



Ministerul  
Economiei și  
Infrastructurii

  
**MIEPO**  
Moldova Investment and Export  
Promotion Organization



Moldova  
Business  
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# The Light Industry Employers' Association

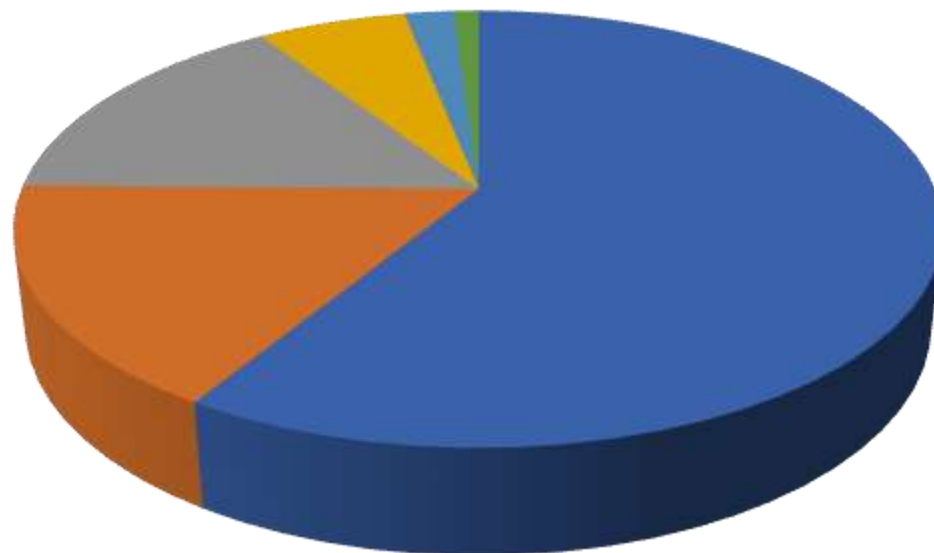


# The apparel, footwear and accessories producers

- The sector counts about 350 producing companies;
- Represents 5% from the industrial production of the Republic of Moldova;
- Generates 16,4 % of the country's exports;
- An industrial sector that has a positive commercial balance;
- Exports in more than 10 EU countries (Romania, Germany, Italy, France, Austria);
- Employs more than 23 000 people;
- Each second company is lead by a woman.

# APIUS represents 97 companies

## Product classification



- Apparel producers (57)
- Footwear producers (16)
- Children's clothes (15)
- Leather accessories (6)
- Accessories (2)
- Carpets (1)

# The purpose of the Association:



- Promote the loyal competition in the industrial sector on both national and international markets;
- Develop the collaboration within this business sector;
- Encourage and attract the foreign investments;
- Improve the expectations for the business environment by establishing a good collaboration with the Public Authorities.

# APIUS strategic partners



# USAID and Embassy of Sweden support:

- Beginning with 2005, the LI sector has grown the added value as a result of the activities sustained by the Competitiveness Projects;
- The shift from the “cut-and-make” production to the full product package was one of the priorities;
- In 10 years, the number of companies that have developed the full product package has increased with more than 10%;
- The new development direction for the industry was set on the production with a bigger added value.

# APIUS and MCP common activity plan includes:



- International Exhibitions (Romania, Ukraine, France, Germany, Great Britain, Italy, Russia, Kazakhstan, Czech Republic);
- International consultancy by inviting experienced consultants to share experiences and mentor the companies;
- Visits at international fabrics exhibitions, that gives the chance to buy the raw materials directly from the source;
- Promoting and strengthening the brands on the local market through the DIN INIMA country brand.



# Moldovan common stands under the DININIMA brand:





## The Country Common Brand of Moldovan Producers from the LI

- A unique platform for the Moldovan brands;
- Includes about 60 local brands;
- Generates qualitative benefits to the Industry;
- Helps promotion on the local market;
- Has developed the brand identity, marketing and design of the local products;
- Has 3 common stores, the largest one gathers 40 local brands.

# DININIMA common stores





# Moldova Fashion Days





## Design & Technology Excellence Centre



- Was founded in 2016 and mainly sponsored by the USAID MCP;
- Represents a public-private partnership between APIUS and the Technical University of Moldova;
- Develops the workforce ;
- Supports the transition of the fashion industry to new technologies, design, marketing and added value business.

# APIUS was invited to become a member of EFC



## EUROPEAN FASHION COUNCIL:

Austria, Belgium, Bulgaria, Czech Republic, Denmark, Estonia, Germany, Hungary, Ireland, Malta, Latvia, Netherlands, Portugal, Romania, Sweden, Iceland, Norway, Switzerland and Albania, Armenia, Bosnia & Herzegovina, F.Y.R., Macedonia, Montenegro, Serbia and Ukraine.



# THANK YOU!



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