

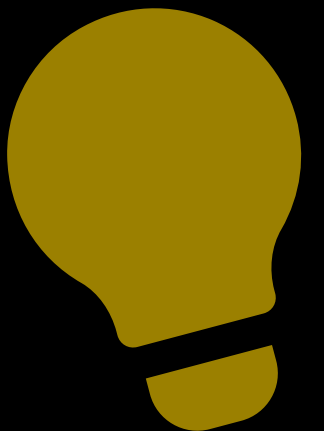
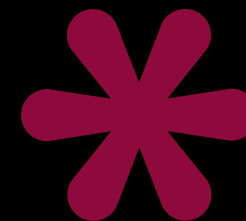
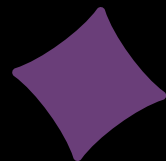


AIM



Annual Report

2025



Dear AIM Community,

It's now been 9 years since I co-founded AIM, and this year I will be passing the torch of leadership to a new set of hands. As you should know, I plan to continue serving on the AIM board and will do all I can to see that our community continues to grow and adapt in an ever-changing world.

Reflecting on 2025, I see a year that looks a lot like AIM's 9-year history. Challenges, successes, disappointments and more than a few surprising twists and turns. As always, our association has survived and grown due to the strength of our community. Liliana and the team did an amazing job this year under pressure, but ultimately the success or failure of AIM is based on the members – on you.

Looking forward to 2026 I have faith that our community will continue to grow and develop. I am sure that there will be challenges – but we also see real opportunities, especially in the EU, coming as well. Our organization has a key role to play in supporting small businesses through this process and making sure your voices are heard. Next year, as last year, I am sure that we are #StrongerTogether.



DAVID SMITH
AIM PRESIDENT

Dear Members and Partners,

I want to express my deepest gratitude for a year that challenged us, grounded us, and ultimately revealed the true strength of our community.

We began 2025 facing unprecedented uncertainty following the suspension of key external funding, a true test of our sustainability, adaptability, and joint commitment. What followed, however, was remarkable. With your trust and support, we stayed on course, preserved our team, and doubled down on our efforts to deliver meaningful value to our members.

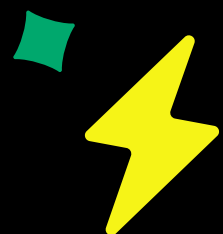
Together, we secured three strategic projects that reinforce our mission and sharpen our focus on AIM's core pillars: community, support, and advocacy.

AIM has continued to grow not just in reach, but in depth, becoming a trusted platform where members, institutions, and international partners co-create solutions that truly matter for Moldova's entrepreneurial future.

Thank you for walking this path with us. As we look ahead to 2026, we do so with renewed energy, unwavering commitment, and a shared vision to strengthen and elevate Moldova's small business sector, together.



LILIANA BUSUIOC
AIM EXECUTIVE DIRECTOR



BOARD OF DIRECTORS



DAVID SMITH
PRESIDENT



IURI CICIBABA
BOARD MEMBER



NATALIA EFROS-BUJOR
BOARD MEMBER



NADEJDA CORNETEL
BOARD MEMBER



CORNEL COSER
BOARD MEMBER



SERGIU AFTENEV
BOARD MEMBER



ANA BORDOS
BOARD MEMBER



IGOR STRECHI
BOARD MEMBER





EXECUTIVE TEAM



LILIANA BUSUIOC
EXECUTIVE DIRECTOR



ADRIANA CASIAN
MEMBERSHIP COORDINATOR



ANA CUSCHEVICI
PROJECT MANAGER



IANA TAMAZLÎCAR
COMMUNICATION &
PARTNERSHIPS



EXPERTS TEAM



IURI CICIBABA
TAX&CUSTOMS



ELENA GARAZ
LEGAL



EVA POGOR
FINANCE



ION GUȚU
DIGITAL MARKETING



SERGIU RUMLEANSCHI
FINANCIAL

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 can prosper.

VISION

AIM is a small business community working together toward common goals to develop a clear and transparent business and legal environment, promoting 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

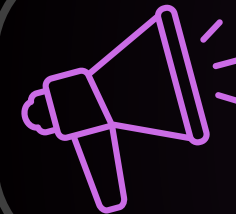
03 Policy & Advocacy

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

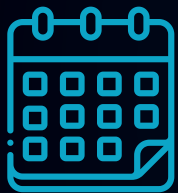
MEMBER SERVICES



Provide opportunities for information exchange between members



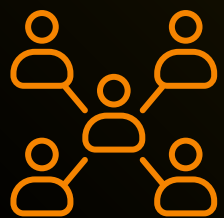
Promote members by sharing their basic description and contact information on the membership directory, website and in the Facebook closed group



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

+26 new
members

107 members

1 survey

1 Awards Gala

2 campaigns

9 podcast
episodes

1 mentorship
program

21 events

600
events
participants

17 member
consultations

1 conference

ONLINE COMMUNITY

7500



848



YouTube

3.228



2600 SUBSTACK

370

LinkedIn

2 216



SME.MD



259



TikTok

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
LEGISLATIVE CHANGES

2216
SUBSCRIBERS

SUBSTACK LAUNCH



**135,158 EMAIL OPENS
OVER ONE YEAR**

**141,000 VIEWS OVER
ONE YEAR**

2,718 SUBSCRIBERS

112 PUBLICATIONS

**LAUNCHED
FEBRUARY 4, 2025**



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.

see more



9 podcast episodes



MEDICINE

SERVICES

CREATIVE INDUSTRY

TIC

TOURISM

107 MEMBERS

11 INDUSTRIES

10 CITIES

MANUFACTURING

AGRICULTURE

HORECA

FOOD INDUSTRY

EDUCATION

RETAIL/E-COMMERCE

BUSINESS COMMUNITY DEVELOPMENT



MATCHMAKING

REFERALS

EVENTS

GUIDANCE

ONLINE CHAT

RECOMMENDATIONS

MEMBERS SUPPORT

SHARING OF EXPERIENCE

MENTORSHIP

EMPOWER LOCALS 2025 FROM LOCAL TO GLOBAL

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.

187

**PARTICIPANTS SMES, BUSINESS
SUPPORT ORGANIZATIONS AND
GOVERNMENT REPRESENTATIVES**

12

**SPEAKERS FROM MOLDOVA,
ROMANIA, ITALY, DENMARK**



DISTINGUISHED GUESTS:

- **EUGEN OSMOCHESCU – DEPUTY PRIME MINISTER AND MINISTER OF ECONOMIC DEVELOPMENT AND DIGITALIZATION**
- **GUIDO BELTRANI – DIRECTOR OF THE SWISS COOPERATION OFFICE IN MOLDOVA**
- **DANIELA VIDAICU – EXECUTIVE DIRECTOR OF THE SOROS MOLDOVA FOUNDATION**
- **CRISTINA BÂTLAN – CO-FOUNDER OF MUSETTE, CO-FOUNDER OF CHANAND**

10 FOR MOLDOVA AWARDS GALA



THE "10 FOR MOLDOVA" GALA WAS A PREMIERE EVENT ORGANIZED BY AIM, DEDICATED TO CELEBRATING ENTREPRENEURS AND MEMBERS OF THE AIM COMMUNITY WHO INSPIRE, INNOVATE, AND CREATE VALUE.

EXHIBITION & PARTNERSHIP ZONE



DURING THE EMPOWER LOCALS 2025 CONFERENCE, BOTH MEDIA AND STRATEGIC PARTNERSHIPS WERE ESTABLISHED, INCLUDING MEDIA PARTNERS AGORA.MD, DIEZ.MD, AINOSTRI.COM, MOLDOVA.ORG, AND DUMITRUCIORICI.COM, AS WELL AS THE EXHIBITION AREA WITH THE INSTITUTIONAL PARTNER ODA AND PARTNERS FAGURA, NOVA POST, MAIB AND CHÂTEAU VARTELY. THESE COLLABORATIONS CONTRIBUTE TO THE ORGANIZATION'S DEVELOPMENT AND LONG-TERM SUSTAINABILITY.

OUT OF OFFICE



57
PARTICIPANTS



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.

**„GRADINA MARIOAREI”
GUESTHOUSE, VALCINET, CALARASI**

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 PROVIDED VALUABLE INSIGHTS INTO THE E-COMMERCE DEVELOPMENT. THE SPEAKERS OF THE EVENTS WERE:

61 PARTICIPANTS

3 EDITIONS



E-commerce for SMEs – Special Event
“Click & Compete”

New regulations for local food producers

Cahul Edition: How to grow a business
through partnerships and effective branding

OPEN HOUSE

8 VISITS

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



80
PARTICIPANTS

FAGURA

MINIVOLT

PROACTIVE

FLORAL SOUL

MERAKI BUREAU

ECOLOCAL

ONE LIFE

RACKETA PRODUCTION

BUSINESS BREAKFAST

40
PARTICIPANTS



2 EDITIONS

OLGA HOLBAN, DIRECTOR OF THE STATE TAX SERVICE
AN OPEN DIALOGUE WITH ENTREPRENEURS

GRIGORE MANOLE, STATE SECRETARY, MINISTRY OF ENVIRONMENT NEW
ENVIRONMENTAL REGULATIONS AND THEIR IMPACT ON SMES

3

EDITIONS

LITRA BREWING

OGRADA CAFE

MOFT CAFÉ

BUSINESS OVER DRINKS



85

PARTICIPANTS

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.

CLICK2GROW MENTORSHIP PROGRAM

31 APPLICATIONS RECEIVED

26 SELECTED

15 PARTICIPANTS
IN PITCH DAY

5 MENTORS INVOLVED

5 BUSINESSES SELECTED



Alexandru Negruță
Mobilis



Victoria Musinschi
Vila Dorului



Vasile Boldurescu
Arillu



Natalia Botnari
Pampy



Ana Bordoș-Boldișor
EduCasa

**CLICK2GROW PROGRAM PROVIDES MENTORSHIP TO SMES IN
DEVELOPING THEIR DIGITAL BUSINESSES.**

NATIONAL ENTREPRENEURS' DAY

Communication campaign

#EuCreezValoare – one month dedicated to entrepreneurs

The campaign aims to highlight the positive impact of SMEs and to showcase the efforts, courage, and optimism of entrepreneurs.



#PUTEREAANTREPRENORILOR **#EUCREEZVALOARE** **#AIMMOLDOVA** **#ANTREPRENORICUIMPACT** **#AIMPACT**

LAUNCH OF THE NATIONAL CAMPAIGN

"FII PE VAL"



#CONSUMALOCAL

#FIIPEVAL

#CRESTEMEUROPEAN

#ALEGELOCAL

#SPRIJINĂLOCAL



SURVEY:

“SMES’ PERCEPTION OF THE BUSINESS ENVIRONMENT IN THE REPUBLIC OF MOLDOVA AND THE LEVEL OF AWARENESS OF EU INTEGRATION PROCESSES”

OCTOBER–NOVEMBER 2025

SAMPLE: 397 ACTIVE SMES (INCLUDING 63 AIM MEMBERS)

REGIONS: CHIȘINĂU, NORTH, CENTER, SOUTH, AND GAGAUZIA (UTA)

COMPANY SIZE: MICRO, SMALL, AND MEDIUM-SIZED ENTERPRISES

GENERAL CONCLUSION:

THE OVERALL PERCEPTION OF THE BUSINESS ENVIRONMENT IS MODERATE. MOST SMES ASSESS THE ECONOMIC CLIMATE AS “AVERAGE” OR “RELATIVELY FAVORABLE,” WITHOUT CONSIDERING IT PREDICTABLE OR STABLE IN THE LONG TERM. LABOR AVAILABILITY REMAINS THE MOST CRITICAL CHALLENGE, WHILE OPERATIONAL COSTS, COMPLEX REGULATIONS, AND RELATIVELY DIFFICULT ACCESS TO FINANCE COMPLETE THE MAIN SET OF BARRIERS. BY COMPARISON, AIM MEMBERS TEND TO EVALUATE ECONOMIC CONDITIONS MORE POSITIVELY, BENEFITING FROM BETTER ACCESS TO INFORMATION, NETWORKING, AND SUPPORT INITIATIVES. THESE DIFFERENCES SUGGEST THAT SMES AFFILIATED WITH A PROFESSIONAL ORGANIZATION ARE BETTER EQUIPPED TO ADAPT TO CHANGE AND CAPITALIZE ON MARKET OPPORTUNITIES.



"FIRST CALL" RESOURCE

1

ACCOUNTING

17

REQUESTS

5

FINANCIAL MANAGEMENT

2

LEGAL CONSULTANCY

9

GRANT AND INVESTMENT ATTRACTION

CONSULTANCY SERVICES FOR AIM MEMBERS



POLICY & ADVOCACY

2025

POSITION PAPERS

**DEREGULATION &
REDUCTION OF
ADMINISTRATIVE
BURDEN**

SME SUPPORT PROGRAMS

**ENTREPRENEURSHIP
LAW REFORM**

**CROSS-BORDER
E-COMMERCE**

**FREELANCERS LAW &
INDEPENDENT ECONOMIC
ACTIVITY**

**REGULATORY FRAMEWORK
FOR THE EVENTS INDUSTRY**

URBAN MICROMOBILITY

**EARLY CHILDHOOD
EDUCATION POLICIES**

**SMALL FOOD PRODUCERS
& ARTISANAL
PRODUCTION**

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.

7 PRIORITIES

ACCESS TO FINANCE

**REFORM OF PUBLIC
FINANCING
PROGRAMS**

**HUMAN CAPITAL
DEVELOPMENT**

**INTEGRATION OF SMES
INTO THE EUROPEAN
SINGLE MARKET**

**SIMPLIFICATION OF
REGULATIONS AND
REDUCTION OF
BUREAUCRACY**

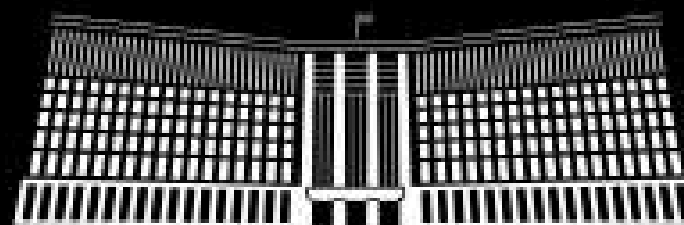
**INNOVATION,
DIGITALIZATION, AND
E-COMMERCE**

**ECONOMIC RESILIENCE
AND CRISIS SUPPORT
MECHANISMS**

BUSINESS TO GOVERNMENT DIALOGUE



Cancelaria de Stat a Republicii Moldova



Parlamentul
Republicii
Moldova

STRATEGIC MEETINGS & AIM REPRESENTATION



**DANIELA MORARI, AMBASSADOR OF THE REPUBLIC
OF MOLDOVA TO THE EUROPEAN UNION**



**DIALOGUE WITH THE EUROPEAN
COMMISSION – DG ENST MOLDOVA UNIT**



**MEETING OF THE SME CONSULTATIVE COUNCIL
(REFORMS 2025–2027)**



STUDY VISIT: CLUJ–ORADEA



**DIALOGUE WITH DEPUTY PRIME
MINISTER EUGEN OSMOCHESCU**



**PUBLIC CONSULTATIONS ON THE ECONOMIC
PRIORITIES OF THE FUTURE GOVERNMENT**



**PLENARY SESSION OF THE EUROPEAN ECONOMIC
AND SOCIAL COMMITTEE (EESC) – BRUSSELS**



PARTICIPATION IN THE SME ASSEMBLY



**PARTICIPATION IN THE EAP CIVIL SOCIETY SUMMIT 2025
BRUSSELS**



PROJECTS



Elveția.



HELVETAS

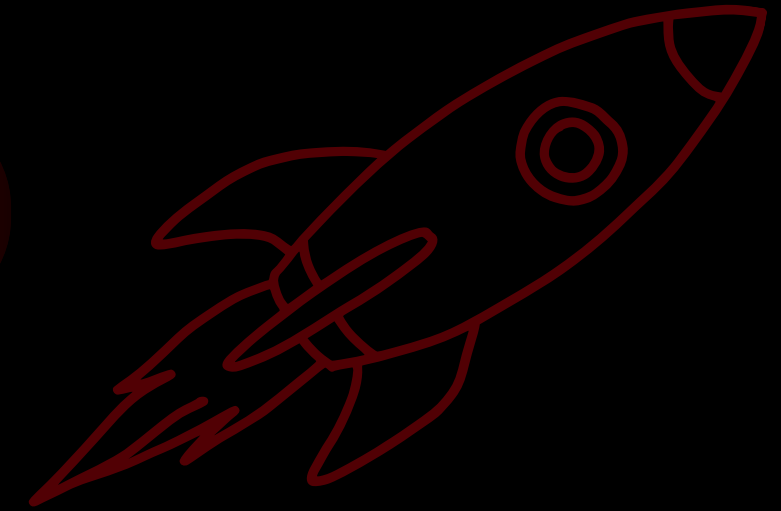


Optim

Opportunities through Technologies
and Innovation in Moldova

PERIOD OF IMPLEMENTATION:

APRIL 2025– JULY 2026



Project title: **Improved business enabling environment through capacity building of AIM and enhanced cross-sectorial cooperation**

BUDGET:

92.128 CHF

Developing partner:

OPTIM– Opportunities through technologies and innovation in Moldova, implemented by HELVETAS Swiss Intercooperation Zurich

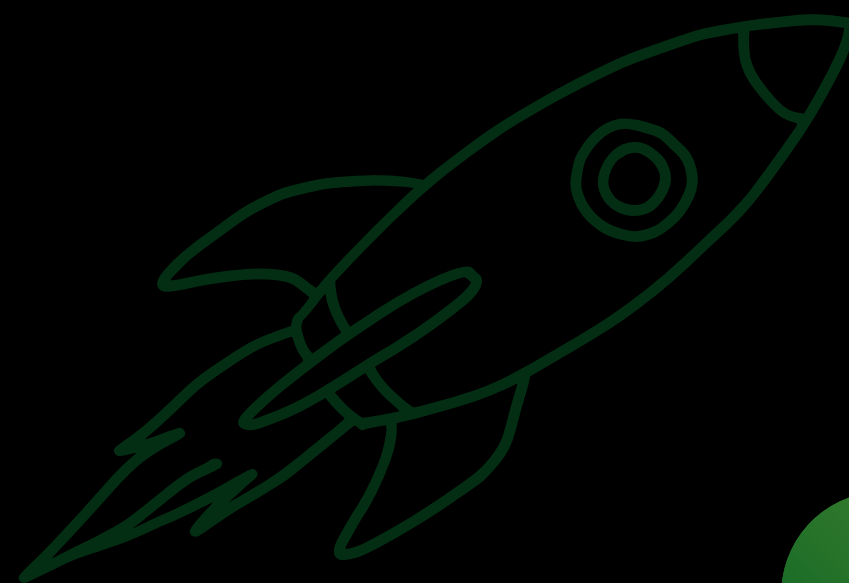
ACTIVITIES

ADVOCACY ACTIVITY

**EMPOWER LOCALS
CONFERENCE**

COMMUNITY BUILDING

PODCAST



ACTIVITIES:

**PERIOD OF IMPLEMENTATION:
MAY 2025 – DECEMBER 2026**

Project Title:
**Policies and Measures to Support SMEs
in the Republic of Moldova in the
Context of European Integration**

**BUDGET:
277.350 USD**

**TRANSPOSITION OF
EU DIRECTIVES**

OPINION SURVEY

**NATIONAL CAMPAIGN TO
SUPPORT LOCAL PRODUCERS**

**EMPOWER LOCALS
CONFERENCE**

**TRAINING AND MENTORSHIP PROGRAM FOR SMES ON
ECONOMIC SECURITY AND RESILIENCE**

**INNOVATE
MOLDOVA**

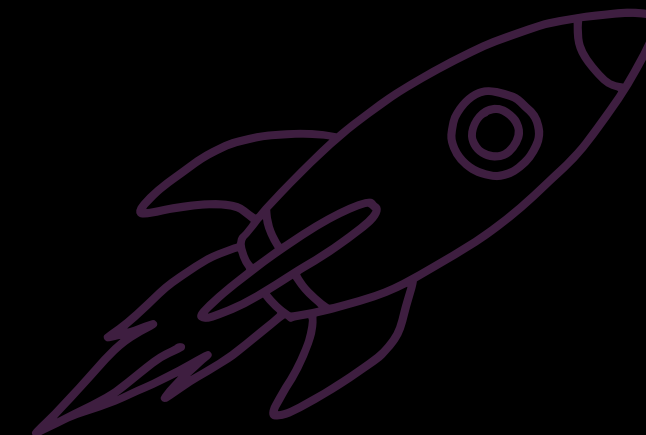


**Sweden
Sverige**



**UK International
Development**

Partnership | Progress | Prosperity



**PERIOD OF IMPLEMENTATION:
JULY 2025 – MAY 2026**

Project Title:
**Unlocking Digital Potential
for SME Competitiveness**

**BUDGET:
875.000 MDL**

ACTIVITIES:

EVENTS

PODCAST

**MEETUPS:
“ASK AN EXPERT &
GET ANSWER”**

EMPOWER LOCALS

TARGETED MENTORSHIP FOR SMES

MEMBERSHIP PACKAGES 2026

MICRO

**5.000 MDL
PER YEAR**

✓ COMPANIES WITH A TURNOVER
OF UP TO 1 MILLION LEI

SMALL

**10.000 MDL
PER YEAR**

✓ COMPANIES WITH A
TURNOVER FROM 1 MILLION
LEI TO 10 MILLION LEI

MEDIUM

**15.000 MDL
PER YEAR**

✓ COMPANIES WITH A
TURNOVER FROM 10 MILLION
TO 100 MILLION LEI



THE COMMUNITY OF OPTIMISTIC ENTREPRENEURS



AIM



CONNECT WITH US



+373 68 420 400



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Antreprenori optimiști din Moldova

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