



Annual Report

2024



Dear Fellow AIM Members,

As 2024 comes to a close it is once again time to look back at a year past and take stock of the changes that it brought to our community. This was a historic year for Moldova as the country began the process of formal accession negotiations to the European Union. Companies still feel the effects of the many challenges from the last few years as the War in Ukraine continues to cast a long shadow over Moldova, but we can also now look to a more hopeful future. New investments and export opportunities are coming to the country and AIM has been busy making sure that the voice of Small Business is heard as these major changes take place.

As an association, 2024 was challenging. It was important to learn as much as possible about what the process of joining the EU will mean and to keep up with rapidly changing laws and regulations. At the same time AIM succeeded in hosting the most successful Empower Locals yet and added new members all through the year. Each year our community grows stronger and through mutual support and common advocacy we work towards making a better future for ourselves, our companies and our families.

This year had challenges as well as successes and we know that we in AIM will need to work harder in 2025 to see our goals realized. But we look forward to that year with hope because at the core, we are a community of optimistic entrepreneurs.

David Smith



DAVID SMITH
AIM PRESIDENT

Dear Members and Partners,

We are deeply grateful for a year of collaboration, growth, and shared accomplishments.

As we close 2024, we reflect on AIM's most significant achievements that have defined this year.

AIM represented its members by participating in over 80 meetings, submitting 12 position papers, and ensuring the voice of Moldovan SMEs was represented. We strengthened our presence at the European level by joining key strategic platforms: becoming a member of the European Small Business Alliance, the European Economic and Social Committee, and a Delegate to the Eastern Partnership Civil Society Forum.

Key advocacy highlights included the launching of the White Book of SMEs and the advancement of the Legislative Agenda. A major milestone was the Empower Locals 2024 Conference, which brought together over 120 entrepreneurs and renowned speakers, including President Maia Sandu.

For the first time, we celebrated National Entrepreneurs' Day, organizing an awareness campaign with the participation of 27 AIM members. We launched the Optimistic Entrepreneurs Podcast and continued to inform our community daily through the Moldova Business News Telegram channel.

Looking ahead to 2025, we aim to bring even greater value to our SMEs, continue working together to grow, develop, and contribute to building a robust entrepreneurial ecosystem.

With optimism,

Liliana Busuioc
Executive Director, AIM



LILIANA BUSUIOC
AIM EXECUTIVE DIRECTOR

BOARD OF DIRECTORS



DAVID SMITH
PRESIDENT



IURI CICIBABA
VICE-PRESIDENT



NATALIA EFROS-BUJOR
BOARD MEMBER



NADEJDA CORNETEL
BOARD MEMBER



CORNEL COSER
BOARD MEMBER

EXECUTIVE TEAM



LILIANA BUSUIOC
EXECUTIVE DIRECTOR



ADRIANA CASIAN
MEMBERSHIP COORDINATOR



ANA CUSCHEVICI
PROJECT MANAGER



EXPERTS TEAM



IURI CICIBABA
TAX&CUSTOMS



ELENA GARAZ
LEGAL



SERGIU RUMLEANSCHI
FINANCIAL



EVA POGOR
FINANCE



MISSION

Our mission is to advance and protect the general welfare and prosperity of 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

01 Business Community Development

- ◆ Monthly Member Events
- ◆ Members online communication
- ◆ Opportunity events

02 "First call" Resource

- ◆ Consultation
- ◆ Information
- ◆ Referrals

03 Policy & Advocacy

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



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



KEEP TRACK ON PROGRESS

2 policy documents

2 informative notes

6 communication channel

12 position papers

24 events

14 podcast episodes

595
participants at events

17 member consultations

ONLINE COMMUNITY

563

YouTube



234

Linkedlin



2568

Instagram



2189

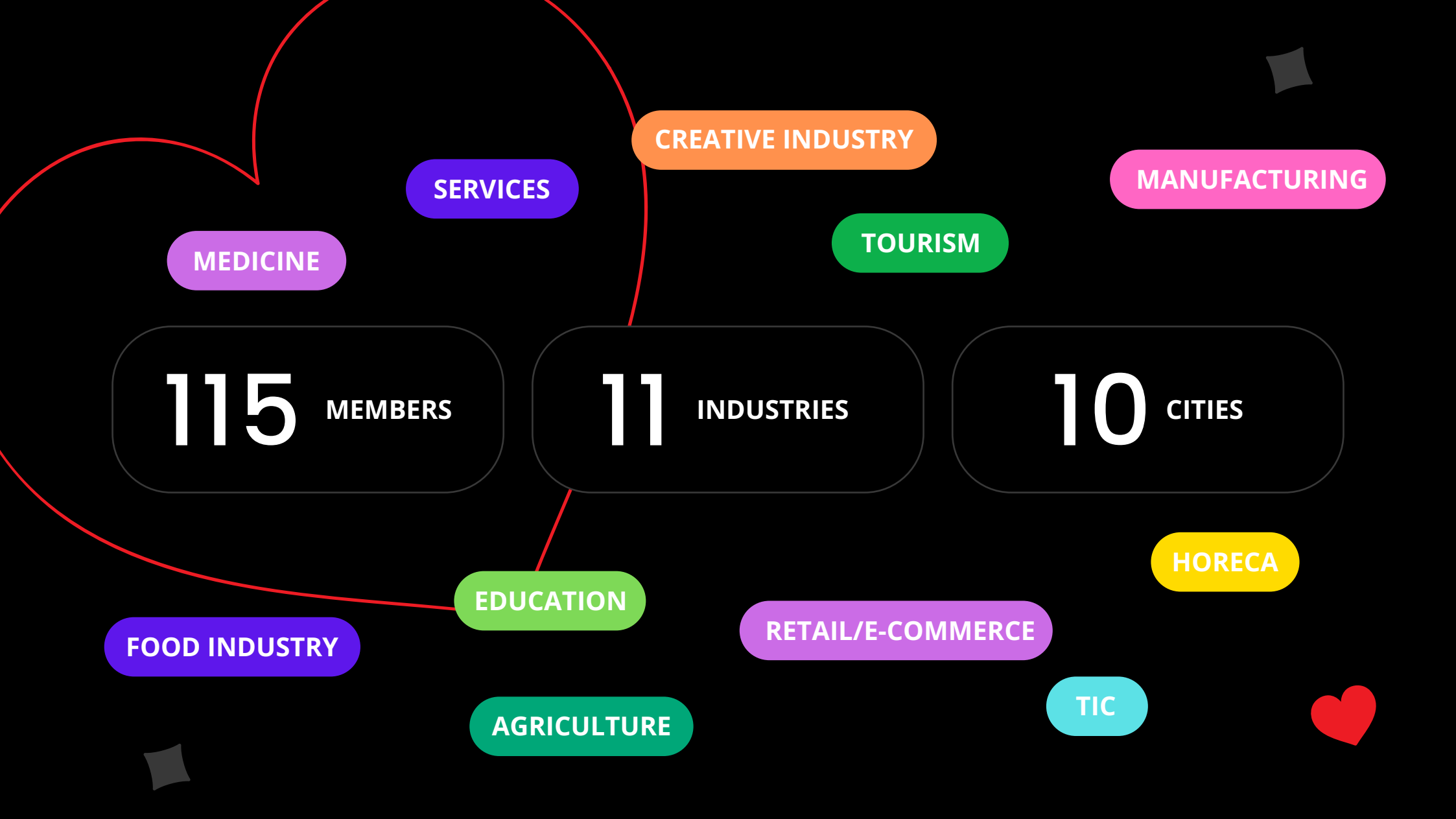
Moldova Business
News



6,9 k

Facebook





BUSINESS COMMUNITY DEVELOPMENT



MATCHMAKING

REFERRALS

MEMBERS SUPPORT

EVENTS

SHARING OF EXPERIENCE

GUIDANCE

ONLINE CHAT

RECOMMENDATIONS



EMPOWER LOCALS 2024 - LOCAL BUSINESS GOES TO THE EUROPEAN UNION



EMPOWER LOCALS

A flagship event dedicated to empowering local businesses and fostering community growth. This conference serves as a platform for collaboration, idea exchange, and strategic discussions.

125 participants SMEs, business support organizations and government representatives

14 speakers from Moldova, Romania, European Union and Ukraine

5 dedicated workshops addressed strategic topics for SMEs



Distinguished Guests:

- ◆ **Maia Sandu**, President of the Republic of Moldova,
- ◆ **Dumitru Alaiba**, Deputy Prime Minister and Minister of Economic Development and Digitalization,
- ◆ **David Caro**, President of the European Small Business Alliance (ESBA),
- ◆ **Guido Beltrani**, Director of the Swiss Cooperation Office in Moldova



GPeC SUMMIT MOLDOVA

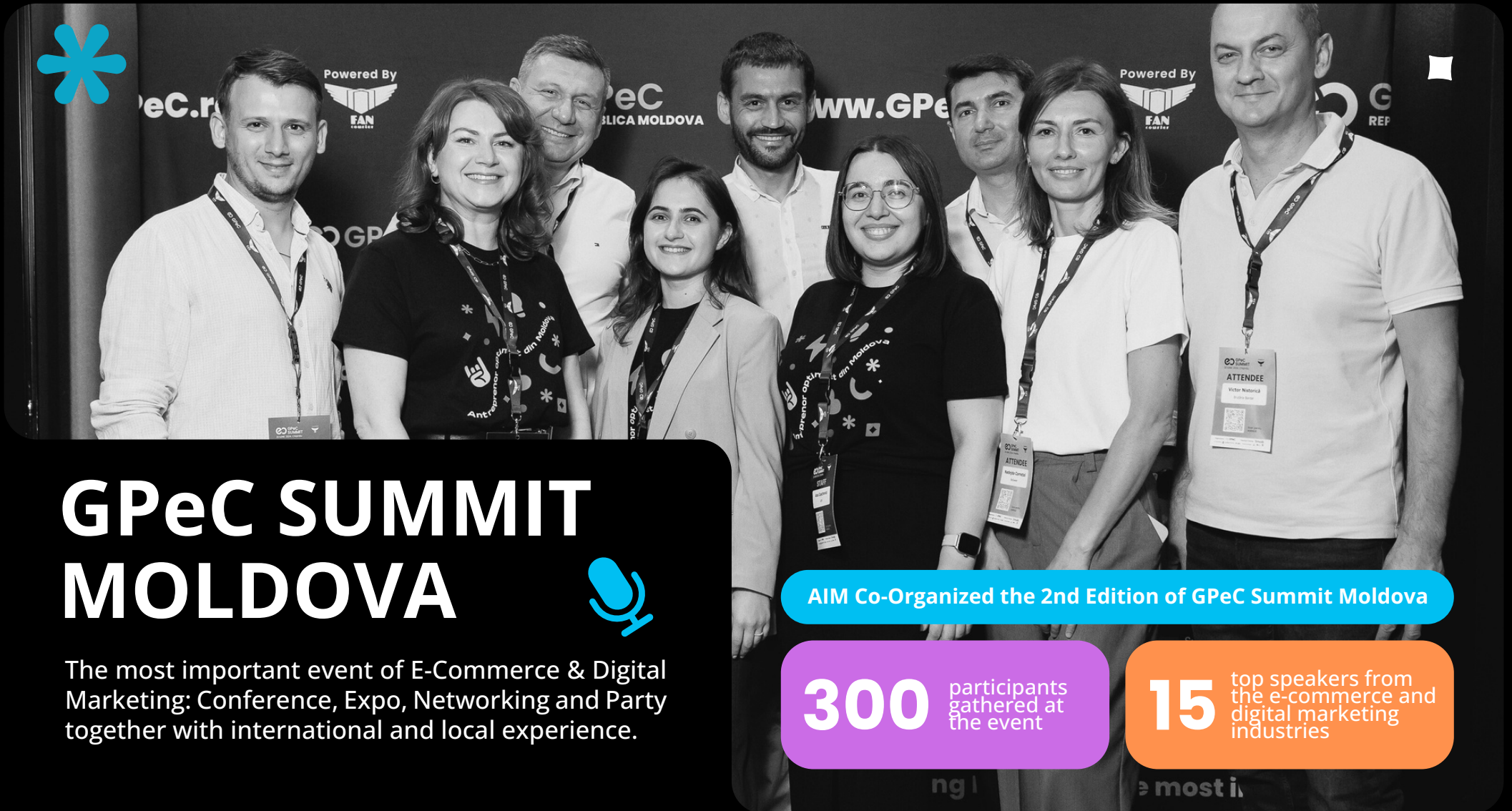


The most important event of E-Commerce & Digital Marketing: Conference, Expo, Networking and Party together with international and local experience.

AIM Co-Organized the 2nd Edition of GPeC Summit Moldova

300 participants gathered at the event

15 top speakers from the e-commerce and digital marketing industries



ASK AN EXPERT

Ask an Expert is a dedicated event designed for local entrepreneurs, both AIM members and non-members, to connect directly with industry experts. Organized multiple times a year, these sessions focus on addressing specific business challenges, providing practical solutions, and sharing valuable insights, with a strong emphasis on topics like e-commerce and digital transformation.

These sessions addressed specific topics and provide valuable insights into the e-commerce development. The speakers of the events were:

6 editions

entrepreneurs and experts

Igor Strechi

Elena Corcimari

Cristina Palamarciuc

Sergiu Malai

Victor Nistorica

Anna Egorova

Vlad Vedrasco

Mihail Turcanu

Iulian Pasatii

Traian Ciobanu

representatives of authorities

Vadim Codreanu, director of ODA

Mihail Lupascu, director of ACM



BUSINESS BREAKFAST



3 editions

Catarina Bjorlin-Hansen, Head of Moldova for EBRD

Ambassador Jānis Mažeiks, Head of the EU Delegation to Moldova

Vadim Codreanu, Director of ODA

Business Breakfast is an exclusive event for AIM members, designed to facilitate networking and the exchange of experiences. Each event features a guest speaker who leads insightful discussions on relevant business topics, providing members with valuable knowledge and opportunities to strengthen connections within the community. The event also aims to strengthen the legislative agenda and contribute to regulatory reform and policies supporting SMEs.

OPEN HOUSE: SECRETE DIN CULISE

10
editions

Open House is a monthly "Meet a Member" event where AIM members visit fellow businesses to share experiences, explore their journeys, challenges, and creative solutions. It fosters connection, inspiration, collaboration, and the exchange of knowledge within the AIM community.



VINARIA TRONCIU

UAU CATERING

CAPAROL

BRUTARIA BARDAR

PRIMA FINANTARE

BESWEET

BUNATAȚI DE LA MARIKA

MOBILIS

EDUCASA

INVEST CREDIT



OUT OF OFFICE - BACK TO POHREBEA

Out of Office is a community engagement and event for AIM members, aimed at strengthening relationships, fostering collaboration, and deepening connections in a relaxed and inspiring setting.

60 participants

4 visits to local businesses



Little Blue House Country Kitchen – David Smith
Casa Rurala “Casuta din Deal” – Liuba Repida
Gastro Farm “Cascaval si Paine” – Ruslan Uskov
Activis Teambuilding

BUSINESS OVER DRINKS



Business over Drinks is a community engagement networking event for AIM members, offering an informal setting to build connections, exchange contacts, and explore collaboration opportunities.

2 editions



NATIONAL ENTREPRENEURS' DAY

Communication



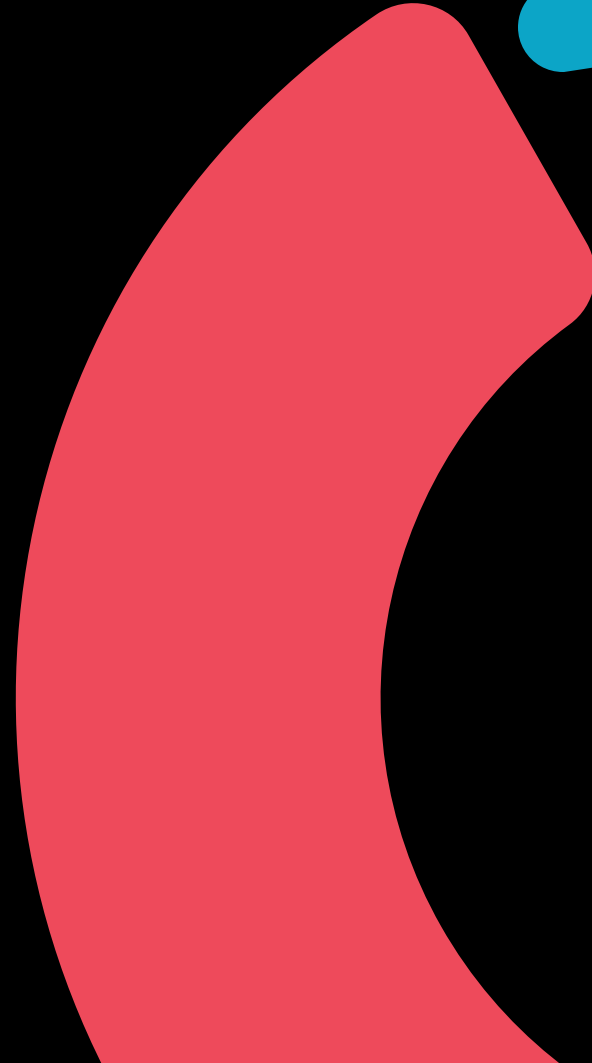
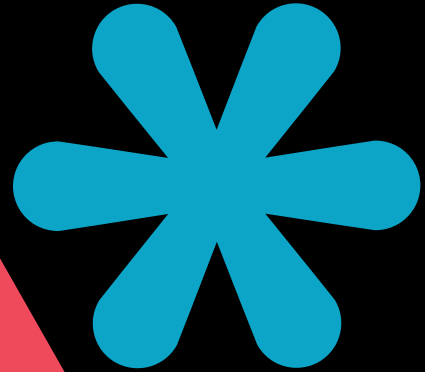
NATIONAL ENTREPRENEURS' DAY

AIM organized a photo session featuring 27 members, each showcasing a product or service. This visually highlighted the diversity and creativity within the local entrepreneurial community.

- ◆ On June 27th, members changed their profile photos with a dedicated message to celebrate the day.

A video interview with 11 entrepreneurs from various industries was also filmed and published by Agora. 6 video reels were published on AIM's social media channels.

AIM continued the campaign with 13 posts across Facebook, Instagram, LinkedIn, and YouTube.



"FIRST CALL" RESOURCE



**LEGAL
FINANCIAL
TAX&CUSTOMS
ACCES TO FINANCE**

**EXPERTS
CONSULTATIONS**

17



MOLDOVA BUSINESS NEWS

Moldova Business News is AIM's Telegram channel providing essential updates for Moldovan entrepreneurs. By scanning 60 sources daily, it delivers curated information about business opportunities, legislative changes, and industry insights.



40
sources verified
daily

news,
opportunities
and legislative
changes

2189
subscribers



MOLDOVA BUSINESS NEWS

We look forward to
seeing you here!



PODCAST OF OPTIMISTIC ENTREPRENEURS



The Optimistic Entrepreneurs of Moldova Podcast is a platform that inspires and supports SMEs through discussions on business trends, success stories, and expert insights in areas like e-commerce, marketing, and exports, fostering growth and collaboration within the entrepreneurial community.

14 episodes

The podcast covers key topics such as current trends, examples from entrepreneurs in e-commerce, digital marketing, export, and marketing strategies.



POLICY & ADVOCACY



ADVOCACY HIGHLIGHTS

Key initiatives focused on strengthening the voice of SMEs through well-defined policy recommendations, active dialogue with authorities, and building strategic partnerships. AIM's advocacy efforts aim to create a more favorable business environment, driving competitiveness and sustainable growth.

03

European Union
dialogue
Platforms

02

Policy
Documents

10

Dialogue
Platforms and
Working Groups

12

Position Papers

80

Meetings with
Authorities and
stakeholders

30

Watchdog
reports



BUSINESS TO GOVERNMENT DIALOGUE



Cancelaria de Stat a Republicii Moldova



Parlamentul
Republicii
Moldova

EUROPEAN REPRESENTATION

AIM became a part of three strategic platforms. One of the major accomplishments was the appointment of AIM's executive director as an **Enlargement Candidate Member in the European Economic and Social Committee (EESC)**, the voice of organized civil society in Europe.



The organization was selected as a **Delegate to the Eastern Partnership Civil Society Forum (EAP CSF)** for the 2024-2026 term.

AIM took a strategic step forward by becoming a member of the **European Small Business Alliance**, enhancing its capacity to represent the interests of Moldovan SMEs across Europe.



LEGISLATIVE AGENDA

The Legislative Agenda is an annual document developed by the Alliance of Small and Medium Enterprises of Moldova (AIM) that outlines goals and objectives for the 12 months of 2024. This document reflects AIM's comprehensive vision and that of its member community, representing the micro, small, and medium business environment.



PUBLICATIONS

5 priorities

HUMAN
CAPITAL

ACCESS TO
FINANCE AND
INVESTMENT
CAPITAL

BALANCE
OF TRADE

GDP
GROWTH

SUSTAINABLE
REFORM

While the document includes an extensive list of issues and priorities within the business environment, addressing which would bring significant benefits to the entire sector, it is not exhaustive and serves as an extended roadmap for AIM for the proposed period.



WHITE BOOK OF SMEs

The White Book is a comprehensive analysis of the SME sector in Moldova, offering an overview of the business environment for the 2023-2024 period. It highlights key challenges, opportunities, and policy recommendations to foster a supportive and sustainable ecosystem for SMEs.



PUBLICATIONS

PUBLIC TALK



AIM hosted a high-profile Public Talk event for the White Book of SMEs, in a round table format. This event brought together key stakeholders, including 3 State Secretaries:

- ◆ **Veronica Arpintin**, State Secretary of the Ministry of Digitalization and Economic Development,
- ◆ **Alexandra Sian**, State Secretary of the Ministry of Agriculture and Food Industry,
- ◆ **Cristina Ixary**, State Secretary of the Ministry of Finance

The event was attended by 37 participants and featured engaging presentations and panel discussions that facilitated meaningful interaction among stakeholders.

POSITION PAPERS

Local Taxes

Fiscal and
Customs Policy
2025

Deregulation
Packages 6
and 7

Insolvency
Law

Small
Producers

Independent
Economic
Activities

State Control

Psychology
Profession

Small
Producers in
Food Sector

Labor and
Occupational
Safety

Alcohol
Production
Regulations

Beer
Regulation



EUROPEAN UNION REPRESENTATION



AIM at the High-Level Forum on EU Enlargement by the European Economic and Social Committee



AIM and SMEUnited Discussions on Integrating Moldovan SMEs into the European Market



AIM at SME Assembly 2024 Current Trends for the Future of SMEs in Europe

PROJECTS



Developing Partner: Future Technologies Activity (FTA), funded by USAID, Sweden and UKaid

Project title:
Digitalization Resource Hub for SMEs

Period of implementation:
November 2022 - June 2024

Budget:
2.890.940 MDL



Sweden
Sverige



ACTIVITIES

Mentorship program for the development of e-commerce and digital marketing

Ask an Expert events

Podcast "Podcastul antreprenorilor optimiști"

E-commerce and digital marketing course

GPeC Conference



PROJECTS



Developing partner:
Center for International Private
Enterprise

Project title:

**Foster the growth and
development of smes
in the republic of moldova**

Period of implementation:

November 2023 - September 2024

Budget:

69.960 USD

ACTIVITIES

Advocacy activity

Legal Watchdog

Empower Locals
Conference

White Book of
SMEs

Entrepreneurs
Day Campaign



PROJECTS



Developing partner: Swiss Government as part of the "Optim Project - Opportunities through Technology and Innovation in Moldova", implemented by HELVETAS Swiss Intercooperation.

Project title:

Enhancement of the policy and advocacy capacities of organizations and improvement of cross-sectorial cooperation for better business enabling environment

Period of implementation:
March 2023 - May 2024

Budget:
43.967 CHF

ACTIVITIES

Advocacy activity

Empower Locals
Conference

Community
Building

STRONGER TOGETHER

in the Community of Optimist Entrepreneurs





**CONNECT
WITH US**

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