



CARMINA VICOL
Prime Capital

Mrs. Carmina Vicol is the **CEO of Prime Capital**, a leading financial non-banking institution in the Republic of Moldova specializing in mortgage and SMME lending since 2006.

Before Prime Capital, she worked as the Director of a USAID program, as a Business Developer at Ernst & Young, Treasury Manager at Voxel (now Orange) and 6 years in local banks. She has an MBA degree and served as a visiting professor for corporate finance at Grenoble Graduate School of Business.

Alongside career achievements, Carmina is also involved in managing a family business in the production and export of agriproducts. She is a member of several associations, Board member of AmCham, few companies, and former President of the Association of Entrepreneur Women of Moldova (AFAM).

What motivates you to run for Presidency at AmCham Moldova?

My major motivation to run for the President of AmCham Moldova is to ensure we continue strengthening the association from the organizational and institutional point of view, as well as promoting AmCham image as a leading business association in the country.

I've been part of AmCham Board of Directors for many years and I am proud of the contribution I could make for the elaboration of AmCham values and strategic priorities, which I fully share and strongly stand for.

Additionally, my motivation is driven by the professionalism and passionate attitude of the Executive Team towards the achievement of AmCham goals, and I am ready to offer all my support and managerial expertise to assist them in bringing the association up to the next level.

Why do you think affiliation with AmCham Moldova is important for companies operating in Moldova?

I believe that private initiative is the basement for economic growth and it is very important to create appropriate conditions for its development.

AmCham Moldova advocates for a transparent, non-corrupted and predictable business environment that encourages local entrepreneurship and trade, and stimulate attracting foreign investors. Association helps members translate their business experience into practical advocacy campaigns and develop applicable solutions. AmCham continues to fight for the creation of a stable business community in Moldova, and continuously enlarges the list of benefits to its members.

I strongly believe AmCham membership is an adding value relationship for any company.

What would be your priority areas if elected?

I think we should maintain our general focus and serve our members within the identified strategic areas: ***advocacy, business networking, knowledge sharing, and arbitration.***

One of the particular things I would love to pursue, though during my mandate would be accelerating digitization of services. We got famous in the world for our top – quality IT specialists and engineers, and the unique IT Park ecosystem. However, Moldovan businesses in all industries lack access to basic digital services.

I think AmCham has got all necessary prerequisites to be the “driver” of a joint effort of state authorities and the business community towards a digital future.