



QUBO Communications Ltd.

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COMPANY PRESENTATION

ABOUT US

QUBO Communications is a full-service communications consulting company, specialized in **strategic communication, events** and **creativity**. Working together we have proven our power to make the world see, hear, and get to know our clients. As a result, our people are a primary reason our clients would recommend us to others.

Our success has been built on deeply studying the specifics of the client we are working with. The ground of our study process and customer knowledge lies in research: client's profile, previous communications, market image, image perception by stakeholders, image crisis, communication needs, working environment, etc. Collaborating with entities from various fields and sectors has helped strengthen our team's expertise and to develop a strategic communication approach for each client. Inspired by new technologies and innovations, we offer our clients state-of-the-art, effective, and tailored communication solutions.

WHAT WE DO

At the core of any interaction with stakeholders is the integrated strategic communication. And if you want the stakeholders to talk about you, act in your favor, change their behaviors and actions in line with the call-to-action you launch, you need to have a strategic vision and approach to communicating with them. Custom integrated strategic communication is what defines us at QUBO.

The services that QUBO Communications provides to respond most effectively to its partners' needs are:

SERVICE	DESCRIPTION
Strategy & Strategic Planning	 <p>Understanding client's values, vision, and aspiration to develop tailored communication strategies and plans, which provide added value to institutional processes and actions.</p>
Public Relations	 <p>Building and managing client's reputation using all forms of media and communications. Maintaining a good relationship between the client (business, organization, public body, etc.) and its audience.</p>
Media Relations	 <p>Targeting key journalists/influencers from own database with the right information at the right time. Media strategy, media planning, expertise in preparing press interviews and media appearances.</p>
Copywriting & Content Writing	 <p>Copywriting, content and web content writing, professional editing and translating (Romanian, Russian and English): PR articles, blog posts, social media posts, infographics, ads, etc.</p>

Graphic Design



Developing clear and effective branding, visual identity, and graphic design, following the latest graphics trends. Reaching target audiences through unique and recognizable visuals.

Event Management



Strategically planning, organizing, and managing conferences, meetings, trainings and other successful events with a “wow factor”.

Corporate Communication



Effective corporate communication within leading companies, international organizations, public bodies, NGOs, etc. Integrated consistent communications to get the right message to target audiences.

Branding & Brand Identity



Building a corporate identity to reflect client’s values, mission, and vision. Growing, positioning, and strengthening the brand in multiple channels to reach the exact target groups.

Internal Communication



Building strong brands from within. Expertise in communication assessment and adjustment, internal events, staff training, policymaking, brand induction, employee engagement, ambassador programs.

**Corporate Social
Responsibility**



Identifying the right CSR strategy, creating custom CSR campaigns, in line with client's values. Communicating CSR actions to stakeholders to support brand image and efforts for development.

Crisis Communication



Assessing specific crisis risks, to create a tailored crisis management plan. Fast response in managing crisis and post-crisis communication, assistance in decision-making and debriefing.

Personal Branding



Analyzing a person's public image and media presence using appropriate measurements and evolutionary analysis, to build, improve and market it as a personal brand.

**Social Media
Management**



Building and engaging communities around brands through effective SMM strategies, targeted communication, and innovative online activities. Sending the right message and protecting the brand reputation.

Video Production



Developing creative concepts for video materials. Professional video/photo shooting, lights and sound setting, organizing of the filming space; image/video editing and postproduction.

Training & Formation



Training expertise in strategic communications and media relations for practicing professionals and beginners. Custom trainings in public speaking and diction for groups and individuals.

OUR TEAM

At QUBO Communications we have an incredibly dynamic and committed team, consisting of individuals with depth in their respective area of expertise, all passionate about achieving the extraordinary for the benefit of our clients. The staff comprises renowned professionals in their fields, with complementary skill sets and diverse creative resources, necessary to develop integrated and coordinated communication, which produces effective results. The team cumulates a total of over 100 years of professional experience, but we continue to learn everyday by doing, by challenging ourselves and by co-creating with our clients.

Our team brings energy, ideas, and pride to our work, and excels at identifying new opportunities and developing revolutionary concepts and campaigns. We care about doing things well and about the relationships we build. Each of us works hard to get every detail right and to provide the support our client needs at every step. We are true team players, and we view our corporate culture as a competitive advantage. Each of the team members represents the spirit of QUBO Communications – driven, dedicated and aware of our potential. Working with us is a different experience!

QUBO TEAM MEMBERS



Ludmila GURAU

Strategy Director | Managing Partner @ QUBO Communications

Ludmila is a strategic communication consultant with over 10 years in the field, including communication strategies, media strategies and campaigns, crisis communication strategies and plans, messaging, strong media relations with the regional and national media, promotion and information tools, multimedia materials, organizing events, media campaigns. She has a master's degree in journalism and Communication, as well as experience of teaching government communication at the university. Ludmila is one of the co-founders of the Association of Public Relations and Communication Specialists (ASRP) and participated in the working group for creating the Bureau of Audit of Circulations in the Republic of Moldova (BATI). During her professional ascension, Ludmila has planned and implemented PR and CSR campaigns for clients from the corporate sector, international institutions and organizations, government organizations, but also for the NGO sector. In 2017-2018, Ludmila together with her colleagues from QUBO and ASRP implemented a complex communication training program for the communication specialists from the

Government of Moldova. This project allowed Ludmila to know better the specificity of the government communication, to develop and consolidate her network of professionals from the communication field. This experience will bring added value to the present communication project, specifically to the MEPA project communication strategy development and trainings for communicators. The expert has proven strong communication and negotiations skills in collaboration with donors, diplomatic and international organizations (US Embassy in Moldova, EBRD, UNODC, UNDP, USAID CEED II project, USAID BRITE Project, etc.), as well as with representatives of public institutions (National Bank of Moldova, AGEPI, Government) and private sector associations (ONVV, APIUS, FIA, ANTRIM, etc.). Since 2013 Ludmila runs businesses in communication, developing her abilities in management (administrative, personnel, financial, project).

**Dina IVANOV****Development Director | Partner @ QUBO Communications**

Dina is a professional communications specialist with over 12 years of experience in the field. This allows her to deliver and measure strategic commercial communications campaigns centered on customer's portfolio. She works closely with key business teams and product managers to define audiences, craft high-impact value proposition messaging, create success stories, develop thought leadership positioning, and collaborate with team peers to amplify messaging through all relevant channels, while customizing according to specific needs. She has experience in designing Communication Strategies to help institutions communicate effectively and meet core organizational objectives. Dina was a part of working team for creating communications strategies for important organizations and public institutions of the country, such as The Agency of Investments in Moldova, TEKWILL Project, State Agency of Intellectual Property, "TwentyTu" Project and others. In 2018, she performed as a consultant in the "Strengthening strategic communications capacity at central Government level" Project, where she was responsible of conducting the research process to audit the communication capacity of the Moldovan Government and subsidiaries institutions. Based on

the research, working team created the document that helped the Government to target the relevant audience and to build awareness and understanding of reforms, and, crucially, to improve awareness from the citizens for rationale behind the decisions it makes. Before QUBO Dina built her professional experience working as a team leader expert in "Orange Moldova" – not only a leading mobile operator, but also a company that piloted Corporate Social Responsibility (CSR) concept in our country. Dina is internationally certified in developing CSR projects and strategies; her capabilities being recognized by Kedge Business School of Marseille. She has experience in media relations and is familiar with the TV field, where she performed as a reporter. She had various editorial tasks: reporting on governmental current affairs, designing concepts of themed TV campaigns, live reporting on main story of the day.



Irina CALIMAN

Media Director | Partner @ QUBO Communications

Working alongside journalists from Romania and USA at the news department of a national TV network has contributed to the development of necessary skills for a specialist in communication and Public Relations in a digital era: working in fast pace, flexibility in reporting on topics of high interest, adaptability in crisis situations, finding the best solutions, as well as meticulous research and adapting the messages for the target audiences.

Moreover, collaborating as a communication specialist of a public institution, stricken at the time by media and image crises, has widened her knowledge about the national and international media market, thus strengthening her media portfolio of national and international journalists and communication specialists.

Irina has 12 years of experience in working in (with) the media – she was a reporter and a TV anchor, as well as a media coordinator. Irina has the knowledge of the national media, specifics of editorial policies and profiles of the media institutions, this contributing to a good relationship

with the media for the purpose of promoting the correct messages of our clients in the best manner.

She has collaborated with reporters from renown international media outlets, cultivating important relations and learning to select information which is interesting for external environment and media.

Irina is also a lecturer at the Faculty of Journalism and Communication Sciences within the State University of Moldova (USM), as she believes that the education of the next generations of specialists is a joint effort of educational institutions, the private sector and students. She is offering her expertise and work experience so that future professionals have the opportunity to develop the skills and knowledge necessary for an entry-level professional.



Mariana GALESCU

Creative Director | Partner @ QUBO Communications

Mariana is an appreciated PR specialist, copywriter and video production manager. Education and training in the country and abroad, as well as work in international companies have redefined her style, giving it clarity and depth. With over 15 years of significant and progressive experience in media, marketing and PR, journalism, copywriting, television and video production, she is always looking for the perfect wording and visual formula that ideally plays the thought and correctly conveys the message.

In her position of Creative Director, she performs a wide variety of activities, including developing creative concepts, copywriting and content writing, handling promotional campaigns, writing scripts, video production, editing and translating copy, working with social media, training junior copywriters.

A rich journalism experience in print and TV media has enhanced and educated her ability to research, to analyze information, to formulate thoughts clearly and precisely, which proved to be of great value in the communications field.

As a communicator within reputable NGOs, she has studied and worked to advance human rights in Moldova (minorities rights, gender issues, accessibility, equality, nondiscrimination, access to information, freedom of speech) through targeted communication, policy drafting and advocacy campaigns, which gave her a deep understanding of social issues and effective ways to approach them in communication.

Her professional pathway and her passion for languages have fostered an outstanding level of expertise within the communication industry and excellent linguistic skills. Aside from being a fan and enthusiastic researcher of her native Romanian, Mariana fluently speaks English and Russian; her additional fair knowledge of French and Italian allows her to extend the research area and to use more diverse and relevant resources for the topics on which she works.

**Victoria ADAM****Copywriter and Communication Project Manager**

Victoria is a copywriter, PR and social media specialist. Relevant education in the field of media, communication and participation in creative writing workshops provided fluency and dynamism to her writing style. With over 7 years of significant experience in the print media, online and non-governmental organizations, Victoria has gained a variety of skills in both the writing and management processes.

In her position, she carries out various activities, including research activities, writing texts, managing pages on social networks, managing media relations and activities of PR campaigns.

Her experience in written and online media increased her ability to document, analyze, interview, formulate thoughts and express coherently. Experimenting with various ways of writing – from short texts to long reads, have determined her to be flexible and open to various trends in communication.

Working in the field helped her to understand people's needs, to discover the depth of social problems and to look for quick solutions – useful skills in approaching communication processes and relationships. Her experience in project management in non-governmental organizations has deepened her organizational, cooperative and operational capabilities.

**Diana GALESCU****Copywriter and Content Project Manager**

Holding a Bachelor in English Language, Diana is an efficient copywriter both in Romanian and English, experienced in writing texts for a wide range of domains and niches. She also translates the materials made by the team (texts, articles, interviews etc.) to English.

Besides writing and translating, she successfully manages social media, newsletters and other digital content projects.

Her additional degree in Psychology promotes a deep understanding of the human behavior, gives her multiple perspectives and enhances her creativity. This translates into the originality and authenticity of the texts she writes and the ideas or concepts she comes up.

Diana has a significant experience in sales and the remarkable results she has obtained impelled her to continuously learn as much as possible in order to overcome herself. This helped her truly see people's needs and quickly find solutions to any situation.

She has always been a lover of foreign languages, Russian being her 3rd language, and also proving a great determination to enrich her French and Italian language skills.

**Iana FURTUNA****Copywriter and Media Relations Specialist**

Iana Furtuna is a copywriter specialized in Romanian copy and she handles media relations for QUBO clients. Her Bachelor's in Journalism and Communication allowed her to obtain valuable knowledge in the field, and the Master's in Media Management formed her ability to efficiently manage various types of initiatives. Her 5 years of experience in media and communication have given her significant expertise in the field of content writing, video production and media relations.

The broad experience in TV journalism increased her ability to write clearly and to research extensively, before writing valuable texts. As a journalist on social issues, she learned directly from people about the needs and problems they face, which has greatly developed her communication skills.

As a copywriter of texts about the Information Technology industry, she has conducted media campaigns on the fields of Fintech, AgTech, MedTech, EdTech and STEM disciplines, effectively strengthening her digital capacity and skills, but also working in the online environment.

Iana speaks Russian and French, which allows her to research the foreign market in the field and offers her the opportunity to get information from international resources.

**Laura ANDROS****Copywriter and Social Media Specialist**

Laura is a copywriter with valuable background in television and communication. Having studied in 4 countries, she has widened her views on creativity, cultural aspects and has found inspiration for creative content traveling all around the globe.

She started working as a young reporter at the national TV channel since she was 11 years old, and before turning 18 she has performed, alongside the production team, more than 100 reportages on various topics for children, wrote and conducted interviews and live shows. Later she slightly changed her focus to communication and PR and has concentrated all her efforts and energy to stand out and prove her ambition, resilience, and abilities to multitask, delivering quality content on time.

In her position, Laura is responsible for managing social media accounts for various clients, writing social media posts, articles, interviews in both Romanian and English.

Laura possesses excellent communication skills and can communicate effectively with the clients and the team, efficiently conveying and receiving messages in person as well as via email and social media.



Mariana DOLDIER
Editor and Copywriter RO/RU

Mariana is an editor and copywriter in Romanian and Russian languages. Her bachelor's and master's studies in Philology defined her writing style, which stands out for its accuracy, clarity, and persuasion.

Her writing skills were amplified by various training courses in the field of copywriting, which determined her ability to write compelling and captivating texts.

As an editor and copywriter, she edits the texts in Romanian and Russian produced by the team of copywriters. She also writes texts for posts for Social Media, press releases, slogans – all in a correct and captivating manner.

Her passion for reading continuously improves her writing and expression style.

She has over 10 years of experience working in a telecommunications company, which has cultivated her excellent communication, negotiation, and crisis management skills.

Mariana speaks fluent Russian and French, which broadens her comprehension and the research horizon of various sources of information for the field in which she works.



Ilinca STINCA
Video Producer

Ilinca is a producer, screenwriter, and video director with 12 years of experience in the production of audiovisual material, as well as a constant generator of creative ideas.

After graduating from the Academy of Arts (AMTAP) in Chisinau, specializing in Multimedia, she gained experience in television studios, advertising agencies, but also in private companies, where she was assistant director and production, took care of set design and costumes, organized castings to select the right actors for certain roles, but also conducted content marketing campaigns on Social Media. She also wrote screenplays and directed videos for artists from Moldova and Romania.

As a reporter, she developed advanced skills in communication and approaching people for interviews, but also in formulating relevant and accurate questions.

She has developed her managerial skills by leading complex teams, both on television (as a TV show producer) and on the set of various video productions.



Roman Burlacu
Designer

His studies in Graphic design, Design and Polygraphic Technologies, as well as his extensive 10 years 'experience, recommend him as an creative designer with the formed taste and abilities to develop clear and effective designs, following the latest graphics trends, giving personality and visual identity to all the events organized by the team. Roman managed big projects such as the visual restyling of the Medpark International Hospital or the visual concept of the "Cum te simți azi" campaign regarding the mental health implemented by the World Health Organization.



Valentina Dobrovolschi
Strategic event planner&consultant

Knows what it takes, from A to Z, for a successful event. Organized and meticulous, plans in detail every stage of preparing and conducting conferences, meetings, trainings, and other successful events. Has almost 10 years' experience in event organizing and proven excellence of working with a range of local and international clients across the public sector, private sector and third sector, such as: WHO, UNICEF, OSCE, UNODC, UNDP, National Bank of Moldova, etc. Valentina plans and organizes events from start to finish in accordance with client's requirements. She takes on a vast range of responsibilities: selecting venues, preparing for the event, setting everything up, coordinating various suppliers to provide the event with security, lighting, displays, sound equipment, stages, parking, food, and drinks, etc. She makes sure that each event is the best it can possibly be, managing everything in the most efficient and cost-effective way, while still ensuring that the event has the necessary "wow factor".

WHO WE WORK FOR (QUBO Communications' clients)

QUBO Communications has extensive experience of collaboration with various profiles of clients. Our exclusively positive record includes working with international organizations in Moldova, international projects, EU technical assistance projects, local NGOs, and civil society, but also with corporate clients. Thus, QUBO Communications has been working for the following clients:

No	Client logo	Client name
1	 <p>MOLDOVAN ASSOCIATION OF PRIVATE ICT COMPANIES</p>	Moldovan Association of ICT Companies (ATIC)/TEKWILL
2		Competitiveness Project in Moldova financed by USAID and Swedish Government
3	 <p>WINE OF MOLDOVA A LEGEND ALIVE</p>	National Office of Vine and Wine (ONVV)

4



1. EU project “Support to Enforcement of the Intellectual Property Rights”
2. EU project “Technical Assistance to support Civil Society Organizations development in the Republic Moldova”

5



World Health Organization

6



UNICEF Moldova

7



Government of the Republic of Moldova (payment for the services through "Moldova Concert" LTD)

8



Moldovan Investment Agency under the Government of the Republic of Moldova

9



1. Twenty TU Project
2. Empowering women in tech
3. Moldova Cyber Security

10

TEKEDU

TEKEDU International NGO

Making Technology Accessible to Young People in Moldova



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11



Organizația pentru Dezvoltarea Sectorului Întreprinderilor Mici și Mijlocii

12



GIZ Country Office Moldova

13



Heritage International School of Moldova

14



Dectrans Broker

15



MEDPARK International Hospital



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Shopping MallDova



METRO Cash & Carry Moldova



Phillip Morris International Moldova



Association of PR and Communication Specialists



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Victoriabank
Part of Transilvania Group



Moldova Agroindbank



Medpark International Hospilat



Medpark Foundation



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"Moldox" Non-governmental organization of Moldova for
"International Festival of Documentaries" Project, 2019



Women's Law Center (WLC)



European Fund for Southeast Europe



Radisson Blu Leograd hotel

QUBO's KEY PROJECTS

COMMUNICATION STRATEGIES AND CAMPAIGN CONCEPTS

- Creating the institutional **Communication Strategy** for TEKWILL Project (2020, 2021)
- **"La Mulți Ani! Serios" 10th anniversary campaign** for Medpark International Hospital (2021)
- **Refreshment brand campaign for Medpark** International Hospital: logo refreshment, new tagline (2021)
- **„Cum te simți azi?" national campaign** for promoting the local mental health centers, WHO (2021)
- Creating the **Communication Strategy** for National Office of Vine and Wine (ONVV).
- **Creating institutional Communication Strategy** for "The Association of Psychologists of Tighina" NGO
- **Refreshment brand campaign for MAIB**: logo refreshment, new strategy (2021)
- Creating **Employer Branding Strategy** for Victoriabank – part of Transilvania bank group.
- Providing strategic communication consultancy based on an annual contract and **developing the concept and implementing the communication campaign to promote the 10 years' anniversary** of the Shopping MallDova commercial center (10 ani de nota 10).
- Developing **the institutional communication campaign for the 5 years' anniversary of AGEPI** within the EU Project "Support to Enforcement of the Intellectual Property Rights" (2018).
- Developing the **institutional Communication Strategy** for The Agency of Investments of Moldova.
- Developing the **annual marketing communication strategies** and providing annually **full support in PR, events, advertising, crisis communication, media relations, media buying, copywriting, translations** to Medpark International Hospital (2017- present).

- Developing the communication strategy and implementing the **national communication campaign for promoting the “TwentyTu” national educational program** of ATIC and providing monthly consultancy in PR, Media Relations, crisis communication, advocacy (May 2018 – present).
- **Developing of the Global Brand communication plan and campaign** for launching the corporate slogan of METRO in Moldova.
- Creating and conducting **numerous strategies for national communication campaigns** dedicated to” Vernisajul Vinului” (ONVV),” National Wine Day” (ONVV), “#RămânemAproape” (Metro Moldova) and others.

INFORMATION/AWARENESS CAMPAIGNS AND EVENTS

- National campaign for promoting the ICT Summit (2021)
- National campaign for promoting the Tekwill Aniversary (2021)
- Tekwill in each school campaign (2020)
- Europe Day in Cahul campaign (2021)
- Moldova Startup WEEK campaign (2021)
- Moldova Cyber WEEK campaign (2021)
- Providing strategic event management services for organizing **training sessions within the Educational Program “Developing the professional abilities of the communication specialists from the Government of the Republic of Moldova”** implemented by the Association of PR and Communication Specialists (provided by QUBO) in partnership with the Government of the Republic of Moldova with the financial support of the US Embassy in Moldova (2017-2018).
- For ATIC, in 2018, QUBO has provided communications services and media relations for promoting **“IT Career promotion campaign for girls” project, “Tech Women Summit” event, “Scholarships in IT for girls and women” projects** etc.
- Organizing the **launch event and the PR campaign for the EU project “Technical Assistance to support Civil Society Organizations development in the Republic Moldova” (2018).**
- Developing the strategy and implementing **the national campaign for promoting the 3rd UNWTO Global Conference on Wine Tourism 2018 and Moldova Business Week 2018**, organized by the Moldovan Investment Agency.

- Providing **strategic communication services, including strategic event planning for Moldova Competitiveness Project** financed by USAID and Government of Sweden (2017 - July 2018)
- Since its creation QUBO Communications, represented by “RS Communications”, has provided **strategic event planning and management for over 60 events** (PR events, trainings, seminars, round tables, galas, open air events, etc.) for World Health Organization, such as **Health Gala of Awards 2018, 5th and 6th editions** (a national strategic event organized in partnership with the Government of the Republic of Moldova with over 300 high level participants: Government representatives, heads of medical institutions from the country, representatives of national and international organizations, etc.); **National Policy Dialogue 2018**, organized in partnership with UNFPA with over 100 high level participants; **Immunization Week 2017**, a national awareness campaign containing a series of media and public events and awareness actions; **World Antibiotic Awareness week 2017-2018**, a national awareness campaign comprising a series of media and public events and awareness actions; **a series of educational and professional events on breastfeeding**, etc. The campaigns and events of the World Health Organization have been organized in Chisinau, Transnistria, as well as in the main regional centers of the country.
- For UNICEF, QUBO Communications (via “RS Communications”) has provided support in organizing **9 events to strengthen the capacities of adolescent boys and girls in first response in case of hazard and first aid**, a multi-platform national event organized in 10 different places during 3 days, with the participation of over 1200 teenagers and 300 adults. Our team also provided full strategic planning and management of the **“Launch of the Analytical Review of Governance, Provision and Quality of Early Childhood Education Services at the Local Level in Countries of Central and Eastern Europe and the Commonwealth of Independent States 2018”**, a strategic national event attended by up to 100 high level participants.
- Full management of the **Wine Friendly Restaurant program during 2017-2018**, a series of wine tasting events organized in the restaurants in the capital city, members of the Wine Friendly Restaurants program. The owner of the program is the National Office for Vine and Wine.
- Implementing the **national communication campaigns** for promoting the **National Wine Day (2017-2018)**, the **Wine Vernissage (2017 – 2 editions, 2018 – 2 editions)**, the **“DeGust & DeVin” national festival (2017)** and other strategic communication services for the National Office for Vine and Wine.

- Implementing the **national communication campaign for promoting the Christmas Fair organized by the Government of the Republic of Moldova** (2017-2018).

LAUNCHING AND GROWING NEW ENTITIES/COMPANIES ON THE MARKET

Preparing the launch and the launch itself of the Heritage International School entity on the Moldovan market: developing the **communication and marketing strategy for launching the product**, developing the **communication strategy for enrolling the students in the 1st year of school activity**, developing and implementing the **annual school communication strategy (2017, 2018, 2019 and 2020)**, developing the Social Media policy for employees, developing the “Go Heritage” CSR program, internal communication activities for consolidating the team and the proud of being part of Heritage team, organizing all the schools events (**1st of September, 31st of May event, Christmas Charity event**, etc.) (2017-present).

RELEVANT EXPERIENCE

QUBO Communications has extensive experience in implementing and managing complex communication campaigns, organizing events, promoting various national or international projects, and offering full communication support for developing and consolidating clients’ institutional image and reputation. At QUBO we have an advanced understanding of the project environment: relevant background, social issues, current situation in the relevant sector, social and economic development, best practices, gender equity, etc.

QUBO Communications is the most relevant provider for the present contract because our approach is based on the following:

- a. Strategic approach in planning and implementing country-wide communication campaigns and activities
- b. High level of services provided in compliance with expected communications objectives
- c. Integrated and professional project team, which is well organized and very flexible to the client’s needs; our team has clearly defined skills, both managerial and functional
- d. Mature and strong relationship with the local media (national and regional)
- e. Well-structured communication with the client, based on the working tools developed by the team to facilitate communication

f. Strong spider communication network, which involves the client, the media, the beneficiaries, and other stakeholders in achieving the expected results and outputs.

QUBO Communications demonstrates relevant experience in services like those requested in the present contract. We have a strong developed ability to work on big projects, on specific issues, domains and with different type projects and clients, showing our flexibility and professionalism in achieving the best results, based on the communication needs. We have a long relevant experience in catering to international organizations. We have built a powerful partnership with the mass-media, which helps us to adopt the right media strategy and media planning, to achieve the goal of the project in terms of visibility. Our team is familiar with gender issues, considering our team's experience gained by working with various projects (ex. Empowering women in tech, Nondiscrimination Coalition, etc.). In our organization, as well as in our work, we actively apply clear principles of gender mainstreaming and a stringent strategy for respecting the law and maintaining the strictest rules of integrity and fairness.

QUBO COMMUNICATIONS PORFOLIO: Texts & video

A. SAMPLES OF JOURNALISTIC MATERIALS

I. SUCCESS STORIES

Client: UN WOMEN

- De la jurnalism online și educație, în rândul comunității de programatori. Povestea femeilor ce au ales cursuri în IT <https://agora.md/stiri/56022/de-la-jurnalism-online-si-educatie--in-randul-comunitatii-de-programatori--povestea-femeilor-ce-au-ales-cursuri-in-it>
- Femeile în pas cu evoluția sectorului IT. „Îl poate studia dacă se află în concediu de maternitate și nu îi place ceea ce a făcut înainte” <https://diez.md/2020/04/22/femeile-in-pas-cu-evolutia-sectorului-it-il-poate-studia-daca-se-afla-in-concediu-de-maternitate-si-nu-ii-place- ceea-ce-a-facut-inainte/>
- Istории ale femeilor programatoare din Republica Moldova <http://moldova9.com/istorii-ale-femeilor-programatoare-din-republica-moldova/>

Client: TEKWILL

- Aleg cariera IT. Olga Surugiu: „În viitor, toate joburile vor avea legătură cu domeniul IT” <https://diez.md/2020/02/27/video-aleg-cariera-it-olga-surugiu-in-viitor-toate-joburile-vor-avea-legatura-cu-domeniul-it/>
- „Aleg cariera IT”. Rodica Ciorbă: „Am optat pentru calculatoare și informatică pentru că era cea mai actuală și cea mai interesantă profesie” <https://locals.md/2019/aleg-cariera-it/>
- „Aleg cariera IT”. Olesea Oaserele: „În IT poți schimba lumea la distanța unui click” <https://unimedia.info/ro/news/2e6d0012a2c09898/aleg-cariera-it-olesea-oaserele-in-it-poti-schimba-lumea-la-distanța-unui-click.html>
- „Aleg cariera IT”. Iulia Mazilu: „Un job trebuie să-ți ofere aripi pentru ca tu să-ți urmezi aspirațiile. IT-ul îți asigură această posibilitate” <https://unimedia.info/ro/news/1aa59b574c898813/aleg-cariera-it-iulia-mazilu-un-job-trebuie-sa-ti-ofere-aripi-pentru-ca-tu-sa-ti-urmezi-aspiratiile-it-ul-iti-asigura-aceasta-posibilitate.html>

Client: MEDPARK INTERNATIONAL HOSPITAL

- „Am învins în război, ca să mă dau bătut în fața cataractei?” O altă victorie a unui veteran de 90 de ani. <https://medpark.md/noutati/oftalmologie-news/am-invins-in-razboi-ca-sa-ma-dau-batut-in-fata-cataractei-o-alta-victorie-a-unui-veteran-de-90-de-ani/>
- Interviu cu Viorel Vetrilă, un „titan” al ortopediei din Republica Moldova. <https://medpark.md/noutati/ortopedie-si-traumatologie-news/viorel-vetrila-un-titan-al-ortopediei-din-moldova/>
- Radu Darciuc, un cardiolog cu inimă de pictor: „Și medicina este o artă” <https://medpark.md/noutati/cardiologie-interventionala-news/radu-darciuc-un-cardiolog-cu-inima-de-pictor-si-medicina-este-o-arta/>

Client: MOLDOVA COMPETITIVENESS PROJECT

- O nouă destinație în sudul țării: Pensiunea turistică „Casa Veche” și-a deschis ușile și este gata să primească oaspeți <https://unimedia.info/ro/news/5420ccd33812d8cb/o-noua-destinatie-in-sudul-tarii-pensiunea-turistica-casa-veche-si-a-deschis-usile-si-este-gata-sa-primeasca-oaspeti.html?fbclid=IwAR2uqaqYHe1G4REHuuQbKzOThZh9nomKddvVyHKz-dEOizlfjdt9jZUbEyl>

II. INFORMATIONAL MATERIALS & ARTICLES

Client: TEKWILL

- Vrei o carieră în IT? 500 de femei și fete din țară pot participa la un program de instruire gratuit <https://diez.md/2019/10/18/vrei-o-cariera-500-de-femei-si-fete-din-tara-pot-participa-la-un-program-de-instruire-gratuit/>
- ICT Career Orientation, o lecție de job și de atitudine <https://diez.md/2019/11/04/ict-career-orientation-o-lectie-de-job-si-de-atitudine/>
- Tech Women Ambassadors – o nouă inițiativă vine să inspire fetele și femeile să urmeze o carieră în IT http://www.stiripozitive.eu/libview.php?l=ro&idc=32&id=4937&t=/Evenimente/High-Tech/Tech-Women-Ambassadors-o-noua-initiativa-vine-sa-inspire-fetele-si-femeile-sa-urmeze-o-cariera-in-IT&fbclid=IwAR3o9DEooTyXXJTkWcNhl0b4rrqJHck-E4ugjdQ_pxFj9XDWWr6s40phwLw
- Proiectul „Tekwill” își decernează Ambasadorii – lideri ai inițiativelor care transformă comunitatea tech din Moldova http://www.infomarket.md/ro/infomarket/Proiectul_Tekwill_i_decerneaz_Ambasadorii_lideri_ai_initiativelor_care_transform_comunitatea_tech_din_Moldova
- Ești interesată de IT? La primul „Tech Women Summit” te așteaptă 6 invitate din Franța, Olanda și România <http://diez.md/2019/04/19/esti-interesata-de-la-primul-tech-women-summit-te-asteapta-6-invitate-din-franta-olanda-s-romania/>
- Primul summit în domeniul ICT dedicat fetelor și femeilor. <https://www.moldova.org/primul-summit-domeniul-ict-dedicat-fetelor-si-femeilor-asociatia-nationala-companiilor-din-domeniul-tic-organizeaza-tech-women-summit/>
- Startup-urile – cheia dezvoltării antreprenoriale în Moldova https://unimedia.info/ro/news/2690e126c62b2b4a/startup-urile-cheia-dezvoltarii-antreprenoriale-in-moldova.html?utm_source=Site%20Widgets&utm_medium=Last%20News%20Widget&utm_campaign=Last%20News%20Widget

Client: METRO Cash & Carry Moldova

- Noi lucrăm pentru tine și pentru succesul tău. Cu drag, METRO <https://unimedia.info/ro/news/4487b5001fd3ca28/noi-lucram-pentru-tine-si-pentru-succesul-tau-cu-drag-metro.html>
- METRO lucrează pentru tine și pentru succesul tău. Vezi cine sunt eroii din centrul campaniei lansată de rețeaua de magazine <https://agora.md/stiri/52668/metro-lucreaza-pentru-tine-si-pentru-succesul-tau--vezi-cine-sunt-eroii-din-centrul-campaniei-lansata-de-reteaua-de-magazine>

Client: NATIONAL OFFICE FOR VINE AND WINE

- Exporturile de vinuri au înregistrat un record în 2019, România fiind principala piață de desfacere. Țările exotice în care a ajuns, în premieră, acest produs (GRAFIC) <https://radiochisinau.md/exporturile-de-vinuri-au-inregistrat-un-record-in-2019-romania-fiind-principala-piata-de-desfacere-tarile-exotice-in-care-a-ajuns-in-premiera-acest-produs-grafic---102733.html>
- Noi recorduri pentru Vinul Moldovei <https://www.zdg.md/stiri/stiri-sociale/noi-recorduri-pentru-vinul-moldovei-exporturile-pentru-2019-au-atins-cele-mai-mari-cifre-din-ultimii-5-ani>

- Vinul Moldovei a înregistrat un nou record în 2019: număr dublu de medalii obținute la concursurile internaționale <https://agrobiznes.md/vinul-moldovei-a-inregistrat-un-nou-record-in-2019-numar-dublu-de-medalii-obtinue-la-concursurile-internationale.html>
- Vinul Moldovei a înregistrat un nou record în 2019: numărul medaliilor obținute la concursurile internaționale s-a dublat <https://unimedia.info/ro/news/bc0b81eaaf80f/vinul-moldovei-a-inregistrat-un-nou-record-in-2019-numarul-medaliilor-obtinue-la-concursurile-internationale-s-a-dublat.html>
- Vernisajul Vinului | „Dansul perlelor de iarnă”, ediție dedicată vinurilor spumante <https://radiochisinau.md/vernisaajul-vinului-dansul-perlelor-de-iarna-editie-dedicata-vinurilor-spumante---100487.html>

Project: National Wine Day 2019

- Ziua Națională a Vinului 2019: 18 ani, 65 de vinificatori, 2 zile și peste 30 de artiști de la noi și din țările vecine <http://ea.md/ziua-nationala-a-vinului-2019-18-ani-65-de-vinificatori-2-zile-si-pest-30-de-artisti-de-la-noi-si-din-tarile-vecine/>
- Bun venit în Orașelul Vinului! http://www.vinmoldova.md/ro/news_md/18-e-izdanie-natsionalnogo-dnya-vina/
- Peste 100 de mii de vizitatori sînt așteptați la Ziua Națională a Vinului <https://noi.md/md/societate/peste-100-de-mii-de-vizitatori-sint-asteptati-la-ziua-nationala-a-vinului>
- Ziua Națională a Vinului. Unde poate fi cumpărat Carnetul Degustătorului și ce beneficii oferă https://www.realitatea.md/carnetul-degustatorului-unde-poate-fi-cumparat-i-ce-beneficii-ofera_100262.html
- A fost dat startul celei de-a XVIII-a ediții a Zilei Naționale a Vinului https://www.realitatea.md/foto-a-fost-dat-startul-cele-de-a-xviii-a-edii-a-zilei-na-ionale-a-vinului_100542.html
- /VIDEO/ Ziua Națională a Vinului 2019: Cum a fost în prima zi și ce program au pregătit organizatorii pentru ziua de azi <https://tv8.md/2019/10/06/video-ziua-nationala-a-vinului-2019-cum-a-fost-in-prima-zi-si-ce-program-au-pregatit-organizatorii-pentru-ziua-de-azi/>

Client: MOLDOVA COMPETITIVENESS PROJECT

- O nouă destinație în sudul țării: Pensiunea turistică „Casa Veche” din Palanca este gata să primească vizitatorii https://www.realitatea.md/galerie-foto-o-noua-destina-ie-in-sudul-arii-pensiunea-turistica-casa-veche-din-palanca-este-gata-sa-primeasca-vizitatorii_101172.html
- O nouă destinație turistică la sudul țării. „Casa Veche” este gata să primească oaspeți <https://diez.md/2019/10/19/foto-o-noua-destinat-ie-turistica-la-sudul-tarii-casa-veche-este-gata-sa-primeasca-oaspeti/>
- O nouă destinație turistică în sudul țării: Pensiunea „Casa Veche” și-a deschis ușile pentru oaspeți <http://tv8.md/2019/10/19/foto-o-noua-destinat-ie-turistica-in-sudul-tarii-pensiunea-casa-veche-si-a-deschis-usile-pentru-oaspeti/>

- 25 de ghizi de turism din Republica Moldova și-au primit certificatele internaționale de participare la cursurile acreditate de WFTGA https://www.realitatea.md/25-de-ghizi-de-turism-din-republica-moldova-i-au-primit-certIFICATELE-interna-ionale-de-participare-la-cursurile-acreditate-de-wftga_103716.html
- Elevi din Moldova vor participa la un concurs de robotică <https://noi.md/md/societate/elevi-din-moldova-vor-participa-la-un-concurs-de-robotica>
- INDUSTRIILE CREATIVE – SECTOR DE NIȘĂ CU POTENȚIAL DE DEZVOLTARE ȘI ATRAGERE DE INVESTIȚII STRĂINE <https://www.mold-street.com/?go=news&n=9677>
- Casa Olarului „Vasilii Gonciari” serbează „Mărțișorul” <http://www.stiripozitive.eu/libview.php?l=ro&idc=37&id=5076&t=/Evenimente/Turism/Casa-Olarului-Vasilii-Gonciari-serbeaza-Martisorul>
- Un atelier de confecționare a mărțișoarelor din lut a avut loc la Hoginești, Călărași <https://www.moldpres.md/news/2020/02/28/20001747>
- Mai multe școli din țară vor fi dotate cu seturi de robotică <https://agora.md/stiri/67781/mai-multe-scoli-din-tara-vor-fi-dotate-cu-seturi-de-robotica>

B. VIDEO PORFOLIO

QUBO Communications has an extensive experience in video production. On our official YouTube channel, you can find over 140 videos developed by our team: <https://www.youtube.com/channel/UCy-KXskWhKlvGofaghZZRIw>

C. DESIGN WORKS

Samples of design works developed by our team can be found on the following link: https://drive.google.com/drive/folders/1SrZ4MC1d-jr_yvjtzkUg1XI5MWMGBBj6?usp=sharing

REFERENCES



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