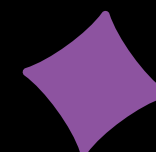
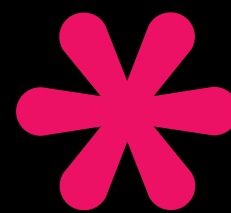
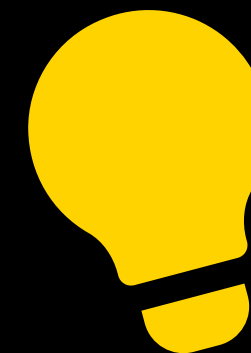




# Annual Report

2022





**DAVID SMITH**  
AIM PRESIDENT

DEAR FELLOW AIM MEMBERS,

Looking back, it is hard to really take stock of 2022. It's hard to imagine that one year ago we were worrying about Omicron and people were still wearing masks everywhere. It's hard to imagine how quickly our worries and focus turned to war.

2022 was a hard year, but it was one that we in AIM can be proud of. On February 26th our companies began responding to requests from the government and Moldova For Peace for support coping with the massive refugee crisis that had begun. By February 27th we had partnered with Peace Corps Moldova to run a donation center to collect supplies. I personally never imagined that this initiative would transition into a months long effort that would wind up supporting over 38,000 refugees. Members lent their trucks, their equipment, their time and their energy to help in a very dark time.

Throughout 2022 AIM worked with government ministries advocating for small business as the state planned crisis response efforts. 2023 is also likely to be a hard year. A year of high inflation and still lots of uncertainty. At the same time we hope for things getting better. As small business owners we are natural optimists - it's part of the job. At AIM we are looking forward to 2023, optimistic about a better year. A year for real reforms to make it easier to do business and to support a better economic environment for all. A year when we can finally put COVID behind us and when we can hope for peace.



**LILIANA BUSUIOC**  
AIM EXECUTIV DIRECTOR

DEAR AIM MEMBERS,

2022 is the year in which AIM became the Community of Optimistic Entrepreneurs from Moldova.

In an extremely difficult year, marked by an ambiguous, unstable, and uncertain context, we consolidated and grew, diversified projects and benefits for members, improved processes, and advanced in advocacy work.

I believe in bottom-up change and together with our community of optimistic entrepreneurs we believe in Moldova and work to develop and grow here.

And all this was possible together with our members, the executive team, the expert team, the AIM Board, and most importantly thanks to the support of our partners: the Center for International Private Enterprise, the OPTIM project, the Soros Foundation, FNF, and FTA.

Where there are many, power grows and together we can create an impact.



# BOARD OF DIRECTORS



**DAVID SMITH**

President



**IURI CICIBABA**

Vice-President



**ALEXEI CHISLARU**

Board Member





# BOARD OF DIRECTORS



**NADEJDA CORNETEL**

Board Member



**CORNEL COSER**

Board Member



**NATALIA EFROS-BUJOR**

Board Member





# EXECUTIVE TEAM



**LILIANA BUSUIOC**  
Executive Director



**ADRIANA CASIAN**  
Membership Coordinator



**ANA CUȘCHEVICI**  
Project Manager



**ANDREI JIZDAN**  
Accountant





# EXPERTS TEAM



Financial



**SERGIU  
RUMLEANSCHI**

Tax&Customs



**IURI  
CICIBABA**

Access Finance



**OLGA  
MELNICIUC**

Legal



**ELENA  
GARAZ**





## 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

## 01 Business Community Development

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

## 02 "First call" Resource

- ◆ Consultation
- ◆ Referrals
- ◆ Reporting

## 03 Policy & Advocacy

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

83

MEMBERS



11

INDUSTRIES



FOOD INDUSTRY

IT&DIGITAL MARKETING

E-COMMERCE

SERVICES

EDUCATION

AGRICULTURE

HORECA

MEDIA

RETAIL

CONSTRUCTIONS

MANUFACTURING



# BUSINESS TO GOVERNMENT DIALOGUE



Cancelaria de Stat a Republicii Moldova



Parlamentul  
Republicii  
Moldova



# KEEP TRACK ON PROGRESS

628

participants in events

19

events

6

Position  
Papers

11

informative  
notes

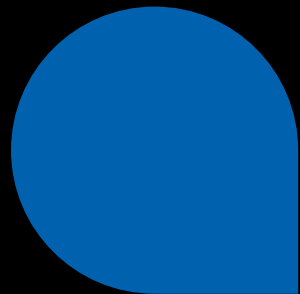
9

policy  
recommendations

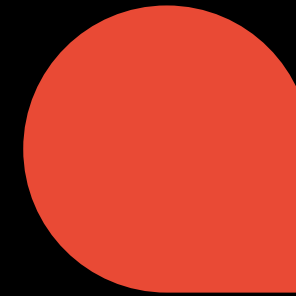




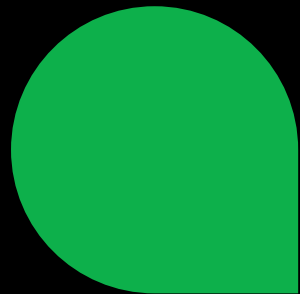
# Experts Consultations



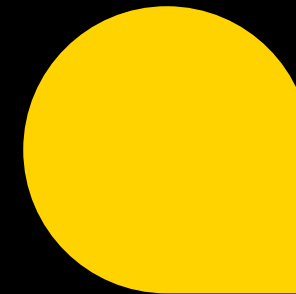
**Law and Legal Questions**  
**15 consultations**



**Financial Management and  
Accounting**  
**15 consultations**



**Attraction of Funds and Investments**  
**28 consultations**



**Taxes and Accounting**  
**9 consultations**

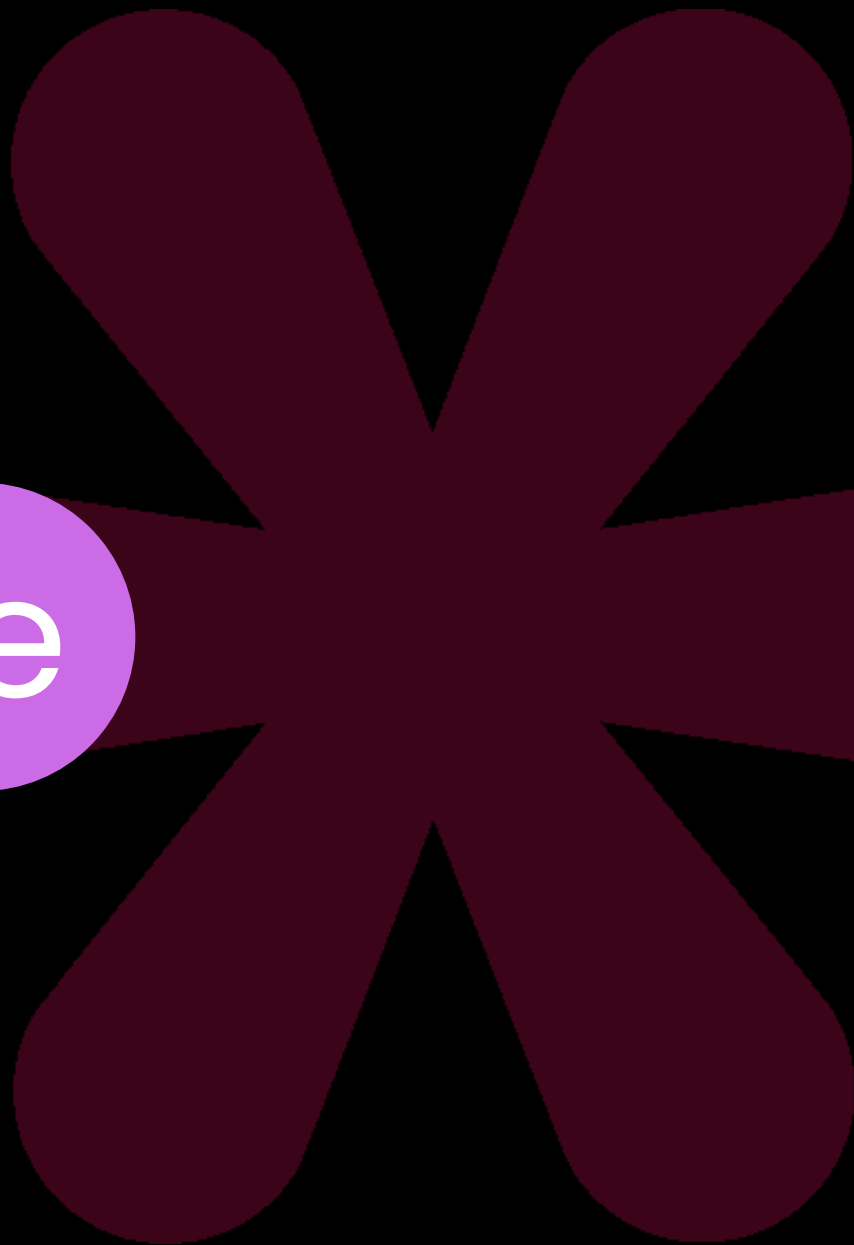


EVENTS



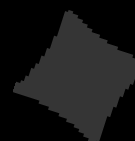
11

offline



8

online





# Refugee Community Support



In partnership with AIM and Peace Corps Moldova, the NGO friends of Moldova.

Together we have helped over 38.000 Ukrainians:

- 7.847 individual or refugee families.
- 175 requests from communities, organizations and refugee placement centers
- 11 customs points in the country.



## In-depth study of small producer



AIM realized a complex analysis of the SME situation and the impact of COVID pandemic on the sector, with an increased focus on the situation of small producers.

In-depth study of small producer sector and actions to be applied by the Government in order support the development of SME sector.





## The microphone of SMEs



AIM organized 2 editions of Microphone of SMES. The topics addressed were:

- National Program for promoting Entrepreneurship and growth Competitiveness for 2022-2026
- The crisis generated by the war in Ukraine

# Ask an Expert

Ask an Expert is an open event where experts provide thematic support SMEs related to operational, tax and legal issues.



AIM organized 4 editions of the Ask an Expert event on the following topics:

- Access to finance and financial management
- Legislative changes on the subject digitalization
- Tax and legal solutions for formalizing the entrepreneurial activity
- Contributions to proposals policies.



# Empower Locals



It is an annual conference for AIM entrepreneurs.

AIM organized 2 editions of Empower Locals. The goal of the events was to consolidate and educate the community of small businesses. The event was focused on following the trends for 2022.



# Ask me Anything

It is a monthly sharing experience event for AIM members with the participation of 3 guests speakers.

AIM organized 6 editions of Ask Me Anything Events where the main discussion topics were: crowdfunding, festivals, unpack America, anti-corruption causes, mechanisms and solutions, rethink communications, healthy sweets, craft beer, collaboration between influencers and organization of interior space.



# Business Breakfast

closed time event organized in the morning where it is set as a technical topic of discussion





# Business Breakfast

AIM organized 2 editions of Business Breakfast



## **DUMITRU PÎNTEA**

Director of Organization for  
Entrepreneurship Development

## **DUMITRU ALAIBA**

President of the Economy, budget and  
Finance commission of the Parliament of  
the Republic of Moldova

The goal of the event is to consolidate, connect and inspire the AIM community.

The Out of Office destination was Pohrebea.  
There we visited 3 local entrepreneurs:

- Gastro Ferma restaurant
- „Activis” pension
- Vila Alexandra

At the event were present 60 persons.

Out of  
office





# General Assembly

Annually AIM organizes the General Assembly of members, where the Annual Report, priorities in activity are presented and elections are made in the Board of Directors.







# Advocacy Highlits

We believe that the response of the various Governments of the last year to the COVID-19 Economic Crisis was insufficient. Therefore, we proposed a comprehensive package to mitigate the worst effects of this crisis including loan guarantees, support with back taxes, rental support and more.



**PACK #1**

**COVID-19 Relief and Stimulus**



**PACK #2**

**Anti-corruption & Bureaucracy**



**PACK #3**

**Systemic Reforms for a Stronger Economy and Business Environment**



# 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

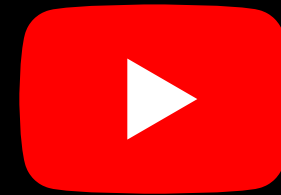


Serve as a "First Call" resource



# COMMUNICATION

**Communication channels:**





# COMMUNICATION



## MOLDOVA BUSINESS NEWS

- scans 60 sources daily
- information about and for Moldovan entrepreneurs
- 2064 subscribers



# Projects and donors



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

**Swiss Agency for Development  
and Cooperation SDC**

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.



CENTER FOR INTERNATIONAL PRIVATE ENTERPRISE

**Project title:** "AIM - CIPE Anti Corruption and Transparency Promotion"

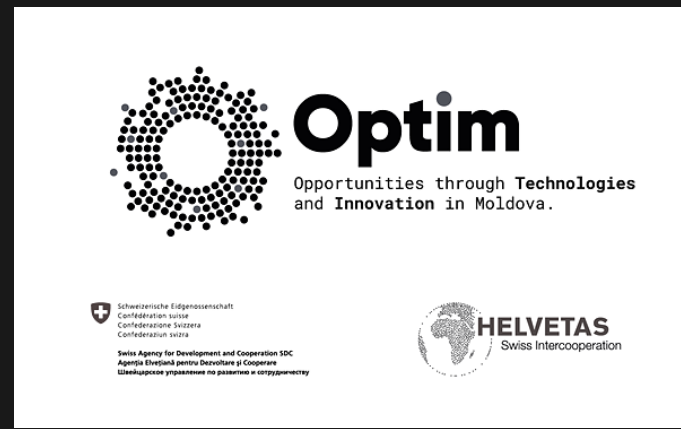
**Implementation Period:** October 2021 - August 2022

**Budget:** 67.000 USD

**Objective:** To strengthen AIM's role as a leader and advocate of the business community in Moldova on matters of transparency, accountability, and business ethics.



# 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



**FRIEDRICH NAUMANN  
FOUNDATION** For Freedom.  
Moldova

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

**Budget: 7 000 EUR**

**Implementation period: November 2022**

**Objective: Empower Locals**



Fundația  
Soros  
Moldova

SOROS FOUNDATION MOLDOVA  
Project title: "Ensuring SMEs resilience in crisis"

**Budget: 30.000 USD**

**Implementation period: September 2021 –  
August 2022**

**Objective: To support assist SMEs in managing  
their business in crisis times**



# Gold Members



RESOLVE IT



GATEWAY&PARTNERS



MIXBOOK



CAPAROL



CTI-CAPITAL



TESA



FORECO GROUP



NECTAR LUX



DAD GROUP



FINANKO PARTNERS





# Gold Members



RESOLVE IT



TX & A CO



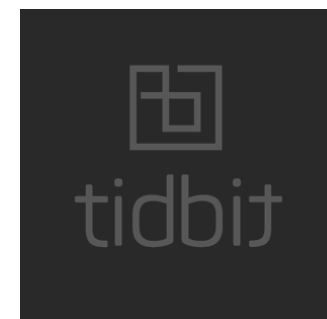
PLASTREGAL



NGA INFOCONSULTING SRL



SUMMIT-COM



TIDBIT

LE BURÓ

LE BURO



BDC CREATIVE



NOBLE MANHATTAN



# Gold Members



SMART.COM



PROACTIVE



PROFILE AGENCY



BEERMMASTER BREWERY



LOREMA ESTHETIC



RIKIPAL



ADCENTER



JAMES CORBIN PENBERTHY



# Membership Directory



**YARBA**



**PIROTERM SERVICE**



**KISHLARU CONSULTING**



**HR PORTAL**



**MARLÈNE (HYGGE SRL)**



**AUTOBRAVO**



# Membership Directory



**GRADINA MARIOAREI**



**BESWEET**



**LANITRON**



**ROZMARIN CAFE**



**INTERACT MEDIA**



**LABREWATORY BREWING**



# Memberhsip Directory



Îndrumare copii,  
părinți și pedagegi.  
Coaching,  
Supervizare

**KinderSpielRaum**  
după Emmi Pikler

**AO ACADEMIA PENTRU  
PRACTICI SOCIALE**



**NUIELUȘA**



Н П Ц Р И З

**SONEXY GROUP**



**MELI MELO**



**NEXTELL**

**/investitii.md**

**INVESTIȚII.MD**



# Membership Directory



**CENTRUL DE DEZVOLTARE  
PERSONALA**



**NANU MARKET**

**Tromigou**

**TROMIGOU**



**ECOLOGAL**

**MOLDPACK** 

**MOLDPACK**

**:PROBIZNET**  
• BUSINESS SUPPORT CENTER

**PROBIZNET BSC**



# Membership Directory



LABEL ORIGIN TASTE



YARDSALE



GRANAT



AGRODRON



ETOP



WOODBAG MAGDALENE



# Membership Directory



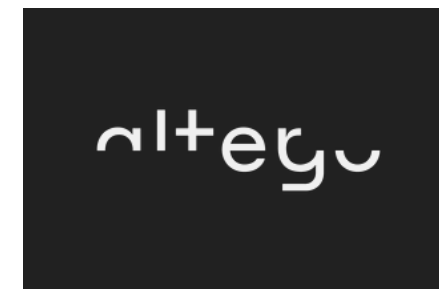
**MARODES SOLUTIONS**



**LEADER ENERGY**



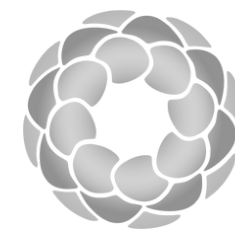
**ARTWOOD MOLDOVA**



**ALTEREGO**



**HERODOC**



**Brutăria  
Bardar**

**BRUTĂRIA BARDAR**





# Membership Directory

**ECLAIR**  
THE ART OF LIVING

**ECLAIR SHOP**

**Moft**

**MOFT DULCE**

**MOSS**  
— ORGANIZED LIVING —

**MOSS ORGANIZED LIVING**

**LIRO**

**LIRO**

**Fantastic**  **English**

**FANTASTIC ENGLISH**

**NOVA CLEANER**  
— GROUP —

**NOVA CLEANER GROUP**



# Membership Directory



**OHRA SHOP**



**VIOSER**



**BETATECHOIL**



**COMMUNICATION  
BOUTIQUE**



**JIZDAN & PARTNERS**



**PERFECT SKIN**



# Membership Directory

**GT GOTORNICEAN MARIA**

**KUURAMA**

**WISE CHANGE**

# A stronger voice for small businesses



[www.sme.md](http://www.sme.md)