**MOLDOVAN ASSOCIATION**
OF PRIVATE ICT COMPANIES

# ANNUAL REPORT OF ACTIVITIES

## NATIONAL ASSOCIATION OF PRIVATE ICT COMPANIES FROM MOLDOVA

### YEAR 2013

ANNUAL REPORT
OF ACTIVITIES

YEAR
**2013**

# CONTENT:

# Message from the President

Dear Members, Colleagues and Friends,

With many of you we have been building the Association for almost 5 years. It seems just yesterday. Even if we are still a young organization, I hope the foundation we have put in together will meet its objectives: create a competitive ICT industry in Moldova. All our efforts clearly follow our vision in terms of: labor force and overcoming the barriers of the shortage of qualified specialists; accountability and dialogue with the government; positioning the industry on the national and international market.

I tend to believe that this is only the beginning and all our planned activities will start happening while gaining the support of the donor community and convince our counterparts of the necessary interventions.

Together we are strong and will become stronger.
Thank you for your trust.

With deep respect,
Veaceslav Cunev
President
National Association of Private ICT Companies

# Special Thanks to our Gold Partners:

**Microsoft**

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. The mission of Microsoft is to increase our partners' and customers' satisfaction through Microsoft's cutting-edge technology, to contribute to the development of the local IT industry with professionalism and honesty, implementing the corporation's business model.Present on the Moldovan market since 2006, Microsoft is committed to achieve the following objectives:

- generate business opportunities for our partners by making long term investments
- facilitate access to cutting edge software technology for people within the region
- build competencies and talents, organize consultancy, training and support activities, offer technical information and localize products
- support developers, IT professionals and community development through a direct communication channel
- educate the market on using legal software and respecting intellectual property

Microsoft is present on Moldovan market through the most extended partners' network with local and international recognized competencies. As a part of our business strategy and company culture we are building the foundation for a long term growth by developing activities that support communities. Through our dynamic and responsible presence in the society, we are working toward accomplishing our mission we have assumed since the beginning. We bring innovative programs, generate business opportunities for our partners, improve our internal processes and we continuously focus on increasing customers' and Microsoft technology users' satisfaction.

As a company, and as individuals, we value integrity, honesty, openness, personal excellence, constructive self-criticism, continual self-improvement, and mutual respect. We are committed to our customers and partners and have a passion for technology. We take on big challenges, and pride ourselves on seeing them through. We hold ourselves accountable to our customers, shareholders, partners, and employees by honoring our commitments, providing results, and striving for the highest quality.

**www.microsoft.com**

Switchover AG, formerly Switchward International Group AG, is a Swiss Company operates in the wholesale telecommunication market. The core business is concentrated on collecting and terminating significant volumes of voice minutes traffic on behalf of important international clients.

Switchover via its own daughters companies is active in the TLC field since 2003, when Switchward Ltd was established in London. From December 2004 it became a Swiss telephone operator.

In 2012 a new reorganization policy has been applied, Switchward International Group SA, decided to sell two out four existing companies Switchward ICS and Switchward ITS. In the meantime Switchward International Group has been rebranded in Switchover AG, who remains the owner of Switchward Services SRL (Moldova).

Switchover is registered as a telephone service operator by UFCOM (nr. 2000752).

The company avails of bilateral interconnection contracts with the most important worldwide telephone operators, who are both customers and suppliers and solid partnerships with the major optical fiber suppliers via whom Switchover can grant high quality standards.

The consolidated average turnover of the company for the 2010 and 2011 has been of USD 75 million and the balance sheet is subjected to ordinary auditing according to Art. 727 by the Swiss regulations. Auditing is performed by PriceWaterhouseCoopers.

Our mission is to understand and enable customer's challenges delivering the highest quality standards with advanced services and tailored solutions thus creating a platform for growth & improved profitability.

With our range of telecommunication services we want to become a point of reference in the international telecommunication market

Switchward Services SRL, the latest to be incorporated, is based in Moldova. Currently all the activities of this company are devoted to the development and assistance of all the applications aiming to support the activities of the mother company. The Chisinau offices employ Oracle developers and certified specialists as well as sales resources working for the back office of Switchover AG.

The above implementation will complete the growth process of the Group which will achieve an even higher professional standard capable of handling more difficult challenges in terms of Service Level Agreement and granting the continuity of the supplied service.

**http://www.switchover.ch/**

# National Association of Private ICT Companies, as well known as Moldovan Association of Private ICT Companies

The National Association of Private ICT Companies (ATIC) is an umbrella organization for 38 companies coming from the following fields: Software development, Software distribution, Hardware, Operators and Internet Service Providers, Business Process Outsourcing.

Our mission is to advance the competitiveness of the ICT sector and promote the ICT as a core enabler for national economic development. On the international stage we promote the industry's potential as a reliable business partner for international IT and BP outsourcing clients.

ATIC is dedicated to bring the Moldovan ICT industry to a brand new level through a strong dialogue platform and viable partnership between the ICT sector and government, active and effective participation in the development and implementation of coherent policies and clear actions for a pertinent positioning of the sector.

## Vision

The ICT sector will be the main driver behind the Moldova's economic growth, augmenting labor productivity and enhancing international competitiveness

## Objectives

1. To raise the Moldovan ICT industry's profile and image within the country and on International markets.

2. To raise the level of co-operation and collaboration amongst members of the Moldovan ICT business community.

3. To work with Government to improve the business context, legal framework and overall prospects for the sector.

4. To collaborate with Moldovan Educational institutions to improve over time the quality and quantity of ICT trained graduates.

5. To help improved levels of professional & management skills within ICT companies.

6. To improve all aspects of investment opportunities for ICT enterprises in Moldova.

# THE ORGANIZATIONAL CHART OF THE ASSOCIATION:

| Hardware and Software distribution | Soft development | Call Centers and BPO | Telecommunica-tions |
|---|---|---|---|

**GENERAL ASSEMBLY**

| Censors Committee | Managing Board |
|---|---|
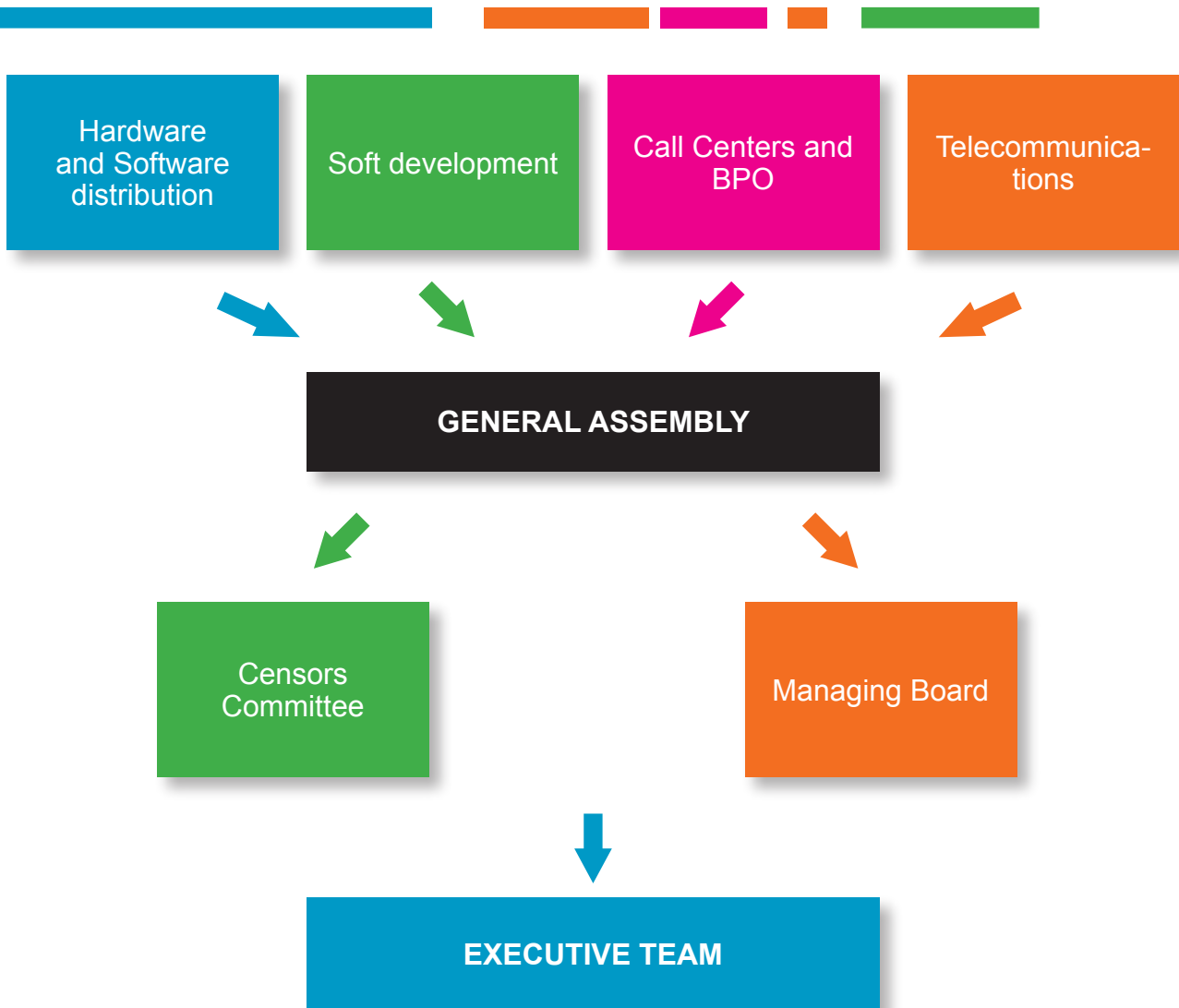
**EXECUTIVE TEAM**

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*www.ict.md*
Contact person: +373 79002866- Ana Chirita, Executive Director

# BOARD MEMBERS
# AND EXECUTIVE STAFF 2013

## CHAIRMAN OF THE BOARD:



**Veaceslav Cunev**
*Deeplace*



**Serge Shmigaliov**
*Microsoft*
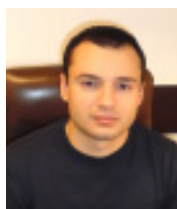


**Vadim Echim**
*Tacit Knowledge*



**Iuri Cicibaba**
*(Tx&A Co SRL) on behalf of
Hewlett Packard Moldova*



**Eugen Galamaga**
*Allied Testing*



**Irina Strajescu**
*Moldcell*



**Olivier Prado**
*GPG Consulting*



**Marius Vasile**
*IBM in Romania*



**Mihai Andreev**
*Ultra*

## EXECUTIVE TEAM:



**Ana Chirita**
*Executive Director*



**Anatol Gremalschi**
*VET IT Education
Consultant*



**Viorica Bordei**
*Education Project
Manager*



**Tatiana Ceban**
*Events Manager
(maternity leave)*



**Natalia Habasescu**
*Accountant/Consultant*



**Violeta Basoc**
*Project Manager
Assistant*

# BRIEF DESCRIPTION OF PLANNED ACTIVITIES AND OUTCOMES

| Activity | Accomplishments |
|---|---|
| **EDUCATION** | |
| **Interventions in VET Education Sector**<br>The project purpose is:<br><br>• To support the qualitative improvement of content and process of ICT professional education in 5 institutions (colleges and vocational schools), thus fostering the improvement of quality of knowledge and practical skills of the young ICT specialists.<br><br>The expected results of the project are:<br><br>• Expected result 1: Improved, updated curricula for ICT specializations, relevant for market needs developed in beneficiary colleges with involvement of ICT companies' representatives<br><br>• Expected result 2: Improved practical skills of IT students updated to labor market demands through enrollment of trained students in private sector<br><br>• Expected result 3: Awareness about the possibility to get a Career in ICT at a VET institution raised | • 6 institutions participate in a pilot project<br><br>• 2 directions of new curriculum needed for the industry to be included in the General mainframe-Testing and Web Development |
| **ICT Career Campaign (similar to 2012 Campaign)**<br>Goal: Promotion of the ICT sector and encouraging young school students to choose a career in ICT<br><br>Objective 1: Promotion of the ICT sector as being attractive for the new generations<br><br>Objective 2: Information of the young students about the aspects and opportunities of a career in ICT<br><br>Objective 3: Motivating and directioning the youngsters to choose technical studies<br><br>Objective 4: Enable the relationship between the private sector and students who look for jobs and internships | • 37 schools , more than 3000 pupils participated in the session<br><br>• TV, radio and online promotion of the "Choose a Career in IT" video spot<br><br>• Online banner campaign promoting the "Choose a Career in IT" messages<br><br>• 11 success stories in IT published on the highest traffic websites<br><br>• Activity financed by USAID CEED II Project, Ministry of Youth, Austrian Development Cooperation |
| **Master class program**<br>Goal: Improvement of the competences/performance of the university students through master class programs<br>Objectives:<br><br>O1: Increase the visibility of the ICT sector<br><br>O2: Contribute to the assimilation practical knowledge through the interaction between the private sector and students | 3 master classes were organized at the Technical University of Moldova with the active participation of Pentalog company on the following topics:<br><br>• Practici Clean Code<br><br>• Building JavaScript object Watchers & JavaScript Closures<br><br>• Impact of cloud computing on social-network analyses<br><br>More than 50 students attended the events. |

| Activity | Realizations |
|---|---|
| **Community building initiatives**<br>Purpose: Promote the Moldovan IT industry's profile and image through developing and strengthening the local IT Community<br>Objectives:<br>• Raise the level of co-operation and collaboration amongst the members of the Moldovan IT community<br>• Facilitate the knowledge and experience share between the ICT professionals | ATIC & Pentalog Java CodeCamp gathered 25 participants from local IT Companies. |
| **Excellence Center TUM**<br>• Create inovative learning environments close to the universities for tech students<br>• Create a mentorship program to develop entrepreneurial ideas<br>• Support IT startups through community and Networking | • Negotiations with USAID, Government, SIDA, TUM, etc.<br>• Confirmations of the possibility of funding raised. |
| **Intel Contest**<br>O1: Identify and develop creativity for schools students<br>O2: raise interest among school students for mathematics, physics, informatics, chemistry, biology, technical sciences and inge-neering<br>O3: implementation of innovative educational technologies. | • 5 students selected for the Intel ISEF International Fair in Phoenix, Arizona, USA<br>• 81 local participants<br>• Activity financed by Intel Corporation |
| Intel Teach Program | • Curriculum adapted. Training of Trainers for 15 people conducted<br>• Activity financed by Intel Corporation |
| **Employee and internship database**<br>Goal: Create a link between the employee market and employers<br>O1: Ease the access to students database for the ICT companies<br>O2: Monitor the competences of the students and discover talents<br>O3: In the future direct students in their career | Not realized due to low budget allocated. Moved to 2014 |
| **TRADE & MARKET DEVELOPMENT** | |
| **Moldova ICT Summit**<br>Goal: Raise the image of the Moldovan ICT Sector<br>O1: Contribute to the fortification of the public-private dialogue<br>O2: Market Moldova and the Sector on the international arena | • 1000 participants from different areas of activity: government representatives, international organizations, educational sector, business leaders, professionals and students in computer science and computer technology, as well as academics and opinion leaders from Moldova and other countries.<br>• Over 50 international speakers gave presentations and lead the discussions. |
| **B2B portal launch and business plan**<br>Goal: Create a resource of ICT Companies for B2B purposes<br>O1: Identify existing ICT companies on the market<br>O2: market the companies outside inside and outside Moldova | • Portal created<br>• 210 company profiles included<br>• Promotion plan realized<br>• More to be done in 2014<br>• Activity financed by USAID CEED II Project |

| Activity | Realizations |
|---|---|
| **SMB program**<br>Goal: Increase sales of ICT of the ATIC member companies<br><br>O1: Raise capacity among sales people to promote the ICT products and services<br><br>O2: increase the buying of ICT services and products | One meeting realized on ERP issues<br>More meetings planned for 2014 |
| **Export Training Program**<br>Goal: Enhance the competitiveness of the ICT sector through export oriented approach to European Countries.<br>Objectives:<br><br>• Support local companies with knowledge to export to European Countries.<br><br>• Orient 10-15 companies( 40 specialists) in exporting trainings.<br><br>• Assist exporting companies in learning how to find new partners and contracts. | Realized:<br><br>• 3 Trained Trainers after the program<br><br>• 15 participants in total<br><br>• Activity financed by CBI |
| • **2-3 Study tours/B2B missions**<br><br>• ER 1.2: Positioning and promotion of products and services from targeted industries in new or existing markets improved;<br><br>• ER 2.2: Access to financing and investment by enterprises in targeted industries increased; | • Study Tour to Sweden realized<br><br>• Study Tour to Armenia organized<br><br>• ICT Industry Promotion Event participation in Sweden, Turkey<br><br>• 3 more destinations missed in 2013<br><br>• Activities mainly financed by USAID CEED II Project |
| **Entrepreneurship support initiatives (Startup Weekend)**<br><br>• ER 1.2: Capacity of the workforce in targeted industries increased;<br><br>• ER 2.1: Quality of products and services produced by enterprises in targeted industries improved; and<br><br>• ER 2.3: Access to financing and investment by enterprises in targeted industries increased. | • 2 startup weekends organized.<br><br>• Over 150 participants in total<br><br>• Activities financed by USAID CEED II Project, Orange, Simpals |
| **Trainings**<br>Goal: Assist companies with quality trainings in 2-3 areas | Training on Certified Agile Tester |
| **Tax and Legal** | |
| **Initiation of modification of customs procedures**<br>Goal: Realize an analysis on import/export procedures<br><br>O1: Improve the importing/ exporting environment<br><br>O2: Enable the ease of doing business | • The dialogue with the customs has been initiated.<br><br>• ATIC has sent the proposals for tax modifications to the government and parliament, but the proposals have not been accepted due to necessity of budget cuts in this sense. |
| **Continuous dialogue with Fiscal Inspectorate**<br>Goal: Improve the fiscal business environment<br><br>O1: Enable the dialogue between the private ICT sector and fiscal inspectorate | ATIC has participated at the meetings of the tax inspectorate and has brought up the questions related to the fiscal incentives |

| Activity | Realizations |
|---|---|
| **Legal Pocket Guide Presentation**<br>Goal: Create a product to inform the ICT business about the changes in legislation<br><br>O1: Inform about updates and adjustments of the ICT sector<br><br>O2: Contribute to the good business environment of the ICT sector | ATIC has realized the pocket guide for the member companies. This guide contains all the relevant information for the IT companies from Moldova. |
| **Strategic Development of the Association** | |
| **Round table Donor Meeting**<br>Goal: Correlate ICT development agendas<br><br>O1: Inform about ICT priorities<br><br>O2: Define development partnerships | Separate meetings have been held with Swedish Embassy, SIDA, USAID, US Embassy |
| **White Book Presentation**<br>Goal: Present the vision of the ICT sector<br><br>O1: Enable the private-public dialogue<br><br>O2: Lobby and advocacy for better business environment | ATIC has presented the overview and review of the White Book of the ICT Sector with the main priorities for the next 3-5 years. |
| **Participation at ICT Development Agency creation**<br>Goal: Increase the share of ICT Sector<br><br>O1: Monitor the implementation of the ICT agenda<br><br>O2: Contribute to the development of the ICT sector | ATIC has actively participated at the elaboration of the strategy of the ICT industry, competitiveness strategy, agency creation and excellence center concept. |

# EDUCATION INITIATIVES

## IT Career Promotion Campaign

### Background

Moldovan ICT Sector has registered an important growth in the recent years, reaching a volume of 7.7 billion EUR in 2012 and a share of about 8.7 % of GDP. The ICT industry can become the catalyst of economic and social development in the years to come, but only with the condition of solving the main challenge it is facing nowadays – the lack of sufficient labor force.

Starting with 2010, Moldovan Association of Private ICT Companies has been implementing the IT Career Promotion Campaign aiming to raise awareness on the advantages, prospects, opportunities young people can benefit of by choosing a career in IT.

The purpose of the initiative is to promote the IT Career as an attractive option for the younger generations and orient talented pupils towards ICT specialties. Also, we encourage the students at the ICT faculties to show a stronger engagement for the chosen career path, to access more extracurricular learning opportunities, to launch and carry out independent projects – to undertake active actions that would help them gain knowledge and develop important skills for their future employment.

In 2013, thanks to the significant support of the Ministry of Youth and Sports through Grants Program for 2013, USAID CEED II Project and Austrian Development Agency, the IT Career Campaign had broad coverage, reaching more than 300 000 persons.

### The information sessions "Choose a Career in IT" in schools

More than 3000 pupils have participated in the information campaign "Choose a Career in IT" conducted in 37 schools from 22 districts and Chisinau during 2013. The initiative was organized as career guidance sessions dedicated to the pupils of X - XII grades.

The youngsters have participated in a dynamic dialogue with the IT industry representatives, having the opportunity to find out useful information about the strengths and the specific of the work in IT field, career directions they can follow, institutions that provide IT studies, additional options for individual, interactive and free study.

The discussion focused on the opportunities and prospects that may be explored, but also on the requirements and high professional standards the IT specialists have to correspond. The speakers intended to remove the stereotypes about the profile of the IT employees and provided clear and persuasive recommendations on how to build a successful career in IT and what are the main actions to undertake.

The orientation sessions emphasized that the success in this area is directly proportional to the effort invested in personal development and that relevant studies, creativity and strong passion for technologies are fundamental for reaching performance. The

organizers have tried to highlight the key aspects of a career in IT, based on real examples and success stories. They have also offered advice and helpful hints for the youngsters interested in building a future in the fastest developing industry.



The audience was very responsive and enthusiastic. During the sessions the pupils mentioned that "the presentation was extremely useful and timely, providing interesting information about the opportunities, prospects and the benefits of a career in IT ", and that "it

is a good initiative, especially in the context when the information technologies become more present in our lives, creating unprecedented opportunities for development and professional growth".

*"We designed this campaign in a context where information technology is becoming increasingly important, exerting a major impact on all spheres of our life. This impact materializes through the radical transformation of the way we perceive communication, governance, production processes and development.*

Ana Chirita, ATIC
Executive Director

*We wanted to give youngsters useful guidelines about a career in this dynamic, exciting and innovative field. We want to motivate and encourage them to know and to consider career options that can provide them a promising future in their own country." Ana Chirita, Executive Director of National Association of Private ICT Companies.*

# IT Career Media Campaign

The media campaign included TV, radio and online promotion, publishing of success stories, and active dialogue with young people through social networks.

The "Choose a Career in IT" video was broadcasted on TV, radio and placed online starting June 25 to July 31. The new video spot reveals the main features of the activity in the IT field and encourages young people to go for a career in IT. The promotional video was realized in 2013 with the support of the USAID CEED II Project.

The video has been broadcasted in prime-time on the main TV channels: Moldova 1, ProTV, Jurnal TV, but also on Radio – ProFM, Noroc FM.
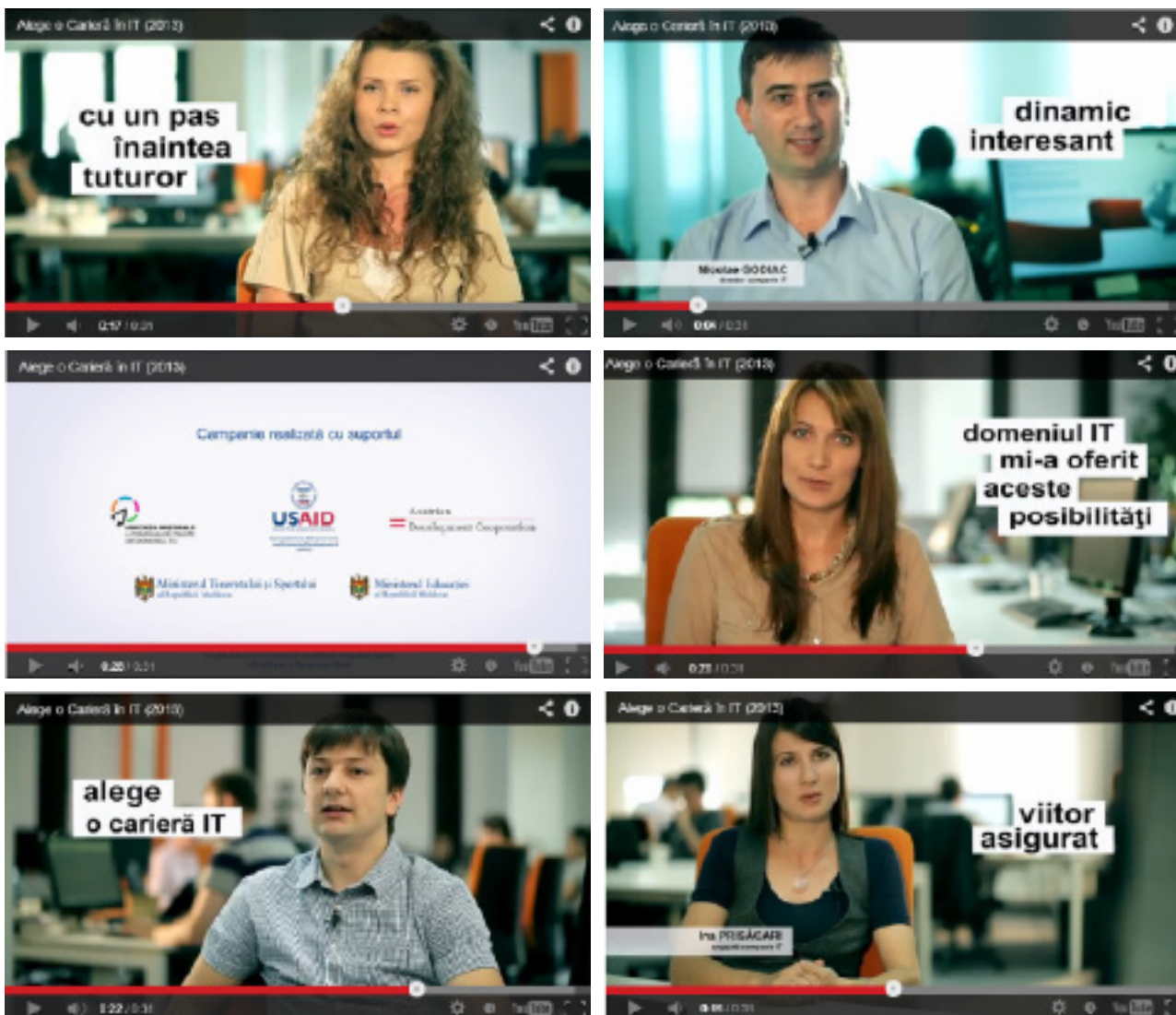


Online campaign involved placing banner ads "Choose a career in IT " on high traffic websites like unimedia.md, jurnal.md, protv.md, point.md, publika.md network Numbers.

Taking into consideration the growing impact of the social media, the new tools have been used in order to promote the IT career. ATIC created and is continuously updating "I choose the IT Career" ("Aleg Cariera IT") Facebook page. The page provides general

information about IT career, opportunities, recommendations and suggestions for continuous development, and also offers the possibility to keep an active dialogue with the youngsters and answer all their questions regarding different aspects of the IT career path.

**Media Campaign in figures:**
- Banner impressions: 12.77 million
- Banner Clicks: 11 433
- Followers of the page "I choose the IT Career" on Facebook network starting June 2013 : 1452
- Members of the group "I choose the IT Career" on Facebook network: 653
- TV broadcast of the video spot "Choose a Career in IT " : 201
- radio broadcasts of spot "Choose a Career in IT ": 152

11 success stories in IT were realized and published online during July 11 to December 20, 2013. Their purpose was to promote IT career opportunities based on real success experience and encourage young people to consider the possibility of embracing IT specialties.

14 IT professionals coming from different fields – programming, quality assurance, web development, web design, game development, management in IT, system

administration – shared their stories and experiences, their vision on the important things to do in order to gain professional recognition, essential lessons they learned throughout their career path and recommendations for the young people that take an interest in this field.

The histories can be viewed here: **http://unimedia.info/tag/aleg-cariera-it.**

The success stories were placed on high-traffic websites (unimedia.md, timpul.md, protv.md, diez.md, point.md, deschide.md etc) and reached a total number of 130 000 unique views.

**Total unique views of success stories and materials related to IT career - 130 000.**

The 2013 IT Career Promotion Campaign has received positive feedback from both the target group (X -XII grade pupils) and the relevant actors in making career decisions (parents, teachers). A significant increase in public awareness of the IT employment and professional growth opportunities was noted after the completion of the campaign.

The most important result of the campaign was the increased number of applications submitted by young people to IT faculties. The admission results reflected a higher level of knowledge of young people admitted to IT studies - the high number of applicants has led to a closer competition and the pupils having good knowledge and high average were those who benefited the opportunity to make studies in IT.

## Case study: Computers, Informatics and Microelectronic Faculty, Technical University of Moldova

The call to action campaign offered the pertinent incentives to consider the opportunity of a career in the ICT field: 740 applications were submitted[1] at the Computers, Informatics and Microelectronics Faculty of the Technical University of Moldova, this faculty being the most popular among the young people who have applied for studies at this university. The average of the young people admitted to studies varies from 8.20 to 10.00[2].

"Information Technologies" represented the specialty that registered the largest number of applications – 421[3], and that could be a consequence of the direct association with the campaign messages "Choose a Career in IT". The average of the pupils admitted to studies at this specialty varies from 9.29 to 10.00[4].

ATIC will continue the IT Career promotion actions in 2014, including new components, involving new partners and extending the coverage of the campaign.

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[1]  http://www.utm.md/admiterea/admiterea1/dinamica/web-bug-3007.pdf

[2]  http://www.utm.md/admiterea/admiterea1/bugetfinal/FCIM.pdf

[3]  Ibidem

[4]  http://www.utm.md/admiterea/admiterea1/bugetfinal/FCIM.pdf

# ICT Career Orientation Days

ICT Career Orientation, the most important event related to professional orientation in the ICT sector was held on the 6th, 7th and 14th of November 2013 within the Technical University of Moldova, the Moldovan State University and the Academy of Economic Studies. The event was organized by ATIC with the support of the USAID CEED II Project and the Ministry of Youth and Sports within the Grants Program for 2013.

ICT Career Orientation is addressed to young people studying at ICT faculties and it aims to inform and guide students on the opportunities for professional growth in the ICT sphere. The main purpose is to provide the students with clear and useful recommendations regarding the career directions to follow, suggestions on

the development opportunities to access and also valuable references about how to increase their employment chances after graduation.

ICT Career Orientation is structured on two directions: Career orientation sessions and Presentation of the companies in the hall, where students can interact directly with their potential employers and find out more information about their profiles, internship opportunities, terms and conditions of employment.

The event agenda included orientation sessions on different topics: Software development, Mastering the Testing Diversity, Test Automation Engineer vs Developer, Agile, Career opportunities for developers in current IT trends, Code refactoring, SQL, Geographic Information Systems, Modern web development & e-commerce, Unified Communications, QA Engineer job interview. The presentations were held by highly qualified and experienced IT professionals employed in the participating companies.

Nine important ICT companies participated at the ICT Career Orientation event: Allied Testing, Endava, Pentalog, DAAC System Integrator, Trimetrica, Deeplace, Moldcell, Cedacri International, Red Sky. The students had the unique opportunity to learn about the factors of a successful career and find out what are the main requirements and expectations from the prospective employers themselves.

Ion Bostan, the Rector of the Technical University, Igor Grosu, Deputy Minister of Education, Vitalie Tarlev, Deputy Minister of ICT, Sergiu Botezatu, Senior Project Manager from USAID Moldova have participated at the event opening and emphasized the growing importance and value of the ICT industry and professionals.

## 3 universities, 1000 students, 9 important ICT Companies

They encouraged the young people to invest more efforts in their professional development and to be persevering in following their vocation.

The ICT Career Orientation event was held for the 4th consecutive year. Almost 1000 students participated in the 2013 edition.

Sergiu Botezatu,
Senior Project Manager,
USAID Moldova

"Such events are very important in facilitating the dialogue between students and prospective employers - private enterprises. The companies are in a constant search for talents and people to employ. On the other hand, the students are seeking jobs with the intention to build their future", Sergiu Botezatu, Senior Project Manager, USAID Moldova.

"Information technologies are cross sectional. We can find them in any discipline. Young people have the luxury to work both online and offline. Remaining in Moldova, they can be employed in companies from Silicon Valley or European Union and produce, earn and invest here, in Moldova." Igor Grosu, Deputy Minister of Education.



Igor Grosu, Deputy
Minister of Education

# "Advancing quality in ICT vocational education in Moldova'' project

Starting with 2013 Moldovan Association of Private ICT Companies in partnership with the Educational Center PRO DIDACTICA is implementing the "Advancing quality in ICT vocational education in Moldova" project. Among problems and challenges of the VET sector, one of the most important ones is the problem of quality of knowledge and practical skills of the young ICT specialists. In order to solve these problems an effective partnership was established between EC PRO DIDACTICA, Ministry of Education, vocational institutions and ATIC to operate some changes in the system.

The project is implemented with the financial support of the Austrian Development Agency. The overall objective of the project is to contribute to the harmonization of ICT education in Moldova with labor market demands. The project will support the qualitative improvement of content and process of ICT professional education in 6 institutions (colleges and vocational schools), thus fostering the improvement of quality of knowledge and practical skills of the young ICT specialists. The implementation period of the project is December 2012 – May 2015.

*Pilot institutions selected for the project implementation: College of Informatics from Chisinau, Chisinau Finance and Banking College, Balti Polytechnic College, Pedagogical Industrial College from Cahul, Vocational School no. 5 from Balti, Vocational School no. 6 from Chisinau.*

The expected results of the project are:
- Improved, updated curricula for ICT specializations, relevant for market needs developed in beneficiary colleges with involvement of ICT companies' representatives;
- Improved practical skills of IT students updated to labor market demands through enrollment of trained students in private sector
- Awareness about the possibility to get a Career in ICT at a VET institution raised;
- Updated IT laboratories;
- Improved teaching of IT and English language, using modern methods

# Study visit of the project „Advancing quality in ICT vocational education in Moldova" in Austria

According to the action plan of the „Advancing quality in ICT vocational education in Moldova" project, during 24-30 November 2013 a delegation from Moldova participated in a Study visit in Austria. ATIC was represented within the study visit by Mrs. Viorica Bordei, ATIC Education Project Manager.

The purpose of the visit was to provide accurate and relevant information about the efficient models and good practices of the Austrian VET institutions, especially on curriculum development process according to market demands, ICT teachers in-service training in order to develop practical students skills, management of internship process at ICT companies.

The delegation consisted of representatives of the Ministry of Education, implementing organizations, pilot institutions and curriculum experts. The agenda of the visit included meetings at the Austrian Federal Ministry of Education, Arts and Culture, VET institutions involved in the education of the ICT specialists, Careers information center, Microsoft Austria.

During the discussion Moldovan participants had the opportunity to find out useful details about the effective education within the VET system in Austria - considered to be one of the most responsive to the labor market needs and strong apprenticeship-system from Europe. The study visit ended with a follow-up workshop, where the Moldovan delegation set up the next steps to be taken according to the acknowledged practices.

# The National Science and Engineering Fair "Mold SEF 2013"

Starting with 2013 Moldovan school students have the opportunity to participate in the largest pre-college scientific research event in the world - Intel International Science and Engineering Fair. The first national edition of the contest – "Mold SEF 2013" – took place in Chisinau on March 23-24. The contest was organized by the Ministry of Education in partnership with Moldovan Association of Private ICT Companies with the support of Intel Corporation Ukraine, as well as sponsored by Moldcell, Starnet and BTS-PRO.

The contest aims to develop innovation spirit, critical thinking, and creativity; raise the young people's interest towards Science, Technology, Engineering and Mathematics (STEM) and inspiring them to pursue careers in STEM-related fields.

The national edition of the Intel Science and Engineering Fair was held on three categories: Science, Computer Science, Electrical and Mechanical Engineering. 69 projects were submitted in the competition. 62 of them met all the established requirements and were admitted for participation in the fair. 81 pupils from all over the country participated in the 2013 MOLD SEF edition.

The first place in the Science category was awarded to Vlad Sincari and Anastasia Maslighina (both XII grade) from "N. Milescu-Spătaru" High School, Chisinau. The project had the topic - Snow pollution monitoring and environmental impact. The Computer Science category winner was Ahmed Umbatov (XII grade), "Vasile Lupu" High School with the project "Developing a multilingual programming environment".

The first place in Electrical and Mechanical Engineering category was awarded to Alexandru Smolenschi (XI grade) from the Liceul Republican cu Profil Real and Eugeniu Dimitriu (VII grade) from "Orizont" High School from Chisinau. The topic of the project was SPARK – experimental investigations for environmental engineering and aerodynamics.

All the winners have received diplomas and prizes from companies StarNet and Moldcell. The jury also accorded an encouraging prize to the youngest participant of the contest to Cristina Dana Botoroga (VII grade) from "Onisifor Ghibu" High School, Orhei.

The winners of Mold SEF 2013 represented Moldova at the international final of Intel ISEF, held between 12th and 17th of May, 2013 in USA.

*"Participation in international competition ISEF is a very good experience for Moldova. We understand and believe that without a change in science and without promoting new technologies, we cannot change the economy. I believe that you*

*are the future of the country, you young researchers." Tatiana Nanaeva, Regional Program Coordinator at Intel*

The Intel International Science and Engineering Fair (Intel ISEF), the world's largest international pre-college science competition, annually provides a forum for more than 1,600 high school students from over 70 countries, regions, and territories to showcase their independent research and compete for more than $4 million in awards. Today, millions of students worldwide compete each year in local and school-sponsored science fairs; the winners of these events go on to participate in Intel ISEF-affiliated regional and state fairs from which the best win the opportunity to attend Intel ISEF. Intel ISEF unites these top young scientific minds, showcasing their talent on an international stage, enabling them to submit their work to judging by doctoral level scientists.

# TRADE & MARKET DEVELOPMENT

## Moldova ICT Summit 2013

The fourth annual edition Moldova ICT Summit, held on 16-17 April in Chisinau, gathered main industry representatives, government officials, international speakers, donors and organizations interested to contribute to the development of the ICT Sector and integration of IT in all the other branches of the economy.

Moldova ICT Summit 2013 was organized by the Moldovan Association of ICT Companies in partnership with the USAID CEED II Project, E-Government Center and the Ministry of Education of Moldova. The summit was held under the patronage of the Ministry of Information Technology Communications. The Summit Partners were: Moldcell, Microsoft, IBM, HP, Endava, Intel, DAAC System Integrator, BTS Pro Fujitsu, Kaspersky, NetApp InfoWatch, Cisco, Hitachi, Elo Digital Office.

**The summit has focused on 5 tracks:**

*ICT4Education and Education4ICT*- the most visited session has brought up topics about strategic implementation of ICT in education to improve the quality of graduates and future employees. Such topics as 1:1 computing, as well as implementation of Massive Open Online Courses and switching to digital content have been presented and discussed. Over 350 participants have attended this session.



*ICT4Competitiveness* - has brought into discussion the White Book and IT sector competitiveness strategy, the opportunities of developing an angel investors network in Moldova, as well as brought face to face the representatives of the Fiscal Inspectorate and Customs Service to raise the main existing problems.

*ICT4Business* - has gathered together the main industry actors to present and discuss with the non-IT businesses about latest available solutions aiming at optimizing the business processes in the companies.

*ICT4Society* - starting with a high level session with the presence of the prime minister of Moldova, as well as ITU President Hammadou I. Touree, the session has touched topics aiming at developing the whole society using ICT from strategic point of view and tactical implementation issues through the e-services. The main attraction of the

session has served to be the Launch of the E-payment Gateway accompanied by the governmental decision of its implementation.

*ICT4Professionals* - the platform for IT specialists to present, discuss and touch latest trends and technologies, but also the challenges faced today by the software development professionals.

The second day of the Summit was marked by the Government Special Session "Digital Agenda for Development". The session was attended by the Prime Minister of Republic of Moldova, ministers, the General Secretary of the International Telecommunications Union (ITU), Mr. Hamadoun Toure, and representatives of diplomatic missions, international organizations, government departments, IT-business and civil society. The strategy was presented by the Minister of Information Technology and Communications, Mr. Pavel Filip.

"Moldova should set ambitious goals and achieve them – mentioned Hamadoun Toure, answering journalists' questions. Moldova has all the necessary components to implement the ambitious plans set out in the "Digital Moldova 2020" Strategy. But the main component
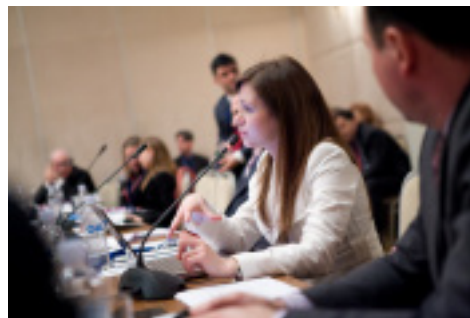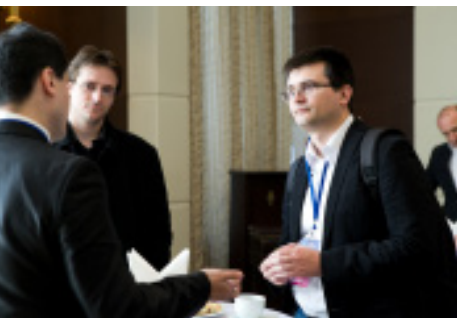
that a country can have is the human potential. Moldova has young population and a well-developed educational system. And now it is important to ensure the private sector's active participation in education, to establish an effective partnership between government, the private sector and academic area. Recently, we launched a new idea, which I would like to see implemented in every country of the world. This idea is: 20 and 20 by 2020, which means 20 Mb/s for only $ 20. During my visit in Moldova, I will strive to incorporate this vision into the country national strategy."

The 2013 Summit was attended by over 1000 people from different areas of activity: government representatives, international organizations, educational sector, business leaders, professionals and students in computer science and computer technology, as well as academics and opinion leaders from Moldova and other countries. Over 50 international speakers gave presentations and lead the discussions.

# Business to Business Portal of ICT Companies launch



The National Association of ICT Private Companies launched an initiative to help businesses grow and find more partners inside and outside the country – the Business to Business Portal for ICT Companies: B2B Portal. The idea comes to satisfy business needs in information, growth and contact making, as well as serve as a marketing platform for the industry and country. The portal was developed by ATIC with the support of USAID CEED II Project. The official launch took place on July 25 within an event that gathered the representatives of ICT companies, Ministry of ICT, and also development partners.

The B2B Portal for ICT Companies is designed to provide the opportunity for offer, products and service aggregation for non IT companies, and also to serve as a platform for contact making, external promotion and access to foreign investments.

Now the search for products, services and companies from the Information and Communication Technologies sector will be much easier thanks to filters and advanced

profiles of the companies on this site. All ICT companies can easily register directly on b2b.ict.md or request additional information at marketing@ict.md.

In 2014 ATIC plans a series of promotional activities designed to increase demand for ICT products and services in Moldova, but also to enhance the industry's image on national and international level: Presentations for Non IT, online promotion, press releases.

*210 ICT Companies registered on B2B portal*

# Moldovan ICT Sector Visit to Sweden





In the period from 28th to 30th of May 2013, the representatives of Moldovan ICT sector had a study visit and busi-ness mission to Sweden in the area of ICT with the goal of promotion of IT industry, establishing new contacts and establishing partnerships for future investment in education in ICT in Moldova.

The delegation was led by the Deputy Minister of Information Technologies and Communications, Ms. Dona Scola and included representatives of the Moldovan Association of ICT Companies, USAID CEED II Project, European Business Association, QSystems and DAAC System Integrator. The mission was organized with the support of USAID CEED II Project and Moldovan Embassy in Stockholm. The Moldovan Embassy in Stockholm team had a substantial contribution to the preparation and successful organization of the visit program.

The visit included discussions with representatives of the Ministry of Enterprise, Energy and Communications, the Ministry of Foreign Affairs of the Kingdom of Sweden and the Council for Trade and Investment of Sweden "Business Sweden".

The contact development with the Swedish Agency for Innovation "Vinnova", Swedish Post and Telecom Authority "PTS", Swedish Agency for International Cooperation for Development "SIDA", was also a part of the Moldovan delegation agenda.

The delegation visited the Computer Science Institute, Service Science and Innovation Centre, Stockholm ICT Laboratory of the European Institute of Innovation and Technology "EIT ICT Labs", located in the Kista area of Swedish capital, considered the Swedish Silicon Valley. The business representatives and Moldovan officials have also visited the headquarters and laboratories of famous companies like TeliaSonera and Ericsson.

During the visit, was held a special event to promote the image of the Moldovan ICT sector and implicitly the image of the Republic of Moldova as a country that provides wide opportunities for ICT outsourcing and business development.

# Moldovan ICT Study Visit to Armenia

Between 4th to 8th of October 2013 a delegation consisting of representatives of the public sector, USAID and Moldovan IT companies conducted a working visit to Armenia. The purpose of the mission was the experience exchange on the promotion of the sector and the launch of a sustainable partnership in the field of information technology.

The delegation consisted of: Vitalie Tarlev, Deputy Minister of Information Technology and Communications; Igor Grosu, Deputy Minister of Education, Sergiu Botezatu, Senior Project Manager, USAID Moldova, Doina Nistor, USAID CEED II Project Chief of Party, Veaceslav Cunev, President of the Moldovan Association of Private ICT Companies, Viorica Bordei, ATIC

Education Project Manager, Peter Usatii, DAAC System Integrator, Sergei Goloborodico, Pentalog, Sergei Tarigradschii, AlfaSoft. The visit was organized and took place with the support of USAID CEED II Project.

Agenda of the visit included the participation of the delegation in a series of relevant events as: ArmTech Congress and Digitec 2013 ICT Expo, BSEC Conference on ICT, working

meetings with representatives of the Ministry of Economy and Ministry of Education. The delegation undertook visits to important Armenian innovation and excellence centers: Microsoft Innovation Center, Regional Mobile Application Lab, Armenian National Engineering Lab and TUMO - Center for Creative Technologies. There were also held a series of meetings at Synopsys Armenia, Mentor Graphics Armenia, and the Union of IT Enterprises of Armenia.

With a human and economic potential similar to the Republic of Moldova, Armenia has registered remarkable achievements in attracting multinational IT companies that carried out successful projects in research and development of software product, creating high-skilled and well paid jobs. Armenia also benefits from a considerable external support in promoting the development of ICT in the field of education and creative learning.

The formula for success is the efficient coagulation of the efforts and actions of the Government, private sector and development partners, but not least - the systematic collaboration with the large Armenian Diaspora abroad in order to create an ecosystem propitious for the development of innovation and encouraging the research in IT.

During the visit the Memorandum of cooperation between the Union of IT Enterprises of Armenia and the Moldovan Association of Private ICT Companies was signed. The initiative will set priority areas for cooperation and will create opportunities for collaboration and transfer of experience.

The Armenian experience has been extremely encouraging for Moldovan delegation and enabled a more active and consistent discussion on several important initiatives for the local ICT Industry -  the creation of an Excellence Center for the ICT Sector and the establishment of an IT Implementing Agency. Another important projects considered after the visit in Armenia are the creation of a Center for Creative Technologies for Youth and the implementation of an Educational Robotics Program.

# Outsource to Europe event, Stockholm, Sweden

"Outsource to Europe" event was organized by South Eastern European Business Agency (SEEBA) in cooperation with the Chamber of Commerce Sweden-Southeast Europe. The event took place on November 21, 2013, in Stockholm, Sweden. The event aimed at facilitating the dialogue between the South-East European and Swedish companies in order to establish partnerships, develop collaborations, identifying potential business partners, buyers, distributors and suppliers in this market.



Moldova was represented at the event by Mr. Andrian Gavrilita, Team leader of the investment attraction team at Government of Republic of Moldova, Mr. Andrei Sedelkov, IT independent consultant and Ms. Viorica Bordei, Education Project Manager, Moldovan Association of Private ICT Companies. The participation of the Republic of Moldova within the event was supported by the USAID CEED II Project.

The IT/Media companies from SEE - Croatia, Serbia, Bosnia and Herzegovina, Kosovo, Macedonia, Moldova - had the possibility to meet up with Nordic potential customers and to present success cases and the advantages of outsourcing in SEE. More than 90 persons representing companies from SEE countries and Sweden, but also representatives of different embassies and business organizations attended the event. IT/Media companies like Ericsson, SKF, Verisec (Sweden), Seavus (Macedonia-Sweden), ViaMedia (Bosnia and Herzegovina), Soprex (Serbia), Dreamix (Bulgaria), as well as the IT associations of Croatia, Moldova and Kosovo presented their services at

the event and agreed that there is a huge business potential between the Scandinavian and the SEE market.

The Moldovan Team presented the business prospects, opportunities and advantages of outsourcing IT services to Moldova. The presentation made a special emphasis on the strengths:

1. **Experienced companies** offering services in key market segments. Currently most clients doing business with Moldovan ICT companies are benefiting from full cycle services in the following areas: Finance, banking, billing, and accounting; QA and testing; Business process outsourcing.

2. Successful partnerships with Moldovan ICT companies can be developed on the basis of their **geographic proximity and cultural affinity and compatibility with Europe**. The European companies can add value by working with trustworthy and reliable business partners. Moldovan IT firms offer quality services, on-time delivery, and a chance to do business in your own language. Many IT companies hold international

certifications, such as ISO 9001, ISO 270001, and IT Mark aligning companies to CMMI standards. A growing number are becoming Microsoft, Oracle, and Cisco certified partners, which makes them up to date with current technologies.

3. **Competitive IT labour force**. Moldova has a large and growing pool of well educated, highly skilled, multilingual professionals. Most young people speak Romanian and Russian, English and French; Italian, German, Ukrainian and Bulgarian are also widely spoken. The number of graduates from local colleges and universities in ICT-related disciplines is growing quickly. Creative thinking and flexible mindsets ensure that services meet and exceed clients' expectations.

During the special breaks for networking, the representatives of Moldova actively interacted with the SEE and Swedish companies. Also, the IDC White Paper: Value for Money with IT operations in Moldova, the Catalog of Moldovan IT Companies, the PwC report "Investing in Moldova 2013", and the brochure "IT works in Moldova" were distributed. Moldovan Team will continue the communication with the companies that requested a follow-up.

*"The main motivation behind the Outsource to Europe project was to encourage the cooperation between Scandinavian and South-East European IT/Media companies. SEE is a fast-growing region that can easily compete with Asian and Indian IT expertise in outsourcing. Moreover, arguments for choosing Europe over Asia and India are numerous. Competitive price, skilled experts, no time difference and only two hours long flight between Scandinavia and SEE are some of the reasons why South-East Europe should be considered as a new, hot-spot for IT/Media outsourcing.", Danijela Hagblom, SEEBA.*

# DIALOGUE WITH THE GOVERNMENT

According to the priorities mentioned by the sector in the ICT Policy White Book, in 2013, ATIC has been very active in the following directions:

## Revision of the the National Classificatory of Occupations (CORM)

IT has developed and advanced rapidly in the past decade, creating new occupations/positions which imply different tasks than those approved ten years ago in CORM, whose description of the rights and obligations of employees are outdated.

The formal approval of the names of IT occupations is also necessary in order to consistently use position names in IT, the standardization according to the widely-accepted IT norms, the occupations on the IT labor market, and to secure permanent professional development of the corresponding specialists. The correct occupations name intend to extend the existing list of occupations falling under the fiscal facilities.

**The new version of the National Classificatory of Occupations (CORM) was approved by the Decree No. 22 of 03.03.2014 of the Ministry of Labor, Social Protection and Family of the Republic of Moldova[1].**

**The table of proposed occupations and approved ones are presented below:**

| Nr. d/o № п/п | Denumirea ocupației propuse a fi introdusă în CRM (în limbile română și rusă) Наименование занятий предлагаемых для включения в Классификатор (на румынском и русском языках) | Grupa și clasa CAEM ale activității economice pentru care este necesară introducerea de noi ocupații*) Группа и класс КЭДМ экономической деятельности для которой необходимо включить новые занятия*) | | Codul corespunzător ocupației propuse a fi introdusă în CRM (format din 5 cifre) Код соответствующий занятию предлагаемому для включения в Классификатор (код из 5.и цифр) | Codul CRM pentru grupa de bază Код базовой группы в Классификаторе | Versiunea acceptată în redacția nouă a CORM |
|---|---|---|---|---|---|---|
| | | Grupa CAEM Группа КЭДМ | Clasa CAEM Класс КЭДМ | | | |
| 1 | 2 | 3 | 4 | 7 | | |
| 1 | Analist comunicații (calculatoare) Аналитик по коммуникациям (компьютеров) | 72.1 | 72.10 | 20127 | 2131 | Analist pentru comunicații calculatoare 251202 |
| 2 | Consultant sisteme Консультант по системам | 72.1 | 72.1 | 20665 | 2131 | Consultant sisteme informatice 251904 |
| 3 | Proiectant de sisteme (IT) Проэктант Информационных Систем (IT) | 72.2 | 72.21 | 24086 | 2131 | Proiectant sisteme informatice 251102 |
| 4 | Specialist/cercetător tehnologii informaționale Специалист по исследованию информационных технологий | 72.1 | 72.10 | 24488 | 2131 | Cercetător științific în tehnologia informației 251205 |

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[1] http://www.mpsfc.gov.md/md/docum_int/

| Nr. d/o № п/п | Denumirea ocupației propuse a fi introdusă în CRM (în limbile română și rusă) Наименование занятий предлагаемых для включения в Классификатор (на румынском и русском языках) | Grupa și clasa CAEM ale activității economice pentru care este necesară introducerea de noi ocupații*) Группа и класс КЭДМ экономической деятельности для которой необходимо включить новые занятия*) | | Codul corespunzător ocupației propuse a fi introdusă în CRM (format din 5 cifre) Код соответствующий занятию предлагаемому для включения в Классификатор (код из 5 и цифр) | Codul CRM pentru grupa de bază Код базовой группы в Классификаторе | Versiunea acceptată în redacția nouă a CORM |
|---|---|---|---|---|---|---|
| | | Grupa CAEM Группа КЭДМ | Clasa CAEM Класс КЭДМ | | | |
| 1 | 2 | 3 | 4 | 7 | | |
| 5 | Analist Securitatea Sistemelor Informatice Аналитик по вопросам безопасности Информационных Систем | 72.1 | 72.10 | 20040 | 2131 | Analist pentru securitatea sistemelor informatice 251203 |
| 6 | Consultant Securitatea sistemelor informatice Консультант по безопасности Информационных систем | 72.1 | 72.10 | 20667 | 2131 | Consultant pentru securitatea sistemelor informatice 251903 |
| 7 | Programator-analist Программист-аналитик | 72.2 | 72.22 | 24079 | 2132 | Programator-analist 251215 |
| 8 | Arhitect de sisteme informatice Архитектор информационных систем | 72.2 | 72.21 | 200162 | 2131 | Arhitect de sisteme informatice 252306 |
| 9 | Arhitect de aplicații Архитектор аппликаций | 72.2 | 72.21 | 200156 | 2131 | Arhitect de aplicații 251401 |
| 10 | Proiectant software Дизайнер программного обеспечения | 72.2 | 72.21 | 24094 | 2131 | Proiectant de software 251212 |
| 11 | Dezvoltator software Разработчик программного обеспечения | 72.2 | 72.21 | 20871 | 2131 | Dezvoltator de software 251905 |
| 12 | Administrator proiecte (IT) Администратор проектов | 72.6 | 72.60 | 20029 | 1236 | Nu se regăsește în formula dată |
| 13 | Programator animație Программист анимации | 72.2 | 72.21 | 24080 | 2132 | Programator animație 251303 |
| 14 | Programator jocuri de calculator Программист Компьютерных игр | 72.2 | 72.21 | 24082 | 2132 | Programator jocuri pe calculator 251304 |
| 15 | Dezvoltator Web Интернет разработчик | 72.2 | 72.21 | 20876 | 2131 | Dezvoltator de web 251302 |
| 16 | Programator multimedia Мультимедиа программист | 72.2 | 72.21 | 24083 | 2132 | Programator multimedia 251305 |
| 17 | Dezvoltator pagini web Разработчик сайта | 72.2 | 72.21 | 20877 | 2131 | Dezvoltator de pagini web 251301 |
| 18 | Programator software Разработчик программного обеспечения | 72.21 | 72.21 | 24085 | 2132 | Programator de software 251216 |
| 19 | Analist asigurarea calității (calculatoare) Аналитик обеспечения качества (компьютеры) | 72.1 | 72.10 | 20042 | 2131 | Analist pentru asigurarea calității (calculatoare) 251901 |
| 20 | Tester software Тестер программного обеспечения | 72.6 | 72.60 | 25908 | 2139 | Specialist în testarea aplicațiilor software 251906 |
| 21 | Tester sisteme Тестер систем | 72.6 | 72.60 | 25906 | 2139 | Specialist în testarea sistemelor informatice 251907 |
| 22 | Administrator de date Администратор данных | 72.4 | 72.40 | 20013 | 2139 | Nu se regăsește în formula dată |

| Nr. d/o № п/п | Denumirea ocupației propuse a fi introdusă în CRM (în limbile română și rusă) Наименование занятий предлагаемых для включения в Классификатор (на румынском и русском языках) | Grupa și clasa CAEM ale activității economice pentru care este necesară introducerea de noi ocupații*) Группа и класс КЭДМ экономической деятельности для которой необходимо включить новые занятия*) | | Codul corespunzător ocupației propuse a fi introdusă în CRM (format din 5 cifre) Код соответствующий занятию предлагаемому для включения в Классификаторе (код из 5 и цифр) | Codul CRM pentru grupa de bază Код базовой группы в Классификаторе | Versiunea acceptată în redacția nouă a CORM |
|---|---|---|---|---|---|---|
| | | Grupa CAEM Группа КЭДМ | Clasa CAEM Класс КЭДМ | | | |
| 1 | 2 | 3 | 4 | 7 | | |
| 23 | Arhitect baze de date Архитектор баз данных | 72.4 | 72.40 | 200158 | 2139 | Arhitect de baze de date 252102 |
| 24 | Analist rețele Аналитик сетей | 72.1 | 72.10 | 20044 | 2139 | Analist de rețele 252305 |
| 25 | Manager dezvoltare proiecte (aplicații) informatice Менеджер по развитию проектов (аппликаций) | 72.6 | 72.60 | 23112 | 1236 | Nu se regăsește în formula dată |
| 26 | Director sisteme informatice Директор по информационным системам | 72.6 | 72.60 | 21082 | 1236 | Director sisteme informaționale 133003 |
| 27 | Manager operații date Менеджер операций данных | 72.6 | 72.60 | 23124 | 2131 | Manager operațiuni de date 133007 |
| 28 | Manager procesarea datelor Менеджер обработки данных | 72.6 | 72.60 | 23135 | 2131 | Manager procesarea datelor 133008 |
| 29 | Manager dezvoltare Tehnologia Informației și Comunicațiilor Менеджер по развитию Информационных технологий и Коммуникаций | 72.6 | 72.60 | 23113 | 1236 | Manager pentru dezvoltarea tehnologiei informației și comunicațiilor 251211 |
| 30 | Manager tehnologia informației Менеджер Информационных технологий | 72.6 | 72.60 | 23123 | 1236 | Manager tehnologia informației și comunicațiilor 133009 |
| 31 | Furnizor servicii internet Специалист по интернет обеспечению | 72.6 | 72.60 | 21651 | 2139 | Manager furnizarea serviciilor internet 133006 |
| 32 | Manager de rețea Менеджер информационных сетей | 72.6 | 72.60 | 23141 | 2139 | Manager de rețele 133005 |
| 33 | Conducător echipa Tehnologii Informaționale Руководитель группы по информационным технологиям | 72.6 | 72.60 | 20573 | 1236 | Nu se regăsește în formula dată |
| 34 | Conducător de unitate (Tehnologii Informaționale) Руководитель подразделения Информационных технологий | 72.6 | 72.60 | 20571 | 1236 | Nu se regăsește în formula dată |
| 35 | Manager general (Tehnologii Informaționale) Главный Менеджер по Информационным технологиям | 72.6 | 72.60 | 23142 | 1236 | Nu se regăsește în formula dată |
| 36 | Manager Teste (Tehnologii Informaționale) Менеджер тестировщик по Информационным технологиям | 72.3 | 72.30 | 23144 | 2131 | Nu se regăsește în formula dată |
| 37 | Operator calculator Компьютерный оператор | 72.2 | 72.22 | 23610 | 3122 | Operator calculator electronic și rețele 351104 |

| Nr. d/o № п/п | Denumirea ocupației propuse a fi introdusă în CRM (în limbile română și rusă) Наименование занятий предлагаемых для включения в Классификатор (на румынском и русском языках) | Grupa și clasa CAEM ale activității economice pentru care este necesară introducerea de noi ocupații*) Группа и класс КЭДМ экономической деятельности для которой необходимо включить новые занятия*) | | Codul corespunzător ocupației propuse a fi introdusă în CRM (format din 5 cifre) Код соответствующий занятию предлагаемому для включения в Классификатор (код из 5.и цифр) | Codul CRM pentru grupa de bază Код базовой группы в Классификаторе | Versiunea acceptată în redacția nouă a CORM |
|---|---|---|---|---|---|---|
| | | Grupa CAEM Группа КЭДМ | Clasa CAEM Класс КЭДМ | | | |
| 1 | 2 | 3 | 4 | 7 | | |
| 38 | Operator echipamente periferice computer Оператор периферического оборудования компьютера | 72.6 | 72.60 | 23625 | 3122 | Operator de echipamente periferice calculator 351105 |
| 39 | Asistent comunicații (IT) Ассистент по коммуникациям | 72.1 | 72.10 | 20218 | 3122 | Asistent comunicații (calculatoare) 351201 |
| 40 | Asistent baze de date calculatoare Ассистент баз данных | 72.4 | 72.40 | 20216 | 2139 | Asistent pentru baze de date 351202 |
| 41 | Asistent inginerie calculatoare Ассистент компьютерной инженерии | 72.1 | 72.10 | 20220 | 2139 | Asistent pentru IAO (inginerie asistată pe calculator) 351103 |
| 42 | Asistent programator Ассистент программист | 72.2 | 72.21 | 20222 | 2139 | Asistent programator 351203 |
| 43 | Asistent analiza sistemelor de calculatoare Ассистент по анализу компьютерных систем | 72.1 | 72.10 | 20214 | 2139 | Asistent pentru analiza sistemelor de calculatoare 351102 |
| 44 | Operator suport tehnic calculatoare Оператор технической поддержки по компьютерам | 72.5 | 72.50 | 23704 | 3122 | Operator pentru suportul tehnic al calculatoarelor 351204 |
| 45 | Asistent administrare proiecte informatice Ассистент по администрированию информационных проектов | 72.1 | 72.10 | 20213 | 2139 | Nu se regăsește în formula dată |
| 46 | Tehnician rețea de calculatoare Техник компьютерных сетей | 72.5 | 72.50 | 25871 | 3122 | Tehnician pentru rețele de calculatoare 351301 |
| 47 | Tehnician suport rețele Техник поддержки сетей | 72.5 | 72.50 | 25877 | 3122 | Tehnician pentru suportul tehnic al rețelelor 351302 |
| 48 | Administrator pagini web Администратор веб сайтов | 72.2 | 72.22 | 20027 | 2139 | Nu se regăsește în formula dată |
| 49 | Tehnician pagini web Техник веб сайтов | 72.3 | 72.30 | 25841 | 3122 | Tehnician de site-uri web 351401 |
| 50 | Webmaster Веб мастер | 72.3 | 72.30 | 25999 | 2139 | Webmaster 351402 |
| 51 | Operator audio-vizual Оператор по аудио-визуалу | 72.6 | 72.60 | 23601 | 3132 | Operator audiovizual352125 |
| 52 | Operator echipament de radiodifuziune (emisie) Оператор оборудования радиовещания | 72.6 | 72.60 | 23626 | 3132 | Operator de sunet radiodifuziune 352209 |
| 53 | Tehnician radiodifuziune Техник радиовещания | 72.6 | 72.60 | 25863 | 3132 | Nu se regăsește în formula dată |
| 54 | Asistent de producție (media) Ассистент медиа производства | 72.6 | 72.60 | 20236 | 3132 | Nu se regăsește în formula dată |

| Nr. d/o № n/n | Denumirea ocupației propuse a fi introdusă în CRM (în limbile română și rusă) Наименование занятий предлагаемых для включения в Классификатор (на румынском и русском языках) | Grupa și clasa CAEM ale activității economice pentru care este necesară introducerea de noi ocupații*) Группа и класс КЭДМ экономической деятельности для которой необходимо включить новые занятия*) | | Codul corespunzător ocupației propuse a fi introdusă în CRM (format din 5 cifre) Код соответствующий занятию предлагаемому для включения в Классификатор (код из 5 и цифр) | Codul CRM pentru grupa de bază Код базовой группы в Классификаторе | Versiunea acceptată în redacția nouă a CORM |
|---|---|---|---|---|---|---|
| | | Grupa CAEM Группа КЭДМ | Clasa CAEM Класс КЭДМ | | | |
| 1 | 2 | 3 | 4 | 7 | | |
| 55 | Tehnician inginer (telecomunicații) Инженер техник по телекоммуникациям | 72.6 | 72.60 | 25815 | 3122 | Nu se regăsește în formula dată |
| 56 | Instalator-reparator tehnologii informaționale și comunicații Установщик-ремонтник информационных технологий и коммуникаций | 72.5 | 72.50 | 22503 | 2144 | Nu se regăsește în formula dată |
| 57 | Tehnician inginer (electronice) Инженер техник (электроника) | 72.6 | 72.60 | 26817 | 2144 | Nu se regăsește în formula dată |
| 58 | Tehnician telecomunicații Техник по телекоммуникациям | 72.6 | 72.60 | 25885 | 3132 | Tehnician radionavigație, radiolocație și telecomunicații 352218 |
| 59 | Operator tele-marketing Оператор теле маркетинг | 72.3 | 72.30 | 23706 | 3132 | Operator de telemarketing 352139 |
| 60 | Consultant telemarketing Консультант по теле маркетингу | 72.1 | 72.10 | 20669 | 3132 | Consultant în telemarketing 352106 |

Sources: particip.gov.md {http://particip.gov.md/proiectview.php?l=ro&idd=1161}, ATIC letters to the Ministry of Labor and Social Protection {annexe}

# Dialogue with the Customs Service

## ATIC has been included in the Consultation Committee of the Customs.

During the year, ATIC has actively participated and brought up issues related to the importing procedures related to software, the correspondence o the nomenclature of goods to international standards, elimination of taxes for more loyal competitiveness rules.

Unfortunately all the proposals from the side of ATIC have only partly been taken into consideration mainly due to the need of completing the yearly state budget.

# Dialogue with the Ministry of ICT

Being a key industry partner, ATIC has worked very closely with the Ministry of ICT on the Strategy for ICT competitiveness.

The main points ATIC has stated as crucial for further industry development are:

- Possibility of creating an agency for the ICT sector development which will serve as an implementing body for the IT related projects

- Creation and implementation of the excellence center in the ICT area.
- Creation and attraction of specific funds to a joint venture fund for projects that are up to 500,000 USD.

**Outcomes:**

The package for the ICT sector strategy, together with the plan for the agency and the law on IT parks will be promoted to the Government and Parliament in spring 2014.

# Dialogue with the Ministry of Education

Since education and the need of specialists in the field of ICT is the most stringent question for already several years for the ICT companies, the dialogue with the Ministry of Education in the area of ICT has become crucial for the possibility to improve the situation on the labor market.

Thanks to ATIC assistance some of the long term initiatives have been started in the area of introducing ICT intro education and thus improving the output from schools which further may pursue the education in IT fields.

ATIC has helped for the adaptation of the INTEL TEACH curriculum for schools, organize training for trainers for 15 professors according to this module.

Introducing ICT into Education can be found as priorities in the Education Strategy 2020, including digital diversified content, equipment of schools, improved management.

After the visit to Armenia, CEED II Project together with ATIC with the support of the Ministry of Education is planning to launch Robotics classes in Moldova.

# Dialogue with the Ministry of Economy

To determine the strategic development of the ICT sector and include ICT as a cross cutting enabler for other industries as well.

**Extract from the proposals sent to the Ministry of Economy:**

*Abordare Sectorială:*

În ultimii ani Guvernul a declarat că sectorul TIC este prioritar pentru țară, recunoscând rolul industriei TI ca unul productiv și cu valoare adăugată înaltă. Industria TI a demonstrat unul din cele mai rapide ritmuri de creștere, oferind unele dintre cele mai competitive salarii și locuri de muncă atractive pentru tineri. Până acum industria TI a evoluat de la sine, fără o viziune clară din partea Guvernului. Accentuarea repetată în foaia de parcurs a importanței sectorului cu potențial unic pentru această țară și crearea premiselor necesare dezvoltării acestuia sunt absolut necesare. Considerăm că ritmul de creștere al industriei TI din ultimii ani poate fi accelerat doar printr-o viziune foarte clară și un plan tactic coerent.

În acest context, este important de a menționa ariile cele mai importante pentru atingerea obiectivelor descrise în foaia de parcurs, dar și în strategia de dezvoltare a sectorului TI. Primordiale sunt acțiunile clare în determinarea și dezvoltarea unei imagini pozitive pe plan internațional, aceasta în contextul în care țările din vecinătate întreprind eforturi foarte active în vederea promovării domeniilor cu o valoare adăugată înaltă, inclusiv TI. Pentru a realiza o creștere esențială a industriei TI este nevoie de efortul concertat al sectorului privat și al Guvernului, sunt necesare investiții în crearea unui ecosistem IT dinamic și modern, precum și a unui mediu de afaceri propice pentru TI. Aceste acțiuni sînt prevăzute în proiectul de strategie.

La etapa de implementare este important să ținem cont de următoarele priorități care se regăsesc în proiectul de strategie propus:

● Sporirea capitalului uman prin investiții substanțiale în educație cu intervenții asupra tuturor nivelurilor de învățământ, la moment fiind indicat ca fiind nesemnificativ, însă capitalul uman împreună cu premisele fiscale atractive rămân în continuare problema numărul 1 pentru sector. Ameliorarea situației poate fi realizată prin activități coerente precum:

● concentrarea eforturilor la racordarea studiilor existente la necesitățile pieții pentru a spori atât cantitatea, cât și calitatea specialiștilor;

● încurajarea parteneriatelor publice-private prin identificarea mecanismelor de stimulare a sectorului privat să participe mai activ în procesul educațional;

● atragerea investițiilor pentru crearea unui centru de excelență și formare continuă în domeniul TI (Guvernele statelor vecine lucrează activ în promovarea și implementarea unei astfel de inițiative).

Crearea unei imagini pe plan național și internațional al industriei TI și anume:

● Crearea unui fond și a unui plan de implementare pentru următorii 3-5 ani specializat pentru promovarea industriei TI;

● Elaborarea activităților/programelor de stimulare pe plan local (Republica Moldova) a sectoarelor economice în utilizarea serviciilor și produselor TI cu scopul de a eficientiza procesele de afaceri și optimiza cheltuielile, la fel și pentru tehnologizarea altor industrii conform practicilor internaționale (de ex. Corporația Intel, care a susținut astfel de programe în a serie de țări similare pentru businessurile mici și mijlocii).

● Armonizarea mediului de afaceri și existența unor condiții de afaceri propice pentru TI- în prezent, atât Ucraina, Belarus, cât și Romania au adoptat regimuri fiscale mai atractive și continuă să se ajusteze necesității pieței. În plus afacerile în domeniul TI întâmpină mai puține bariere și mai mult suport din partea autorităților locale și centrale. Este primordială ajustarea, menținerea și extinderea regimului fiscal atractiv pentru companii TI, ba mai mult extinderea pentru Comunicații și BPO pe măsura posibilităților.

● Atragerea investițiilor în sector prin programe de susținere a antreprenoriatului și fonduri de risc pentru proiecte în domeniul TIC.

● Stimularea inovației și excelenței prin atragerea programelor europene și o strategie clar definită de implicare a sectorului privat.

# Meetings with Donors and creation of the Excellence Center for ICT Sector

ATIC President has met the US Ambassador, William H. Moser and discussed the potential development and assistance to the ICT industry with the following priorities:

1. Possibility of substantial seed funding for education via an excellence center like in other Balkan countries or countries in the region as a response to lack of quality specialists (this can be either done at the Technical University, or separate). The important fact is that there needs to be investment into education to assess the industry needs.
2. Issues related to imports of hardware and software equipment. We need independent audit related to the imports of hardware and software to the country with a deep analysis of official and unofficial data which can be used to make the market more transparent.
3. Access to venture funding of small proportions- projects in the range of 20,000 USD- 500,000 USD. As we do not really know how to access these kind of funds and do not know where to look for it or how to apply for it. ( a max 2-3 mln USD fund per year would push the IT industry development in Moldova).

During summer, in order to identify potential additional partners for the Excellence Center Concept developed by ATIC team and CEED II Project team, several meetings with SIDA and Swedish Embassy representatives have taken place.

## The proposed concept for the excellence center is:

**Goal:** Increase the competitiveness of the ICT Industry in Moldova

## Objectives:

- Increase the quality and quantity of IT initiated people and IT oriented specialists.
- Create premises for  ICT services and products adoption
- Foster innovation and create entrepreneurship culture.
- Develop a whole IT oriented, innovative ecosystem.

## Background:

- The efforts put together by the Government of Moldova in the past years through the e-Government agenda and joint initiatives with the private sector determine a very high potential for country positioning in the regional arena in terms of competitiveness, as well as economic growth using ICT.

- Such countries as Armenia, Estonia, Albania, Egipt, Georgia and others have unleashed their ICT industry, creating hundreds and thousands of new jobs yearly, have helped the population survive in a digital era by acquiring new skills, as well as benefit of new opportunities for economic growth through innovation, excellence and entrepreneurship. All these countries have succeeded to invest into ICT and its development and have improved their country indicators as such.

- In Moldova, ICT represents almost 9% of the GDP and is stated by the government as one of the priority industries. With a mainly focused industry on communication and hardware sales, still the country has succeeded to increase its IT exports 10 times

in the last 10 years. Yet, its potential is far from realized. The Government declared the ICT industry as a priority for the economy, and has developed a strategy for ICT industry competitiveness which will be adopted early 2014. The main emphasis of the strategy is the people, innovation, business environment and market development. The strategy regards IT as a productive industry, and sets ambitious objectives for growth of IT domestically and for export. Strategy implementation aims to increase: (a) tenfold turnover in the IT industry ($70 million up to 814 million dollars); (b) tenfold export volume IT products and services (from 48 million up to 555 million); and (c) thrice the number of active IT companies (from 300 to 900 companies) by 2023. At this moment, the industry absorbs 21,000 people, and has about 2,000 graduates in ICT per year.

*Still every year Moldova loses job opportunities to its neighbor countries because of insufficient skills and undeveloped ecosystem. All the neighbors already heavily invest into ICT and create premises for the development of the industry through very attractive fiscal regimes, through focus on skills and capacity, as well as innovation and entrepreneurship. All the pieces of the ecosystems are present or being developed. The Moldovan ICT industry phases the following main constraints:*

Lack of sufficient labor force for the ICT sector. Each year Moldova loses hundreds of contracting opportunities due to insufficient qualified and skilled people. At the same time, the existing educational programs and facilities do not correspond to the market needs, particularly what concerns development of practical skills.

Lack of entrepreneurship ecosystem to foster growth of new, innovative, competitive ideas and lack of access to IT funding.

While still competitive on the pricing part, the Republic of Moldova can breakthrough through significant investments into education and cultivating entrepreneurship culture, but at the same time allowing the existing education system and environment to adjust to change by following concrete examples and participating in an innovative for the Republic of Moldova model of trust and collaboration.

Upgrade of educational curricula is a long-term effort and investment. Other countries in the region (such as Armenia, Albania, Kosovo, Macedonia) have identified quick-win solutions in the form of learning and innovation hubs that rather complete formal education with up-to-date and practical skills. These also create an ecosystem for learning, innovation and entrepreneurship.

## Industry needs overview:

In a study realized by the Moldovan Association of Private ICT Companies with the support of the USAID CEED II project, the industry lacks both up-to-date technical and soft skills, such as:

| Soft Skills: | Technical skills: |
|---|---|
| • Communication<br>• Project management<br>• Team work<br>• Leadership | • Technologies based on international vendors curriculum: Microsoft, Oracle, Java, etc.<br>• Business Analysis<br>• Engineering<br>• Quality Assurance<br>• Web Development<br>• Mobile development<br>• Databases<br>• Network administration and support |

## Short description of the concept

The proposed idea is to create an ecosystem for ICT industry development to help Moldova keep and event develop its competitiveness. This project is to support both industry development, but as well create premises for more, better paid jobs, more responsible citizens, as well as innovative and entrepreneurial culture.

At the same time the proposed idea is to support the industry needs in identifying, growing and investing in the future IT specialists from the Republic of Moldova. The current initiative will be implemented through a very tight collaboration between government of the Republic of Moldova, private sector and academia.

## What is proposed?

Based on best practices in the region, it is proposed to create a Learning and Innovation Hub (IHub) for ICT skills and technologies. The IHub is the most effective quick win solution to leapfrog the industry skills gap, foster innovation and cultivate entrepreneurship.

The IHub is a public-private partnership between Academia, Multinational Vendors and private companies (such as Erricson, IBM), Government (Ministry of ICT and E-Gov centre) and Donors. The centre will be hosted at the Technical University of Moldova, which has invested in a 3400 m$^2$ brand new space. The IHub will fill the industry gap with education activities, support services, and a state of the art technological environment. This resource center will represent a combination of best educational practices and latest technologies aimed to help students, industry specialists and the population to acquire the necessary IT skills and develop new ICT driven products and ideas.

Finally, the IHub will help create learning and entrepreneurial ecosystem for ICT industry development and further its competitiveness. This will contribute to growing innovation, more and better paid jobs, and improved living for Moldovan people.

## Education and Training Component

Knowledge and skills enhancement programs will be implemented all year round in center. The center will help build ICT-related technical skills and soft management skills needed by enterprises to bring products to market, manage their businesses and compete effectively locally and internationally. To strengthen the link between universities and the Moldovan labor market, the center will help educational institutions enhance and update curricula to deepen and expand access to education that meets current and future market demand. Using local and international trainers, the IHub will offer technical and business soft-skills training conducted in the form of workshops, seminars, bootcamps, coaching, and hands on engagements or, more specifically:

- Training programs in technical subjects, business subjects, and soft skills subjects.
- Training of Trainers in new technologies (technologies which have not yet been commercialized or are new to the Moldovan market).
- Training on ad hoc subjects identified and organized by the center's ICT experts.
- Training organized by local training providers in collaboration with the center.

Hands on engagements such as labs for Independent Software Vendor companies, startups, students, and entrepreneurs. These demand-driven training opportunities could include topics such as proofs of concept, scalability and architectural reviews, and interoperability labs.

To further develop ICT skills and understanding, the center will serve as a resource center for several ICT activities and topics. The center's state of the art technology will be made available to its clients locally or remotely. For example, the iHub will facilitate access to cloud computing platforms (local or international clouds) making possible the provision of a number of virtualized resources. It will make available teleconference facilities and in collaboration with mobile companies will provide testing platforms for software developers to program, customize, and test mobile applications. The above are only an illustration of the capabilities and technical resource that the center will offer to the ICT market. Consultancy, coaching, ad hoc solutions and others will also be resource that the center will offer in collaboration with its partners. On the other hand, the center will advertise promotional events and networking activities, gather and disseminate information, and distribute useful resources.

The main functions of the center will be:

- Offer the access to latest technologies available (software, hardware and mobile)
- Offer space for coworking.
- Offer the facilities for new idea generation and taking ideas to market.
- Offer training and capacity building programs in:
- Technical skills (software, hardware , networking, mobile, etc)
- Soft skills (project management, communication, etc).
- Create industry demanded specialists, services and trainers.

## Innovation and Entrepreneurship Component:

The IHub will serve as the first similar space in Moldova permitting collaboration, access to latest technologies and access to programs that can help out launch new products, services and explore new opportunities. The Hub will offer based on different models (for fee and for free) for different categories of specialists (students, specialists, freelancers) the access to a space fully working space-equipped with furniture, classrooms, conference halls, with all the necessary infrastructure in place, etc in order to come in working hours and use it accordingly. The hub will offer access to:

- Events- such as Startup weekend events
- Entrepreneurship camps
- Mentorship programs
- Etc.

It will also have a team that will supervise programs for startup and product development by giving and additional consultation expertise to the teams willing to pursue this path. The consultations will be offered for free, as well as against a symbolic fee for different categories of specialists.

A fund for project ideas will be created out of private sector and donor money to support the most viable initiatives.

*Networking Activities:* The center will continuously organize networking events. Operationally, this requires strong relationships with key ICT counterparts to stay on top of industry developments and maintaining a current data base of contacts and mailing lists. The center will leverage its knowledge and large contact list and use other methods at its disposal to attract ICT professionals to its events. In addition to its standard training events and programs, the center will organize business-to-business (B2B) meetings, ICT sector meetings, and informal networking events. Whenever feasible, the events will be hosted in the center or at an off-site location to accommodate larger groups.

*Informational Activities:* The center will also serve as a resource to collect and disseminate ICT-relevant information through one-on-one consultations and group meetings. The center will facilitate forums on various discussion topics and meetings of professional associations. The center's users and partners will be regularly encouraged to bring studies to the center in order to reach a wider audience. The IHub will facilitate partnerships and help businesses sharpen their ideas to access financing and it will help to identify sources of finance (bank, non-bank, venture capital) for high-potential entrepreneurs. The staff will also maintain a data base of other projects offering assistance, training programs (in person and online), and opportunities for collaboration. Other useful information to share will be success stories and lessons learned in Moldova and the region, statistical data, and job and internship opportunities. The center's website, events, mailing lists, and press releases will be some of the most important channels to disseminate information.

## Operational model of the iHub

The IHub will be situated at the Technical University of Moldova in order to embrace the need of partnership between private sector and academia. The Technical University of Moldova can offer 3400 m2 for this initiative.

## Target clients of the iHub

**ICT Companies:** The main clients of the training services would be the ICT companies. This will help the companies fill in the current existing gap in certification and training in the above mentioned areas, on one hand. On the other hand the students passing the programs and trainings provided by the center will be enrolled into programs to develop new products, apps, services which will be acquired or promoted further by the businesses- telecoms, IT services providers, etc.

**Students and university teachers**: The students will benefit from free or discounted training programs and certifications, mentorship programs, access to laboratories and technology resources. The teachers will benefit of qualifications improvement trainings, practical works, etc. The students will also benefit of entrepreneurship programs and access to startup creating information.

**Private sector (non ICT companies)**: the hub will serve as a platform for disseminating the information about the relevant IT and C products, services, new applications in the web and mobile context, as well as its benefits, therefore increasing ICT adoption by business. On the other hand the center will serve as a training platform in Information

Technologies and communication as applicable for non IT businesses. The center will as well try to link IT and non IT.

**Governmental Institutions, and particularly e-Government Center:** the hub will try to include programs for the government IT specialists and e-transformation leaders. They will participate at trainings, workshops, conferences, etc to improve their capacity and serve for the public benefit, as well as be in touch with the latest technologies and trends in the ICT area for public use, open government, open data, etc.

## Partners

The IHub is a public-private partnership. What is expected from each partner:

- Multinational vendors and other private companies (such as Ericsson, Microsoft, IBM, HP, Cisco)
- Their products (software/computers/network equip) for classrooms and demo rooms
- Curriculums (Technical and Soft Skills / Business oriented) both classroom and e-learning
- Methodologies and share of technologies through practical and demo labs
- Donor
- Initial setting-up investment
- Content and training delivery for students and university teachers
- Start-up support programs
- Operational expenses in early years
- Government/academia partner
- Provide venue

## How to make IHub self sustainable?

- First 3 years supported by donors
- Needed to build business capacites and develop the market
- IHub should gradually become sustainable by:
- Providing consultancy and trainings
- Organizing conferences and events
- Executing research studies and developing publications
- Equipment, software and know-how donations from well established ICT companies.
- Private sponsors, EU funds for projects, Venture capital sources

The growth of Moldovan ICT industry, an adoption of ICT by Moldovan businesses, coupled with Government of Moldova's commitment to ICT sector growth and the success of other ICT Innovation Centers in the region, will ensure that demand for the IHub will persist and that the center's model for sustainability becomes a reality.

Preliminary discussions have been conducted with:

- The Technical University from Moldova who can offer the space (3400 m2 available for such an excellence center)

- Preliminary discussions are being lead with IBM, Microsoft and Ericsson related to contributions with content, equipment and training programs.

- The Ministry of Education and Ministry of ICT are active supporters of this initiative. The Ministry of ICT has introduced the need of the excellence center creation and implementation into the sector strategy paper. Both ministries are ready to negotiate with big international companies and attract them to the project.

- Other Donors: preliminary agreement has been offered by the USAID team in supporting financially such an initiative.

- The local private sector is committed to join providing internship programs, mentorship, trainees and other support.

## Next steps:

- Develop a full concept and operational model based on similar regional examples (USAID CEED II project can provide assistance)

- Negotiate with big vendors for preferential rates and content programs.

- Select and determine the main program areas of the center.

- Select the team and management body of the center consisted of various public and private stakeholders.

- Implement the programs and monitor the progress and results.

# ENTREPRENEURIAL AND COMMUNITY BUILDING EVENTS

## Entrepreneurial events

### Background

In 2013 ATIC and the USAID CEED II Project continued the efforts towards the creation of a favorable entrepreneurial ecosystem by supporting the organization of the Startup Weekends events.

Startup Weekend is a global grassroots movement of active and empowered entrepreneurs who are learning the basics of founding startups and launching successful ventures. It is the largest community of passionate entrepreneurs with over 400 past events in 100 countries. All Startup Weekend events follow the same basic model: anyone is welcome to pitch their startup idea and receive feedback from their peers. Teams organically form around the top ideas (as determined by popular vote) and then it's a 54 hour frenzy of business model creation, coding, designing, and market validation. The weekends culminate with presentations in front of local entrepreneurial leaders with another opportunity for critical feedback.
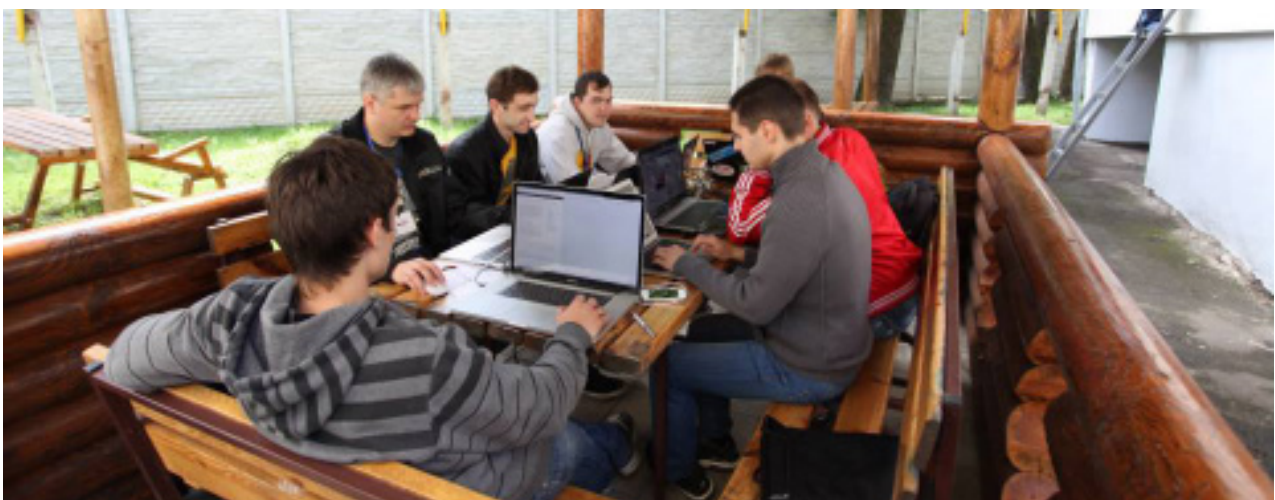
The first Startup Weekend Moldova took place on November 11-13, 2011 and gathered together 70 participants, mentors and judges. The event was very successful; it generated 10 startup teams with 10 business ideas. The winning team participated at the Global Startup Battle and won the 12th place from 50 participating teams from all over the world.
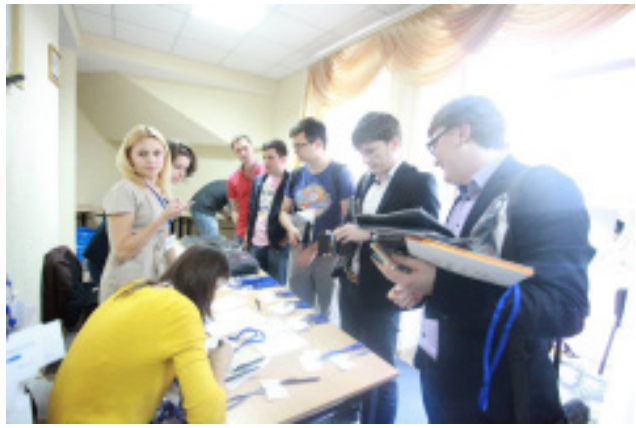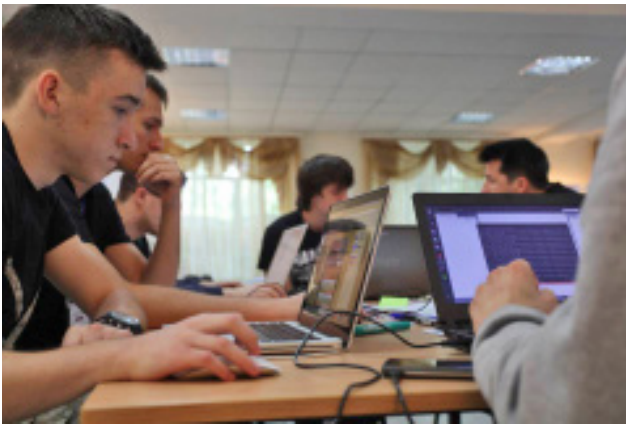
### Startup Weekend Moldova, 4th edition

The fourth edition of Startup Weekend Moldova took place during May 31 – June 2, 2013. The event

was organized by USAID CEED II Project in partnership with ATIC, Orange Moldova, Simpals, and gathered 70 participants.

The winning projects were: Daily Taxi, Roamer, Garderob

## Startup Weekend Moldova, 5th edition

The 5th edition of Startup Weekend Moldova took place on November 15-17, 2013 at Ginta Latina/French Alliance. The event was organized by the USAID CEED II Project in partnership with ATIC, Orange Moldova, Simpals.

**96 persons attended the event.**

27 ideas were presented within the 5th edition, 13 of them were selected for further implementation.

The winning projects were: De la Țară, HashStream, Social Media Kingdom.
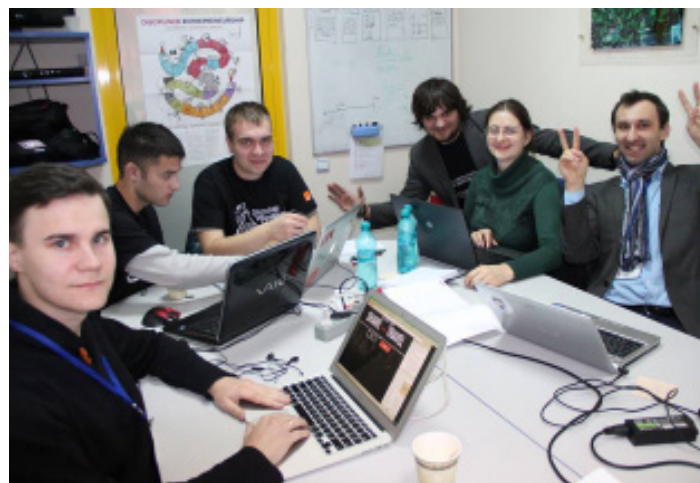
# Community events

Following the tradition of promoting a career in ICT and supporting future and existing speacialists in experience sharing and spreading knowledge, ATIC has developed the concept of Code Camps started earlier in 2012.

## ATIC & Pentalog Java CodeCamp

During March 16-17, 2013, another CodeCamp event was held in Chisinau. The event was organized by ATIC in partnership with Pentalog Moldova and gathered 25 participants.

This time, the CodeCamp comprised topics from JAVA, a widely used language in the field of IT. JAVA CodeCamp was structured in 4 workshops. Each of them comprised theories, examples, presentations and practical exercises. The speakers for the event were Catalin Mihalache, JEE Architect at Pentalog Institute, Ovidiu Stanciu team lead and senior software developer at Pentalog Romania, Andrei Cotorobai, team lead and senior software developer and Alexandru  Anghel, Application Developer at Pentalog Moldova.

CodeCamp represents a different type of event, held by IT professionals for IT professionals. It is an event that offers the possibility to share experience and best practices to the Moldovan IT professionals. The first Chisinau CodeCamp was organized in Moldova in November 2012 by ATIC in partnership with Endava and Microsoft, and with the support of the USAID CEED II Project.

# ASSOCIATION PROMOTION

A series of important initiatives dedicated to competitiveness strengthening of the Moldovan ICT sector were presented by the National Association of Private ICT Companies (ATIC) within the General Assembly held on 28th of February 2013. The event gathered ATIC members, public sector representatives and development partners.

At the meeting were presented the successful realized projects or projects launched in 2012, like Moldova ICT Summit 2012, IT Career promotion Campaign, Legal Guide for ICT Companies, B2B Portal and Policy White Book for the ICT sector in Moldova. These projects were realized with the support of the USAID CEED II Project.

Also, ATIC members received the Legal Guide for the ICT Companies, elaborated with the support of the CEED II Project. The Guide contains relevant information for better
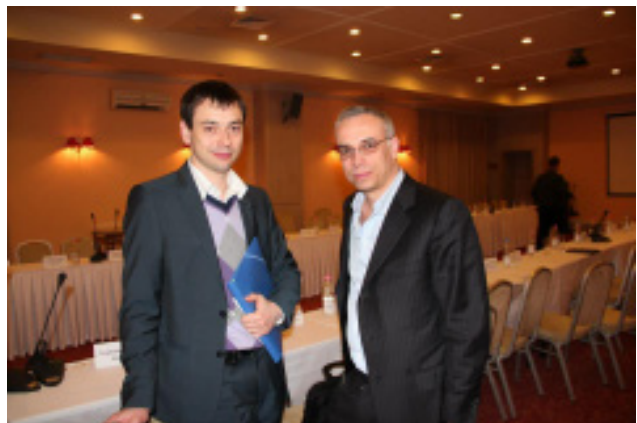
understanding and application of the legal framework in the ICT sector. The document is for the business owners, CEOs, owners of ICT companies from Moldova, and also for persons that would like to start a business locally and approach key issues of the legal framework like labor law, intellectual property, taxation and tax administration. The Guide is free for the ATIC members, but it can also be purchased paying a fee by non-member companies.

ATIC presented the priorities for the 2013 year: the interventions in the Education sector, with a special focus on the all education levels, strategic interventions focused on market increase and export promotion, on the dialogue with the authorities on important subjects for the ICT stakeholders, and for the strengthening of the ICT community from Moldova through special events.

During the General Assembly the board of the Association was elected: Mr. Veaceslav Cunev, Mr. Vadim Echim, Mr. Iuri Cicibaba, Mr. Eugen Galamaga, Mr. Mihai Andreev, Mr. Olivier Prado, Mr. Serge Smigaliov, Mr. Marius Vasile and Mrs. Irina Strajescu.

The assembly has been followed by a networking event

# ATIC IN MEDIA

- *4 ani de activitate a Asociației Naționale a Companiilor Private din Domeniul TIC: realizări, proiecte, perspective - Unimedia, 5.03.2013*

- *Moldova ICT Summit 2013: Implică, inspiră şi conectează la progress -Unimedia, 29.03.2013*

- *Moldova ICT Summit 2013: engages, inspires, and connects to the progress - www.almoldova.com, 29.03.2013*

- *Moldova ICT Summit 2013: Moldova vrea să devină lider regional în sfera IT -  Publika TV, 18.04.2013*

- *Istorii de succes din domeniul IT - Unimedia*

- *52 de licee din Moldova vor participa în cadrul Campaniei de informare „Alege o Carieră în IT" - Unimedia, 15.04.2013*

- *2000 de elevi au discutat cu experți din domeniul IT despre perspectivele de carieră - Unimedia, 06.06.2013*

- *Tinerii sunt îndemnați să aleagă o carieră în IT  - Unimedia, 28.06.2013*

- *Вячеслав Кунев: Мы создали платформу, призванную познакомить ИТ с бизнесом - www.allmoldova.com, 13.08.2013*

- *Бизнес портал ИКТ-компаний: все ИТ-решения одним кликом - www.allmoldova. com, 31.07.2013*

- *Андрей Айдов: Нашему ИТ-рынку не хватает скорости - www.allmoldova.com, 02.10.2013*

- *Liderii în domeniul TIC din Moldova îi îndeamnă pe tineri să-și „programeze viitorul" - www.stiripozitive.eu, 05.11.2013*

- *Viitorul în IT începe cu Orientarea în Carieră - Unimedia, 06.11.2013*

- *ICT Career Orientation pentru studenții de la Tehnologii Informaționale şi Comunicații - www.allmoldova.com. 07.11.2013*

- *ICT Career Orientation: как стать ценным ИТ-специалистом? - www.allmoldova. com, 07.11.2013*

- *Юрий Коробан: "Бонус" любого кризиса – это непременный подъём - www. allmoldova.com, 27.01.2014*

# FINANCIAL REPORT 2013

| Incomes | MDL | EUR |
|---|---|---|
| Membership Dues | 542,244.0 | 33,890.3 |
| Grants | 657,250.4 | 41,078.1 |
| Sponsorship | 1,205,077.4 | 75,317.3 |
| Services | 111,923.2 | 6,995.2 |
| **Total** | **2,516,494.9** | **157,280.9** |
| **Expenses** | **MDL** | **EUR** |
| Salaries | 405,133.7 | 25,320.9 |
| Infrastructure expenses (telephone, internet, etc) | 38,184.7 | 2,386.5 |
| Administrative expenses | 26,405.2 | 1,650.3 |
| Organizational expenses (marketing, travel, pr -general activities) | 86,856.3 | 5,428.5 |
| Projects | 1,709,498.7 | 106,843.7 |
| Moldova ICT Summit | 410,350.0 | 25,646.9 |
| Startup Weekend | 119,368.0 | 7,460.5 |
| CAT Training | 93,620.0 | 5,851.3 |
| Export Oriented Program | 2,225.0 | 139.1 |
| Intel Teach and Intel ISEF | 426,523.0 | 26,657.7 |
| Promotion of the career.ict.md | 158,533.0 | 9,908.3 |
| Consulting services for the ICT strategy | 1,886.0 | 117.9 |
| Advancing Quality in VET ICT Education (Spent in strict accordance with ADA rules) | 496,993.7 | 31,062.1 |
| **Total** | **2,266,078.6** | **141,629.9** |

# SPECIAL THANKS TO OUR PARTNERS:

| | |
|---|---|
|  | **Government of RM:** <br><br> Mr. Iurie Leancă |
|  <br> Ministerul Tehnologiei Informației și Comunicațiilor | **Ministry of ICT:** <br> Mr. Pavel Filip <br> Mr. Vitalie Tarlev <br> Mr. Dmitrii Parfentiev <br> Ms. Mihaela Iacob |
|  <br> Ministerul Educației al Republicii Moldova | **Ministry of Education:** <br> Ms. Maia Sandu <br> Mr. Igor Grosu <br> Ms. Liliana Nicolaescu-Onofrei <br> Ms. Loretta Handrabura |
|  <br> Ministerul Tineretului și Sportului al Republicii Moldova | **Ministry of Youth and Sports:** <br> Mr. Octavian Bodişteanu <br> Mr. Sergiu Stanciu |
|  | **E-Government Center:** <br> Ms. Stela Mocan <br> Mr. Iurie Țurcanu |

USAID CEED II Project:
Mr. Sergiu Botezatu
Mr. Douglas Griffith
Ms. Doina Nistor
Ms. Ionela Titirez
Ms. Tatiana Durleștean



Austrian Development Agency:
Mr. Gerhard Schaumberger
Ms. Tatiana Zbanca



Educational Centre PRO DIDACTICA:
Ms. Rima Bezede
Ms. Octombrina Moraru



Interakt Media:
Mr. Tudor Darie
Mr. Dumitru Ciorici
Mr. Constantin Donțu

# ATIC MEMBERS

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|---|---|---|---|
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| ALLIED TESTING | Allied-Testing | Quality Assurance/SW | Address: 33/1 Ismail Street, Chisinau, MD 2001, Republic of Moldova<br>Tel.: +373 22 279 334<br>URL: www.alliedtesting.com |
| ARAX TELECOMMUNICATION COMPANY SINCE 1992 | ARAX-Impex | Telecom | Address: 118, Mitropolit Dosoftei str., Chisinau, Republic of Moldova<br>Tel.: +373 22 838 000<br>Fax: +373 22 838 001<br>Email: info@arax.md<br>URL: www.arax.md |
| asseco SOUTH EASTERN EUROPE | Asseco SEE | Banking, System Integration, Telecom-munication, Software development System management | Address: 65, Stefan cel Mare bd, office 512, MD 2001, Chisinau, Republic of Moldova<br>Tel: +373 22 260 642<br>Fax: +373 22 260 641<br>Email: moldova@asseco-see.ro<br>URL: www.asseco-see.md |
| Bina systems Cloud applications | BINASYSTEMS | ERP Systems | Address: 90, Bucuresti str., office 512, MD 2001, Chisinau, Republic of Moldova<br>Tel: +373 22 815 050<br>Fax: +373 22 815 050<br>Email: office@binasystems.com<br>URL: http://binasystems.com |
| CEDACRI INTERNATIONAL | CEDACRI INTERNATIONAL | Software Development and banking process outsourcing | Address: 171/1, Stefan cel Mare bd, MD 2004 , Chisinau, Republic of Moldova<br>Tel: +373 22 855 610<br>Fax: +373 22 238 855 611<br>Email: info@cedacrinternational.md<br>URL: http://www.cedacrinternational.md/ |
| CredInfo To optimize IT | CRED-INFO | Information security Information services | Address: 5, Miorita str., Office 201, Chisinau, MD 2028, Republic of Moldova<br>Tel: +373 22 835 515<br>Fax: +373 22 835 520 |
| Deeplace Internet Management & Solutions Provider | Deeplace | Software Development | Address: 2 Negruzzi str., fl. 6, Chisinau, MD 2001, Republic of Moldova<br>Tel.: +373 22 271 282<br>Fax: +373 22 274 086<br>Email: office@deeplace.md<br>URL: www.deeplace.md |

| Logo | Company | Type | Contact |
|---|---|---|---|
| | Endava | Software Development | Address: 15 Sfatul Tarii St., Chisinau, MD 2012, Republic of Moldova<br>Tel.: +373 22 806 700<br>Fax: +373 22 806 701<br>Email: sales.md@endava.com<br>URL: www.endava.com |
| | F-line Technologies | Software Development | Address: 3/6, Moscova Bd., MD-2068 Chisinau, Republic of Moldova<br>Tel.: +373 22 311 065<br>Fax: +373 22 204 436<br>Email: office@flt.md<br>URL: www.flt.md |
| | Fors Computer | Hardware | Address: 18, Sfatul Tarii str. Chisinau, MD 2005, Republic of Moldova<br>Tel.: +373 22 234 748<br>Fax: +373 22 232 742<br>Email: office@fors.md<br>URL: www.fors.md |
| | Global Phoning Group | BPO | Address: Alba Iulia Street 75 /V, Chisinau, MD 2071,<br>Republic of Moldova<br>Tel.: +373 22 517 831<br>Fax: +373 22 588 969<br>E-mail: contact@global-phoning.com<br>URL: www.global-phoning.com |
| | HP Moldova | Services/HW | Address: 57/1 Banulescu Bodoni, of 420, Chisinau, MD 2005, Republic of Moldova<br>Tel:+373 22 211 819<br>Fax:+373 22 211 819<br>URL:www.hp.md |
| | Huawei Technologies | IT and Telecommuni-cation systems | Address: 25, Bulgara str., M 2001 , Chisinau, Republic of Moldova<br>Tel: +373 22 225 950<br>Fax: +373 22 277 018<br>URL: www.huawei.com |
| | IBM ROMANIA | IT Consultancy Services | Address:  Bucharest Business Park 1A Soseaua Bucuresti-Ploiesti, Entrance A2 Sector 1, 013681 Bucharest, Romania<br>Tel: +4 021 405 81 00<br>Fax: +4 021 405 81 01<br>URL:  www.ibm.com/ro<br>www.ibm.com/imm/ro |
| | Info System Project | Software development | Address:37 M.Cibotari, of 304, Chisinau, MD 2012, Republic of Moldova |
| | INSOFT Development & Consulting | IT&C Software | Address:  Calea Giulesti 8D, fl. 1, sector 6, 060274<br>Bucuresti, Romania<br>Tel: (+40) 37 402 32 55<br>Fax: (+40) 31 437 00 15<br>Email: office@insoft-dc.ro<br>URL:  www.insoft-dc.ro |
| | Integrated Intelligent Solutions | Integrator | Address:  49/3 Tighina str., of. 57 Chisinau, Republic of Moldova<br>Tel: +373 22 887 930<br>Fax: +373 22 887 931<br>Email: office@iisolutions.md<br>URL: http://iisolutions.md |

| | | | |
|---|---|---|---|
|  | Intel Corporation | Computing continuum company | Address: 17 Krylatskaya str., bldg.4, floor 3, Moscow, 121614, Russia<br>URL: www.intel.com |
|  | Kvazar-Micro | Hardware | Address: 2, Negruzzi str., of. 310<br>Chisinau, MD-2001, Republic of Moldova<br>Tel.: +373 22 545 445<br>Email: kmm@kvazar-micro.md<br>URL: www.kvazar-micro.md |
|  | Maxlinie-MCS | Hardware | Address: 6/1 Kiev Street, Chisinau, Republic of Moldova<br>Tel.: + 373 22 450 750<br>Fax: + 373 22 490 453<br>URL: www.mcs.md |
|  | Microsoft | Software, services and internet technologies | Address: 63, Vlaicu Pîrcălab str., Office 6B, Chisinau,<br>MD 2012, Republic of Moldova<br>Tel: +373 22 843 500<br>Fax: +373 22 843 600<br>Email: Moldova@microsoft.com<br>URL: www.microsoft.com/Moldova |
|  | Moldcell | Telecom | Address: 3 Belgrad str, Chisinau, Republic of Moldova<br>Tel: +373 22 206 213<br>Fax: +373 22 206 090<br>URL: www.moldcell.md |
|  | Moldtelecom | Telecom | Address: 10, Stefan cel Mare Bd, Chisinau, MD 2001, Republic of Moldova<br>Tel: +373 22 570 101<br>Fax: +373 22 570 111<br>Email: office@moldtelecom.md<br>URL: www.moldtelecom.md |
|  | Neuron Group | Hardware | Address: 23, Bucuresti str., Chisinau, Republic of Moldova<br>Tel.: +373 22 837 837<br>Fax: +373 22 897 897<br>Email: chisinau1@neuron.md<br>URL: www.neuron.md |
|  | Netinfo | Software Development | Adress: Str. Gh. Asachi 25/3, et. 3 Chisinau, MD 2028 Republic of Moldova<br>Tel.: +373 22 838 176<br>Email: ContactUs@NetInfo.md<br>URL: www.netinfo.md |
|  | Pentalog CHI | Software Development | Address: 10, Calea Iesilor str., 4 floor, MD-2069 Chisinau, Republic of Moldova<br>Tel. : +373 22 224 797<br>Fax : +373 22 244 314<br>Email: ht@pentalog.fr<br>URL : http://www.pentalog.ro/ |
|  | Pricewaterhouse-Coopers | Audit, advisory and tax services | Address: 37, Maria Cibotari St, Chisinau, MD 2012, Republic of Moldova<br>Tel: +373 22 238 122<br>Fax: +373 22 238 120<br>URL:www.pwc.com/md |

| Logo | Company | Activity | Contact |
|------|---------|----------|---------|
| QSystems on-line solutions company | Qsystems | Software Development | Address: 29 Sfatul Tarii St., Le Roi International Business Center, Chisinau, MD 2012, Republic of Moldova<br>Tel.: +373 22 542 093<br>Fax: +373 22 545 423<br>Email: office@qsystems.md<br>URL: www.qsystems.md |
| redsky | Red Sky | Software development | Address: 202 Stefan cel Mare Bd, Chisinau, MD-2004, Republic of Moldova<br>Tel: +373 22 593 985<br>URL: www.red-sky.md |
| Riscom operator de telecomunicatii | Riscom | Telecom | Address: 22, Puskin str, of. 603 Chisinau, Republic of Moldova<br>Tel.: +373 22 888 008<br>Fax: +373 22 888 108<br>Email: office@riscom.net<br>URL: http://www.riscom.net/ |
| simpals all is simple. | Simpals | Online services Animation | Address: 5, Neculce str., Chisinau, Republic of Moldova<br>Tel: +373 22 888 000<br>Email: info@simpals.md<br>URL: www.simpals.md |
| Switchover Carrier Services | Switchover AG | IT&Telecommunication | 45, Puskin str. Chisinau, MD 2005, Republic of Moldova<br>Tel: +373 22 781 026<br>Email: info@switchover.ch<br>URL: www.switchover.ch |
| softline INTERNATIONAL | Softline International | Software distribution | Address: 202 Stefan cel Mare str, Chisinau, MD 2004, Republic of Moldova<br>Tel: +373 22 855 042<br>Fax: +373 22 855045<br>E-mail: info.md@softlinegroup.com<br>URL : www.softlinegroup.com |
| S&T Consulting, Integration, Outsourcing | S&T MOLD | Integrator | Address: 40 S. Lazo str, of. 31, Chisinau, Republic of Moldova<br>Tel: +373 22 817 400<br>Email: snt@snt.md<br>URL: www.snt.md |
| tacit knowledge | Tacit Knowledge | Software Development | Address: 29 Sfatul Tarii St., Le Roi International Business Center, Chisinau, MD 2012, Republic of Moldova<br>Tel.: +373 22 856988<br>Fax: +373 22 856988<br>Email: vechim@tacitknowledge.com<br>URL: www.tacitknowledge.com. |
| Trimetrica Distribuitor Oficial ESRI | Trimetrica | GIS | Address: 11 Mesager str, 3rd fl., Chisinau, MD 2069, Republic of Moldova<br>Tel: +373 22 837 231, +373 22 837 227<br>Fax: +373 22 837 227<br>E-mail: info@trimetrica.com<br>URL : www.trimetrica.com |
| ULTRA.md | Ultra Software | Software Distribution | Address: 41 E.Coca str, Chisinau, MD 2069, Republic of Moldova<br>Tel: +373 22 870 150, +373 22 870 155<br>URL: www.ultra.md |

# ATIC ACTION PLAN 2014

| Area | Objectives | Potential partners |
|---|---|---|
| **EDUCATION** | | |
| Interventions in VET Education Sector | Advance Education to meet the market needs | ADA |
| ICT Career Campaign (similar to 2013 Campaign) | Promote the selection of a career in ICT | CEED II |
| Creation of a Junior Initiative Program | TBC | Ministry of Youth |
| ExcellenceCenter TUM Fundraising | Close the gap of ICT specialists | CEED II, USAID, SIDA, private companies |
| IntelContest | Support young and talented students | Intel |
| IntelTeachProgram | Support the use of ICT in Education | Intel |
| **TRADE & MARKET DEVELOPMENT** | | |
| Moldova ICT Summit | Promote the Development of the ICT Sector through this platform of Dialogu | CEED II, MTIC, MIEPO, MEDU, Companies |
| B2B portaldevelopment | Promote the ICT Industry | Deeplace, CEED II |
| SMB program | TBC | Intel |
| IPR campaign | TBC | CEED II, Microsoft |
| 2-3 Studytours/B2B missions | TBC | CEED II, MTIC |
| Entrepreneurship support initiatives (Startup Weekend) | Promote the Entrepreneurship spirit | CEED II, Orange, Simpals |
| Promotion of Access to Finance Mechanisms | TBC | CEED II |
| **TAXANDLEGAL** | | |
| Overview of legislation in IT and exclusion of barriers | TBC | |
| Continuous dialogue with Fiscal Inspectorate | Enable the private-public dialogue | |
| Legal Pocket Guide Presentation/update | Offer the latest information related to legal and fiscal aspects for the ICT companies | CEED II |
| Strategic Development of the Association | | |
| Participation at ICT Development Agency creation | Create premises for future ICT sector development | MTIC, CEED II |
| Attracting Venture Funds | Create premises for ICT companies growth and expansion | MTIC, Meconomy, CEED II |

# ATIC VALUE PROPOSITION



**Are YOU an ATIC Member?**
ATIC Value Proposition

International Missions

B2B Portal

Discount Program

Legal Pocket Guide

Lobby

Donor & GOV Relationship

www.ict.md

**Join us!**
Moldovan Association of Private ICT Companies (ATIC)

28, Maria Cibotari Street,
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www.ict.md

| BENEFITS | MARKET PRICE/ VALUE | GOLD PARTNER | REGULAR MEMBER | ASSOCIATE MEMBER |
|---|---|---|---|---|
| **ACCESS TO ATIC LOBBY INITIATIVES ON:**<br>• Eliminating the barriers for the ICT sector growth<br>• Improving the Tax system and tax administration for the ICT sector<br>• Improving customs procedures<br>• Improving the education in ICT according to the industry's needs and general trends<br>• Intellectual property rights<br>• Public procurements | Not available | Included | Included | Included upon approval |
| **ACCESS TO LEGAL POCKET GUIDE**<br>The guide addresses the key concepts of business, labor, intellectual property and taxation law follow to be addressed, together with basic EU requirements and quality standards regulations, in a manner which is accessible and above all useful to the recipients intended. | Average cost for similar resources on the market – 500 -1000 € | Free | Free | 150 €/year |
| **ACCESS TO ATIC INITIATIVES ON TRADE AND MARKETING DEVELOPMENT:**<br>• Moldova ICT Summit<br>• Business missions abroad<br>• B2B and matchmaking events<br>• Networking events | Participation fee / not available | Included | Included | Included |
| **ADVANCED PROFILE ON THE B2B PORTAL**<br>The B2B portal represents a platform of communication/ interaction/ information of the private ICT companies from Moldova and promotes the activity of the ICT industry. | Average cost on similar resources – 200 €/year | Free | Free | 150 €/year |
| **PARTICIPATION IN COMPANY EXCELLENCE AND CAPACITY BUILDING INITIATIVES:**<br>• Thematic trainings and workshops<br>• CodeCamps<br>• Entrepreneurial events | Full Price | Discount (20 - 30 %) | Discount (20 - 30 %) | Discount (20 - 30 %) |
| **PARTICIPATION IN ATIC EDUCATION INITIAVES:**<br>• IT Career Information Campaign<br>• ICT Career Orientation Event<br>• Master Class Program | Participation fee - full price | Free | Discount (20 - 30 %) | Discount (20 - 30 %) |
| **PROMOTION OF THE COMPANY IN ATIC MATERIALS** | Participation fee / not available | • Website<br>• Annual Report<br>• E-mail Signature<br>• Brochures and or marketing materials developed by ATIC | Website Annual Report | Website Annual Report |
| **ASSISTANCE IN ACCESS TO FINANCE** | Not available | Upon Need | Upon Need | Not available |
| **ASSISTANCE IN LOGISTICS FOR COMPANY NEEDS** | Not available | Included | Upon need | Not available |
| **PARTICIPATION IN ATIC DECISION MAKING PROCESS (SEAT IN THE BOARD)** | Not available | Automatic | Upon Election | Not available |
| **RIGHT TO VOTE** | Not available | Yes | Yes | No |
| **ACCESS TO ATIC ONLINE RESOURCES** | Not available | All | All | Upon request |
| **ACCESS TO ATIC DISCOUNT PROGRAM**<br>Average savings for companies using this program per year - 200 - 1000 EUR (full list presented on the website) | Not available | Included | Included | Included |