



USAID
DIN PARTEA POPORULUI
AMERICAN



To Whom it May Concern:

REFERENCE LETTER

I am very pleased to write this letter of reference for AXA management Consulting Ltd. on behalf of the Agribusiness Development Project (ADP) in Moldova.

During the period of 2007-2008, AXA Management Consulting Ltd was contracted by ADP to conduct following activities:

1. Deliver a workshop on Consultancy Methodology for Agribusiness Development Advisors
2. Deliver a Training in Human Resource Management and Development of Human Resource for ADP beneficiaries
3. Develop a Motivation System at the Agribusiness Company Level for ADP beneficiaries
4. Deliver training on Sales techniques and improvement of relationship with clients for ADP Beneficiaries
5. Develop a Strategic Plan for Table Grape Growers and Exporters Association.

All the assignments listed above were performed professionally and efficiently according to the standards set up in initial contracts. In all cases AXA Management Consulting Ltd was well represented by its staff, and was flexible and proactive in conducting their work with our clients.

From this experience we conclude that AXA Management Consulting Ltd. has demonstrated a strong conceptual and practical knowledge and understanding of HR management and motivational systems and preparation of strategic plans, using appropriate individual and group interactive approaches that support client acceptance and satisfaction. As a result, I strongly believe that AXA Management Consulting will make a valuable addition to any organization that contracts for their services.

Sincerely,

Conrad Fritsch

/

Chief of Party
Moldova Agribusiness Development Project

