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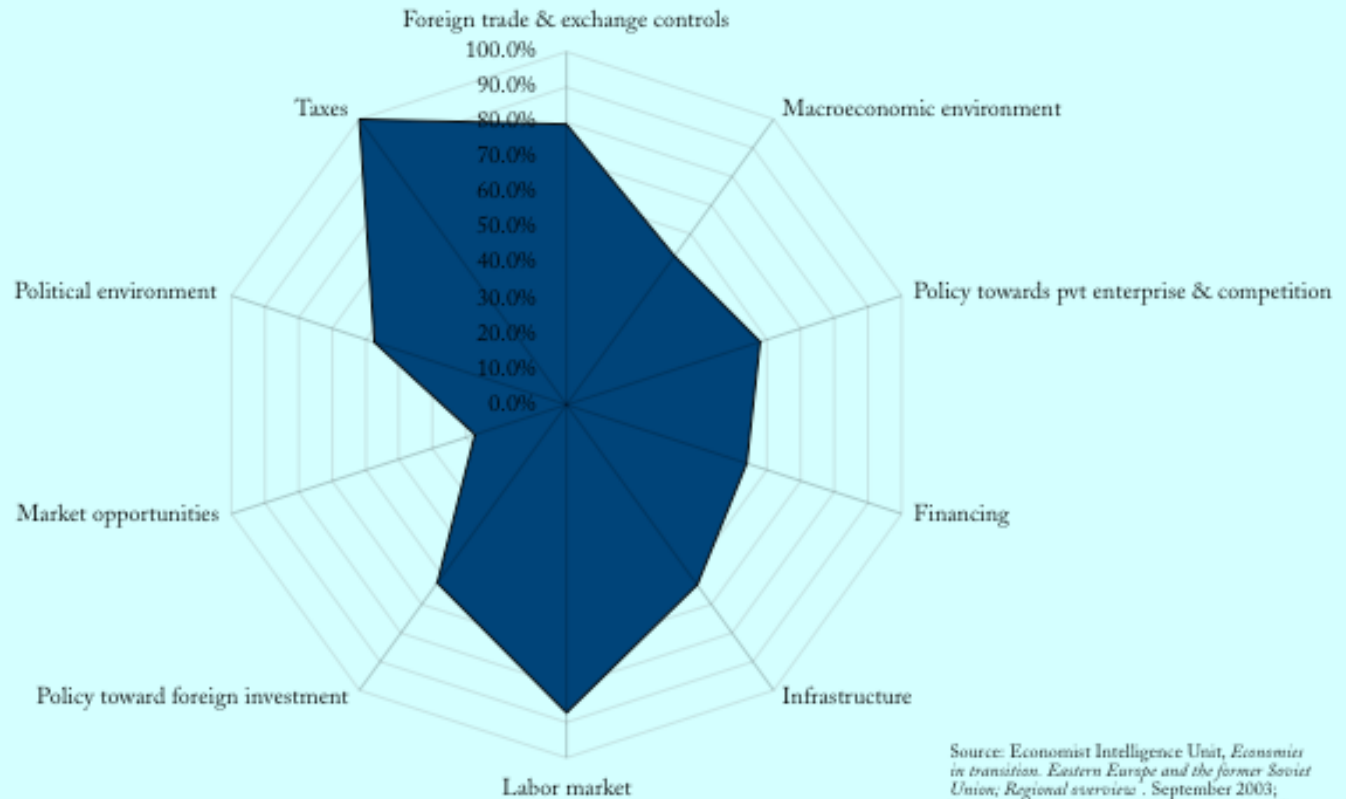
Competitiveness framework for Moldova & USAID implication

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Enterprise Development (CEED) Project

March 30, 2010
Chisinau, Moldova

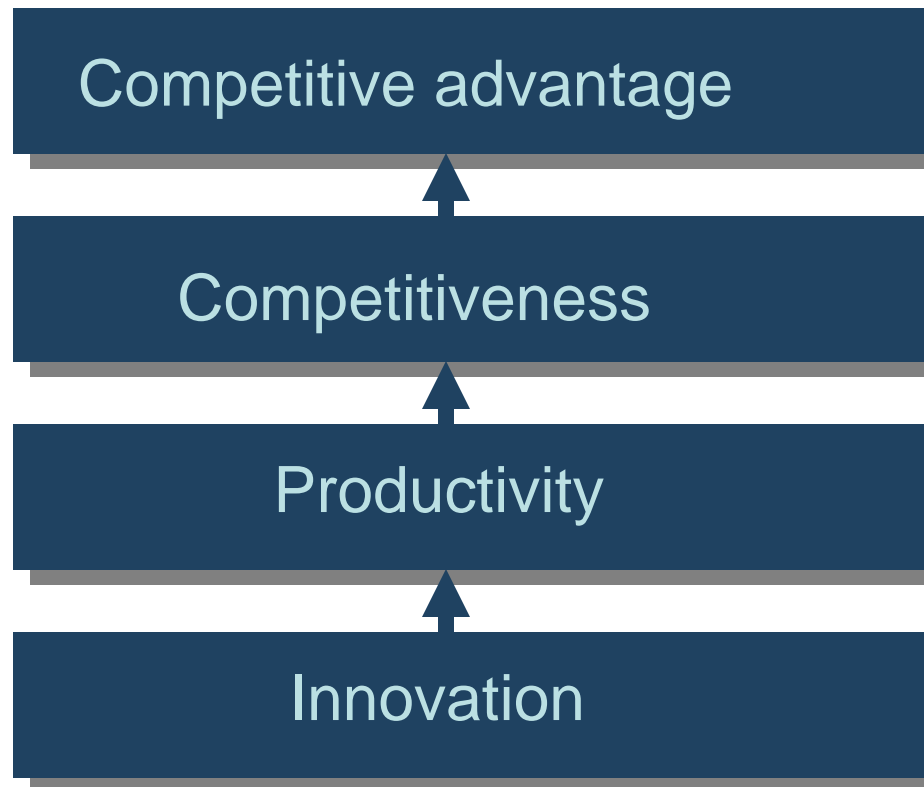
Moldova ICT Summit 2010

Business environment: Moldova vs. new EU members

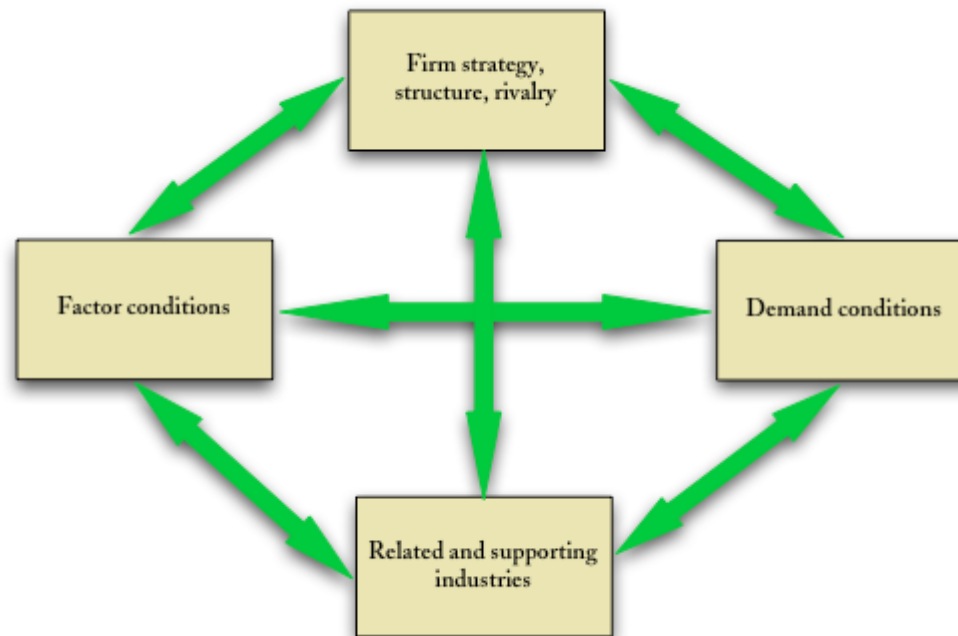


Source: Economist Intelligence Unit, *Economies in transition. Eastern Europe and the former Soviet Union; Regional overview*, September 2003; Moldova's business environment scores for 1998-2002 are shown relative to the average for East-central European countries and the Baltics.

Competitiveness innovation



The Porter cluster diamond

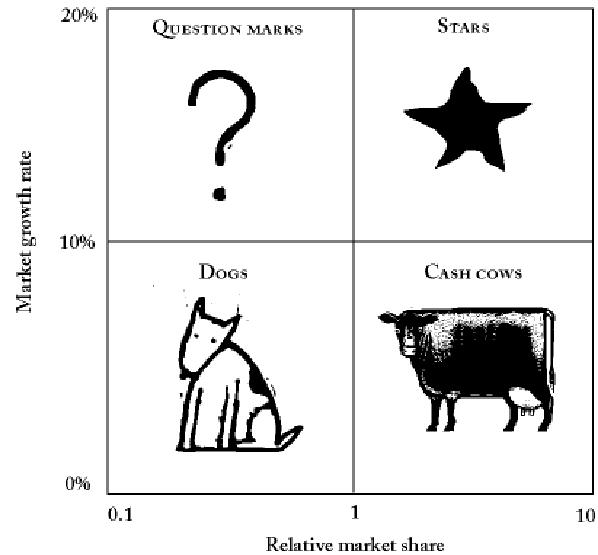


Choosing priorities

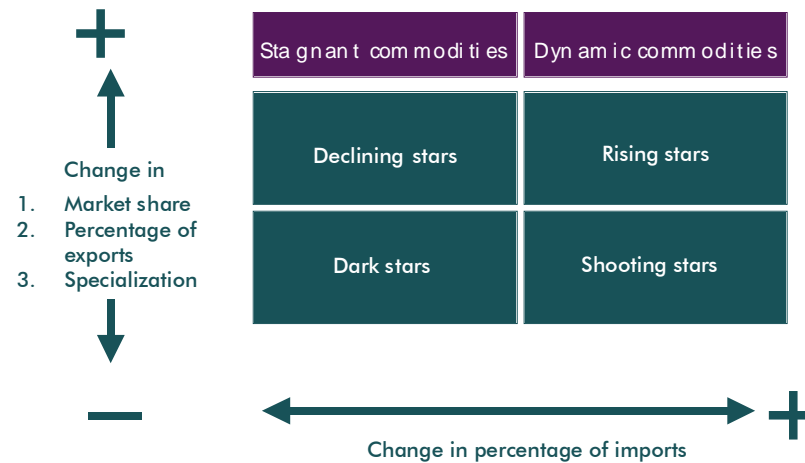
- Cluster appraisal
- Value chain analysis
- Porter's "diamond"
- The resource-based view (RBV) – core competencies

Assessing competitive performance: Strategy tools

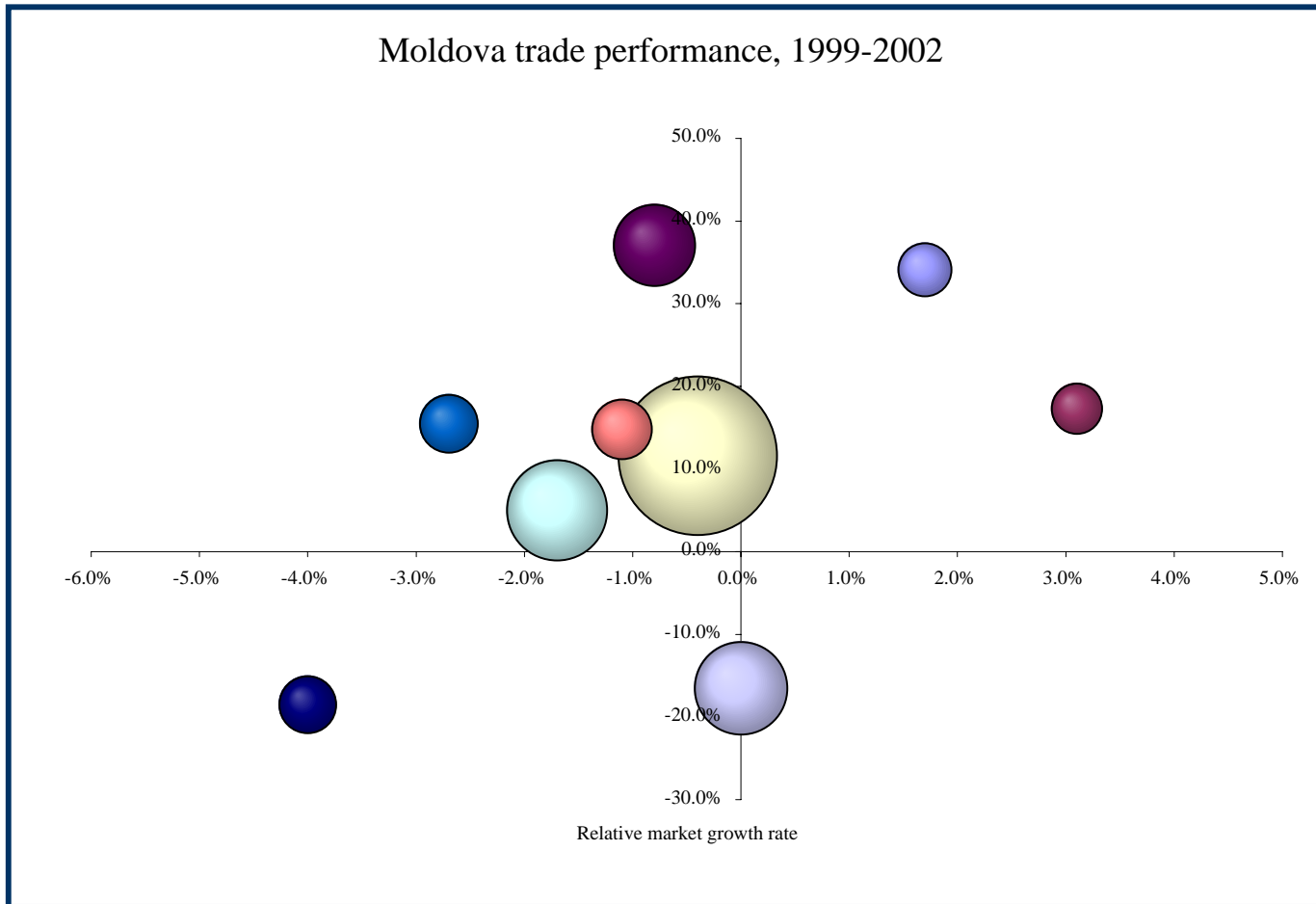
The Boston matrix



The TradeCAN/ITC matrix



Moldova's stars



ICT...

AN ADVENTURE...

USAID/Moldova SO Team



**Competitiveness Enhancement &
Enterprise Development
(CEED)**

CEED is one of several projects in USAID/Moldova's portfolio that supports economic growth in the country:

- Contract for **5 years** (2005-2010) with a **\$7.9 million** ceiling price
- **Competitiveness** project that works in three target industries: **ICT**, **apparel/textile**, and **wine**. Also a trade finance component.
- Implemented by **Chemonics International** in partnership with Crimson Capital Corporation and Dexis Consulting Group

PROJECT PURPOSE

- To enhance the competitiveness of private Moldovan enterprises (i.e. strengthen private sector competitiveness) from three industries: information and communications technology (ICT), apparel and textile, and wine;
- to develop and strengthen industry clusters; and
- to improve the business environment for these industries.

ICT *sector*

- Productivity - IT Mark and CMMI
- Quantity and quality of the IT workforce - Cisco Networking Academy & Microsoft IT Academy
- ICT Association of Moldova
- Market linkages & Business missions

Thank you!

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