

EU4Business: Connecting Companies

CLOSING CONFERENCE KEY TAKEAWAYS

The EU4BCC project wrapped up with a dynamic Closing Conference in Chisinau, Moldova. Hosted by Sergiu Harea, President of Moldova’s Chamber of Commerce, the event welcomed Prime Minister Dorin Recean, Deputy Prime Minister Dumitru Alaiba, and EU Delegation Deputy Head Mate Csicsai, alongside project partners and beneficiaries. Key speakers highlighted the crucial role of EU support in driving sustainable business growth across the EaP region.

“The EU4BCC project has had a considerable impact on key sectors of our economy [...]. Through this project, SMEs have benefited from new development and export opportunities, thus contributing to the increase in the competitiveness of our economies.”

– Sergiu Harea, President of the Chamber of Commerce and Industry of the Republic of Moldova.

150
Attendees



Participants reviewed project outcomes, shared lessons learned, and discussed the ways of moving forward. **Key points highlighted:**

- 1 Efforts to build the capacities of SMEs and BSOs should be maintained while becoming more targeted.
- 2 Supporting SMEs in aligning with the EU Acquis is widely discussed, especially in the context of Moldova, Ukraine, and Georgia, where BSOs/CCIs could play a crucial role.

- 3 Access to finance remains a key issue, making it essential to guide businesses toward sustainable models and alternative funding sources.
- 4 Long-term EU-EaP partnerships are key to transferring knowledge and building cross-regional business trust.
- 5 Mentorship in scale-ups, innovation, digitalisation and greening are key to enhancing SME competitiveness.

“We [CCIs] should stay one step ahead of our members, always offering fresh information, skills, and services. International capacity-building projects like EU4BCC can help prepare us for this.”

Larysa Tsygan
Vice-President, Chernihiv Regional CCI

“Unfortunately, women still need to learn more and build skills to demonstrate their value, often more so than men.”

Nelly Davtyan
Founder, Busticks

“SMEs face similar challenges across the EaP and EU. A common response can be effective, and international cooperation can help us find the best solutions.”

Giorgi Vekua
Director of Business and Regional Development Department, CCI Georgia

“One of the key needs for successful SME internationalisation is risk calculation and management. Risk management boot camps would be invaluable. SMEs often lack the budget to keep up with innovation and demands, but together, we can all move forward.”

Aline Masrelian
Founder, Sharoyan-Sarian LLC

“With no tariff barriers for Moldova to enter the EU market, the challenge now lies in non-tariff barriers. SMEs need support to adapt their products to EU standards.”

Natalia Calenic
Vice president, CCI of the Republic of Moldova

Participants’ feedback

