

### Estimated Budget

#### Promotion services for Moldovan brands – Germany and Switzerland

No.	Deliverable	Justification	Estimated Amount (MDL)
1	Communication strategy and media plan	Development of an integrated campaign strategy, identification of the target audience, definition of the narrative, and media planning adapted to the German and Switzerland markets/press. Includes strategic consultancy and recommendations.	80,000
2	Media monitoring and image analysis	Qualitative analysis of the image of the Republic of Moldova in international and German and Swiss press over the last 3–5 years. Includes identification of perceptions, opportunities, and recommendations	120,000
3	Promotional articles and media placement – Germany and Switzerland	Drafting of 2–3 editorial/promotional articles in English and German; coordination with industry-specific publications (e.g., Fresh Plaza, Lebensmittel Zeitung, BILANZ, Bilan etc); includes publishing fees	800,000
4	LinkedIn campaign – Germany and Switzerland	Setup, creative design, paid promotion, targeting agri-food, retail, and HORECA.	400,000
5	Creative production texts, (visuals, translations)	Visuals for articles and social media, professional EN/DE translations, infographics, and short video spots.	200,000
<b>TOTAL (excluding VAT):</b>			<b>1,600,000 MDL</b>

Head of Export Promotion Department \_\_\_\_\_ Corneliu SPINEI