



American Chamber of Commerce in Moldova  
*fighting for your business*

# **ADVOCACY – THE ROLE OF BUSINESS ASSOCIATIONS**

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# Goals of the presentation:

1. *Encourage businesses to engage in public-private dialogue and contribute to a better business climate*
2. *Highlight the role of business associations in business advocacy*
3. *Encourage businesses that are not members of an association to consider becoming a member*

# Business advocacy:

Business advocacy is the process of influencing the development and implementation of public policies that affect the business sector

# What is an association:

An organization of businesses that unite voluntarily to pursue common interests following transparent, fair, and democratic principles.

# Types of associations:

Chambers of commerce

Trade /Industry associations

Employers' associations

# What AmCham Moldova does:

1. **Advocating and lobbying** on behalf of members' interests (external focus)
2. Providing **services** to members (internal focus)
  - Creating **networking opportunities** for members
  - Generating a/o increasing **access to information**
  - Organizing common activities or initiatives
    - Trade shows, business missions, B2Bs, etc.
    - Trainings, seminars, master classes, conferences
    - Promotion and PR
  - Negotiating **discounts** or group purchases

# AmCham Moldova Advocacy & Lobby :

## Board of Directors

- Establishes rules
- Establishes priorities

## Committees (Tax & Legal, HR, CSR, Financial Services, Healthcare, Manufacturing & Trade)

- focused approach
- collective approach
- diverse & regular approach

## Ad-hoc Working Groups

## Individual members

# AmCham Moldova Advocacy & Lobby :

## Government Working Groups & Consultative Forums

- Working group for the regulation of business activity under Ministry of Economy
- Consultative Council under Minister of Economy  
National Participation Council
- Consultative Council under Customs Service
- Conformity Council under Tax Inspectorate
- others

International organizations (USAID, UNDP, World Bank, IMF, EBRD, Embassies)



# AmCham Moldova Advocacy & Lobby :

- Mission & Principles & Objectives
- Members (compliant to certain criteria)
- Board (elected within democratic, open , transparent elections)
- Team
- Rules
- Brand

About AmCham Moldova:

[www.amcham.md](http://www.amcham.md)

**Thank You!**