



## PROJECT FACTSHEET

### The project in a nutshell

**Timeframe:** 2018-2019

**Budget:** EUR 336,121 (EU contribution - EUR 302,509)

**Partners:** Cimişlia District Council and 7 other district councils of Moldova's Southern Development Region, 4 business incubators (in Ştefan Vodă, Leova, Cimişlia and Cahul), the South Regional Development Agency (RDA South), the Organization for Small & Medium Enterprise Development of Moldova (ODIMM)

**Geographic coverage:** Cimişlia and 7 other districts of Moldova's Southern Development Region

**Target groups:** Small and medium enterprises (SMEs), communities in all 8 administrative territorial units of the Southern Development Region, business service providers, local consultants, SME specialists within the economic departments of district councils, individual and potential entrepreneurs (including women and young people), potential investors.

## CONTEXT



**South Development Region - 8 Districts:**



**Leova, Cimişlia, Căuşeni, Ştefan Vodă, Cantemir,  
Basarabeasca, Taraclia și Cahul**



The Southern Development Region (SDR) of Moldova comprises the 8 districts of Basarabeasca, Cahul, Cantemir, Căuşeni, Cimişlia, Leova, Ştefan Vodă and Taraclia. The region's total surface area is 7,379 km<sup>2</sup>—around 22% of the country. Most of the SDR's districts belong to two transnational Euroregions: 'Lower Danube' and 'Siret-Prut-Nistru'. The SDR's significant advantages include its favourable geopolitical position, characterised by trilateral border crossings; its proximity to the European Union; its belonging to two functional Euroregions; its road and railway customs points; its access to sea routes through the terminal in Giurgiuleşti; its three functional free economic zones; its international networks for transporting electric power; and its higher education institutes.

## PROJECT GOAL AND OBJECTIVES

The Project's main goal is to promote local economic development by supporting SMEs and enhancing their competitiveness in the region, as well as by developing the capacities of business advisory services to ensure good levels of support and foreign direct investment in the communities of the Cimişlia District Council. The Project has **3 main objectives:**

- 1) Enhancing the capacity of service providers to support business development in the region and to offer high-quality training programmes and business advisory services;
- 2) Stimulating demand for business advisory services in the SDR by setting up an easily accessible and high-quality training programme as well as advisory services in order to improve the competitiveness of SMEs and provide pilot services;
- 3) Establishing an investment profile for the SDR and identifying opportunities for investment in the region.

## PROJECT ACTIONS

As part of the Project, a special **map** (contact database) will be developed to include all legal entities and individual entrepreneurs from the SDR. This will draw a clear picture of business support service providers (“**pool of companies**”) in the region along with their names, location and contact details.



With the goal of increasing the knowledge and understanding of specific issues related to business consultancy services for SMEs, a **Regional Network of Business Consultancy Organizations** will be established. This network will become a real "foundation stone" for business providers to stimulate their interest in creating a platform for communication.

### The Project's actions include:

1. **INFO help desks** for consultants and business development providers will be established in those southern regions that do not have a Business Incubator (BI). Experts for the INFO help desks will be selected among SME specialists from the 4 district councils of Basarabasca, Cantemir, Căușeni and Taraclia. Services to support SMEs through the INFO help desks will also be provided by the existing BIs in Cimișlia, Leova, Cahul and Ștefan Vodă;
2. **Entrepreneurial libraries** will be opened at the BIs in Cimișlia and Cahul. They will serve as a pre-incubation space open to potential entrepreneurs and residents. The capacities of the two existing libraries in Leova and Ștefan Vodă will be improved, and an open-space will be created for young people.
3. An **investment profile** will be developed for all 8 districts together with an **investment portal**. This portal will provide access to an online catalogue of investment opportunities with links to economic agents. Finally, a one-day **investment forum** will be organized in Cimișlia for potential investors at the local and national levels.

## ESTIMATED RESULTS

- At least **24** business providers (existing and active legal entities in the service market) will be trained;
- **4** INFO help desks will be established in those southern regions that do not have the BIs;
- **4** open-space entrepreneurial libraries will be established within the existing BIs;
- **12** participants will take part in a study visit to an EU country in order to increase their knowledge of the EU best practices for communication between entrepreneurs and business service providers;
- At least **144** SMEs will take part in training programmes in the 8 southern districts.

The Project will develop the whole entrepreneurial culture in the SDR of Moldova. The establishment of the Regional Network of Business Consultancy Organizations can serve as a good model for the development of a platform for communication between regional consultants and suppliers. The project will also ensure the equal access of women and young people as existing and potential entrepreneurs.

The pioneer project “South Open Gate of Moldova for Businesses and Investments Promotion” is being implemented in Moldova as part of the Mayors for Economic Growth (M4EG) Initiative. The M4EG Initiative began to operate in January 2017 within the Eastern Partnership framework. Its overall goal is to help mayors and municipalities in Eastern Partnership countries to become active facilitators for economic growth and job creation at local levels. For more information, please visit [www.m4eg.eu](http://www.m4eg.eu).



This project is funded by  
the European Union

This publication was prepared within the framework of the Mayors for Economic Growth (M4EG) Project. Its contents are the sole responsibility of its author(s), and do not necessarily reflect the views of the European Union.