



This project is funded by the EU

Support to Quality Infrastructure Framework within a DCFTA context in the Republic of Moldova

EuropeAid/138295/DH/SER/MD



This project is implemented by a consortium led by WEglobal

Chisinau
Moldova
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TO WHOM IT MAY CONCERN

I am the Team Leader of an EU-funded technical assistance project – Support to the Quality Infrastructure within a DCFTA Framework Context in the Republic of Moldova (EuropeAid/138295/DH/SER/MD) (known locally as 'the QI Project') - working in partnership with Moldova's Ministry of Economics and Infrastructure. It is a 3-year project which began in September 2017 and will end on 31 October 2020.

A key activity of the project is an SME consultancy programme described in the project Terms of Reference as:

Providing support to up to 75 selected (export-viable) individual companies in enhancing their overall competitiveness in the following areas:

- *Quality*
- *Production*
- *Exports and Marketing*
- *Management*

Priority attention under this sub-activity will be given to, on the one hand, selecting and supporting enterprises that operate in those priority sectors as identified in the 2016-2020 National Strategy for Investment Attraction and Export Promotion (NSIAEP) and, on the other hand, supporting the selected companies in achieving and actually applying EU-harmonised standards, technical regulations and other EU-compliant quality infrastructure aspects, and this in their actual business processes, especially in the field of production and quality control.

We have worked very closely with the Moldovan Chamber of Commerce and Industry (CoCI) on numerous aspects of this activity:

- **Awareness-Raising**
The initial Open Call for SMEs to participate in the programme proved ineffective so the project sub-contracted CoCI to raise awareness of the programme through their extensive regional network, thereby more than doubling the number of applicants from SMEs.
- **Diagnostic Survey**
The selected (then 50) SMEs were visited by specialists from CoCI to ascertain the particular areas of interest and importance to them prior to the project developing its consultancy programme.
- **Organisation and Delivery of Workshops**
CoCI, on behalf of the project, arranged a series of 90 workshops in 4 different locations of Moldova delivering the 16 topics considered the most important to SMEs as a result of the diagnostic survey; owing to further awareness-raising activity by CoCI, 113 SMEs attended some or most of these workshops which were delivered in 4 different CoCI offices (including Chisinau).
- **Managing/Delivering Face-to-Face Consultancy/Coaching for Individual SMEs**
CoCI was sub-contracted to deliver approximately 400 days of face-to-face consultancy/coaching to approximately 30 different participating SMEs in topics geared to each company's particular interests.



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Some of the consultants/coaches were CoCI specialists (especially in the fields of export promotion and customs procedures) and others were contracted specifically by CoCI for this purpose in order to broaden the pool of skills.

This programme is seeing real results in the form of companies beginning to export products into the EU, or increasing their volumes of exports; for some companies, the experience has encouraged them to approach the idea of exporting with more coherence and they are in the process of obtaining the necessary certifications and developing an appropriate international network – all with the support and assistance from the project and from CoCI.

Working with Moldova's Chamber of Commerce and Industry has been a key element to the recognised success of our project. CoCI is a thoroughly professional organisation, and have been enthusiastic, flexible and conscientious partners throughout.

Yours faithfully

Michael Chambers
Team Leader
QI Project

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