

CURRICULUM VITAE

Cornel COȘER , *PhD, CEIC*

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PROFILE SUMMARY

Knowledge & experience in: trade development, market access and competitiveness, export potential assessment, market and export intelligence, end-market study, sectorial analysis, foreign market sector briefs, quality infrastructure & SQAM/MTSQ, international business development, agri-food economy, entrepreneurship and international development, business journalism, assessment of economic and social impact of law projects and initiatives.

Key focus: *trade, world economy, development, research, competitiveness, education.*

Cornel is Executive Director and Partner of Gateway & Partners Moldova since January 2017. Cornel has proven research and communication skills handling complex projects with a strategic approach.

Cornel has extensive experience in trade development and competitiveness, market access and export intelligence, while being involved in working with national public and private entities, international private companies, international donors and development partners.

As a part of Gateway & Partners team, Cornel is responsible in sustaining local export development by helping engage companies, agencies and organizations in internationalization efforts.

Throughout his employment in Gateway & Partners, Cornel has gained relevant skills in desk research, statistical data analysis which can be applied to a wide range of research and business development projects. Also, being involved in executive research within Pedersen & Partners international company, Cornel works with the execution of projects across various industries, including pharmaceuticals, construction, real estate, consumer goods.

Cornel developed strong consulting and lecturing skills being a university lecturer at State Agrarian University of Moldova while involved in various local and international projects supported by UNECE, EU, FAO, World Bank.

Cornel currently holds PhD degree in Economics and Management from State Agrarian University of Moldova. His certification as an advisor in international trade provided by London Institute of Export is awarded in 2017. Besides, Cornel has a creative background in theatrical art related to lyceum national contests.

Besides professional work, Cornel has been involved in various certified trainings provided by EBRD, UN, AUF, EBIS, IEIT etc.

Skills:

- Design and development of scientific works and reports, advanced research skills;
- Proficient presentation abilities;
- Project & time management, result oriented;
- Capacity of working in groups, organizing activities;
- Knowledge of foreign languages:
 - *Romanian*: native;
 - *French*: basic;
 - *English*: fluent;
 - *Russian*: fluent;
- Capacity to work with PC (Microsoft Office Package, IBM Lotus Databases, specialized economic software etc.);
- Driving license, category B.

Education:

- **2017** - Certification in International Trade (CIT), Certified Export & Internationalization Consultant (CEIC), Institute of Export and International Trade (UK, London)
- **2011 - 2015** - PhD, SAUM, topic "Management of competitiveness of agrifood products in the context of export stimulation in the Republic of Moldova"
- **2008 - 2010** - Master, SAUM, specialization „Economics and Management in the Agrifood sector"
- **2004 - 2008** - Bachelor, State Agrarian University of Moldova (SAUM), specialty "International Economic Relations"
- **2001 - 2004** - "Mihai Eminescu" High School, Edinet town, Edinet district
- **1992 - 2001** - "V. Rosca" Gymnasium, Alexandreni village, Edinet district.

Work experience:

- **February 2018 - ongoing** – CEO, Partner, Gateway & Partners Romania
- **January 2017 - ongoing** – CEO, Partner, Gateway & Partners Moldova
- **June 2011 - ongoing** – Executive Research, Pedersen&Partners
- **September 2010 - ongoing** - Lecturer, Department of General Economics, State Agrarian University of Moldova
- **September 2013 - June 2014** – co-owner, Ideal Curat LLC
- **October 2009 - September 2010** - Merchandise monitoring, Metro Cash & Carry Moldova
- **June 2008 - February 2009** – Head of Marketing, Center for Graduate Education and International Exchange Students (SEUC)

Freelance work/contractual services:

- **November 2016 – December 2017** - Economic analyst & author, Business News Service / EuroPassCenter
- **July 2016 – December 2016** – Entrepreneurship and trade expert, Moldova Business People Association / AOAM
- **September 2015 – February 2016** – Projects and fundraising specialist, TEI
- **October 2014 - January 2015** – Research & advocacy, National Association of Restaurants and Entertainment Facilities/MAR
- **November 2012 - January 2013** - Economic analyst & author, ECONomist Magazine

Projects:

- **November 2018 – present** - AFC Agriculture and Finance Consultants GmbH, Export Development & Market Intelligence Consultant, Senior Non-Key Expert (Fruit and vegetable processing industry assessment)
- **December 2017 – April 2018** - World Bank Project Number P144103 "Focus groups with exporters for developing the tailored training program for exporters and implementation of training of trainers concept for the Organization for Small and Medium Enterprise Sector Development" (ODIMM) staff", Project coordinator and export trainer.
- **January 2016 – April 2016** – United Nations Economic Commission for Europe (UNECE), Project "Supporting the Republic of Moldova's trade development efforts", SQAM / MTSQ and trade development consultant, senior evaluation expert
- **2015 (summer-fall)** – World Bank, Moldova Agricultural Competitiveness Project (MAC-P), economic analyst
- **July 2015 – August 2015** – FAO (Regional Office for Europe and Central Asia, Hungary), Drafts on export potential, end market study and market access of Moldova's agri-food products, economic analyst
- **January 2014 – July 2015** – European Union, Cross Border Project "Promoting sustainable production and implementation of good practices in the bovine farms from Romania, the Republic of Moldova and Ukraine cross-border region", Head of Research and Software implementation
- **December 2012 – March 2013** - National Project, "Port Mărtișor 2013", economic analyst, member of the initiative group.

Trainings, courses:

- **October 2017** – EBRD, Project management in Consulting, *Grow Your Consulting Business Training Series*
- **December 2016** – EBRD, Managing a Consulting Business, *Grow Your Consulting Business Training Series*
- **October 2016** – AUF, career management
- **August 2016** – EBIS Export Academy, International Trade and e-Business
- **July 2016** – UTAH University, David Eccles School of Business, Financing for Growth
- **December 2015** – UNDSS, United Nations, Safety and Security in the Field certification, basic and advanced
- **December 2014** - AgroSmart Project/Vector Verde/USS Department, Financing opportunities existing in Moldova and the need for ISO certification

Continuous qualification / internships:

- **September 2016 - November 2016** - Moldova Business People Association/AOAM, entrepreneurship and market access
- **February 2012 - June 2012** - 430 hours English language courses, provided by SAUM
- **October 2010 - March 2011** - Psychology and pedagogy courses, provided by SAUM
- **September - October 2009** - Master Internship, Tutun-CTC
- **September - October 2007** - License Internship "Moldova-Wine"

Contests/awards:

- **December 2017** – Mention (economics) in the municipal Youth Prize in science, literature and arts, edition 2017
- **December 2015** - "Assistant Lecturer of 2015 year" award, SAUM
- **December 2014** - "Assistant Lecturer of 2014 year" award, SAUM
- **December 2012** - "Assistant Lecturer of 2012 year" award, SAUM
- **2006-2007 year of study** - Owner of the "Presidential Scholarship"
- **June 2004** - Participation in the series of activities dedicated to life and work of Stefan cel Mare, Individual Award "Excellence in Acting", Collective Award "Winners of the Republic of Moldova"
- **October 2003/2004** - Participant in the regional team within „National Contest of the Young Traffic Officers/Agents”, qualified 2nd in the republic
- **January 2002** - District contest "Budding Artists", qualified 2nd within the section "Literature and literary composition"

Hobbies:

- Theatre
- Writing
- Swimming

Personal Details:

- Social status: married, two sons
- Date of birth: September 28, 1985

Description of some projects that Cornel COȘER has been a part of:

| Year | Beneficiary / Financier | Value of assignment | Assignment |
|-----------|------------------------------------|---------------------|--|
| 2018/2019 | Ministry of External Affairs / GIZ | Over 11 000 EURO | Project " <i>Distribution of Moldovan Economic Attaches abroad</i> ", project coordinator. Developing the methodology of prioritizing the distribution of Moldovan Economic Attaches abroad. |
| 2017/2018 | ODIMM /World Bank | Over 78 000 USD | Project: " <i>Focus groups with exporters for developing the tailored training program for exporters and implementation of training of trainers concept for the Organization for Small and Medium Enterprise Sector Development' (ODIMM) staff</i> ". Project coordinator and export trainer, focus-groups moderator. Developing the training programs for exporters and potential exporters as well as methodology for selecting target exporters. Conducting training sessions on approaching target exporters and drafting the target lists of exporters and potential exporters. |
| 2017 | Zernoff Group Business | Over 5000 EUR | Coordinating Export Strategy for Client's products and managing project planning and performance. Leading the Strategy execution based on market study of 25 potential trading countries, weighted-score analysis of priority export markets, strategic action plan in conducting Client's internationalization. |
| 2017 | Cascom-Lux Business | 3 000 EUR | Leading the implementation of the Export Intelligence project to Italy for Moldova's No.1 military and police caps producer. Managing the production of the required deliverables such as target potential partners selection, progress report, meeting plan; ensuring due time project execution; assessing the project impact on Client's export development efforts. |
| 2017 | Gelibert Business | 3 000 EUR | Leading the implementation of the Export Intelligence project to Romania for Moldova's No.2 bottled water and soft drinks producer. Managing the production of the required deliverables such as target potential partners selection, progress report, meeting plan; ensuring due time project execution; assessing the project impact on Client's export development efforts. |
| 2017 | Viorica-Cosmetic Business | 7 800 EUR | Leading the Export Intelligence project for Romania, Czech Republic and Slovakia for Moldova's No.1 cosmetics producer. Managing the production of the required deliverables such as target potential partners selection, progress report, meeting plan; ensuring due time project execution; assessing the project impact on Client's export development efforts. |
| 2016 | Moldova | 70 000 | Key expert for the elaboration of the first of its kind analytical study regarding |

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|---------------------|---|-------------|--|
| | Business People Association NGOs | EUR | Moldova's top performing Small, Medium and Large enterprises in 2015 year according to the following categories: the highest increase in Sales, the highest increase in Number of employees, the highest increase in Investment values, the highest increase in Profit and the highest Export value in 2015. The results of the study were announced in a big Business Gala event organized by MBPA and the winners were offered trophies as the best Big, Medium or Small enterprise in each of the 5 categories. The Gala was attended by more than 500 top entrepreneurs from Moldova, key governmental officials, ambassadors and others. |
| 2016 | Moldova Business People Association | 50 000 EUR | Key expert on the elaboration of the first of its kind analytical study "The situation of the Moldovan Private Capital during 2008-2015 and its export potential" including the analysis of key indicators, distribution by sectors and regions, analysis of key players and top exporters. Supporting the organization in partnership with MIEPO of a large business conference as one of the key-events within the Moldova Business Week 2016 to present the study results and organization of an on-line mobile survey in the audience regarding business people expectations related to sales, hiring employees, investment and exports trends. The event attendance included the participation of over 700 representatives of Moldovan SMEs and big companies representing all sectors of economy, governmental officials and public institutions. The event also included a 2 hour masterclass on Export process management attended by representatives of around 200 Moldovan production and exporting companies. |
| 2016 Jan – 2016 Apr | United Nations Economic Commission for Europe (UNECE) | 6 000 EUR | As a senior trade consultant, Cornel conducted national assessment report within Project "Supporting the Republic of Moldova's trade development efforts". The responsibilities implied primary and desk (secondary) research in order to evaluate constraints to trade development efforts, especially related to SQAM issues and institutional capacities. |
| 2014 Jan- 2015 July | EU Joint Program Moldova-Romania-Ukraine | 262 000 EUR | Research and software Head, responsible for conducting regional study related to cattle farm potential, also implementing cattle monitoring software in the Republic of Moldova. |