 Actual vs. Target	Target Y5	Actual Q1 fr Y5	Targets Y1-Y4	Adjustme nt of 4 years targets	Target Y5	Targets Y1-Y5	Actual Y1-Y5	Actual vs. Targets
15. Assisted enterprises with increased financing or investment in targeted industries	25	22	-3	45	45	0	40	57	17	15	65	50	5	Data reported annually	125	N/A	5	130	189	59
Objective 3: Public-private dialogue improved leading to a better business environment for targeted industries																				
Expected Result 3.1: Viability and number of industry associations and member based organizations increased																				
16. Association s or member-based organizations demonstrating increased leadership in targeted industries	4	11	7	4	8	4	2	1	-1	0	3	3	0	0	10	13	0	23	23	0
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%	122.70%	112.70%	10.00%	Data reported annually	10.00%	N/A	10.00%	10.00%	89.88%	79.88%
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%	92.00%	27.00%	65.00%	Data reported annually	57.50%	N/A	10.00%	65.00%	92.00%	34.50%
Expected Result 3.2: Private sector capacity for advocacy and policy analysis increased																				

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 Y4	Year 4 Actual vs. Target	Target Y5	Actual Q1 fr Y5	Targets Y1-Y4	Adjustme nt of 4 years targets	Target Y5	Targets Y1-Y5	Actual Y1-Y5	Actual vs. Targets
19. Participants at project-related trainings or workshops about advocacy or policy analysis	50	292	242	100	199	99	100	158	58	50	262	212	50	368	300	470	50	820	1279	459
20. Policy or position papers published or commissioned by assisted associations or member-based organizations	5	9	4	10	11	1	10	10	0	10	11	1	1	1	35	4	1	40	42	2
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	13	3	4	6	50	1	4	55	63	8
22. Government actions taken that improve the business environment in targeted industries	5	8	3	10	10	0	10	10	0	5	9	4	1	3	30	6	1	37	40	3

APPENDIX II

PMP – Disaggregated Results, Year 4

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 Y4	Year 4 Actual vs. Target	Targets Y1- Y4	Actual Y1-Y4	Years 1-4 Actual vs. Targets
Project Purpose: To grow and expand the competitiveness and efficiency of key strategic industries in Moldova leading to increased sales and investment.															
01A. Increased sales of assisted enterprises	10.00%	28.78%	18.78%	10.00%	19.12%	9.12%	10.00%	21.06%	11.06%	10.00%	21.62%	11.62%	10.00%	22.65%	12.65%
Sales change, MDL		166,455,171.66			332,810,858.73			123,639,663.94			-176,929,655.00				
Sales change, USD		15,607,900.26			27,547,179.47			9,971,021.05			-13,073,072.43				
Target industry disaggregation															
wine industry		23.42%			39.10%			5.89%			-14.12%				
MDL		96,104,650.66			354,090,055.50			20,205,181.94			-456,388,812.00				
USD		9,229,649.67			29,486,080.27			1,629,463.30			-33,721,899.23				
textile&apparel industries		32.11%			8.92%			17.93%			37.20%				
MDL		70,033,974.00			-17,667,587.00			7,455,770.00			131,806,842.00				
USD		6,351,432.33			-1,580,262.49			601,276.62			9,739,014.03				
IT industry		100.00%			14.15%			n/a			n/a				
MDL		316,547.00			-1,082,920.00			n/a			n/a				
USD		26,818.26			-88,246.20			n/a			n/a				
furniture industry		n/a			-0.66%			12.64%			44.74%				
MDL		n/a			4,665,925.00			34,380,532.00			79,931,400.00				
USD		n/a			316,626.80			2,772,645.91			5,906,013.79				
fashion accessories industries		n/a			12.04%			34.63%			23.06%				
MDL		n/a			-7,544,463.00			11,731,980.00			18,590,615.00				
USD		n/a			-639,143.17			946,135.05			1,373,633.25				
emerging exports industries		n/a			5.01%			66.73%			18.35%				
MDL		n/a			349,848.23			49,866,200.00			49,130,300.00				
USD		n/a			52,124.27			4,021,500.17			3,630,165.73				
Enterprise size disaggregation															
micro		41.51%			78.36%			31.49%			49.06%				
MDL		-72,853.00			4,488,480.00			2,994,428.00			2,006,916.00				
USD		-9,141.77			370,821.09			241,488.08			148,288.08				
small		60.66%			26.28%			46.85%			26.02%				
MDL		5,181,403.93			8,294,881.07			43,281,632.00			69,262,610.00				
USD		495,629.80			694,973.95			3,490,482.34			5,117,712.56				
medium		26.16%			9.51%			15.37%			25.26%				
MDL		17,395,129.98			92,213,624.35			116,927,989.00			7,056,090.00				
USD		2,173,897.98			7,657,957.68			9,429,752.58			521,364.13				
large		21.03%			17.13%			-0.94%			-4.13%				
MDL		143,951,490.75			227,813,873.31			-39,564,385.06			-255,255,271.00				
USD		12,947,514.25			18,823,426.76			-3,190,701.95			-18,860,437.20				

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 Y4	Year 4 Actual vs. Target	Targets Y1- Y4	Actual Y1-Y4	Years 1-4 Actual vs. Targets
Female ownership disaggregation															
female ownership		26.15%			29.20%			15.58%			16.75%				
MDL		67,516,651.99			200,222,860.17			55,098,521.94			-252,285,981.00				
USD		6,655,000.86			16,499,921.68			4,443,465.02			-18,641,040.72				
NO female ownership		33.09%			9.66%			26.05%			26.59%				
MDL		98,938,519.67			132,587,998.56			68,541,142.00			75,356,326.00				
USD		8,952,899.40			11,047,257.80			5,527,556.03			5,567,968.29				
01B. Increased sales of assisted enterprises	10.00%	53.43%	43.43%	10.00%	43.88%	33.88%	10.00%	39.16%	29.16%	10.00%	53.61%	43.61%	10.00%	47.52%	37.52%
New sales, MDL		257,703,953.10			545,110,995.19			396,248,361.94			441,044,478.00				
New sales, USD		22,575,882.48			45,555,101.93			31,955,770.77			32,588,128.92				
Target industry disaggregation															
wine industry		59.90%			56.15%			25.66%			39.48%				
MDL		178,163,032.10			481,150,707.96			230,232,947.94			103,164,758.00				
USD		15,596,470.01			40,230,078.43			18,567,322.96			7,622,692.50				
textile&apparel industries		42.73%			37.00%			33.35%			55.49%				
MDL		79,224,374.00			27,972,292.00			43,442,957.00			151,829,151.00				
USD		6,952,594.22			2,296,139.24			3,503,492.53			11,218,433.05				
IT industry		100.00%			52.47%										
MDL		316,547.00			166,080.00										
USD		26,818.26			13,683.42										
furniture industry		n/a			27.72%			20.50%			64.12%				
MDL		n/a			18,770,125.00			37,851,532.00			84,622,800.00				
USD		n/a			1,538,268.88			3,052,567.52			6,252,654.45				
fashion accessories industries		n/a			37.41%			64.36%			47.78%				
MDL		n/a			16,701,942.00			33,811,025.00			38,492,169.00				
USD		n/a			1,424,807.69			2,726,717.55			2,002,822.62				
emerging exports industries		n/a			5.01%			78.36%			46.29%				
MDL		n/a			349,848.23			50,909,900.00			62,935,600.00				
USD		n/a			52,124.27			4,105,670.21			4,650,219.08				
Enterprise size disaggregation															
micro		100.00%			78.36%			31.49%			95.86%				
MDL		316,547.00			4,488,480.00			2,994,428.00			4,428,572.00				
USD		26,818.26			370,821.09			241,488.08			327,220.68				
small		87.73%			52.31%			64.03%			44.66%				
MDL		9,815,677.00			10,486,846.07			60,598,220.00			86,602,722.00				
USD		862,791.93			883,125.04			4,886,992.64			6,398,947.98				
medium		47.99%			37.68%			30.99%			54.23%				
MDL		64,945,608.43			134,381,508.14			146,845,761.00			179,027,484.00				

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 Y4	Year 4 Actual vs. Target	Targets Y1- Y4	Actual Y1-Y4	Years 1-4 Actual vs. Targets
USD		5,736,525.57			11,313,672.15			11,842,495.58			13,228,077.94				
large		42.23%			36.53%			17.84%			34.25%				
MDL		182,626,120.67			395,754,160.98			185,809,952.94			170,985,700.00				
USD		15,949,746.73			32,987,483.65			14,984,794.47			12,633,882.33				
Female ownership disaggregation															
female ownership		49.57%			36.53%			32.38%			46.89%				
MDL		136,825,372.43			395,754,160.98			177,146,587.94			183,790,278.00				
USD		12,032,660.74			32,987,483.65			14,286,130.37			13,579,993.79				
NO female ownership		60.66%			29.12%			44.84%			60.59%				
MDL		120,878,580.67			244,532,651.23			219,101,774.00			257,254,200.00				
USD		10,543,221.74			20,569,435.94			17,669,640.40			19,008,135.13				
02. Increased investment in assisted enterprises	15.00%	70.42%	55.42%	15.00%	36.31%	21.31%	15.00%	0.66%	14.34%	15.00%	23.24%	8.24%	15.00%	32.66%	17.66%
MDL		173,543,026.88			238,444,799.57			6,342,954.44			229,264,147.00				
USD		15,216,614.91			19,675,769.07			511,532.71			16,939,991.21				
Target industry disaggregation															
wine industry		74.51%			61.97%			-9.36%			8.52%				
MDL		159,772,820.88			234,696,260.77			-60,426,763.36			49,872,313.00				
USD		14,014,371.70			19,482,150.16			-4,873,165.38			3,684,991.98				
textile&apparel industries		43.05%			-24.64%			56.70%			161.08%				
MDL		13,770,206.00			-11,273,068.80			21,349,599.80			104,515,054.00				
USD		1,202,243.21			-961,431.02			1,721,755.80			7,722,463.89				
IT industry		n/a			-54.79%			n/a			n/a				
MDL		n/a			-130,400.00			n/a			n/a				
USD		n/a			-10,579.16			n/a			n/a				
furniture industry		n/a			3.26%			19.45%			11.98%				
MDL		n/a			5,948,322.00			37,623,662.00			29,222,365.00				
USD		n/a			424,547.13			3,034,190.76			2,159,197.64				
fashion accessories industries		n/a			18.80%			14.59%			54.56%				
MDL		n/a			9,239,342.60			11,098,572.00			47,639,715.00				
USD		n/a			743,413.58			895,053.35			3,520,028.59				
emerging exports industries		n/a			-18.41%			-39.46%			-39.19%				
MDL		n/a			-35,657.00			-3,302,116.00			-1,985,300.00				
USD		n/a			-2,331.61			-266,301.83			-146,690.90				
Enterprise size disaggregation															
micro		100.00%			41.66%			21.17%			74.86%				
MDL		200,000.00			1,885,000.00			1,403,835.00			7,301,993.00				
USD		17,351.92			150,013.80			113,213.41			539,533.54				

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 Y4	Year 4 Actual vs. Target	Targets Y1- Y4	Actual Y1-Y4	Years 1-4 Actual vs. Targets
small		109.28%			678.35%			-28.26%			68.33%				
MDL		1,779,414.03			40,610,114.97			-14,621,729.00			25,361,069.00				
USD		154,442.81			3,391,761.76			-1,179,181.20			1,873,892.15				
medium		-17.37%			47.79%			48.29%			-18.03%				
MDL		-16,998,979.35			55,872,315.24			112,772,287.00			-65,545,315.00				
USD		-1,439,849.34			4,597,637.77			9,094,612.62			-4,843,047.09				
large		128.34%			26.47%			-13.93%			45.50%				
MDL		188,562,592.20			140,077,369.36			-93,211,438.56			262,146,400.00				
USD		16,484,669.52			11,536,355.75			-7,517,112.12			19,369,612.60				
Female ownership disaggregation															
female ownership		6.84%			79.11%			33.69%			4.46%				
MDL		7,463,029.88			174,062,754.37			135,713,317.64			24,814,539.00				
USD		776,471.95			14,373,086.15			10,944,710.65			1,833,509.85				
NO female ownership		120.97%			14.74%			-23.17%			47.59%				
MDL		166,079,997.00			64,382,045.20			-129,370,363.20			204,449,608.00				
USD		14,440,142.96			5,302,682.92			-10,433,177.94			15,106,481.35				
Objective 1: Productivity of targeted industries increased.															
Expected Result 1.1: Use of improved technologies and business processes within target industries increased															
03. Enterprises receiving project-related assistance to improve their knowledge, processes, and technologies	50	73	23	85	129	44	70	41	-29	15	55	40	220	298	78
Target industry disaggregation															
wine industry		24			6			3			12				
textile&apparel industries		19			20			12			8				
IT industry		21			18			4			7				
furniture industry		1			47			2			2				
fashion accessories industries		n/a			19			6			2				
emerging exports industries		2			11			14			24				
other		6			8			0			0				
Enterprise size disaggregation															
micro		4			24			20			16				
small		21			54			16			19				
medium		29			42			5			18				
large		19			9			0			2				

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 Y4	Year 4 Actual vs. Target	Targets Y1- Y4	Actual Y1-Y4	Years 1-4 Actual vs. Targets
Female ownership disaggregation															
female ownership		33			28			12			11				
NO female ownership		40			101			29			44				
04. Assisted enterprises applying improved knowledge, processes, and technologies	35	19	-16	55	115	60	45	44	-1	25	50	25	160	228	68
Target industry disaggregation															
wine industry		4			20			5			1				
textile&apparel industries		11			19			12			11				
IT industry		1			27			1			8				
furniture industry		1			32			1			3				
fashion accessories industries		n/a			12			5			3				
emerging exports industry		0			1			20			24				
other		2			4			0			0				
Enterprise size disaggregation															
micro		1			14			15			13				
small		5			38			20			20				
medium		7			43			7			17				
large		6			20			2			0				
Female ownership disaggregation															
female ownership		12			38			11			15				
NO female ownership		7			77			33			35				
05. Increased productivity of assisted enterprises	2.00%	27.56%	25.56%	3.00%	17.53%	14.53%	6.00%	9.52%	3.52%	6.00%	15.22%	9.22%	4.25%	17.46%	13.21%
number of employees		-332.5			-68.17			-323.5			-748.47				
Target industry disaggregation															
wine industry		29.33%			37.60%			1.33%			-3.74%				
number of employees		-335.25			16.5			307.5			-449.5				
textile&apparel industries		24.78%			5.59%			8.41%			27.12%				

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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 Y4	Year 4 Actual vs. Target	Targets Y1- Y4	Actual Y1-Y4	Years 1-4 Actual vs. Targets
<i>number of employees</i>		2.75			47			-445			-322.42				
IT industry		n/a			26.87%			n/a			n/a				
<i>number of employees</i>		n/a			130.00%			n/a			n/a				
furniture industry		n/a			-1.23%			4.51%			25.35%				
<i>number of employees</i>		n/a			40.58			92			47.95				
fashion accessories industries		n/a			12.83%			7.54%			15.76%				
<i>number of employees</i>		n/a			-162.75			-273.5			-33.5				
emerging exports industries		n/a			-7.63%			53.74%			5.51%				
<i>number of employees</i>		n/a			0.5			6.25			9				
Enterprise size disaggregation															
micro		-50.19%			69.76%			12.13%			14.16%				
<i>number of employees</i>		6.5			2.5			12			6.45				
small		35.12%			21.91%			17.26%			7.71%				
<i>number of employees</i>		7.5			-5.75			52.25			84.83				
medium		27.77%			15.58%			10.98%			24.58%				
<i>number of employees</i>		-7.5			18.83			-138.5			-57.75				
large		30.71%			18.34%			-1.89%			7.07%				
<i>number of employees</i>		-339			-83.75			-249.25			-782				
Female ownership disaggregation															
female ownership		25.26%			30.79%			6.78%			16.00%				
<i>number of employees</i>		-246.25			-13.25			-430.5			-615.75				
NO female ownership		31.65%			4.69%			12.00%			14.40%				
<i>number of employees</i>		-86.25			-54.92			107			-132.72				
Expected Result 1.2: Capacity of the workforce in targeted industries increased															
06. Increased investments in workforce development initiatives by assisted enterprises or other cluster actors	10.00%	13.16%	3.16%	10.00%	8.91%	-1.09%	10.00%	22.09%	12.09%	10.00%	1.03%	-8.97%	10.00%	11.30%	1.30%
Target industry disaggregation															
wine industry		-66.50%			6.46%			113.69%			-62.42%				
textile&apparel industries		-18.98%			3.92%			26.07%			4.55%				
IT industry		n/a			-0.88%			10.62%			30.14%				
furniture industry		n/a			17.78%			-26.52%			140.87%				
fashion accessories industries		n/a			45.08%			-37.47%			65.05%				
emerging exports industries		n/a			229.06%			-8.01%			14.65%				

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 Y4	Year 4 Actual vs. Target	Targets Y1- Y4	Actual Y1-Y4	Years 1-4 Actual vs. Targets
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	-4	70	60	-10	15	60	45	220	252	32
Target industry disaggregation															
wine industry		26			6			8			14				
textile&apparel industries		21			14			13			5				
IT industry		3			1			10			12				
furniture industry					43			2			2				
fashion accessories industries					17			5			3				
emerging exports industry		1						22			24				
other					0			0			0				
cross-cutting															
Enterprise size disaggregation															
micro		5			13			22			17				
small		7			23			30			22				
medium		24			34			7			17				
large		15			11			1			4				
Female ownership disaggregation															
female ownership		34			21			16			9				
NO female ownership		17			60			44			51				
11. Assisted enterprises following recognized product or process standards	5.00%	0.00%	-5.00%	10.00%	6.45%	-3.55%	15.00%	47.62%	32.62%	20.00%	43.96%	23.96%	20.00%	43.96%	23.96%
# companies which introduced standards		0			4			40			40				
monitored companies with MOUs		21			62			84			91				
wine industry					2			17			17				
textile&apparel industries					1			20			20				

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 Y4	Year 4 Actual vs. Target	Targets Y1- Y4	Actual Y1-Y4	Years 1-4 Actual vs. Targets
furniture industry								2			2				
fashion accessories industries					1			1			1				
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	46	21	160	148	-12
Target industry disaggregation															
wine industry		3			19			7			6				
textile&apparel industries		9			8			15			13				
IT industry		1									17				
furniture industry					10			9			1				
fashion accessories industries					13			2			6				
emerging exports industry								5			3				
other								1							
cross-cutting															
Enterprise size disaggregation															
micro		1			6			10			9				
small		2			11			16			19				
medium		4			20			12			15				
large		6			13			1			3				
Female ownership disaggregation															
female ownership		9			25			19			16				
NO female ownership		4			25			20			30				
13. Number of participations of assisted enterprises exhibiting at trade shows or participating in business-to-business (B2B) events	20	96	76	25	216	191	30	366	336	25	431	406	100	1109	1009
Target industry disaggregation															
wine industry		47			112			225			264				
textile&apparel industries		46			60			38			87				
IT industry		3			3			7			15				
furniture industry					18			37			2				

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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 Y4	Year 4 Actual vs. Target	Targets Y1- Y4	Actual Y1-Y4	Years 1-4 Actual vs. Targets
fashion accessories industries					23			24			40				
emerging exports industry								34			23				
other		0						1			0				
cross-cutting															
Enterprise size disaggregation															
micro		5			17			26			50				
small		11			37			92			110				
medium		45			75			134			149				
large		35			81			114			122				
Female ownership disaggregation															
female ownership		56			118			181			256				
NO female ownership		40			98			185			175				
Expected Result 2.3: Access to financing and investment by enterprises in targeted industries increased															
14. Increased financing accessed by assisted enterprises	10.00%	-6.36%	-16.36%	10.00%	35.35%	25.35%	10.00%	1.19%	-8.81%	10.00%	-22.34%	-32.34%	10.00%	1.96%	-8.04%
Target industry disaggregation															
wine industry		-3.24%			41.43%			-0.51%			-33.24%				
textile&apparel industries		-34.41%			38.00%			-23.56%			14.08%				
IT industry															
furniture industry					-11.99%			70.35%			24.41%				
fashion accessories industries					28.48%			-5.95%			11.93%				
emerging exports industries								-80.89%			14.10%				
other															
cross-cutting															
Enterprise size disaggregation															
micro					1800.00%			-9.36%			-14.93%				
small		714.49%			-86.53%			-16.18%			27.09%				
medium		-58.58%			165.54%			-20.97%			26.36%				
large		-5.28%			28.53%			12.15%			-40.41%				
Female ownership disaggregation															
female ownership		33.95%			85.16%			10.10%			-17.76%				
NO female ownership		-17.22%			18.15%			-2.90%			-24.90%				

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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 Y4	Year 4 Actual vs. Target	Targets Y1- Y4	Actual Y1-Y4	Years 1-4 Actual vs. Targets
fashion accessories industries															
emerging exports industries					4						2				
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%	122.70%	112.70%	10.00%	89.88%	79.88%
wine industry		74.08%			97.92%			19.05%			200.00%				
textile&apparel industries		200.00%			172.35%			-5.11%			139.11%				
IT industry		159.08%			-4.54%			36.36%			51.70%				
furniture industry															
fashion accessories industries															
emerging exports industries											100.00%				
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%	92.00%	27.00%	65.00%	92.00%	27.00%
wine industry		85.50%			78.50%			81.25%			95.00%				
textile&apparel&fashion industries		75.00%			25.00%			80.00%			86.00%				
IT industry		80.95%			84.60%			85.00%							
furniture industry															
fashion accessories industries															
emerging exports industries															
Expected Result 3.2: Private sector capacity for advocacy and policy analysis increased															
19. Participants at project-related trainings or workshops about advocacy or policy analysis	50	292	242	100	199	99	100	158	58	50	262	212	300	911	611
Target industry disaggregation															
wine industry		270			75			158			176				
textile&apparel industries		22													
IT industry															
furniture industry					94										

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 Y4	Year 4 Actual vs. Target	Targets Y1- Y4	Actual Y1-Y4	Years 1-4 Actual vs. Targets
fashion accessories industries															
emerging exports industries					30						86				
20. Policy or position papers published or commissioned by assisted associations or member-based organizations	5	9	4	10	11	1	10	10	0	10	11	1	35	41	6
Target industry disaggregation															
wine industry		8			5			4			11				
textile&apparel industries															
IT industry		1			6			6							
furniture industry															
fashion accessories industries															
emerging exports industries															
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	13	3	50	57	7
wine industry		14			10			8			11				
textile&apparel industries															
IT industry		1			2			2							
furniture industry															
fashion accessories industries															
emerging exports industries					7						2				
22. Government actions taken that improve the business environment in targeted industries	5	8	3	10	10	0	10	10	0	5	9	4	30	37	7

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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 Y4	Year 4 Actual vs. Target	Targets Y1- Y4	Actual Y1-Y4	Years 1-4 Actual vs. Targets
wine industry		6			2			7			6				
textile&apparel industries															
IT industry		2			7			3			3				
furniture industry															
fashion accessories industries															
emerging exports industries					1										

Note: The indicators 1 and 2 are calculated as a conversion of MDL amounts into USD at the average annual exchange rate of 1\$= 12.3999 MDL for Year 3 and 1\$= 13.5339 MDL for Year 4, to ignore the impact of exchange rates fluctuations

APPENDIX III

CEED II Media Coverage during October – December 2014

Title of media product	Media Outlet/link	Date/issue
Degustare de vinuri selecte	TV N4 http://n4.md/news/degustare-de-vinuri-selecte	Oct2, 2014
Jurnaliștii au participat la un masterclass de degustare a vinurilor (VIDEO)	www.diez.md http://diez.md/2014/10/02/foto-jurnalistii-au-participat-la-un-masterclass-de-degustare-a-vinurilor/	Oct2, 2014
Master class-ul de degustare a vinului moldovenesc	http://www.zdg.md http://www.zdg.md/stiri/master-class-ul-de-degustare-a-vinului-moldovenesc	Oct 3, 2014
Republica Moldova, inclusă în Topul 10 al unor țări frumoase care atrag cel mai mic număr de turiști	gandul.info/magazin http://www.gandul.info/magazin/republica-moldova-inclusa-in-topul-10-al-unor-tari-frumoase-care-atrag-cel-mai-mic-numar-de-turisti-13367692	Oct 6, 2014
(video) Botezatu: La Centrul de excelență în IT așteptăm investiții de milioane de dolari de la Microsoft și IBM	http://unimedia.md http://unimedia.info/stiri/video-botezatu-la-centrul-de-excelenta-in-it-asteptam-investitii-de-milioane-de-dolari-de-la-microsoft-si-ibm-82823.html	Oct 8, 2014
Moldova in German press	derwesten.de http://www.derwesten.de/reise/wein-und-sozialistische-sheriffs-eine-tour-durch-moldawien-id9803174.htm	Oct 12, 2014
„Молдова — «зер гуд»!	allmoldova.md http://www.allmoldova.com/author_post/moldova-zer-gud/	Oct 20, 2014
Excellence Center concept presentation at Wine college related		
Un Centru de Excelență în viticultură și vinificație va fi deschis la Stăuceni	Moldpres News Agency http://www.moldpres.md/news/2014/10/24/14000376	Oct 24, 2014
Un Centru de Excelență În Viticultură și Vinificație va fi deschis la Stăuceni	Moldova Suverana newspaper & online version http://moldova-suverana.md/article/un-centru-de-excelen-n-viticultur-i-vinificaie-va-fi-deschis-la-stuceni_8000	Oct 24, 2014
Colegiul Național de Viticultură și Vinificație din Chișinău va fi modernizat	MAIF website http://www.maia.gov.md/libview.php?l=ro&idc=52&id=16688	Oct 24, 2014
Roboclub launch at Polytechnic college related		
Elevii Colegiului Politehnic din Chișinău au șansa de a deveni specialiști mai buni datorită roboților	Allmoldova.md http://www.allmoldova.com/ro/news/romana-elevii-colegiului-politehnic-din-chisinau-au-sansa-de-a-deveni-specialisti-mai-buni-datorita-robotilor/	Oct 23, 2014
Clubul de robotică se lansează oficial la Colegiul Politehnic din Chișinău	Diez.md http://diez.md/2014/10/23/clubul-de-robotica-se-lanseaza-oficial-la-colegiul-politehnic-din-chisinau/	Oct 24, 2014
In Moldova este stimulată dezvoltarea robototehnicii	www.noi.md http://www.noi.md/md/print/news_id/49999	Oct 28, 2014
Roboteii au prins viață în cadrul Clubului de Robotică din Chișinău	Unimedia http://unimedia.info/stiri/video-roboteii-au-prins-viata-in-cadrul-clubului-de-robotica-din-chisinau-83681.html	Oct 28, 2014
Elevii unui colegiu din Chișinău construiesc ROBOȚI	Ziarul National newspaper & online version http://ziarulnational.md/elevii-unui-colegiu-din-capitala-invata-sa-construiasca-roboti/	Oct 28, 2014
Robotics development promoted In Moldova	Infotag INFOTAG "DAILY NEWS BULLETIN" (En/ro/Ru)	Oct 28, 2014
În Republica Moldova s-a lansat oficial primul club de robotică	www.link.md http://link.md/stire-itmoldova-n-republica-moldova-s-a-lansat-oficial-primul-club-de-robotic	Oct 28, 2014
În Republica Moldova s-a lansat oficial primul club de robotică	ITMoldova.com http://itmoldova.com/it-news-md/republica-moldova-s-lansat-oficial-primul-club-de-robotica/	Oct 28, 2014
Кишинёвские школьники на занятиях будут собирать и программировать роботов	Allmoldova.md http://www.allmoldova.com/article/kishinyovskie-shkolniki-na-zanyatiyax-budut-sobirat-i-programmirovat-robotov/	Oct 29, 2014
Other project activities related		
Китайские журналисты протестировали	Allmoldova.md	Oct 30, 2014

молдавские вина	http://www.allmoldova.com/article/kitajskie-zhurnalisty-protestirovali-moldavskie-vina/	
Предприниматели легкой промышленности представили общий бренд «Din inima» (ВИДЕО)	www.noi.md www.noi.md http://www.noi.md/ru/news_id/50201	Oct 31, 2014
Вина Молдовы на дегустации в варшаве	Logos Press newspaper & e-version	Oct 31, 2014
Ultimele tendințe vestimentare la prezentarea de modă "Din inimă Branduri de Moldova"	Diez.md http://diez.md/2014/11/02/foto-ultimele-tendinte-vestimentare-la-prezentarea-de-moda-din-inima-branduri-de-moldova/	Nov 2, 2014
Roboclub în premieră la Colegiu Politehnic	Allmoldova.md http://www.allmoldova.com/ro/video/romana-roboclub-in-premiera-la-colegiu-politehnic/?fb_action_ids=10152451405378779&fb_action_types=og.recommends&fb_source=other_multiline&action_object_map={%2210152451405378779%22%3A982603345098759}&action_type_map={%2210152451405378779%22%3A%22og.recommends%22}&action_ref_map=[]	Nov 3, 2014
Unexplored wine region of Moldova	Foxnews.com http://video.foxnews.com/v/3872880595001	Nov 3, 2014
Vinurile moldovenești, degustate în direct la FoxNews Prezentatoarea știrilor din business de la postul de televiziune FoxNews, Tracy Byrnes și expertul în vinuri, deținătoarea titlului de Master of Wine, Christy Canterbury au făcut o gustare de vinuri în direct la emisiunea „Wine with me”(video)	UNIMEDIA http://unimedia.info/stiri/video-vinurile-moldovenesti--degustate-in-direct-la-foxnews-83979.html	Nov 4, 2014
Cum sunt promovate vinurile moldovenești în Polonia. Evenimentul a costat 60 mii de euro	Agora.md http://agora.md/stiri/4359	Nov 5,2014
Ce trebuie să știi înainte de a pleca în vizită la Glodeni (foto)	Diez.md http://diez.md/2014/11/05/foto-ce-trebuie-sa-stii-inainte-de-a-pleca-in-vizita-la-glodeni/	Nov 5,2014
Polonezii au rămas uimiți de calitatea vinurilor moldovenești (VIDEO)/ Business	www.noi.md http://www.noi.md/md/news_id/50509	Nov 5, 2014
ONVV explică cum au ajuns vinurile moldovenești să fie promovate la FoxNews	Unimedia http://unimedia.info/stiri/onvv-explica-cum-au-ajuns-vinurile-moldovenesti-sa-fie-promovate-la-foxnews-84096.html#.VFsqdqhhnjs.facebook	Nov 6, 2014
Cum Moldova încearcă să promoveze vinurile de calitate în Polonia	Diez.md http://diez.md/2014/11/06/foto-cum-moldova-incearca-sa-promoveze-vinurile-de-calitate-in-polonia/	Nov 6, 2014
Новая туристическая концепция Молдовы была представлена на Всемирной туристической ярмарке в Лондоне	MyBusiness.md http://mybusiness.md/categories/item/2393-novaja-turisticheskaja-koncepcija-moldovy-byla-predstavlena-na-vsemirnoj-turisticheskoi-jarmarke-v-londone	Nov 7, 2014
Moldova, promovată ca cea mai autentică destinație turistică din Europa la World Travel Market (WTM) din Londra	MyBusiness.md http://mybusiness.md/ro/categories/item/2392-moldova-promovat%C4%83-ca-cea-mai-autentic%C4%83-destina%C8%9Bie-turistic%C4%83-din-europa-la-world-travel-market-wtm-din-londra	Nov 7, 2014
Moldova promovata ca cea mai autentica destinatie turistica din Europa la WTM din Londra	Stirilocale.md http://stirilocale.md/stiri/actual/moldova-promovata-ca-cea-mai-autentica-destinatie-turistica-din-europa-la-world-travel-market-wtm-din-londra.html	Nov 7, 2014
Degustarea a trei branduri de vinuri moldovenești la fox news (sua) a fost urmărită de 7 mil. de spectatori	Infotag website http://www.infotag.md/finances-ro/195447/	Nov 7, 2014
Дегустацию трех брендов молдавского вина на телеканале fox news (США)	Infotag website http://www.infotag.md/m9_finances/195434/	Nov 7, 2014

посмотрело 7 млн. зрителей		
Agenția Turismului a Moldovei a semnat un Memorandul de înțelegere cu Organizația Mondială a Turismului	Infotag news flow /Ro/Ru	Nov 7, 2014
Degustarea a trei branduri de vinuri moldovenești la Fox News (SUA) a fost urmărită de 7 mil. de spectator i	Infotag news flow /Ro/Ru	Nov 7, 2014
На международной выставке фабрика Ionel достойно представила новые коллекции	Komsomoliskaya Pravda newspaper & e- version	Nov 7, 2014
Sărbătoarea Vinului face un salt calitativ	Profit/Banks & Finances	November 2014 issue
Wine Festival Makes a Qualitative Leap	Profit/Banks & Finances	November 2014 issue
Ponad 100 win z Moldawii w Polsce	TVR Polska Telewizja http://www.tvr24.pl/wiadomosc-Ponad_100_win_z_Moldawii_w_Polsce-5946.html	November 2014
Școala Profesională din Nisporeni va exporta vin în Coreea de Sud	Diez.md http://diez.md/2014/11/12/foto-scoala-profesionala-din-nisporeni-va-exporta-vin-in-coreea-de-sud/	Nov 12, 2014
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