Project Summary

The Project aimed at improving the competitiveness and performance of Moldovan SMEs, based on their export potential. The project offers advisory services on three levels:

Micro /SME level:
• Local and international consultancies to individual companies concerning marketing, quality awareness, product development
• Organisation and participation on international trade fairs, organisation of study tours
• Analyses of different sectors, specialisation on light industry, food and wine sector, metals, electronics, crafts and tourism

Meso / institutional level:
• Strengthening of existing export institutions
• Qualification of local consultants by on-the-job training, seminars, training in “tandem” with international colleges
• Organisation of study tours, local trade fairs

Macro level:
• Promotion of Moldova as cooperation partner for German / European investors: PR and image campaigns, study tours, press releases
• Advisory to Government officials on improvement of macroeconomic framework conditions

During the last years the Project concentrated on sustainability. With a very innovative concept the Project was transformed into “Austrian-German Centre (CAG) limited”. This Centre acts as a private, totally self-financed business promotion centre offering offices and business related services, so called “facility management”, to Western European companies.

Services Provided

• Economic Studies
• Market Studies
• Marketing and Distribution
• Policy Studies
• Project Management/Administration
• Special Personnel Recruitment
• Technical Assistance and Advisory Services
• Training and Transfer of Technology

Moldova

Integrated Business Advisory Service

Client

Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)

Duration

1996 - 2000

Personnel

• 1 international LTE (48 PM)
• 1 national coordinator (48 PM)
• 30 PM national and international STE