



AIM ANNUAL REPORT 2019

A STRONGER VOICE FOR SMALL BUSINESSES



DAVID SMITH
AIM PRESIDENT

Dear fellow AIM Members,

As I look back on the year 2019 I have the feeling that this was the year that AIM really grew into its own. This was the year when our association fully began living up to our ideas and aspirations as an organization and community. Through this year we have grown our membership in both numbers and quality. We have advocated on more issues in more government settings than ever before. We have quickly reacted to dramatic shifts in government and policy and we have made sure that whoever was in power AIM and our members issues were one of the first groups they would hear from.

Our successes and engagement in 2019 was no accident of circumstances or luck of the draw. It stemmed from a strong, proactive message in our Small Business Bill of Rights as well as bold initiatives such as The Office of the Small Business Advocate. We were able to engage so quickly and decisively this year because we brought a strong message from our community outlining the type of change we want to see. While this process was driven tirelessly by our Executive Director Liliana Busuioc and by many volunteer hours put in by members it fundamentally comes from all of us. As our community has grown more vocal and more insistent it becomes much less difficult for those in power to resist change.

So as 2019 comes to a close, and 2020 is set to begin, we should look forward to a better year than this one so long as we remember we are #StrongerTogether.

Sincerely,

David Smith



DAVID SMITH
PRESIDENT



MIHAI BOLOGAN
VICE-PRESIDENT
MEMBERSHIP



VITALIE CONDRATCHI
VICE-PRESIDENT
ADVOCACY

BOARD OF DIRECTORS



VIORICA RUMLEANSCHI
BOARD MEMBER



IGOR PRUNEAN
BOARD MEMBER

EXECUTIVE TEAM

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.



47

MEMBERS

08

INDUSTRIES

FOOD INDUSTRY

HORECA

IT

LIGHT INDUSTRY

SERVICES

TOURISM

RETAIL

ENGINEERING

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

KEEP TRACK ON PROGRESS

42

LETTERS

ADDRESSED TO PUBLIC AUTHORITIES
AND STAKEHOLDERS

31

MEETINGS

WITH PUBLIC AUTHORITIES AND
DEVELOPING PARTNERS

11

INFORMATIVE NOTES

ADDRESSING LEGAL CHANGES

05

NEW PARTNERSHIPS

WITH STAKEHOLDERS AND DONORS

05

VISITS IN REGIONS

DISCUSSIONS WITH ENTREPRENEURS

17

EVENTS

FORMAL AND INFORMAL EVENTS WITH
AIM MEMBERS AND SPECIAL GUESTS

BUSINESS TO GOVERNMENT DIALOGUE



Parlamentul
Republicii
Moldova

MEMBER OF THE CONSULTATIVE PLATFORM OF CIVIL SOCIETY
REPRESENTATIVES AT THE PARLIAMENT OF THE REPUBLIC OF
MOLDOVA



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.



THE WORKING GROUP OF THE STATE COMMISSION FOR REGULATING
ENTREPRENEURIAL ACTIVITY



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.

03

MEETINGS WITH HIGH LEVEL OFFICIALS



PRESIDENT
OF THE REPUBLIC OF MOLDOVA
IGOR DODON



MINISTER
OF ECONOMY AND INFRASTRUCTURE
VADIM BRANZAN



PRIME-MINISTER
OF THE REPUBLIC OF MOLDOVA
ION CHICU

22

MEETINGS WITH PUBLIC AUTHORITIES



08

THE WORKING GROUP OF THE STATE
COMMISSION FOR REGULATING
ENTREPRENEURIAL ACTIVITY



06

THE ECONOMIC COUNCIL TO THE PRIME
MINISTER



02

MINISTRY OF FINANCE



03

CUSTOMS SERVICE



03

PARLAMENT



01

BUREAU OF MIGRATION AND ASYLUM

ADVOCACY HIGHLIGHTS

DURING THE YEAR AIM WROTE 42 LETTERS TO PUBLIC AUTHORITIES AND DEVELOPING PARTNERS. MAIN FOCUS TOPICS WERE ADDRESSING THE SMALL BUSINESS BILL OF RIGHTS, THE OFFICE OF BUSINESS ADVOCATE, TAX AND CUSTOMS POLICY FOR 2020, VAT FOR HORECA, FISCAL INVOICE REFORMS AND DEBTORS AND CREDITORS RIGHTS.

SMALL BUSINESS BILL OF RIGHTS

TAX AND CUSTOMS POLICY 2020

THE OFFICE OF BUSINESS ADVOCATE

VAT FOR HORECA

RECOMMENDATIONS FOR HIGH IMPACT REFORMS FOR SME'S

DECLARATION OF THE SMALL BUSINESS BILL OF RIGHTS

AN INITIATIVE THAT REPRESENTS A ROADMAP FOR PUBLIC POLICIES AND REFORMS TO ADDRESS THE SYSTEMICAL PROBLEMS FACED BY SME'S IN MOLDOVA.

THE DOCUMENT WAS LAUNCHED IN APRIL 2019 AND THE INITIATIVE WAS ADRESSED TO PRIME-MINISTER PAVEL FILIP, PRIME-MINISTER MAIA SANDU, MINISTER OF ECONOMY AND INFRASTRUCTURE VADIM BRANZAN, PRIME-MINISTER ION CHICU, PRESIDENT OF THE REPUBLIC OF MOLDOVA IGOR DODON, MINISTER OF ECONOMY AND INFRASTRUCTURE ANATOL USATII.

CREATING THE OFFICE OF BUSINESS ADVOCATE

INITIATIVE LAUNCHED BY AIM AS PART OF THE DECLARATION OF THE SMALL BUSINESS BILL OF RIGHTS AND ACCEPTED BY THE PRESIDENT OF THE REPUBLIC OF MOLDOVA IGOR DODON DURING PUBLIC CONSULTATIONS.

THE INITIATIVE BECAME A PROJECT OF LAW.

THE LAW OF DEBTORS AND CREDITORS

AIM PROPOSE TO INCREASE THE TRANSPARENCY FOR BANKS AND NON-BANK LENDING ORGANIZATIONS THROUGH A NEW LAW. THE NEW REGULATION WOULD INCLUDE THE AN ENUMERATION OF THE RIGHTS OF DEBTORS POSTED IN VISIBLE PLACES IN BANKS WITH A HOT LINE FOR COMPLAINTS, REQUIREMENTS FOR CREDITORS TO INFORM DEBTORS ABOUT THE GOVERNMENT GUARANTEE FUND PROGRAMS IN WHICH THEY PARTICIPATE.

05

VISITS IN REGIONS

VISITS IN REGIONS ARE A PART OF ACTIVITIES FROM THE PROJECT "THE DEVELOPMENT OF SMALL AND MEDIUM BUSINESS IN THE REGIONS" IMPLEMENTED BY CPR MOLDOVA, IN PARTNERSHIP WITH AIM WITH THE FINANCIAL SUPPORT OF THE SOROS-MOLDOVA FOUNDATION AND OPEN SOCIETY FOUNDATIONS.

BALTI

SOROCA

CAHUL

STEFAN VODA

COMRAT

03

BUSINESS BREAKFAST



AMBASSADOR OF THE UNITED STATES
H.E. DERECK J. HOGAN



CLUB OF ECONOMIC PRESS



AMBASSADOR OF SWEDEN
H.E. ANNA LYBERG



VLAD SHULEANSKY
SMOKEHOUSE CO-FOUNDE



BOGDAN PLESUVESCU
CEO VICTORIABANK



ANNA AKHALKAYSY
DIRECTOR WORLD BANK



DOINA BIRSAN
PRICEWATERHOUSE COOPERS

07

BUSINESS OVER BEERS

MEET A MEMBER



LITRA BREWING COMPANY



MARLENE



KNOW YOUR RIGHTS CAMPAIGN



AIM FILMED 9 VIDEOS WITH ITS MEMBERS BASED ON EACH TITLE FROM THE DECLARATION OF THE SMALL BUSINESS BILL OF RIGHTS. THE VIDEOS WERE PUBLISHED ON AIM FACEBOOK PAGE AND YOUTUBE CHANNEL. ALL VIDEOS TOGETHER CUMULATED MORE THAT 52 000 VIEWS.



This activities was suported by a grant funded by The United States Department of State

EPIC FAILS NIGHT - EVENT
ORGANIZED BY AIM AND SPONSORED
BY THE FRIEDRICH NAUMANN
FOUNDATION FOR FREEDOM
MOLDOVA AND SUPPORTED BY THE
LABORATORY OF INITIATIVES FOR
DEVELOPMENT.

DORIN MEREUTA AND VIORICA
RUMLEANSCHI SHARED THEIR
FAILURES IN BUSINESS AND THE
LESSONS THEY LEARNED IN THIS
PROCESS.

THE HOST OF OUR EVENT WAS AIM
MEMBER, LABREWATORY BREWING
COMPANY, A CRAFT BREWERY
FOUNDED BY TWO AMERICANS BILL
MAHAFFEY AND DEEVA ZABYLIVICH.



CONFERENCE WITH SOROS FOUNDATION-MOLDOVA

AIM TOGETHER WITH THE SOROS FOUNDATION-MOLDOVA AND THE COUNCIL OF RECTORS OF MOLDOVA ORGANIZED A ROUND TABLE ADDRESSING THE TOPIC OF EDUCATION IN THE VISION OF THE BUSINESS ENVIRONMENT. THE PURPOSE OF THIS WORKSHOP WAS TO MOBILIZE PUBLIC OPINION IN FAVOUR OF THE QUALITY OF UNIVERSITY EDUCATION AND ITS CONNECTION TO THE REQUIREMENTS OF THE NATIONAL ECONOMY.





MOLDOVA BUSINESS WEEK

AIM EXECUTIVE DIRECTOR LILIANA BUSUIOC TALKED ABOUT CHALLENGES AND OPPORTUNITIES FOR SMALL FOREIGN INVESTORS IN MOLDOVA.



FORUM OF INNOVATIVE INITIATIVES IN EMPLOYING YOUTH
YEREVAN, ARMENIA

EXECUTIVE DIRECTOR, LILIANA BUSUIOC SPOKE ABOUT THE SITUATION IN THE FIELDS OF EMPLOYMENT AND ENTREPRENEURSHIP ACCORDING TO THE EXPERIENCE OF SMES IN THE REPUBLIC OF MOLDOVA

04

VOICE OF AIM AT PUBLIC EVENTS



CEDA FORUM FOR YOUNG
ENTREPRENEURS

FORUM FOR YOUNG ENTREPRENEURS
ORGANIZED BY THE CENTER FOR
ENTREPRENEURIAL EDUCATION AND
BUSINESS SUPPORT (CEDA).



CONFERENCE OF THE COALITION OF
COMPETITORS

CONFERENCE OF THE COALITION OF
COMPETITORS IN COMMON
STRUCTURES FOR MULTI-ASPECTUAL
COLLABORATIONS, ORGANIZED BY
THE INSTITUTE OF PROJECT
DEVELOPMENT AND EXPERTISE.

04

VOICE OF AIM AT PUBLIC EVENTS



AIM GENERAL MEMBER MEETING



THE ANNUAL GENERAL MEMBER MEETING (AGM) IS ONE OF THE MOST SIGNIFICANT EVENTS AT AIM. AIM HELD ITS AGM TO PRESENT THE ANNUAL REPORT FOR 2018 AND MADE BOARD ELECTIONS FOR THE UPCOMING YEAR.





WINTER CHARITY BAZAAR



AIM MEMBERS PARTICIPATED AT WINTER CHARITY BAZAAR ORGANIZED ANNUALLY BY THE INTERNATIONAL WOMEN CLUB OF MOLDOVA. IN DECEMBER 2018 3 MEMBER COPMANIES HAD THE OPPORTUNITY TO BE A PART OF THIS EVENT.

MEMBER DISCOUNT PROGRAM

AIM IMPLEMENTED MEMBER DISCOUNT PROGRAM. THIS WILL PROVIDE MEMBERS WITH DISCOUNTS AND SAVINGS ON A RANGE OF GOODS AND SERVICES FOR BUSINESS AND PERSONAL USE.



**MEMBER
DISCOUNT**





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

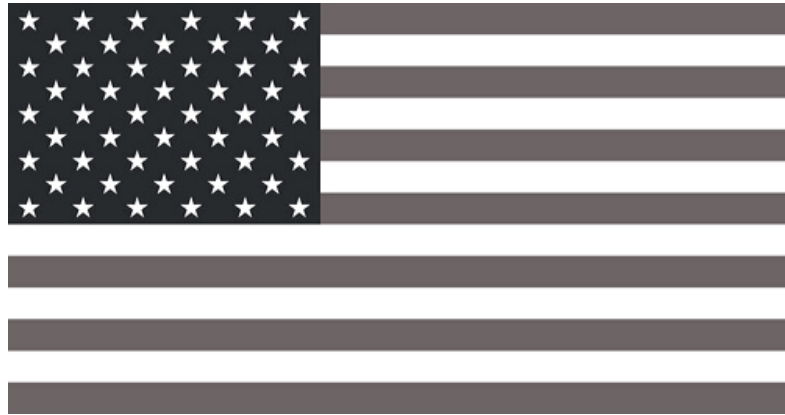
- INFORM AND UPDATE MEMBERS ABOUT FSEA ACTIVITIES, EVENTS, INITIATIVES, AND OPPORTUNITIES

- 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

PARTNERSHIPS AND DONORS



"A STRONGER VOICE FOR SMALL BUSINESSES" PROJECT FUNDED BY THE UNITED STATES DEPARTMENT OF STATE

**centrul de —
— politici și
- reforme —**

"THE DEVELOPMENT OF SMALL AND MEDIUM BUSINESS IN THE REGIONS" PROJECT IMPLEMENTED BY CPR MOLDOVA IN PARTNERSHIP WITH AIM



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

**Swiss Agency for Development
and Cooperation SDC**

"DEVELOPMENT OF THE SME ECOSYSTEM IN THE REPUBLIC OF MOLDOVA" PROJECT FUNDED BY THE SWISS AGENCY FOR DEVELOPMENT AND COOPERATION



**FRIEDRICH NAUMANN
FOUNDATION** For Freedom.
Moldova

EPIC FAILS NIGHT



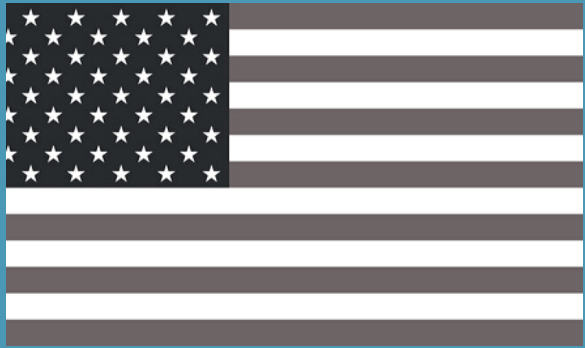
HELVETAS
Swiss Intercooperation

OPTIM - OPPROTUNITIES THROUGH TECHNOLOGIES AND INNOVATION IN MOLDOVA



EPIC FAILS NIGHT

PROJECTS



"A STRONGER VOICE FOR SMALL BUSINESSES" PROJECT FUNDED BY THE UNITED STATES DEPARTMENT OF STATE

IMPLEMENTATION PERIOUD: MAY 2017 - JULY 2019

BUDGET: 12082 USD

11

NEW MEMBERS

COMPANIES THAT APPLIED FOR
MEMBERSHIP

53 000

ONLINE REACH

KNOW YOUR RIGHTS CAMPAIGN

05

BUSINESS BREAKFASTS

WITH HIGH LEVEL OFFICIALS

108

SIGNATURES

PERSONS SIGNED THE ONLINE
PETITION IN SUPPORT FOR THE
SMALL BUSINESS BILL OF RIGHTS

04

LEGISLATIVE INPUTS

ADRRESSING LEGAL CHANGES AND
INITIATIVES

07

MEDIA APPEARANCES

FORMAL AND INFORMAL EVENTS WITH
AIM MEMBERS AND SPECIAL GUESTS

PROJECTS



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development and Cooperation SDC

DEVELOPMENT OF THE SMES ECOSYSTEM IN THE REPUBLIC OF MOLDOVA FUNDED BY THE SWISS AGENCY FOR DEVELOPMENT AND COOPERATION (SDC)

BUDGET: 542200 MDL

IMPLEMENTATION PERIOD: SEPTEMBER 2019 - SEPTEMBER 2020

THE MAIN AIM OF THE PROJECT IS TO EQUIP MOLDOVAN ENTREPRENEURS, WITH RELEVANT GUIDES REGARDING HOW TO NAVIGATE BUREAUCRATIC PROCESSES AND IMPLEMENT MANAGERIAL BEST PRACTICES WHEN STARTING A BUSINESS. ONE OF THE PROJECT GOALS IS TO CREATE AND MANAGE A PRACTICAL AND EDUCATIONAL TOOL FOR SMALL BUSINESS COMMUNITY TO INTRODUCE BUREAUCRATIC, LEGAL, FINANCIAL AND STARTUP TOPICS DURING A 6 MONTHS PROGRAM. ANOTHER GOAL IS TO INFORM AND EDUCATE ONLINE 5000 YOUTH ABOUT PRACTICAL ASPECTS OF LAUNCHING AND MANAGEMENT OF AN SME.

GOLD MEMBERS



Lanitron

Type: IT
e-mail: gan@lanitron.net
Web: www.lanitron.net

Tx & A Co

Type: Consulting Services
e-mail: icicibaba@taxaco.biz
Web: www.taxaco.md

Mixbook

Type: IT
e-mail: george@mixbook.com
Web: www.mixbook.engineer

Beermaster Brewery

Type: IT
e-mail: gan@lanitron.net
Web: www.beermaster.md

CTI-Capital

Type: IT
e-mail: victor.sitnic@cticapital.md
Web: www.cticapital.md

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



Hygge SRL

Type: Horeca

e-mail: management@marlene.md

Web: www.marlene.md



Tesa

Type: Cleaning Service

e-mail: steven@tesa.md

Web: www.tesa.md



Sonexy Group

Type: Medicine

e-mail: sonexy.group@gmail.com

Web: www.npcriz.md



Grădina Marioarei

Type: Landscaping services

e-mail: gradinamarioarei@gmail.com

Web: www.gradinamarioarei.md



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

MEMBERSHIP DIRECTORY



Labrewtory Brewing

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



Kontrast Solutions S.R.L.

Type: Business services
e-mail: kontrast@kontrast.md
Web: www.kontrast.md/



Altea Mode SRL

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



Resolve IT

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



Be Sweet

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

Digim company

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



Eclair Shop

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

Web: www.nooca.md



Daw Benta Mol

Type: Retail

e-mail: sergiu.aftenev@caparol.md

Web: www.caparol.md



Smokehosue

Type: HoReCa

e-mail: dsmith890@gmail.com

Web: www.smokehouse.md

Vioser Consulting



Type: Business consultancy

e-mail: contact@vioser.md

Web: www.vioser.md



Jizdan & Partners

Type: Business consultancy

e-mail: andrei@jizdanpartners.com

Web: www.jizdanpartners.com

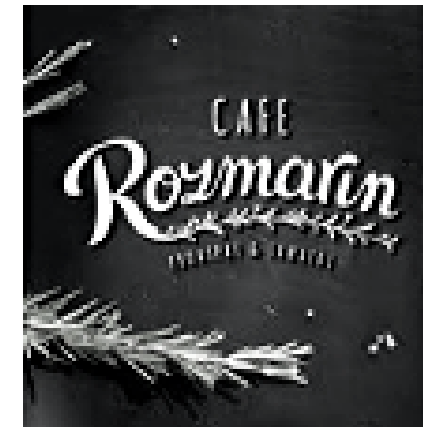


Lux Packaging

Type: Production

e-mail: infoluxpac@gmail.com

Web: cavalierieamoretti.com

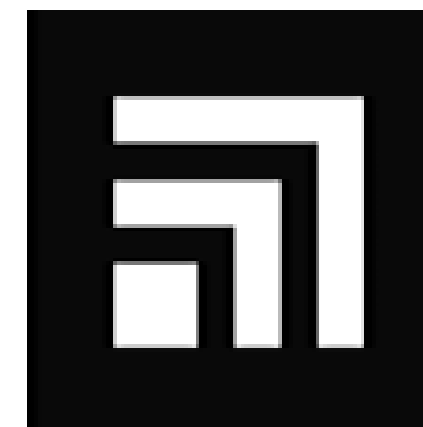


Rozmarin Cafe

Type: HoReCa

e-mail: anasitnic@gmail.com

Web: www.rozmarin.md



Enspire Development

Type: IT

e-mail: adam@enspiredev.com

Web: www.enspiredev.com

MEMBERSHIP DIRECTORY



Piroterm Service SRL

Type: Retail

e-mail: vladimir.catan@piroterm.md

Web: www.piroterm.md



Alexei Ghertescu Law Firm

Type: Law Firm

e-mail: office@ag.legal

Web: www.ag.legal

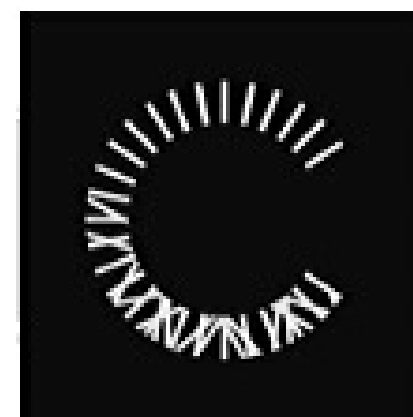


I.T.A. Contabilitate

Type: Consulting services

e-mail: hareana@gmail.com

Web: www.anaharea.eu



Kishlaru Consulting

Type: Consulting

e-mail: a.kishlaru@gmail.com

Web: www.kishlaru.md



Adonis Lux SRL

Type: IT

e-mail: niku.ekosmedia@gmail.com

Web: www.kurama.xyz



Happy Tour SRL

Type: Tourism

e-mail: patricia.andronache@htour.md

Web: www.htour.md



HR Portal SRL

Type: Consulting Services

e-mail: info@hrportal.md

Web: www.hrportal.md



Oneest

Type: IT

e-mail: george@oneest.com

Web: oneest.com



A STRONGER VOICE FOR SMALL BUSINESSES

www.sme.md