



AIM ANNUAL REPORT 2020

A STRONGER VOICE FOR SMALL BUSINESSES



DAVID SMITH

AIM PRESIDENT

Dear Fellow AIM Members,

When I wrote the introduction to the 2019 annual report, I closed with "we should look forward to a better year than this one."

It goes without saying that 2020 has not been a year filled with optimism. Like many of you, I have struggled this year as my company has come under unprecedented strain, and my team and I have been challenged as never before. As business owners we know that this is not a crisis but a series of many crises week by week. Still now, we do not know what restrictions are ahead and when this will end. This crisis did not affect all companies equally but it has changed us all in some way.

Throughout this year AIM has been in constant contact with government partners to promote relief initiatives. We sent countless reports on the situation for small companies, conducted surveys, filed petitions, and bombarded the authorities with plans for targeted relief measures. We felt the frustrations of realizing time and again that those in power did not care about small business. In spite of this, our constant engagement has put us at the center of conversations in Civil Society and with International Partners where we have advocated for making the needs of small business a priority. No matter what Government emerges next, we will engage and be forceful advocates for the needs of our members.

So, as 2021 begins, I hope this year will be an improvement on the last one. And that soon, we will be able to meet in person and be a normal community again.

So let us hope that in 2021 we will not just be #StrongerTogether but also #TogetherInPerson.

BOARD OF DIRECTORS



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PRESIDENT



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VICE-PRESIDENT



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LILIANA BUSUIOC

EXECUTIVE DIRECTOR



DANIELA RUSU

PROJECT ASSITANT



ANDREI JIZDAN

ACCOUNTANT



IGOR CIUREA

FUNDRAISER



MISSION

Our mission is to advance and protect the general welfare and prosperity of small businesses and those doing business with small businesses in the Republic of Moldova, so that the business community and its citizens shall prosper.

VISION

AIM is a small business community working together toward common goals that will develop a clear and understandable business-legal environment, in order to promote economic growth and investment in the Republic of Moldova.

AREAS OF ACTIVITY

BUSINESS COMMUNITY DEVELOPMENT

- Monthly Member Events
- Educational Seminars
- Members online communication
- Opportunity events

"FIRST CALL" RESOURCE

- Consultation
- Referrals
- Reporting

POLICY & ADVOCACY

- Collecting and synthesizing members challenges
- Business to government dialogue
- Contribution to business regulatory framework

38

MEMBERS

08

INDUSTRIES

FOOD INDUSTRY

HORECA

IT

LIGHT INDUSTRY

SERVICES

TOURISM

RETAIL

ENGINEERING

BUSINESS TO GOVERNMENT DIALOGUE



The Economic Council to the Prime Minister is an advisory body with the mission to facilitate the dialogue between the representatives of the business environment, donors' community and policy makers to develop a favorable business environment.



Member of the Consultative Platform of Civil Society Representatives at the Parliament of the Republic of Moldova



The working group of the State Commission for regulating entrepreneurial activity



Parlamentul
Republicii
Moldova

The Advisory Committee under Customs Service is a trade facilitation body, consisting of representatives of the Customs Service and representatives of associations involved in external trade.

KEEP TRACK ON PROGRESS

8

POLICY PROPOSALS

addressed to public authorities and stakeholders

19

MEETINGS

with state officials and development partners

15

EVENTS

conducted online and offline

722

PARTICIPANTS IN EVENTS

businesses, partners, and experts

800

SMALL BUSINESS HANDBOOK DOWNLOADS

entrepreneurs, partners, public authorities, BSOs, and others

6

KEYNOTE SPEAKER EVENTS

AIM participated as an invited speaker and panelist.

19

MEETINGS WITH PUBLIC AUTHORITIES AND DEVELOPMENT PARTNERS

02

PRESIDENT OF THE REPUBLIC OF
MOLDOVA

02

PRIME MINISTER

06

THE ECONOMIC COUNCIL TO THE PRIME
MINISTER

03

MINISTRY OF FINANCE

05

DEVELOPMENT PARTNERS

01

CUSTOMS SERVICE

TASK FORCE TEAM



ALEXEI GHERDESCU

LAWYER



ALEXEI CHISLARU

BUSINESS CONSULTANT



IURI CICIBABA

FINANCIAL CONSULTANT

In light of the pandemic situation, AIM launched a helping hand project. A small team of experts offered, on request, consultancy and legal support for AIM members and other SMEs. The purpose of the project is to improve the access to professional consultation, communication with the Government.

04

MEETINGS WITH HIGH LEVEL OFFICIALS



PRESIDENT
OF THE REPUBLIC OF MOLDOVA
IGOR DODON



PRIME-MINISTER
OF THE REPUBLIC OF MOLDOVA
ION CHICU

ADVOCACY HIGHLIGHTS

During the year AIM sent to the Government 8 position papers addressing the recommendations for support measures for SMEs, the business advocate office, tax and customs policy for 2021.

COVID RESPONSE RECOMMENDATIONS

SUPPORT MEASURES POLICY PROPOSALS

TAX AND CUSTOMS POLICY 2021

BUSINESS ADVOCATE OFFICE

KEEP TRACK ON PROGRESS - COVID RESPONSE

577

PARTICIPANTS

entrepreneurs attended online events

3076

SIGNATURES PETITION

with public authorities and developing partners

10

GROUP CONSULTATIONS

online and offline events

96

COMPANIES CONSULTED

businesses attended the events

30

MEDIA APPEARANCES

entrepreneurs downloaded the handbook

304

SURVEYED COMPANIES

formal and informal events with aim members and special guests

COVID RESPONSE - SMEs VOICE

200

ENTREPRENEURS

members and non-members

At the beginning of the lockdown, SMEs opinions were collected on the economic impact of COVID-19 and were addressed to the Government.

3076

SIGNATURES

for online petition

An online petition was launched to request a package of SMEs support measures to help companies mitigate the economic impact.

04

MEETINGS

with state officials

AIM met with high-level officials including the President and Prime-Minister of the Republic of Moldova,

30

MEDIA APPEARANCES

including online, radio, and TV

The request for support measures had wide media coverage, on radio, TV shows and online media outlets.

IMPACT OF COVID-19 ON SMES



304

- AIM ran the "Assessment of the impact of COVID-19 on SMEs"
- 304 companies from 18 industries participated in the exercise
- Survey results were presented visually and quantitatively on an ArcGIS platform
- 5 policy proposals were addressed to the Prime Minister, Minister of Economy and Infrastructure, Minister of Finance and Prime Minister's Economic Advisory Council.

COVID RESPONSE - TASK FORCE SUPPORT

09

ONLINE EVENTS

There were addressed topics on support programs offered by the Government, access to finance and relations with media.

577

PARTICIPANTS

Entrepreneurs attend the events dedicated to COVID topics.

96

COMPANIES CONSULTED

It was provided free legal assistance and business advice on legal, fiscal and business issues.

10

GROUP CONSULTATIONS

There were organized group consultations with representatives from different industries across Moldova.

STORYTELLING FROM PANDEMICS



AIM published five video interviews with entrepreneurs from different industries: tourism, restaurant, service provider, production, construction and retail shared their business behaviour during Pandemics and beyond pandemics.

AIM OFFLINE EVENTS



**BUSINESS OVER BEERS
EUGEN BOICO**



**BUSINESS BREAKFAST
VERONICA ARPINTIN**

SMALL BUSINESS HANDBOOK



CAHUL



CHISINAU

Small Business Handbook was developed. - a practical and educational tool for Small Business Community to introduce bureaucratic, legal, financial and startup topics.

The first guide created in a participative way that involved more than 100 representatives from SMEs, education, business support organizations, local authorities and youth.



NORTH REGION



BALTI

The workshops for handbook consultation were organized in Chisinau, Cahul, Balti and the North region.

SMALL BUSINESS HANDBOOK DISTRIBUTION ONLINE

67

BUSINESS INCUBATORS AND BUSINESS
SUPPORT ORGANIZATIONS

15

INSTITUTIONS OF HIGHER EDUCATION

09

CENTERS OF EXCELLENCE

21

COLLEGES

41

PROFESSIONAL SCHOOLS

800

ONLINE DOWNLOADS

SMALL BUSINESS HANDBOOK DISTRIBUTION OFFLINE

The SME Handbook was distributed to business support organizations, business incubators, education organizations. There were organized in-person meetings to present the handbook.





MOLDOVAN SME CONFERENCE 2020

MOLDOVA BUSINESS WEEK 2020

MOLDOVA STARTUP WEEK

EU DEBATES CAFE

LIVE WITH DUMITRU CIORICI

THE WINGATE CONFERENCE

06

VOICE OF AIM AT PUBLIC EVENTS

MEMBER SERVICES

Provide opportunities for information exchange between members

Promote members by sharing their basic description and contact information on the membership directory, website and in the Facebook closed group

Inform and update members about AIM activities, events, initiatives, and opportunities

Offer referrals between members, sector associations and other external resources for advice, best practices, and business relationships

Collect and distribute useful business information to members

Serve as a "First Call" resource

PROJECTS AND DONORS



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

**Swiss Agency for Development
and Cooperation SDC**

CIPE



Development of the Ecosystem in the Republic of Moldova " Project funded by the Swiss Agency for the Development and Cooperation (SDC)

Budget: 542200 MDL

Implementation period: September 2019 - October 2020

Objective: to equip Moldovan entrepreneurs, with relevant guides regarding how to navigate bureaucratic processes and implement managerial best practices when starting a business.

"Creating Enabling Environments for Constructive Capital" supported by the Center for International Private Enterprise

Budget: 9950 USD

Implementation period: May 2020 - September 2020

Objective: to empower the voices of the Moldovan SMEs and support them in addressing COVID-19-related challenges.

PROJECTS AND DONORS



"Supporting the AIM in establishing the Task Force to offer legal and fiscal support for SMEs during the Emergency State" supported by Optim Project financed by the Swiss Agency for Development and Cooperation

Budget: 251 520 MDL

Implementation period: March 2020 - July 2021

Objective: the establishment of Taskforce of three experts for SMEs Support within the Alliance of Small and Medium Enterprises to offer free legal support and business consultancy during the emergency state.



"Supporting the AIM in the implementation of an Extension strategy" supported by Optim Project financed by the Swiss Agency for Development and Cooperation

Budget: 267 067 MDL

Implementation period: March 2020 - July 2021

PROJECTS AND DONORS



"SMEs resilience in crisis times" supported by Friedrich Naumann Foundation for Freedom

Budget: 4 650 EUR

Implementation period: July 2020 - October 2020

Objective: increase the access of the local SMEs in the discussions at the governmental level and provide real-time possibilities for them to advocate for policy changes using all legal resources in the pandemic crisis.



"SMEs transparency and compliance" supported by the Center for International Private Enterprise

Budget: 29 100 USD

Implementation period: October 2020 - June 2021

Objective: to enable small- and medium-sized enterprises in Moldova to develop and institutionalize business integrity and anti-corruption compliance standards.

GOLD MEMBERS



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TX & A CO

MIXBOOK

BEERMASTER BREWERY

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SMOKEHOUSE

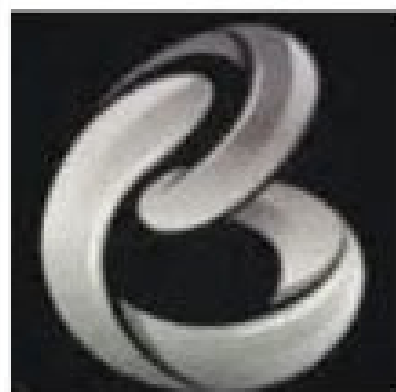
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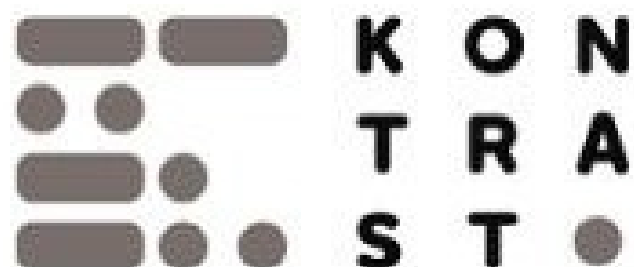
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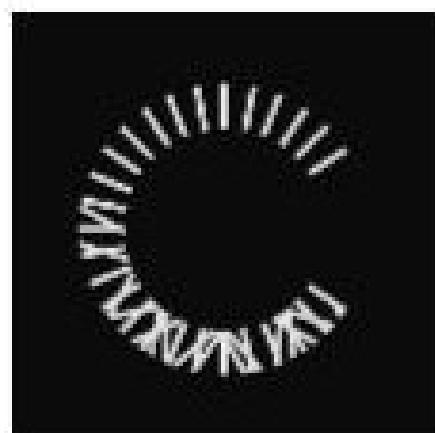


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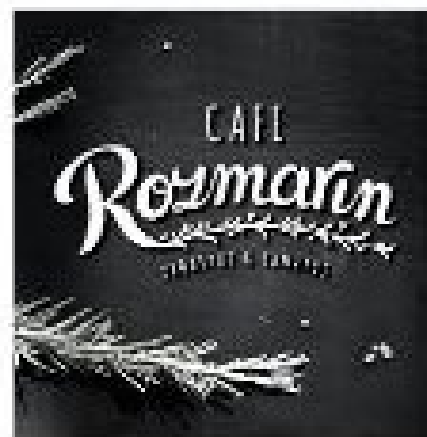
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