

**ACCELERATION OF THE EXPORT POTENTIAL OF COMPANIES****APPLICATION GUIDELINES****IN THE FRAME OF THE ADVANCED CROSS-RIVER CAPACITIES FOR TRADE PROJECT (ADTRADE)**

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## I. CONTEXT

The overall objective and expected outcome of the Advanced Cross-river Capacities for Trade Project (AdTrade), financed by Swedish Government and implemented by UNDP, is to secure that men and women on both banks of the Nistru River have better livelihoods and living conditions, due to an improved cross-river cooperation to access the opportunities offered by Moldova's external trade arrangements, contributing to an environment of trust and cooperation across both banks.

The proposed initiative will facilitate cross-river cooperation and will merge companies' effort to export, will expand access of Transnistria enterprises (particularly SMEs) to trade mechanisms available on the right bank, but also to tailored support which will build necessary knowledge and skills, in-line with specific needs of current and future exporters from the region.

The above shall be achieved by allowing left bank private sector to access opportunities offered by the DCFTA arrangements, contributing to an environment of trust and cooperation across the river. The project envisages provision of methodological and practical assistance in establishing long-term trade links and promotion of exports, by supporting existing companies or by launching new businesses, allowing for permanent jobs to be created, especially for women and vulnerable groups (which include youth, elderly people, ethnic groups, minorities, persons with disabilities, persons with a limited lifespan, other).

## II. INITIATIVE OVERVIEW

This initiative is intended to **accelerate the export potential** of companies from both banks and to enhance their capacities for cross-river trade. Exporting companies and those with export potential are invited to submit requests for support (as per Annex nr.1), encompassing services and activities needed for their further development. Complex support will be provided to selected companies to develop their capacities, to overcome export barriers, allowing them to access the European markets under the DCFTA regulations, while improving their competitive advantages compared to abroad businesses.

Below is a detailed breakdown of services which may be provided to selected companies (but not limited to):

- **Marketing** - marketing researches, elaboration of marketing strategy, marketing audit, estimation of market size, in-depth interview, market or consumer segmentation, segmentation of the competition, market positioning, customer journey, mystery shopper, focus groups, price and cost analysis, implementation of marketing intelligence data;
- **Sales** – implementation of the CRM systems, use of different means of communication with the customer, cross-sales, upsells, adjustment of business processes, matchmaking of producers' vs customers;
- **Promotion** – establishment of most suited promotion tools and of communication channels (including social media), brand development, elaboration of promotion plan, product design, company description, elaboration of commercial offers, site development, development of catalogues / presentation materials, elaboration of press-releases, participation at exhibitions and trade fairs, booth design / production and cooperation with media resources;
- **Access to new markets** – development of the exports strategy, assessment of the export capacity, selection of export niche, models of partnership, communication with potential customers, alignment to sanitary / phytosanitary norms and European technical / quality standards, boosting exports to new markets,

enforcement of trade capacities, accounting and taxation of foreign trade transactions, financing techniques for foreign trade, international payment tools and modalities;

- **Certification** - support in adopting quality management standards ISO 22000, ISO 9001, ISO 9000, HACCP, GLOBAL G.A.P., sanitary, phytosanitary certification of produces;
- **Exports and logistics** – labelling of produces, support to conferring preferential origin of good, registration of AEO, obtaining Certificate EUR 1, support to customs export procedure, electronic customs clearance, ATA;
- **Increase of productivity** - improve quality control, minimize production delays, update business processes, increase effectiveness of available area, reduction of equipment investment, reduction of equipment downtimes, automatization of production control, upgrade with smart machining tools, other;
- **Overcoming barriers to trade** (including capacity development etc.);
- Other relevant services aiming to enhance the export potential.

By mid-November, submitted applications (requests for support) will be evaluated toward a set of criteria (described in chapter VI of present guide), allowing for best scored proposals to be selected. Based on submitted requests, winning companies will get support from AdTrade Project in **format of business services**, thus enabling enterprises to foster capacities to produce diverse goods/services in-line with the European standards and norms, to be delivered on domestic and abroad markets.

### III. ELIGIBLE APPLICATIONS

**Are considered eligible applications which fulfil the below terms:**

- Are ready to export or already are exporting;
- Have tradeable, export-ready good/s or service/s;
- Are registered as a legal entity in accordance with the legislation of the Republic of Moldova or will be registered in the first three months after the competition results have been announced;
- Have a staff of minimum 3 employees;
- Are not involved in insolvency processes (annual/quarterly financial reports shall be submitted as proof);
- Do not have debts for payment of taxes and fees at the time of application;
- Organizations which respect human rights and promote gender equality;

*Note:* Companies managed by women and which have impact on vulnerable groups (which include youth, elderly people, ethnic groups, minorities, persons with disabilities, persons with a limited lifespan, other) will have an advantage in the selection process.

**The AdTrade Project will not cover the below activities / costs:**

- Administrative costs (salaries, rent of premises, utilities, telephone etc.);
- Procurement of machinery, equipment, other goods;
- Procurement of services which have already been paid through other programmes or financing instruments. However, co-financing by other organizations could be considered if informed in advance;
- Covering of costs, losses, taxes and penalties (including differences in exchange rates), debts to third parties;
- Procurement or rent of land or premises;
- Cash payments.

#### IV. APPLICATION PROCEDURE

Interested companies will submit their applications indicating specific activities and business services which are proposed to be financed by AdTrade Project. Valid requests for support will include following set of documents in Romanian/or in Russian /or in English:

**[A]** Request for support according to the Annex 1 template (company profile and its evolution, export strategy, objectives and development plan to boost exports), which will include:

- 1- **Information about the applicant**, including details of the contact person and number of employees (year over year evolution over last 3 years);
- 2- **Description of the company profile and its evolution for the last 3 years shall include:**
  - 2a- Year over year turnover / volume of sales (to be confirmed by yearly financial reports);
  - 2b- Portfolio of products and distribution of sales (for Moldova, including the Transnistria region and abroad). Year over year volume of exports (if any), including per destination country volumes (at least for top exported products);
- 3- **Description of the export strategy and objectives for the next 3 years:**
  - 3a- Company's mid-term objectives, including start of export activities or expansion of abroad trade operations;
  - 3b- Existing export products or those to be developed (including their competitive advantages), together with the estimated per product export volumes (year over year progress);
  - 3c- Targeted markets and per market entry strategy. Per market forecasted sales and distribution approach;
- 4- **Describe type of support business services requested from the AdTrade Project for the next 2 years.**

The applicant will describe type of services and support requested from the project to accelerate the export potential and to enhance capacities to overcome export barriers, indicating the impact of each activity on company's objectives.

*Note:* There is no limit for the number of services/activities to be requested, however the final decision will be taken based on evaluation process and is subject to funds availability. Solicited services shall be described in enough details to allow a coherent evaluation of the application.

**[D]** Organizational chart, indicating the names, positions and CVs of the key personnel (to be fulfilled in the same template and attached to the submitted request for support form);

**[E]** Registration certificate.

#### V. DEADLINES

The deadline for submission of requests for support is **16.00 (local time), 19<sup>th</sup> of November 2019**. Applications will be accepted only before the dead-line, provided to the following email addresses [natalia.iachimov@undp.org](mailto:natalia.iachimov@undp.org), [maxim.cataranciuc@undp.org](mailto:maxim.cataranciuc@undp.org) or printed on paper and delivered to the below address (incomplete or handwritten proposals, including annexes will not qualify):

**UNDP Moldova, 31 August 1989 st., 131, MD-2012 Chisinau, Republic of Moldova  
to the attention of the Registry Office/Procurement**

Project proposals printed on paper shall be sealed in an envelope and marked with: **Eol-19/01990**.

## **VI. EVALUATION CRITERIA**

The applications will be assessed against the following evaluation criteria:

- Experience and capacity of the company in the field related to the submitted business idea;
- Quality of submitted application;
- Ability to export. Expected impact on exports and diversity of targeted markets;
- Consider gender mainstreaming and HRBA principles (businesses managed by women or those which will impact the livelihoods of vulnerable groups will be advantaged).

## **VII. SELECTION PROCEDURE**

Selection of applications will commence upon closing of the public call. Selection will be based on principles of merit, transparency, equality and rational use of funds. After this procedure is over, evaluation of requests for support will commence, which will include checking of applications' compliancy towards eligibility criteria. Qualified applications will be evaluated according to criteria described in the VI-th chapter. Awarded companies will be invited to sign a Memorandum of Understanding for a cooperation which will last up to 24 months.

## **VIII. PROJECT IMPLEMENTATION PROCESS. MONITORING**

Beneficiaries commit to attend all relevant activities organized by the AdTrade Project, to be responsive to any effort envisaging improvement of its sales and marketing capabilities, to accept all services provided in the frame of current initiative, but also to share their experiences as a result of the received support. Beneficiaries will facilitate monitoring visits at their premises for the Adtrade Project team and other relevant stakeholders (audit missions, media, etc.). All information collected in the process of monitoring provided by the applicant will be subject of non-disclosure and confidentiality and shall be used solely to evaluate the results of this initiative.