



**AmCham Moldova**  
*fighting for your business*

# 2012 ANNUAL GENERAL MEMBER MEETING

April 25

***Elections 2012***

**AmCham President & Board of Directors  
CANDIDATES' OVERVIEW**



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## **HAREA Cristina**



**Ms. Cristina Harea** is currently working as Investment Director and Country Manager for Moldova of Horizon Capital Advisors, one of the leading regional private equity fund managing firm with over 15 years of investment experience in Moldova, Ukraine and Belarus ([www.horizoncapital.com.ua](http://www.horizoncapital.com.ua)). Horizon Capital currently manages three funds: Emerging Europe Growth Fund (EEGF), Emerging Europe Growth Fund II (EEGF II) and Western NIS Enterprise Fund (WNISEF), with total assets of \$600 million. Cristina is also the Director of WNISEF representative office in Moldova. Over the 10 years working with Horizon Capital, Cristina has been involved in sourcing, developing and exiting

companies from various sectors, including financial services and banking, FMCG, industrial companies. Cristina serves as Board member of several companies from Horizon Capital investment portfolio – Bostavan Wineries, Glass Container Company, FinComBank. Ms. Harea holds an MBA degree from the Fuqua School of Business at Duke University, USA and a BA in foreign languages from the Moldova State University. Cristina is a member of the Board of Directors and the Chair of the Finance Committee of East Europe Foundation Moldova.

## **Horizon Capital Advisors**

- ***What goals and objectives do you feel necessary for AmCham?***

- Contribute (through dialogue with authorities and international donor community) to changing /solving the most stringent issues faced by the Moldovan business community
- Promote/increase the unity of the Moldovan business community: together we can change things to the better
- Promote American and international best practices of doing business in Moldova all businesses.

- ***Why do you want to serve on AmCham Board of Directors?***

- To contribute personally to the increasing role of the AmCham as an influential business association
- To share with like-minded people the enthusiasm and responsibility for positive change in the society



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## **AFTENI Ana**



**Mrs. Ana Afteni** currently activates in the position of Human Resources Manager at Coca-Cola Hellenic Moldova.

Her career starts back in 2003, after graduating The State Pedagogical University "Ion Creanga", Philology. She began her career at Voxtel SA (actual Orange). Two years after, she got hired as an HR Manager at an International Company Phonestore Moldova - official dealer of Nokia and Samsung mobile phones and accessories, main dealer of Moldcell services.

In September 2007 Ana started to work at Coca-Cola Hellenic Moldova in the Country HR Coordinator position and within less than 3 years she is promoted

to HR Manager.

In her current role, Ana managed to get a "Best employer" reward three years in the row, led several CSR initiatives and represented successfully the company in Moldova HR Community. Ana is a certified trainer for leadership modules, as well as a certified assessor on SHL assessment tools. Since 2010 Ana is a member of Human Resources Committee of the American Chamber of Commerce (AmCham) in Moldova and starting with 2011 she is a Committee Co-Chair, supporting Labor Code changes, development in HR area activities.

Ana is fluent in Romanian, Russian and good communication in English.

- **What goals and objectives do you feel necessary for AmCham?**

For AmCham I feel necessary the following goals and objectives:

- Trade and investment stimulation

## **ALEXA Stela**



**Ms. Stela Alexa** is the Manager of Tax and Legal Department at KPMG Moldova. In 2002 she was certified by the National Bank of Moldova as a Financial Institutions Auditor. In 2003 she obtained a certificate of a General Auditor issued by the Ministry of Finance and in 2009 after successful completion of the qualification exams she was admitted to members of the Association of Chartered Certified Accounts (the United Kingdom).

Stella has more than twelve years experience in consulting.

She has a in-depth knowledge of the Moldovan tax legislation, she managed and was involved in pre-acquisition tax & financial due diligences for Moldovan companies operating in different areas, advised local and international clients on complex and non-routine tax matters, including on corporate taxes, indirect taxes, cross-border transactions.

## **Coca-Cola Hellenic Moldova**

- To create a fair and reasonable environment for all businesses
- Property and investment protection
- Workforce development
- Dialogue improvement with Moldovan Government and international organizations
- **Why do you want to serve on AmCham Board of Directors?**

As an AmCham member of the HR Committee I am already familiar with this organization and its purpose in Moldova. If elected in the Board of Directors I will Directly use my skills and expertise in promoting and implementing the AmCham's top priorities, thus playing my part in the development of healthy business climate in Moldova.

- **What measures do you propose to promote Moldova to the USA?**

- Combating corruption to create a level playing field for all, thus contributing to a healthy competitive business environment
- Reforming the education system thus providing skilled and well-qualified Moldovan citizens
- Dialogue enhancement with international organizations
- Integration in the Global Economy by reducing tariff and non-tariff barriers to trade, thus stimulating trade, investment and competition
- Elimination of bureaucratic hassles

These are just a few measures I believe will contribute to make Moldova more attractive for USA.

## **KPMG Moldova**

She also has a profound expertise in the National Accounting Standards and International Financial Reporting Standards, having been involved in various audit and related services projects for companies from both the real and financial services sectors, consulted clients on selection and adoption of appropriate accounting policies. Besides this she has a good experience in preparation of budgets, cash flow projections and various financial analysis for management of local and multinational companies.

She is fluent in Romanian, Russian and good communication in English.

- **What goals and objectives do you feel necessary for AmCham?**

- Improve the dialogue with the Moldovan Government and other policy-making institutions to play an active role in establishing a transparent and predictable business environment in the



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## **ALEXA Stela**

Republic of Moldova, as well as in enhancing the attractiveness of the country for both foreign investors and nationals who work abroad

- Work towards improving the quality of educational system in Moldova to improve the quality of human capital
- Organize and develop standalone or joint events with the public authorities to promote business and intra-sectorial ties such as: award entrepreneurs, trade fairs and other specific events
- Promote communication and cooperation with the relevant public authorities, public services, educational institutions, finance&banking institutions, international organizations and interested companies and parties in order to support the private sector
- Edit, print and distribute publications in line with the mission of the Association

- **Why do you want to serve on AmCham Board of Directors?**

The American Chamber of Commerce's name and reputation are instantly recognized by the business community. Its international affiliations enhance the Chamber's profile as one of the most well-known and respected business non-profit and non-political organizations in Moldova. It advocates for a transparent and evidence-based policymaking process affecting business. Moreover, it promotes a private sector-driven, forward looking and coherent regulatory structure; while amplifying the collective voice of business

AmCham Moldova has a membership that comprises leading companies; reuniting some of the best capabilities, competencies and professional skills and creating an extremely valuable social networking platform for future business development.

Hence, the affiliation with the American Chamber of Commerce provides the support and also the means: to meet fellow businessmen; to share best practice business models; to gain access to leading publications; latest news and information; to partner with some of the most trusted companies in the Republic of Moldova; to convey one's message to the political arena; all of which are vital aspects to building on further success.

## **KPMG Moldova**

- **What measures do you propose to promote Moldova to the USA?**

My position as an AmCham Board Member will allow me to build on my professional background and competencies' sharing; to strengthen yet more KPMG Moldova's involvement in the AmCham's activities and to better serve the membership and the interests of the business community, by contributing to a successful and effective advocacy process.

Based on our detailed experience of the local market combined with the international know-how, we have been particularly active members of AmCham and value its activities on behalf of the business community. I am part of a multinational group with knowledge of different markets across the globe, bringing in the values and the culture of a business, which is developing fast in response to the new political and economic situations.

Being part of the AmCham leadership is a way to contribute to solving business and societal issues arising in the local market, towards improving the business climate, and would relish the opportunity to be part of the decision-making process inside the organization.

- **What measures would you propose to promote Moldova to the USA?**

- Identify and establish an open dialogue with the US organizations and institutions, public or private, in line with AmCham Moldova activity
- Organize and develop information, educational and training programs for member and non member companies with the support of relevant US organizational bodies
- Develop partnerships and programs (fair trades; economic missions, US economic significant events attendance) with the relevant Moldavian public authorities, in charge with the country's promotion in the US (e.g. Ministry of Foreign Affairs, Embassy/Consulate)
- Build a dialogue with the US officials in charge with the US representation in the Republic of Moldova.



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## **CAZAC Octavian**



**Mr. Octavian Cazac** is a partner at Turcan Cazac with eight (8) years of experience in project finance and syndicated finance; cross-border M&A, PPPs. Clients also regularly mandate him to handle matters in corporate and commercial, non-profit, employment, dispute management. Octavian is recommended in Band 1 by Chambers Global 2012 Edition, which tells that he leaves clients impressed with his "encyclopaedic knowledge of local law" and his focus on solutions. He is cited as a Leading Individual in the 2012 Edition of Legal 500, being recommended as "reliable, smooth, trustworthy and prompt". Recommended as a Leading Lawyer by the 2011 Edition of IFRL1000.

Octavian graduated from the Moldova State University, LL.B. (2004), holds an LL.M. (2005) and is completing his PhD in Termination of Contracts. Since 2004 he is Lecturer of Civil Law at the Civil Law Chair, Moldova State University. Member of the Moldovan Bar.

Since 2009 Octavian is acting as member of the Scientific Advisory Council with the Supreme Court of Justice of the Republic of Moldova.

Since 2012 he is Co-Chair of AmCham's Tax and Legal Committee.

Fluent in English, French, Romanian, Russian and also speaks German.

## **CEBAN Svetlana**



**Ms. Svetlana Ceban** is a Senior Manager leading PwC Moldova Tax and Legal Group composed from 13 professionals.

Svetlana has a broad experience in taxation and in tax administration fields being involved in consultancy and compliance services provided to a wide range of multinational and national companies on various taxation, accounting and tax compliance matters.

She is a licensed Moldovan auditor. Also, during 2010 - 2011 she has passed two exams on the courses for the Advanced Diploma in International Taxation Program (The Chartered Institute of taxation, London).

Svetlana joined the Tax and Legal department of PwC Moldova in 2005. During 1997 - 2004, she was working for the Moldovan Main Tax authority, being responsible for the elaboration of various instructions for territorial tax authorities and involved in drafting major amendments to the fiscal legislation.

## **Turcan Cazac Law Firm**

### **• What goals and objectives do you feel necessary for AmCham?**

- Maintain the course of a stronghold of investors in the Moldovan economy whose voice must be heard and be reckoned with by the government and public
- Active involvement in government policy making in areas affecting members' business and build on AmCham members' intelligent resources for focused policy issues
- Promote friendship with US interests in Moldova and identify ways to attract more US investment and export of goods and services to the US

### **• Why do you want to serve on AmCham Board of Directors?**

- My legal background will be most useful to AmCham in shaping its strategic policies and day-to-day decisions
- By serving US and international for a long time their issues and challenges in Moldova are known to me and I believe AmCham is the right institution to support them

### **• What measures would you propose to promote Moldova to the USA?**

- Work more in developing partnership with existing effective government task forces focused on attracting investment, such as PMs advisors for investment attraction
- Identify and supply information to Moldovan business on US programs and facilities beneficial for their dealings with US clients/importers

## **PricewaterhouseCoopers**

Svetlana is a Member of the Association of Professional Accountants and Auditors of the Republic of Moldova, as well as a Board Member and Co – Chair of Tax and Legal Committee, Member of Financial Services Committee within the American Chamber of Commerce in Moldova.

### **• What goals and objectives do you feel necessary for AmCham?**

- Promote best business management practices in the Moldovan entrepreneurial community
- Bring experience and tax expertise in assisting AmCham members/partners in order to improve/align the national economy and business legislation to the international standards
- Consolidate AmCham Moldova position as a leading promoter of business community in Moldova which is committed to work closely with Moldovan competent state authorities in order to improve current business climate and to attract new investments here (i.e. PwC' close interaction with economic and state bodies allows us to keep up with the fast changing environment in which businesses have to work in Moldova)



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## ***CEBAN Svetlana***

- Advocating on behalf of its members for reforms and policy change to the benefit of both – business community and civil society
- Contribute to the organizing of eventual workshops, especially dedicated to tax issues; fiscal environment; Facilitate and coordinate fiscal analysis or researches
- Promote investments opportunities in Moldova
- Increase awareness about Moldova internationally
- Promote better member companies' interests through business opportunities
- ***Why do you want to serve on AmCham Board of Directors?***  
AmCham Board of Directors has a strong impact on the Moldovan market development,

## ***CICIBABA Iuri***



**Mr. Iuri Cicibaba** is the Financial Controller of the Hewlett-Packard SRL, Moldovan

Subsidiary of the Hewlett-Packard Company starting from the establishing local subsidiary in January 2007. He has 10 years experience in Accounting and Moldovan Tax legislation, including 3 year of tax audit experience in KPMG Moldova in the period 2003-2006. Starting from 2003 till 2006, he operated as a tax consultant. During his activity as Financial Controller he participated in different meetings with the governmental structure for the local HP's project development. As a consultant Iuri provided consulting services to foreign

and Internal and Internal trainings on Moldovan tax legislation development and presentation and at the Moldovan tax legislation for potential investors guidelines elaboration. In 2009 Iuri was nominated as a member of American Chamber for Commerce in Moldova Tax & Legal Committee and as AmCham Board of Directors for year 2009 and 2010. In January 2011 he was nominated as a member of the Moldavian Association of the Private ICT Companies Hardware committee and a member of the ATIC Board of Director.

He is fluent in Romanian, Russian, English.

## ***PricewaterhouseCoopers***

ongoing contributing to the Moldovan business climate improvement. Respectively, PwC is committed to strive helping AmCham members to achieve their success in the market, and to increase Moldovan investment appeal overall.

- ***What measures would you propose to promote Moldova to the USA?***  
- PwC client base includes some of the largest Moldovan and multinational companies in Moldova, some of them are pursuing trade with United States  
- Contribute to the organizing of eventual workshops/forum connecting prominent business leaders of the local community, as well as with Government and U.S. Embassy officials  
- Promote better member companies' interests.

## ***Hewlett-Packard Moldova***

- ***What goals and objectives do you feel necessary for AmCham?***

From my experience as a member of the Board of the Directors I am confident of AmCham's goals and objectives for its members, perfect staff with right attitude for obtaining the objectives. My personal objective as a member of the board would be to increase AmCham's role as the primary private advisor for the Government and Parliament commissions on Tax legislation, Investment climate and Labor legislation.

Therefore advocacy and lobby are the main goals for AmCham together with attraction of new investments in Moldova

- ***Why do you want to serve on AmCham Board of Directors?***

As an active member of Tax Committee and also as the representative of the IT sector in the Republic of Moldova I will represent interests of the IT sector and also Tax Committee.

- ***What measures would you propose to promote Moldova to the USA?***

- To promote Moldova through exhibitions and business missions of the US business in Moldova
- Changing investment climate AmCham must become lobby for US investment



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## **EFIMOV Boris**



**Mr. Boris Efimov** has been activating in the position of Finance Director at Orhei-Vit since 2005.

Boris's career began from an Economist Assistant at the USAID Funded Program in Moldova in 1996. Since then he worked in a variety of teams and roles providing accounting and financial consulting advice to program's beneficiaries and clients. In 2002 he shared the experience of doing business in the USA and living in American families while participating in Community Connections Program. In 2003/2004 he lived in the UK studying for Master in Finance and travelling within Scotland, Wales, England and Ireland.

Boris is experienced in team management, budgeting, comprehensive financial analysis and reporting, business structuring, export-import operations and banking.

He taught the Finance Management course for MBA students at Newport University and Grenoble in Moldova.

Boris has the experience of a Board Member at Amcham, Dionysos-Merani winery and Utilajcom.

Boris is fluent in English, Russian and Romanian.

- **What goals and objectives do you feel necessary for AmCham?**

- Continue to provide successfully to AmCham members the basis for a dialogue and closer working relationship with the Moldovan government

## **GRIFFITH Douglas**



**Mr. Douglas Griffith** is a director at Chemonics International, currently serving as the director of the USAID-funded Moldova Competitiveness Enhancement and Enterprise Development II (CEED II) Project (2010-2014). Before this Doug was the director of the USAID-funded Moldova CEED Project (2005-2010). His areas of expertise include competitiveness, cluster/sector development, enterprise development, value-chain strengthening, market linkages, and workforce development. Employed by Chemonics for more than twelve years, he has also held several positions at the firm's headquarters in Washington D.C., including business development director for Chemonics' Europe and

Eurasia, business unit and director of economic development projects in Armenia, Mali, Nepal, and Romania. Doug has also designed competitiveness initiatives in Armenia, Kosovo, and Romania and conducted agribusiness sector assessments in Albania, Central Asia, Kosovo, Romania, and South Africa. Prior to joining Chemonics, he worked in mortgage lending in Minneapolis,

Minnesota and in the Peace Corps in Niger, West Africa as a food security volunteer. Since 2011, Doug has been a Member of the Board of Director of the AmCham Moldova.

## **Orhei-Vit**

- Continue to link AmCham Moldova's members with members of the global network of AmChams all over the world in more than 91 countries and with the U.S. Chamber of Commerce. Through this network, we (members of AmCham Moldova) will continue to find support for our business growth, expansion and development in the U.S. and around the world

- Continue to promote Moldova, Moldovan companies, and Moldovan investment opportunities among American investors and potential business partners abroad

- **Why do you want to serve on AmCham Board of Directors?**

As a member of the Board, I will demonstrate active interest of production companies – members of AmCham Moldova in the dialogue of AmCham with Moldovan Government. Also I will be active in Board's activities regarding trade missions, network development with members of other AmChams and social responsible projects development.

- **What measures would you propose to promote Moldova to the USA?**

In my opinion, Moldova should promote to the USA excellent opportunities for US investors in Moldova and export of Moldovan goods and services (for examples IT services) in USA.

## **Chemonics International/CEED II Project**

He earned an M.B.A. and an M.A. in international development from American University in Washington, D.C., and a B.S. in environmental management from Taylor University in Upland, Indiana

- **Why do you want to serve on AmCham Board of Directors?**

Since April 2011, it has been my honor and privilege to serve as a Member of the Board of Directors of AmCham Moldova. I have served with passion and professionalism, helping to streamline and focus AmCham's activities. I strongly believe in AmCham's mission of working with "Moldovan government and business leaders to foster a more favorable business climate in Moldova for foreign trade and investment." Moreover, I proudly recognize the valuable and constructive role that AmCham plays in making the voice of a significant segment of the private sector heard in Moldova. AmCham's success speaks for itself; public authorities respect AmCham's opinions, committee activities are accelerating, and membership is growing. I wish to continue serving a Member of the Board of Directors and pledge to do my part to ensure that AmCham's future is as bright as its past.



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## MAXEMCHUK John



**Mr. John Maxemchuk** began his career in Vienna at Metromedia International, a subsidiary of Metromedia Group, dealing with the acquisition of telecommunications licenses in Central and Eastern Europe. He became general director of Sun Communications in 2003, molding the leading cable television operator in Chisinau into a national telecommunications company. Mr. Maxemchuk also serves as the president of American Chamber of Commerce in Moldova. He graduated from the University of Pennsylvania with a B.A. in international relations and from the University of Pennsylvania's

Wharton School with a B.S. in Finance. Mr. Maxemchuk earned his Master's degree in business administration from Harvard Business School.

- **What goals and objectives do you feel necessary for AmCham?**

AmCham must continue to develop and mature. I expect to see continuing growth in the activities of committees in representing business sectors and professional functions. I would like to see AmCham taking on larger projects that support the private sector, whether these are hands-on project implementations and business trainings or commissioning foreign expertise for legislative development. Also AmCham should provide a wider range of member services that for legislative development.

## PASICINICOV Iolanta



**Mrs. Iolanta Pasinicov** is the CORA & Legal Manager of British American Tobacco – Moldova. Iolanta has wide experience in legal and regulatory field, working as barrister, chief of legal department and expert of the World Bank in Moldova.

She has started her career in Romania as Manager of the own Law Firm "Iolanta Mura" and in the same time as Instructor at two Romanian Universities. She practiced civil, criminal, commercial and labor law as counsel and litigator in ten jurisdictions, managing an average of more than 70 clients and 150 contracts each year. In the same time, she has taught 5 generations of law

In Moldova Iolanta was fully involved in Regulatory Reform, as member of National and Regional Working Groups in 2004-2005 and as expert of the Regulatory Impact Analysis Secretariat in 2010. Between 2005 and 2010 Iolanta worked as Senior Legal Counsel for ProCredit-Moldova and Chief of Legal Department for Sun Communications.

## Sun Communications

Also AmCham should provide a wider range of member services that offer concrete short and medium-term benefits to our members to complement our longer-term development activities.

- **Why do you want to serve on AmCham Board of Directors?**

In my leadership role with AmCham Moldova over the last six years, I have worked with colleagues to enhance the voice of business community in Moldova. These activities have ranged from advocating and lobby our members' interests, thus improving business climate in the country, to organizing international conferences, and offering multiple networking opportunities.

I feel that AmCham has reached a critical moment in its development and want to help keep the momentum moving on this. AmCham really does have many opportunities available to it. I believe that it is in a position to take center stage nationwide – there is no other association quite like it – and I wish to be able to help with this.

- **What measures do you propose to promote Moldova to the USA?**

There remains a lot of work to represent the interests of the private sector and to develop the most favorable business and investment climate. AmCham has a role to play in promoting Moldova abroad and attracting new investments to Moldova, which will ultimately lead to the strengthening of our domestic economic situation for all members. Our Products of Moldova publications and numerous business missions are only the start of what we can accomplish.

## British American Tobacco Moldova

Iolanta Pasinicov has published several research works as : "Incasso" ( 2001), "Clearing" (2002), "Commercial Letters of Credit in Import-Export" (2003), "Types of Payments in International Commerce", ( 2003), at alias.

Since 1999 Iolanta is member of Romanian Lawyer's Association. She is fluent in English, Romanian and Russian. She became member of the Board of Directors of the American Chamber of Commerce in Moldova in January, 2011.

- **What goals and objectives do you feel necessary for AmCham?**

If nominated and elected to the Board, I will continue to contribute to AmCham mission and to keep its message relevant.

Even though, a lot has been done during 2011, it's still:

- room for growth in:
- \* Number of Members.
- \* Number of Committees.
- \* Number of Lobby initiatives.



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## **PASICINICOV Iolanta**

- place for improvement in:
- \* AmCham' visibility and "share of voice".
- \* Committees authority
- \* Engagement process with Government and International organizations.
- need for development of:
- \* Commercial services.
- \* AmCham structure & procedures.

### **• Why do you want to serve on AmCham Board of Directors?**

Serving AmCham Board of Directors, means standing for the business community interests, having direct impact on decisions of great concern to ALL AmCham members and possibility to propose and offer solutions that will improve the overall economic environment in the Republic of Moldova.

## **TEODORESCU George**



**Mr. George Teodorescu** is the managing attorney of the Chisinau office of the law firm of Vernon David, which specializes in legal consultancy services.

Born in Brasov, Romania, George moved to the United States with his family in the mid 1980's. He obtained his law degree from Syracuse University in New York State, and is a member of the New York Bar. After practicing law in New York City for seven years, he moved to Bucharest in 2007 to work as a commercial arbitration specialist with British firm CMS Cameron McKenna. He joined Vernon David's Chisinau office in early 2009, and has been residing in Chisinau ever since.

### **• What goals and objectives do you feel necessary for AmCham?**

The main objective should obviously be the encouragement of an exchange of ideas and philosophies between the business community, Moldovan government, and society at large, for the mutual benefit of all stakeholders. In this context, the improvement of business climate via a thoughtful engagement with the relevant authorities, the encouragement of foreign investment into Moldova, the stimulation of trade for Moldovan products, and the continued support for the implementation of clear and transparent best business practices should continue to be the backbone of AmCham's activities. In addition, efforts should be directed toward ensuring that the pooling of the collective professional resources of its members makes AmCham the ultimate business resource center for any new investor coming to Moldova, as well as a credible interlocutor with the authorities concerning issues of importance for the business community.

## **British American Tobacco Moldova**

All this requires strong background and professional skills I have. In the same time, all this gives additional experience and provides challenges, necessary for personal development. Serving AmCham is an honor and a responsibility as well.

### **• What measures do you propose to promote Moldova to the USA?**

Aiming to foster and extend bilateral and multilateral political, economic and social relations between two countries, AmCham already did a lot by paying particular attention to direct connection between people and companies, conducting conferences, seminars, luncheons, and special events in this field.

The main issue for 2012 remains increase of AmCham's contribution to establishment in Moldova of an adequate and attractive legal and economic framework for American investments, which will bridge opportunities for both Moldovan and American businesses.

## **Vernon David**

Not in the last place, corporate social responsibility and professional development programs should also continue to play a special role in AmCham's activities.

### **Why do you want to serve on AmCham Board of Directors?**

If elected, it would be an honor to serve on the AmCham board, and hope to use the knowledge gained in over three years of activity in Moldova's business community in order to better the business climate and contribute to the overall efficiency of the organization. The AmCham board of directors is in my opinion an excellent forum for this task, and I hope that my contribution and that of the firm I represent would bring the organization closer to fulfilling its mission.

### **• What measures do you propose to promote Moldova to the USA?**

I feel that an efficient profile-raising campaign should necessarily include efforts for an intensification of the cultural, academic and political exchanges between the USA and Moldova. In this context, continued cooperation with the US Embassy in Moldova, the State of North Carolina and with other friends of Moldova in the US is crucial in implement some of the following measures:

1. The opening of a local campus of a US university, or the implementation of a US-sponsored, business-friendly degree program (such as an MBA);
2. Sponsoring sector-specific business conferences in Moldova, with the participation of US-based market, academic and opinion leaders;
3. Monitor current and pending US legislation, and lobby for the introduction of Moldova-friendly language in relevant legislative initiative. Conversely, attempt to garner support of the repeal of legislation that negatively affects Moldova, primarily from an economic standpoint (such as Jackson Vanik amendment).