



# FSEA ANNUAL REPORT 2018





## ONE STEP AT A TIME

Dear FSEA Members and Friends,

This past year has been one of growth and change for FSEA. Under the leadership of our Executive Director Liliana Busuioc we have become more organized and more capable of making our voices heard where it matters most. From the beginning, we have been a community of purpose, united in the idea that we are Stronger Together. Now though, thanks to the numerous events and activities of the association we are finally able to show some of that strength. Through committee meetings and with our new legal team we have organized our voices and through passionate advocacy with the economic council and at all relevant points in government our voices are being heard. 2018 has been a big year for FSEA but 2019 will be bigger still. With the leadership of Liliana Busuioc and supported by our Board, members old and new, we will make 2019 even more successful.

Sincerely,

**David Smith**  
***Foreign Small Enterprise Alliance President***





David Smith  
President



Matt Rutter  
Board member

## Executive Team



Mihai Bologan  
Vice president



Liliana Busuioc  
Executive Director

## 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. We serve as a “first call” resource and business trade organization with local, regional, national and international reach.



## VISION

We are 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

FSEA is very active in 3 main areas:  
Advocacy and Lobbying, Members  
support through the "First Call" resource  
and Business Community Development.

## DEVELOPMENT OF BUSINESS COMMUNITY

- Monthly Member Events and Informal Networking
- Educational Seminars and highlighting members Best practices
- Members online communication: Monthly Newsletter, Facebook page, and Facebook closed group

## "FIRST CALL" RESOURCE

- Consultation for businesses on processes and norms in the Moldovan market;
- Referrals between members, sector associations and other external resources for advice, best practices, and business relationships;
- Reporting grievances, challenges, and solutions relevant to the membership.

## ADVOCACY & LOBBYING

- Collecting and synthesizing members needs and challenges
- Data Collection and Report on How Businesses Operate
- Advocacy for members
- Creation of Legal Framework for Business Processes

# KEEP TRACK OF PROGRESS: MEMBERSHIP

43  
members

8  
Countries

9  
Industries





# KEEP TRACK OF PROGRESS: ACTIVITIES

21  
FSEA  
events

6  
Networking events

3  
Advocacy committees  
meetings

4  
Business Breakfasts

1 event in Balti

5  
Meet a member  
events

2 Trainings

# A STRONGER VOICE FOR SMALL BUSINESSES

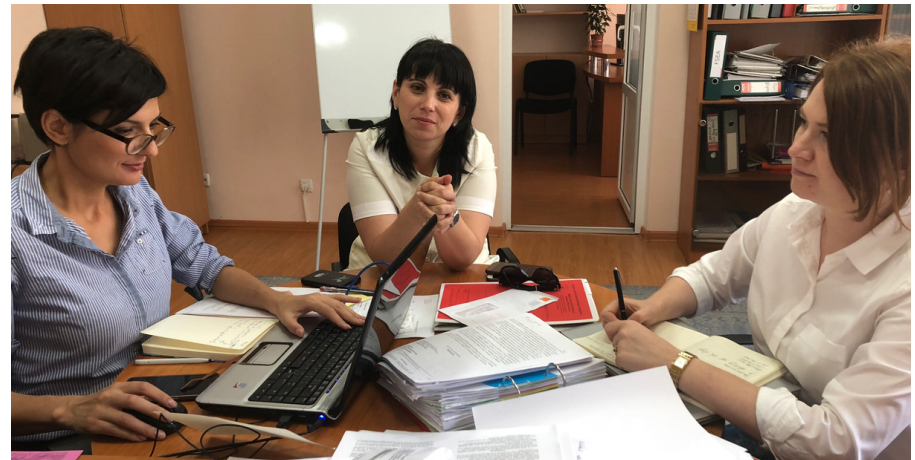


## FSEA PROJECT FUNDED BY A GRANT FROM THE UNITED STATES DEPARTMENT OF STATE

Beginning of May 1st FSEA started the implementation of a 12-month project funded by a grant from the United States Department of State.

The project aim is to encourage and support Business to Government dialogue between member companies, non-member SMEs in Moldova and the Moldovan Government.

One of the project goals is to encourage Business to Government dialogue in order to proactively involve small business in regulations and changes affecting them, empower SMEs in the governing process, and to promote the value of stakeholder input ineffective governance. Another goal is to raise awareness in the SME's community as well as the Moldovan community at large as to their rights for legal and administrative due process and their right to participatory civic engagement through collective action.





# ADVOCACY & LOBBYING

## 4 Advocacy committees

- Labor relations committee
- Tax, financial and customs committee
- Transparency committee
- Unfair competition committee

## Business to Government dialogue

- 5 meetings at the Economic Council under the Prime Minister
- 1 meeting at the Customs Service Advisory Committee

## Business Breakfasts

- Tax Service
- National Agency for Food Safety
- Moldova Import and Export Organization
- Economic Council under the Prime Minister



*These activities are supported by a grant funded by The United States Department of State*



## ECONOMIC COUNCIL UNDER THE PRIME MINISTER

The Economic Council to the Prime Minister was established as an advisory body with the mission to facilitate the dialogue between the representatives of the business environment, donors' community and policymakers to develop a favorable social-economic climate and non-discriminatory, transparent business environment, which would be attractive for investment.



## THE ADVISORY COMMITTEE UNDER CUSTOMS SERVICE

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. The Committee aims to promote a functional dialogue and partnership between customs and the business community and focuses on the harmonization of customs legislation and procedures with EU standards, as well as on the implementation of the best international practices in trade facilitation.







## ADVOCACY & FIRST CALL HIGHLIGHTS 2018



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FSEA highlights its efforts on Business Activity Regulation and "First Call" resource. Romanian version:

### **FSEA propune amendamente la proiectul de lege de admitere a investitorilor străini și a angajaților străini în Republica Moldova**

FSEA a venit cu o scrisoare de poziție referitor la legea nr. 200 din 16.07.2010 privind regimul străinilor în Republica Moldova.

### **FSEA sesizează aplicarea inechitabilă a legislației și verificarea abuzivă din partea organelor de control în industria ambalajelor de lemn**

FSEA a sesizat Prim Ministrul despre aplicarea inechitabilă de către organele de resort a Legii nr. 209 privind deșeurile din 29.07.2016 și a Legii nr.1540 din 25.02.1998 privind plata pentru poluarea mediului.

### **Încadrarea anumitor produse de panificație și patiserie la poziția tarifară corespunzătoare**

FSEA a venit cu o solicitare de clarificare a aplicării cotei reduse de T.V.A. pentru unele produse de panificație.

### **FSEA a venit cu comentarii Regulamentului cu privire la modul de declarare a valorii în vamă a mărfurilor.**

FSEA a venit cu o scrisoare de poziție referitor la modificările și completările la Hotărârea de Guvern nr. 974 din 15 august 2018 pentru aprobarea Regulamentului cu privire la modul de declarare a valorii în vamă a mărfurilor.

### **Reprezentarea poziției FSEA în grupurile de lucru ale Consiliului Economic pe lângă Prim-ministru**

FSEA a continuat susținerea modificărilor la Legea cu privire la fabricarea și circulația alcoolului etilic și a producției alcoolice propuse în 2017. În grupurile de lucru pe lângă Consiliul Economic FSEA a susținut poziția membrilor pe tema valorii în vamă, comerțul electronic și exportul în cantități mici.

### **Declarația Drepturilor Întreprinderilor Mici**

FSEA a elaborat "Declarația drepturilor întreprinderilor mici" pentru a defini într-un mod clar drepturile întreprinderilor mici în raport cu instituțiile statului.



## "LEGAL WATCHDOG" HIGHLIGHTS 2018



*These activities are supported by a grant funded by The United States Department of State*

FSEA highlights its "Legal Watchdog" activity of monitoring the legislative changes and developing informative notes for the members. Romanian version:

### **Metodologia privind controlul de stat asupra activității de întreprinzător**

FSEA a informat membrii despre Publicarea în Monitorul Oficial a Hotărârii pentru aprobarea Metodologiei privind controlul de stat asupra activității de întreprinzător unde au fost evidențiate situațiile aplicate de Inspectoratul pentru Protecția Mediului în vederea stabilirii direcțiilor de control.

### **Dezbaterea Proiectului de Hotărâre al Guvernului pentru aprobarea Regulamentului privind modul de atestare a salariaților din unități elaborat de Ministerul Sănătății, Muncii și Protecției Sociale**

FSEA a transmis în adresa grupului de lucru un mesaj cu privire la importanța prezentului Regulament prin prisma concordanței acestuia cu aspectele referitoare la activitatea Întreprinderilor Mici

### **Soluționarea disputelor în domeniul vamal**

FSEA a elaborat o notă informativă cu privire la publicarea Regulamentului privind organizarea și funcționarea Consiliului pentru soluționarea disputelor în cadrul Serviciului Vamal care prevede expres posibilitatea contestației unor acte în proceduri extrajudiciare prin obținerea unei decizii într-un termen proxim de 30 de zile dar și posibilitatea citării în dosar a funcționarului care a emis documentul contestat.

### **Proiectul privind cota taxei pentru unitățile comerciale din municipiul Chișinău**

Proiectul privind cota taxei pentru unitățile comerciale din municipiul Chișinău pentru anul 2019, prin care au fost majorate taxele pe unele domenii dar și introduse unele taxe noi.





Tax Service



ANSA

## Business Breakfasts



These activities are supported by a grant funded by  
The United States Department of State



MIEPO



PMEAC



# FSEA ENGAGE WITH THE BUSINESS COMMUNITY FROM BALTI

FSEA President David Smith and FSEA Executive Director, Liliana Busuioc had a business visit to Balti.

The goal of the visit was to understand the business environment in Balti from the perspective of businesses, local authorities and other business organizations and identify opportunities for supporting SME's outside Chisinau.

FSEA executive team have met with the Deputy Mayor of Balti, Pro-Business Nord, a business support organization and made study visits to three local businesses:

Beermaster, a beer producer, SAROB production, producer for the automotive industry and Valenteen Solution, IT company.



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# FSEA ENGAGE WITH THE BUSINESS COMMUNITY FROM BALTI

## BUSINESS COMMUNITY EVENT

FSEA hold a business community event with a group of 13 participants from the business community and business support organizations. The participants discussed local challenges and ways for their companies to engage more civically.



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## MEETING WITH THE DEPUTY MAYOR OF BALTI

FSEA President and Executive Director met with the deputy mayor of Balti Mr. Ghnedaie Smuliskii. The goal of the meeting was to share the experience of how businesses interact with local authorities. FSEA Executive Director underlined that there is no business to government dialogue platform in Balti city hall that would work on a regular basis and ensure the direct communication between businesses and local authorities. In this context, if such an initiative would come Balti deputy mayor expressed the interest to support such an initiative.



## FSEA ADVOCATING FOR SMALL BUSINESSES AT THE MOLDOVA STRUCTURAL REFORM PROGRAM

FSEA Executive Director Liliana Busuioc was one of the speakers at the opening ceremony of Moldova Structural Reform Program initiated by USAID. On behalf of FSEA members, she presented small businesses challenges and constraints by sharing a story of FSEA member from the beer industry. She underlined the vulnerability of small businesses to any reforms and changes when they are not aware of them.

Taking into consideration that some components of the program are directly targeting SME's and will have an impact on them FSEA welcomed MSRP and expressed its interest to cooperate actively in achieving the program's objectives.

## FSEA ABOUT THE POWER OF COMMUNITY

FSEA Executive Director was a speaker at the Rockit Communities Conference organized by the Rockit Digital. Liliana Busuioc talked about the associative culture in Moldova and the power of a business community to create changes.





# FSEA GENERAL MEMBER MEETING

The Annual General Member Meeting (AGM) is one of the most significant events at FSEA. FSEA held its AGM to present the Annual Report for 2017 and made Board Elections for the upcoming year.





# MEET A MEMBER

Meet a member is one of FSEA events when we visit our member companies. We find more about the business and share experience in doing business.

We organized **Meet the Media members** event and we found more about Interakt Media, Diez, and Bizlaw businesses.

Gradina Marioarei was our host for Meet a member event combined with a garden party for FSEA members and their families.

**Caparol** shared the history of 5 generations business and the experience of growing a business in Moldova and creating a social impact.

**Moldeco** demonstrated us how a business can educate cultural values by framing memories and supporting art and local artists.

**Labrewtory Brewing** provides our members with a factory tour. They showed us the producing process of a beer and we had a great chance to taste different beers.





# FSEA WORKSHOPS

## WORKSHOP DEDICATED TO THE THE TAX REFORM

FSEA in partnership with its member Vioser Consulting hosted a workshop on important changes in the Moldovan tax legislation, The workshop goal was to support the small businesses in understanding how exactly the reform will be implemented and how the changes will affect them.



## WORKSHOP DEDICATED TO THE LEGISLATION AT EMPLOYMENT

FSEA in partnership with the Recruiter CLUB organized a practical workshop dedicated to the Legislation at Employment. The goal of the workshop was to help entrepreneurs to understand the process of employment from a legal point of view and provide to the participants more information and knowledge about the documenting process when hiring new employing new staff.





# SOCIAL EVENTS

Through social events, we aim to provide FSEA members with opportunities to have a good time with their families, friends and business partners.

This year we made a study visit and wine tasting at a small wine producer Mihai Sava. We enjoyed a garden party at our member Gradina Marioarei and had great culinary experiences with a potluck party at Labrwtory Brewing.





# FSEA AT #ROOFOFFLINE

Agora, FSEA member, organized #ROOFOFFLINE a business networking that highlights small businesses. FSEA members Labwotory Brewing, Rozmarin Cafe, Eclair, Smokehouse, Gradina Marioarei and Be Sweet, presented their companies and products at the event.





# MEMBERS

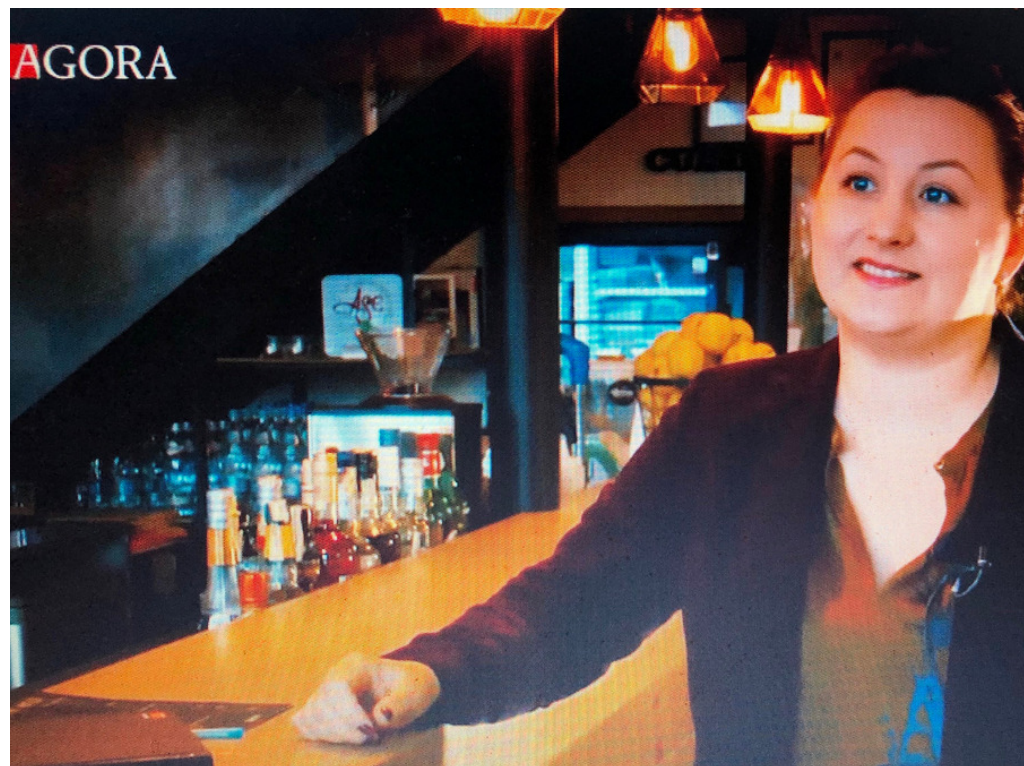
## SUCCESSFUL COLLABORATIONS

Successful collaborations is an added value that FSEA brings to its members.

A **collaboration between BeSweet and Caparol** resulted in a beautiful mural picture on a wall of BeSweet factory.

**IData Show** is a successful partnership between Agora and Date Inteligente. The show is an analysis of the figures and statistical data characterizing different economic and social phenomenon.

"**Cifre la vedere**" was a campaign launched by Agora to highlight businesses that work transparently and are ready to share their business insights in order to strengthen and enhance the reputation of local companies.







# Stronger Together

## PRIORITIES FOR 2019

- Advocating for the Small Business Bill of Rights
- Support businesses to understand their rights
- Consolidate the membership by industries and proactive advocacy for supporting those industries
- Create new incentives for FSEA members
- Advocate for easing getting credits from banks for SMEs

# MEMBER SERVICES

- Provide opportunities for information exchange between members;
- Inform and update members about FSEA activities, events, initiatives, and opportunities;
- Collect and distribute useful business information to members;
- Promote members by sharing their basic description and contact information on the FSEA membership directory, website and in the Facebook closed group;
- Offer referrals between members, sector associations and other external resources for advice, best practices, and business relationships;
- Serve as a "First Call" resource.





# MEMBERSHIP DIRECTORY



## Litra Brewing Company

**Type:** Brewing industry. Specialized in production of craft beer.

**e-mail:** s.litra@litra.md

**Web:** www.litra.md



## Communications Boutique

**Type:** Public Relations

**e-mail:** vitalie.condratchi@communications.md

**Web:** www.communications.md



## Beermaster Brewery

**Type:** Brewing industry

**e-mail:** beermasteriurie@gmail.com

**Web:** www.beermaster.md



## Tesa

**Type:** Cleaning Service

**e-mail:** steven@tesa.md

**Web:** www.tesa.md



## Gradina Marioarei

**Type:** Landscaping services

**e-mail:** gradinamarioarei@gmail.com

**Web:** www.gradinamarioarei.md



## Sonexy Group

**Type:** Medicine

**e-mail:** sonexy.group@gmail.com

**Web:** www.npcriz.md



## Lanitron

**Type:** Telecommunication

**e-mail:** gan@lanitron.net

**Web:** www.lanitron.net



## Interact Media

**Type:** Mass media

**e-mail:** office@interakt.md

**Web:** www.agora.md



## Date Inteligente

**Type:** Business consultancy

**e-mail:** mihai@idata.md

**Web:** www.idata.md



## Art-salon Moldeco

**Type:** Art salon

**e-mail:** extramobile@hotmail.com

**Web:** www.moldeco.md

# MEMBERSHIP DIRECTORY



## Wise Advice

**Type:** Accounting services  
**e-mail:** wiseadvicemd@gmail.com



## Labwrotory Brewing

**Type:** Brewing Industry  
**e-mail:** ergoenterprises@gmail.com  
**Web:** www.labwrotory.md



## Altea Mode

**Type:** Retail  
**e-mail:** razvan.ursu@melimelo.ro  
**Web:** www.melimeloparis.ro



## Be Sweet

**Type:** Food & Beverages.  
**e-mail:** nadia@bsweet.md  
**Web:** www.bsweet.md

## Digim company

**Type:** Engineering  
**e-mail:** johan.keysers@gmail.com



## Nextell

**Type:** Telecommunications  
**e-mail:** business@nextell.md  
**Web:** www.ipv4services.com



## Rikipal

**Type:** Packaging production  
**e-mail:** 60060077@rikipal.md  
**Web:** www.rikipal.md



## Eclair Shop

**Type:** Retail  
**e-mail:** costisanu@gmail.com  
**Web:** www.eclair.md



## Resolve IT

**Type:** IT  
**e-mail:** artiom.s@resolveit.md  
**Web:** www.resolveit.md



## KB-Walkoma

**Type:** Engineering  
**e-mail:** k.walters@kb-w.com  
**Web:** www.kb-w.com



# MEMBERSHIP DIRECTORY



## Fancy Pig

**Type:** Light Industry  
**e-mail:** [ian.neil.irwin@gmail.com](mailto:ian.neil.irwin@gmail.com)  
**Web:** [www.nooca.md](http://www.nooca.md)

## Kingdom Paradigm

**Type:** Microfinance  
**e-mail:** [matt@rutter.md](mailto:matt@rutter.md)  
**Web:** [www.kingdomparadigm.org](http://www.kingdomparadigm.org)



## Smokehosue

**Type:** HoReCa  
**e-mail:** [dsmith890@gmail.com](mailto:dsmith890@gmail.com)  
**Web:** [www.smokehouse.md](http://www.smokehouse.md)



## Vioser Consulting

**Type:** Business consultancy  
**e-mail:** [contact@vioser.md](mailto:contact@vioser.md)  
**Web:** [www.vioser.md](http://www.vioser.md)



## Moore Stephens

**Type:** Business consultancy  
**e-mail:** [andrei.stan@moorestephens-ksc.md](mailto:andrei.stan@moorestephens-ksc.md)  
**Web:** [www.moorestephens-ksc.ro](http://www.moorestephens-ksc.ro)



## Jizdan & Partners

**Type:** Business consultancy  
**e-mail:** [andrei@jizdanpartners.com](mailto:andrei@jizdanpartners.com)  
**Web:** [www.jizdanpartners.com](http://www.jizdanpartners.com)

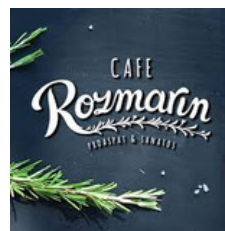
## Creatego

**Type:** IT  
**e-mail:** [nicolai@creatego.net](mailto:nicolai@creatego.net)  
**Web:** [www.creatego.net](http://www.creatego.net)



## Rozmarin Cafe

**Type:** HoReCa  
**e-mail:** [anasitnic@gmail.com](mailto:anasitnic@gmail.com)  
**Web:** [www.rozmarin.md](http://www.rozmarin.md)



## Enspire Development

**Type:** IT  
**e-mail:** [adam@enspiredev.com](mailto:adam@enspiredev.com)  
**Web:** [www.enspiredev.com](http://www.enspiredev.com)



## Energy Solaris

**Type:** Engineering  
**e-mail:** [erik@energysolaris.com](mailto:erik@energysolaris.com)  
**Web:** [www.energysolaris.com](http://www.energysolaris.com)



# MEMBERSHIP DIRECTORY



## Daw Benta Mol

**Type:** Retail

**e-mail:** sergiu.aftelev@caparol.md

**Web:** www.caparol.md



## Lux Packaging

**Type:** Production

**e-mail:** infoluxpac@gmail.com

**Web:** cavalierieamoretti.com



## Benado Prim

**Type:** Food&Beverages

**e-mail:** bolohannatalia@gmail.com



## Bizlaw

**Type:** Media

**e-mail:** ciuvagadumitrita@gmail.com

**Web:** www.bizlaw.md



## Baltazar Cosmetic

**Type:** Retail

**e-mail:** ina.spoialov@gmail.com

**Web:** melkior.md



## Oneest

**Type:** IT

**e-mail:** arcadiegrossu9@gmail.com

**Web:** oneest.com



## Dulce Plai

**Type:** Food&Beverages

**email:** mamaliga.eliza@gmail.com



# INCOME-EXPENSES Report

## as of November 30th, 2018

All figures in MDL

**OPENING BALANCE** 23625.97

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### Incomes

|                        |                  |
|------------------------|------------------|
| From Membership        | 49973.07         |
| From Foreign Donations | 16525.42         |
| Training Services      | 3830.00          |
| Grants                 | 205782.65        |
| <b>Total Income</b>    | <b>276111.14</b> |

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### Expenses

|                     |           |
|---------------------|-----------|
| Office Expenses     | 10001.60  |
| Telecommunication   | 7116.00   |
| Accounting services | 21844.57  |
| Bank fees           | 3304.41   |
| Salaries            | 113948.63 |
| Taxes               | 70296.71  |
| Fundraising costs   | 9622.95   |
| other expenses      | 992.05    |

**Total Expenses** 237126.92

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**CLOSING BALANCE** 62610.19



# STRONGER TOGETHER

[WWW.FSEA.MD](http://WWW.FSEA.MD)

