Moldovan government approves new program to boost competitiveness of local producers



29 January 2025, Chisinau – Small and medium-sized enterprises in the Republic of Moldova will be able to enhance the competitiveness of their products and services, facilitating easier integration into value chains and access to new markets. Today government approved a program supporting entrepreneurs.

Through the Program for Increasing the Competitiveness of Local Producers and Integration into Value Chains, enterprises will be able to access financial support of up to 2 million lei for implementing engineering and IT solutions, as well as for applying international and European standards for products and services, conducting laboratory tests and obtaining certifications.

Additionally, consultancy services in marketing can be contracted, and measures for protection or acquisition of intellectual property, licenses and participation in B2B (Business to Business) events will be carried out.

The program also provides for the organization of training courses to develop entrepreneurial skills in areas such as management, business planning, marketing, digitalization, quality management, logistics and financial management.

In 2023, small and medium-sized enterprises represented about 99.2% of the total number of enterprises in the Republic of Moldova, employing over 65% of the total workforce. In 2022, the sector contributed 55% to GDP formation.

The Organization for Entrepreneurship Development will be responsible for implementing the program. It is estimated that at least 1,300 enterprises will benefit from the program. The implementation of all measures involves an estimated budget of 115.5 million lei, which will be covered by the state budget, the Competitiveness of micro, small and medium enterprises project supported by the World Bank, while GIZ Moldova will provide the necessary technical assistance.

