

Edition 2020



# BPO & SSC SECTOR OVERVIEW

Republic of Moldova

# Key facts



Name:  
**Republic of Moldova**



Capital:  
**Chisinau ca. 814,000**  
inhabitants



Population:  
**3.55 million, 2019**



Area:  
**33,847 km<sup>2</sup>**



Language:  
**Romanian (official)**

Other spoken languages:



Currency MDL:  
**1 EUR = 20 MDL**  
October, 2020

Doing Business  
Rank, 2020

**48**

Employment  
rate, 2019

**40.1%**

Inflation rate,  
June, 2020

**4.23%**

GDP per capita  
at PPP, 2019

**\$13,574**

GDP current  
prices, 2019  
billion

**\$10,262**

**BPO&SSC**



**2019/2020**

**12%**

Corporate Income Tax

**7%**

Unique tax on turnover  
in IT virtual Parks



**350**  
EUR/month

Customer Service Agent  
Salary (Junior)



**1,360**  
EUR/month

Average monthly wage  
in IT Park



**57,000**

Higher Education  
Students



Yearly pipeline

**16,000**

University graduates



**350**  
summer  
flights/week

Chişinău International  
Airport (KIV)



Modern  
office stock

**500,000+**

sq. meters in over 100  
buildings



**Winner of 2020**

**CEE BUSINESS SERVICES AWARDS**

**Chişinău, Moldova**

Emerging City of the Year – South Eastern Europe (SEE)

# Contents

- Top reasons to invest and outsource in the Republic of Moldova ..... 2
- BPO & SSC in Moldova and development perspectives ..... 6
  - BPO & SSC companies in Moldova ..... 8
- Human resource availability ..... 9
- Education..... 10
  - Education system in the Republic of Moldova ..... 12
  - Higher education institutions by city ..... 13
- Communications infrastructure ..... 16
- Operating costs and taxes ..... 17
  - Moldova IT Park ..... 18
  - Salaries in BPO & SSC ..... 20
  - Office space availability ..... 21
  - Cost of living and quality of life ..... 21
- Testimonials ..... 22
- Direct flights to Chişinău ..... 24
- Invest Moldova Agency ..... 25

# Top reasons to invest and outsource in Moldova

## Favorable geographical location



### Time zone compatibility

The local time zone offers great compatibility with countries throughout EU to the Middle East



### Proximity & Culture

Located within 3 hours from main European hubs. Moldovan people have a great understanding of both Western and Eastern cultures, given the influence throughout history.

The Moldovan legal system is close to that of EU countries, while the Moldova-EU association foresees further harmonization.



### Multilingual population

Moldovans are multilingual and have professional fluency in:

 Romanian  Russian

Most population speaks at least one foreign language:

 English  
 German

 French  
 Italian

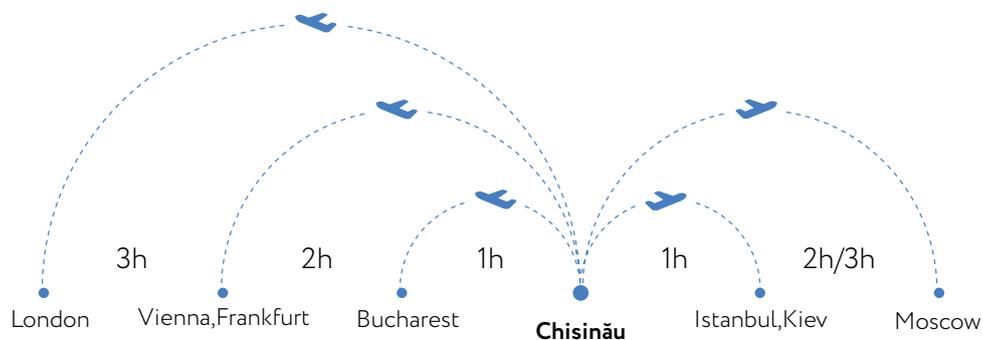
Some regions are heavily populated with speakers of:

 Bulgarian  Turkish  
 Ukrainian



### Direct flights

between Chisinau and Vienna, Frankfurt am Main, Rome, Milano, Paris, London, Moscow, Dubai, Bucharest, Kiev, Warsaw, Brussels, Geneva, Verona, Venice, Istanbul, etc.



According to Global Passport Power, the Moldovan passport is ranked 38th by its total mobility score.



For the full list of countries, whose citizens do not require a visa to enter the Republic of Moldova, and for citizens interested in applying for a visa, details are available on the Government web portal:

[www.evisa.gov.md](http://www.evisa.gov.md)



### Visa-free regime with over 100 countries

The citizens of the EU, UK, CIS, CEFTA, USA, Canada, Japan, Korea, UAE, Australia, Israel, Turkey, New Zealand, certain countries in South America and Asia, do not need visas for the entry on the territory of the Republic of Moldova for a period of stay up to 90 days, during 6 months from the moment of the first entry.

## Favorable business climate

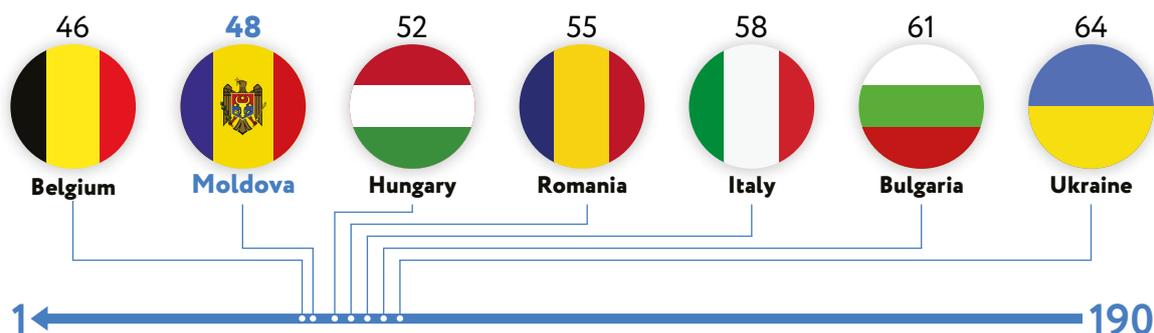


STARTING AND DOING BUSINESS IN MOLDOVA IN 2020 HAS BECOME EASIER  
In recent years, important steps have been taken to improve entrepreneurial climate in Moldova and make the country more attractive to foreign direct investors.

THE REPUBLIC OF MOLDOVA IS RANKED

**48** OUT OF **190**  
COUNTRIES IN THE DOING BUSINESS  
2020 RANKING

It takes  
**3 procedures and 1 day**  
to register a business in Moldova.



### STARTING A BUSINESS

DB Ranking 2020

13	<b>Moldova</b>
48	Belgium
61	Ukraine
87	Hungary
91	Romania
98	Italy
113	Bulgaria

### PAYING TAXES

DB Ranking 2020

32	Romania
33	<b>Moldova</b>
56	Hungary
63	Belgium
65	Ukraine
97	Bulgaria
128	Italy

### REGISTERING PROPERTY

DB Ranking 2020

22	<b>Moldova</b>
26	Italy
29	Hungary
46	Romania
61	Ukraine
66	Bulgaria
139	Belgium

### GETTING CREDIT

DB Ranking 2020

25	Romania
37	Hungary
37	Ukraine
48	<b>Moldova</b>
67	Belgium
67	Bulgaria
119	Italy

### ENFORCING CONTRACTS

DB Ranking 2020

19	Romania
25	Hungary
42	Bulgaria
56	Belgium
62	<b>Moldova</b>
63	Ukraine
122	Italy

### PROTECTING MINORITY INVESTORS

DB Ranking 2020

25	Bulgaria
45	<b>Moldova</b>
45	Belgium
45	Ukraine
51	Italy
61	Romania
97	Hungary

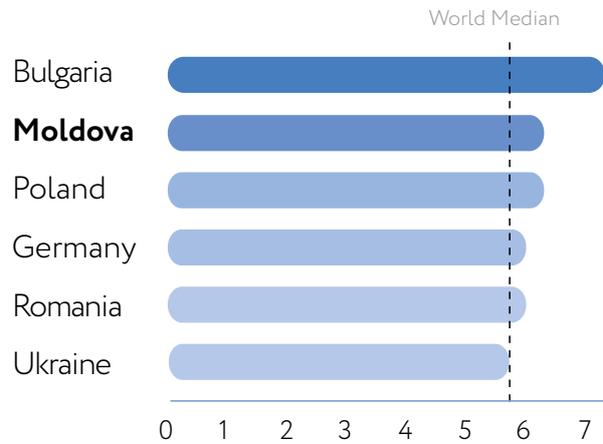


### Investor protection

Both foreign and domestic investors have equal protection under the Moldovan law.

#### Strength of Investor Protection

Part of the top 40% based on this indicator same as Poland and higher than in neighboring countries



Source: World Bank, 2017



### Cost efficient destination

Moldova has been gaining a competitive advantage in nearshoring over its larger neighbours, such as Romania, Bulgaria, which are facing the challenges of a saturating industry and rising costs.

Competitive operational costs - attractive rent prices for offices and utilities;

Class A office space availability at competitive rates - Rent (per sq. meter per month) is approximately €15 to €20 (incl. VAT)

Some of the most competitive labor costs in Europe at all levels for skilled specialists;

Small tax load;

Cost of living - one of the lowest in the region. Chisinau - the most affordable city in Europe;



### E-Governance excellence

Moldova has significantly advanced in e-governance by improving innovative e-public services such as online reporting and issuing of permits, digital ID, mobile signature and other electronic services. The country is recognized as a benchmark for its advancements and innovative developments in e-Government.

According to the UN E-Government Survey, Moldova is one of the 10 countries in the lower middle-income group that have scores above the global e-Government Development Index average (Very High EGDI).

**Based on the Level of online service index and E-participation Index, Moldova is positioned in the "very high" group, along with countries like Denmark, Estonia, Finland, Germany.**



### Special government incentives: law on IT Parks

Some BPO & SSC activities such as data processing and web-services are eligible for coverage under IT Parks legislation, offering a special fiscal regime of only 7% tax from turnover.



### Moldova – a tech savvy country

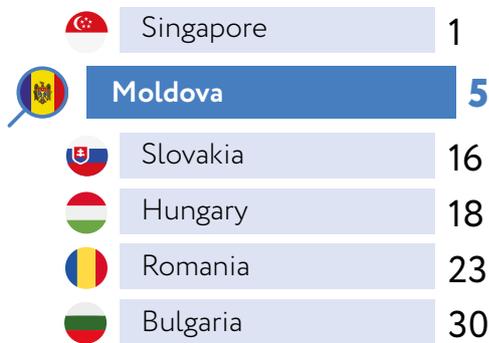
Moldovan people are quick to adopt new technologies and have an affinity for innovative products, which makes it an ideal place for testing and prototyping. Moldova also has one of the best Internet connections in the world and is ranked 4th by the percentage of population covered with fibre-optic internet.

#### Percentage of individuals using the internet



Source: UN E-Government Survey 2020

#### Gigabit internet coverage ranking, by % of population



Source: www.gigabitmonitor.com, 2020



### European neighbouring policy

Moldova is a member of the Eastern Partnership with the EU and has an Association Agreement with the European Union signed in 2014. The European Parliament recognized Moldova as one of the countries with European Perspective. In this context, Moldova is modernizing its administration and infrastructure and harmonizing its policies with those of the EU.



# BPO & SSC in Moldova and Development Perspectives

As per an International Data Corporation (IDC) report, the BPO segment has a very large associated potential, due to the fact that the human resource availability is higher and/or easier to convert than in other sectors. International companies have the opportunity to benefit from an a multilingual, educated and affordable workforce. In addition to having the necessary skills, the local human resources are also easily trainable and adaptable. As stated by the IDC report, the attrition levels are very low at around 5%.\*

Currently the BPO segment represents approximately 12% of the outsourcing market. It is estimated by an IDC report\*, that it will record significant growth, reaching a value of \$30.42M by 2024, compared to \$17.66 M in 2019.

It is estimated that the current workforce size of Moldova’s BPO industry is over 3,000 people (excluding IT outsourcing), servicing European and US markets predominantly. The service focus is across multiple industries, especially in Logistics, Travel, and Telecom sectors. Circa 80% of companies use English as their working language.

In terms of human capital, the Republic of Moldova is an important source of multilingual personnel for global companies. As opportunities for professional development and career growth increase within the country, Moldovan specialists are continuously becoming more skilled and competent. Most of the population speaks two, and often three, languages, ensuring the ability to provide high quality services abroad.

While most of the companies that outsource their operations in Moldova come from the US and Western Europe, in many cases, the projects come from their subsidiaries in Moscow, Bucharest or Kiev. In this situation, Moldova has a unique advantage with a very high proficiency in both Russian and Romanian, and entire teams can be easily moved to work

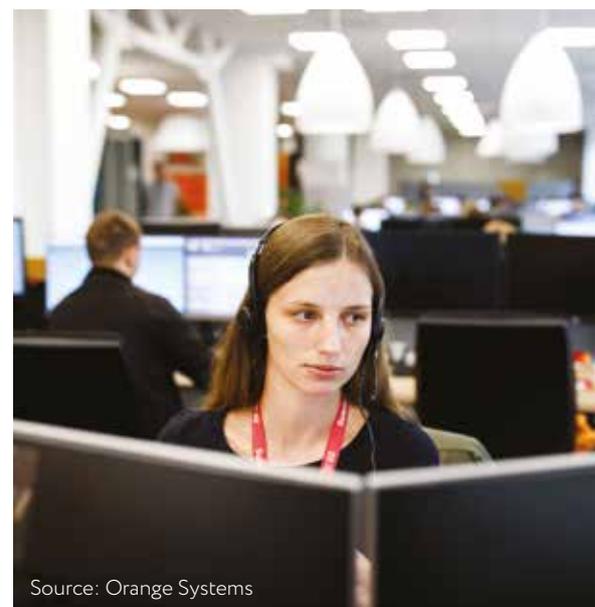
\*Sources: Moldova IT Market 2019-2024, IDC 2018  
Moldovan IT Players Priming for Worldwide Presence, IDC 2019

on project basis either in Romania or in Russian speaking countries.

## Outsourcing growth projections\*



-  BPO is set to record a CAGR of 11.21% by 2024.
-  R&D Engineering is another sub-segment with high potential, rising at an estimated CAGR of 12.24%
-  Other segments (UX, Quality Assurance, Product Management) have the largest potential and closest proximity with IT services and are expected to record a CAGR of 11.92%.\*

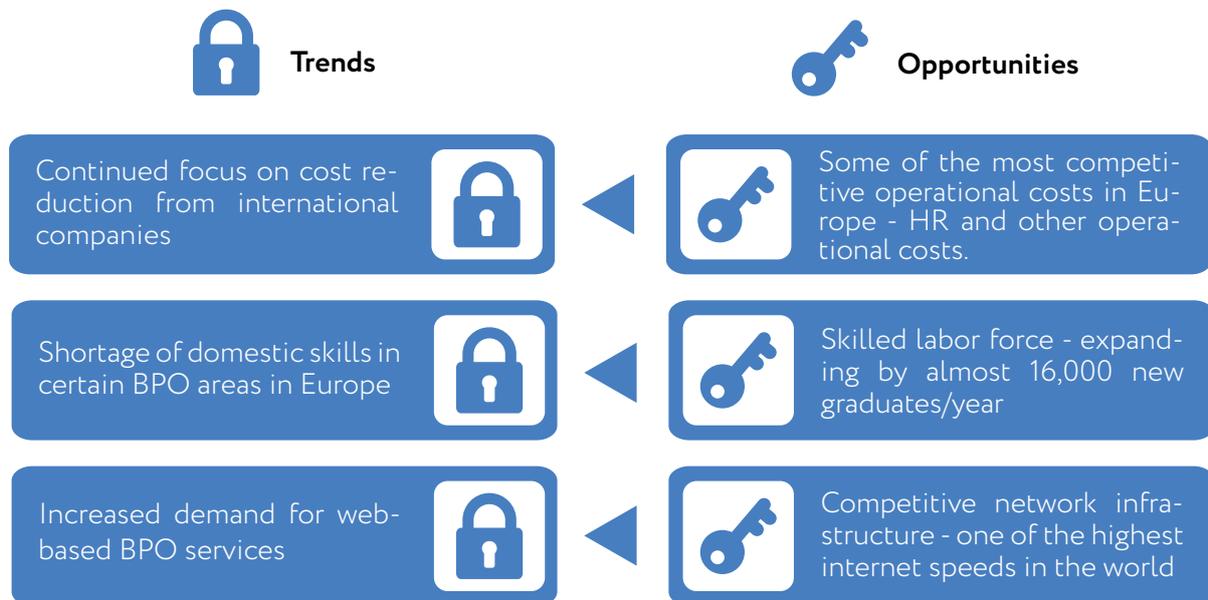


Source: Orange Systems

## Global Trends in BPO can be met by the opportunities Moldova is offering

International companies can decrease costs by choosing to set up contact and document processing centres in Moldova. Companies can ramp-up very fast and are able to serve EU and

CIS markets at the same time. With automation emerging as a key trend in BPO, IT services or products from Moldova in the area of BPO automation have promising potential.



The development of the BPO & SSC sector in Moldova can potentially create employment opportunities and support local economic growth also in other regions where universities are located, besides Chisinau, such as Balti, Cahul, Comrat, and Taraclia.

In addition to the traditional contact centres, there has been a continuous increase in higher value services in the BPO sector in Moldova, through the addition of sophisticated services, including legal outsourcing, HR outsourcing, financial analysis, engineering, Business Intelligence, etc. Also, there has been a growth of interest in shared service centres.

Moldova offers a great combination of beneficial factors, that will lead to higher value-added jobs in the long term. These factors are: excellent language skills, a highly educated labour force, proximity in both culture and distance from the European market, an advanced and reliable ICT infrastructure, an openness from the Government to support the sector. Since Moldova is a very small country, it

is very easy for foreign companies to get access to the key people in the public sector.

The Moldovan Government is always seeking ways to improve the local business climate and create a legal framework, favourable to foreign direct investment in order to be able to keep the most talented and skilled brains at home.

Besides the Government's continuous support to Foreign Direct Investors, investors can also become members of existing business associations that have experience in supporting and lobbying for multinational companies' interests in Moldova, such as **European Business Association (EBA)**, **American Chamber of Commerce (AMCHAM)**, **Foreign Investors Association (FIA)**, and **professional associations, such as Association of ICT Companies (ATIC)**.

## BPO&SSC companies in Moldova

Even though the local BPO & SSC market is still small and has a lot of potential to grow, existing companies already represent a big variety of industries. Also, there is a range of services that are provided, starting from basic ones (ex. Customer Service agent), to more sophisticated (ex. Data analyst, Engineering). Moldova is especially well suited to companies interested in smaller to medium, high -end operations, rather than classic service centres with thousands of employees.



### Serviced Industries:



Travel



Telecom



Banking



Insurance



IT



Logistics



Retail



Source: Orange Systems

## Human resource availability

There are ca. 16,000 graduates yearly with Bachelor's and Master's degrees, out of which ca. 4,600 (29%) are specialized in Business and Administrative studies. Currently there are circa 56,000 students, with more than 7,800 students enrolled in IT and Engineering programs, and ca. 12,600 students in business and administrative programs. It is important to note that a graduate of any specialization can learn and apply their skills in order to become an asset to an outsourcing organization.

### Digital skills among active population, comparison

Country	Rank
Bulgaria	46
Romania	53
<b>Moldova</b>	<b>55</b>
Ukraine	56
Albania	81
Hungary	83

Source: The Global Competitiveness Report, 2019

Moldova is very competitive in terms of skilled professionals that are relevant for operations in an SSC or BPO office, such as

In terms of age, the relevant group for a BPO&SSC organization are people between 21-35 years old, living in cities, such as Chisinau, Balti, Comrat, Cahul, Taraclia, etc. (over 500,000 people). These young people speak 2-3 languages, are immersed in Western culture and have a strong desire to be a part of an international team.

The employment rate for this age group is between 20 to 50%, which means that there is plenty of untapped potential in terms of human capital.

### Employment rate by age group

Age	Rate, %
15-24	19.0
25-34	52.1



### Population by age group

Age	Population
20-24	233,595
25-29	309,695

Source: National Bureau of Statistics, Moldova 2019

accountants, analysts, translators, customer service representatives, finance analysts, etc.



Source: Business Class

## Education

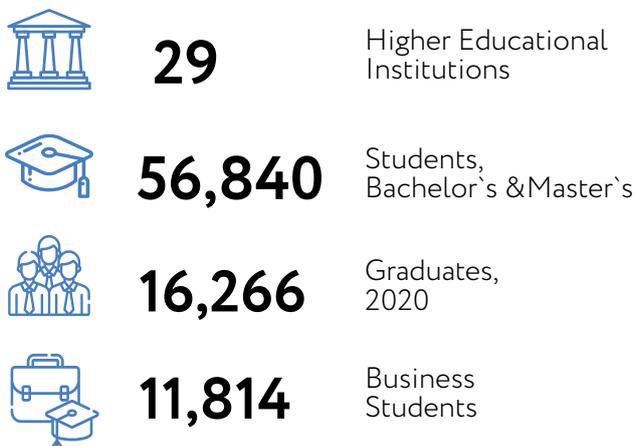
Well educated young students, majoring in relevant fields for BPO & SSC specialties like foreign languages, finance, healthcare, commerce, etc., are available to work in BPO & SSC companies and increase their productivity. Moldova has had strong educational foundation to support the development of BPO services, including BPO services enabled by IT. You are able to serve your customers from Moldova in EU, Turkey and CIS markets with significant cost advantages and in various languages.

The graduates are ready to be trained and join BPO&SSC firms looking for hardworking, mid and high-end personnel. Many are trilingual, speaking Romanian, Russian and English / French / German.

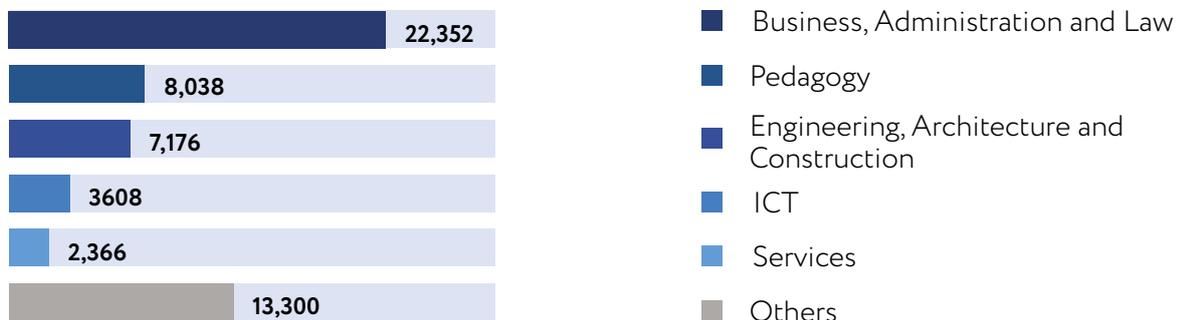


Between 2015 and 2019, the Republic of Moldova was selected for 229 projects with a total of 2,445 students and academic staff. Of these, 1,658 (68%) are mobilities of students and academic staff to Program Countries (outgoing), and 787 (32%) are mobilities of students and teachers from Program Countries in the Republic of Moldova (incoming).

Most projects have been implemented in partnership with Romania, Spain, Poland, Lithuania and Italy.



### Number of Students by Specialty, 2020



Source: National Bureau of Statistics

In higher education, 39.3% represent students from the field of business, administration and law, followed by students from the pedagogical field with a weight of 14.1%, and students enrolled in engineering, processing technologies, architecture and construction programs, whose share is of 12.6%.

English and French are the most popular foreign languages taught in most schools in Moldova. Since the 1990s, most Moldovans learn English as their first foreign language. Teaching English in regular school curricula is becoming more and more popular in Moldova, and the level of English ability among the population is improving considerably.

More over, the French-speaking population in the country is impressive, being one of the highest in CEE in terms of actual numbers of pupils and students studying French (second after Romania)\*. Moldova could easily follow in Romania's footsteps to become a primary supplier to French-speaking countries. Besides French and English, students often prefer to learn at least one more foreign language and they usually choose Italian, Spanish or German.

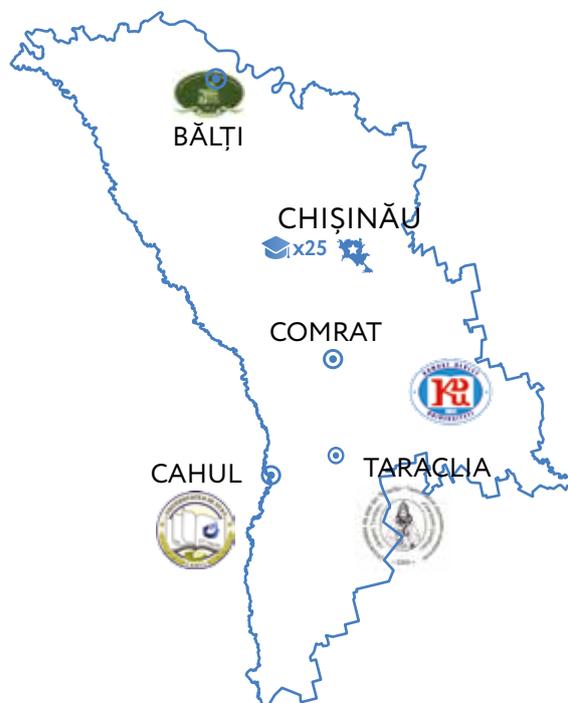
**Pupils studying foreign languages in primary and general secondary institutions, 2019-2020**

Total	299,478
English	233,876
French	108,381
Russian	100,227
German	10,761
Spanish	1,396
Others	3,183

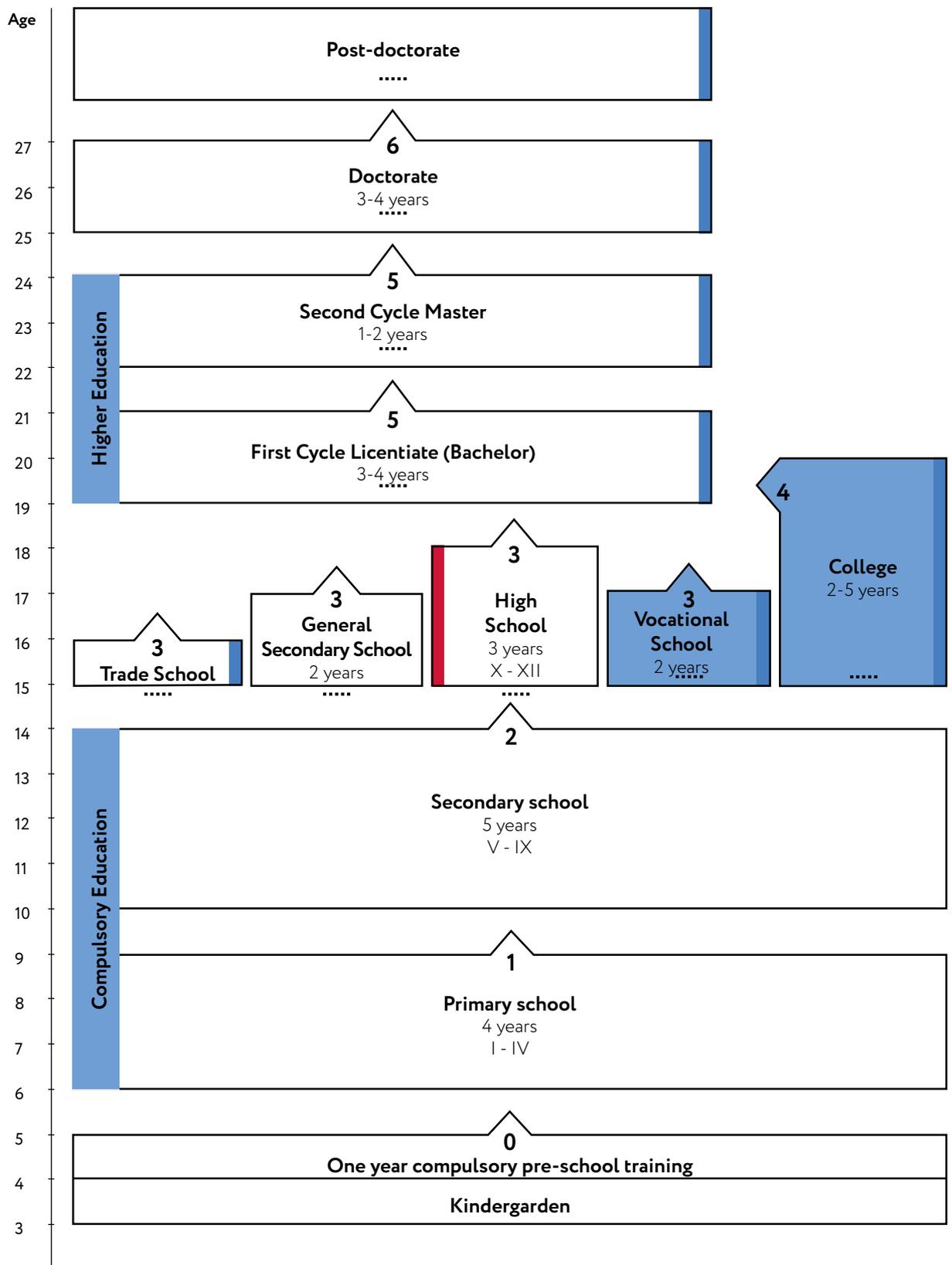
Source: National Bureau of Statistics, 2020

 Moldovan educational system has always been a proponent of teaching foreign languages from an early age. Many start from kindergarten, and by middle school are already studying a second or third foreign language. While English and French have traditionally been the most popular foreign languages, there has been an increased interest in other languages, such as German, Korean, Chinese, etc., in the most recent years.

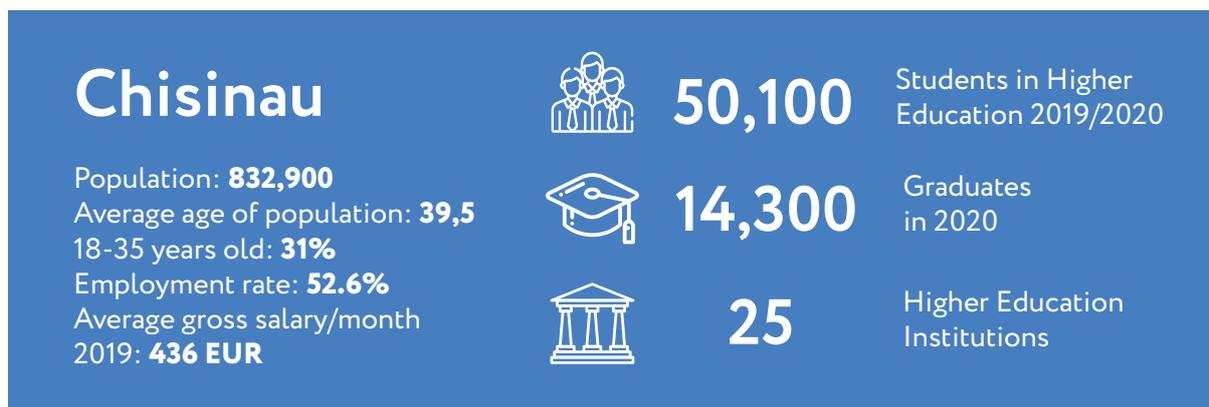
While, traditionally, most interest for BPO was for the city of Chisinau, more and more companies are also looking into opportunities in smaller towns, such as Balti, Cahul, Comrat, Taraclia.



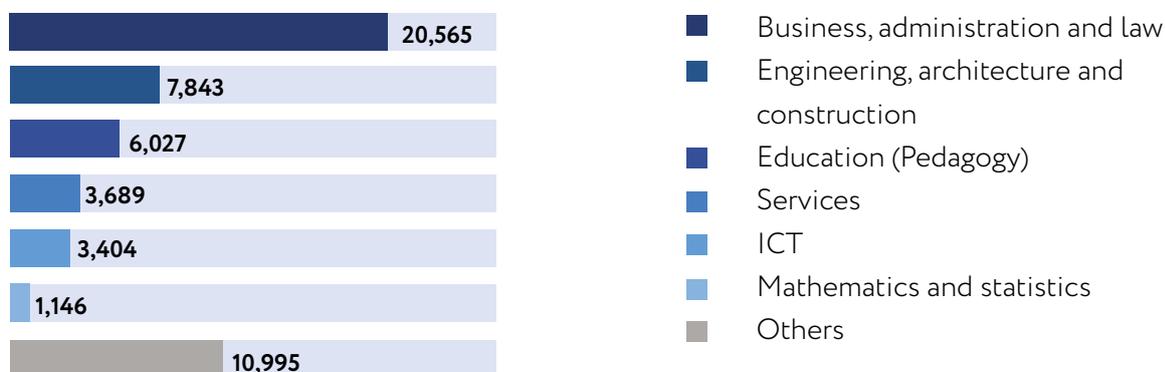
# Education system in the Republic of Moldova



## Higher education institutions by city



### Numbers of Students by Specialty



Source: National Bureau of Statistics, 2020

	State University of Moldova		Cooperatist- Commercial University
	Technical University of Moldova		University of the Academy of Sciences
	Academy of Economic Studies		International Institute of Management
	Free International University		University of European Studies
	Agrarian University		Institute of International Relations Studies
	Ion Creanga Pedagogical University		State University of Medicine and Pharmaceutics "Nicolae Testemiteanu"

# Bălți

Population: **151,800**  
Average age of population: **40.1**  
18-35 age: **29%**  
Average gross salary/month: **344 EUR**

## “Alec Russo” State University of Bălți



**3,631**

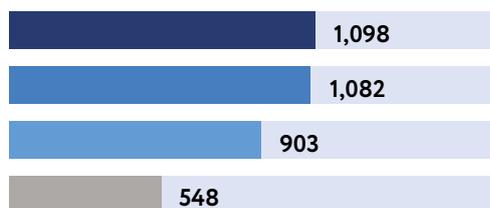
Students enrolled in 2020/2021



**1,053**

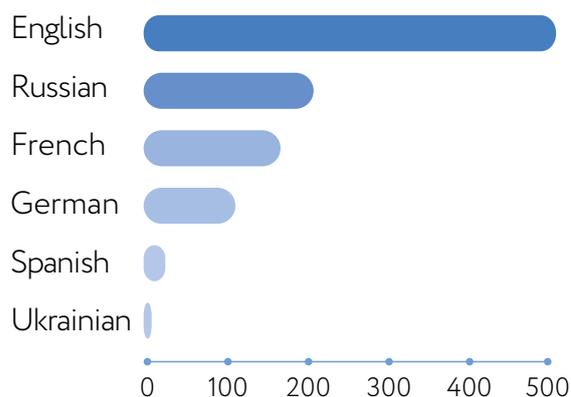
Graduates in 2020

### Number of Students by Specialty



- Business, Real Sciences
- Law and Social Sciences
- Pedagogy, Psychology and Arts
- Languages

### Foreign Languages, number of students



# Cahul

Population: **124,100**  
Average age of population: **37.8**  
18-35 age: **31%**  
Average gross salary/month: **305 EUR**

## “Bogdan Petriceicu Hasdeu” State University of Cahul



**1,088**

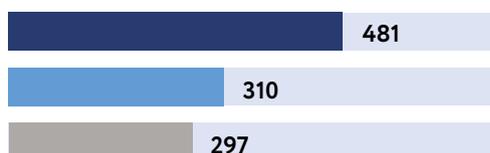
Students enrolled in 2020/2021



**308**

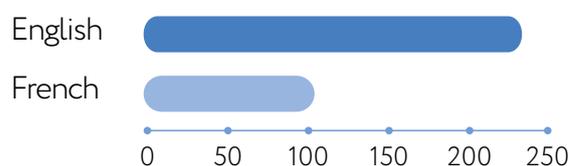
Graduates in 2020

### Number of Students by Specialty



- Law and Public Administration
- Humanities and Pedagogical Studies
- Economy and Engineering

### Foreign Languages, number of students



# Comrat

ATU Gagauzia Population: **161,700**  
Population: **26,400**  
Average age of population: **37.8**  
18-35 age: **29%**  
Average gross salary/month: **280 EUR**

# Comrat State University



**1,916**

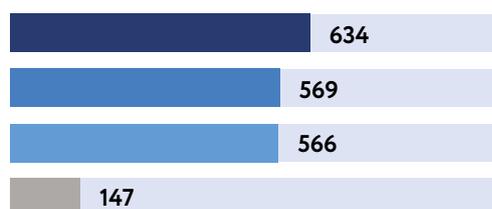
Students enrolled in 2020/2021



**505**

Graduates in 2020

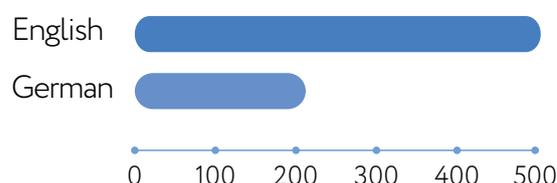
## Number of Students by Specialty



- Law
- Business, Real Sciences
- Pedagogy, Languages
- Agriculture

\*Comrat is the capital of the Autonomous Territorial Unit of Gagauzia

## Foreign Languages, number of students



# Taraclia

Population: **43,200**  
Average age of population: **39.4**  
18-35 age: **29.2%**  
Average gross salary/month 2017: **261 EUR**

# Taraclia State University



**194**

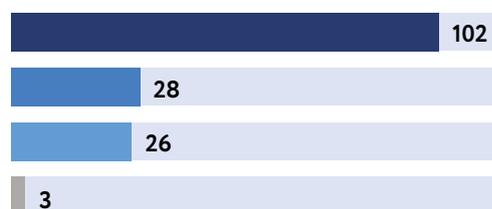
Students enrolled in 2020/2021



**53**

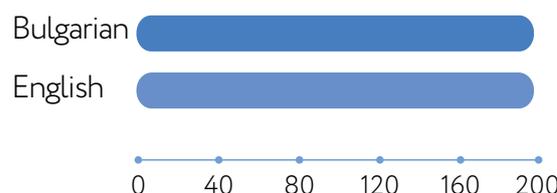
Graduates in 2020

## Number of Students by Specialty



- Languages and Pedagogy
- Music
- Accounting
- History

## Foreign Languages, number of students



# Communications infrastructure

For a successful activity of a BPO or Shared Services Center, an advanced and reliable infrastructure is a must. In terms of connectivity, Moldova is more developed than some of the most advanced economies in the world, having one of the fastest internet speeds at one of the lowest costs.



## Telecom Infrastructure

Moldova is well positioned in terms of communication infrastructure, with mobile penetration well over 100%, and Points of presence of Fiber Optic backbone network (PoP) at 98.2%. Fiber optic subscriptions per 100 people – ranked 26th out of 140 countries.



## IP Telephony

It is a widely accepted method to communicate internationally and is very common in Moldova.



## Broadband internet affordability

Moldova ranked 6th for lowest fixed broadband costs globally as per Cable.co.uk 2018 report.



## Mobile-Broadband Subscriptions

reached 83% in 2018.



## High Internet Speed

The Internet download speed for fixed broadband in Moldova is higher compared to other countries in the region.

Country	Rank	Speed (Mbps)
Romania	3	193.47
Ireland	41	92.74
<b>Moldova</b>	<b>43</b>	<b>91.38</b>
Estonia	47	75.82
United Kingdom	48	75
Serbia	54	67.49
Ukraine	58	60.64
Albania	81	39.21

Source: Speedtest Global Index, November 2020

## ICT Adoption

Country	Rank
Bulgaria	30
Romania	32
<b>Moldova</b>	<b>48</b>
Hungary	54
Albania	75
Ukraine	78

**Digital literacy – 57th out of 140**

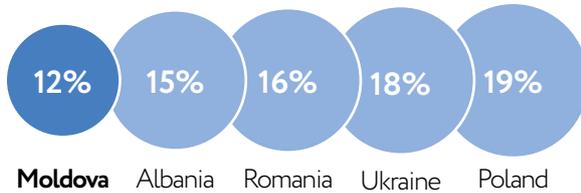
Source: The Global Competitiveness Report, 2019



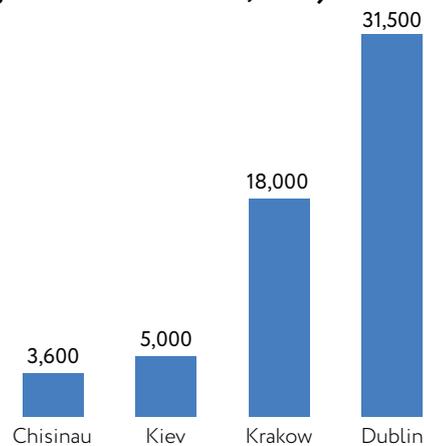
Source: Malldova Center

# Operating costs and taxes

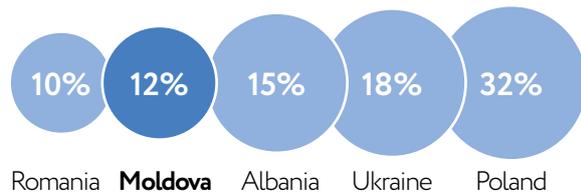
## Corporate Income Tax



## Salary Comparison Customer Service (gross median annual, EUR)



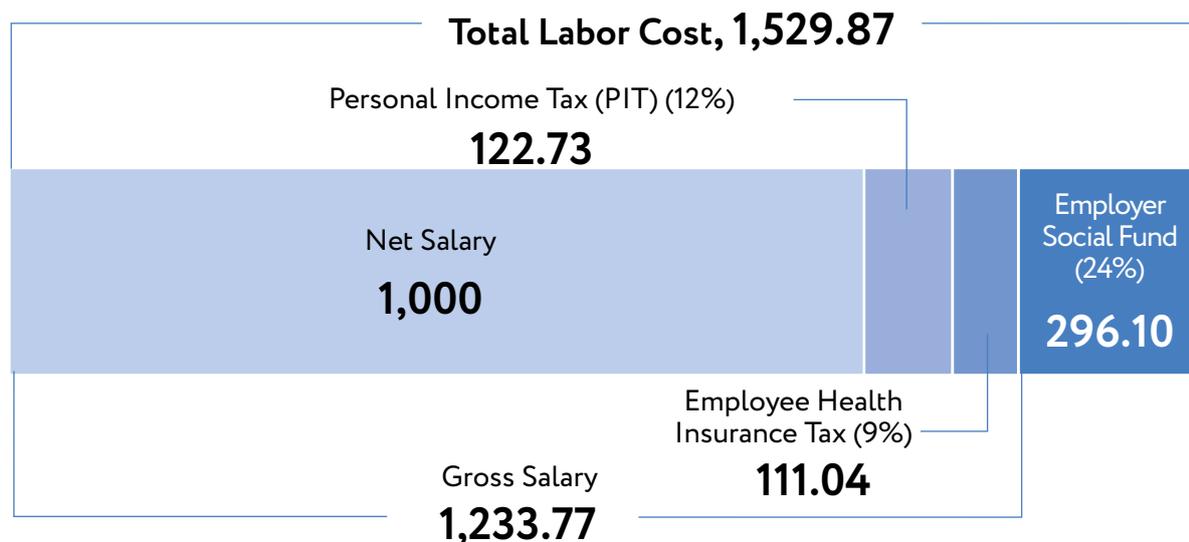
## Personal Income Tax



Source: PWC, worldwide tax summaries

Source: www.teleport.org, 2020

## Standard structure of salaries in Moldova, 2021 (EUR)



Source: Invest Moldova

\* The calculation was made using the personal allowance for the employee (2,100 MDL/month)  
Annual personal allowance 25,200 MDL is valid only for residents with annual taxable income under 360,000 MDL.

## Structure of salaries for IT Park residents, 2021 (EUR)

The salary calculation for employees working for IT Park residents, which apply the single tax rate of 7% on turnover (replacing also all the payroll taxes due by both employer and employee).



\* Law no. 77 from 21.04.2016 on IT Parks  
\*\* The average forecasted monthly salary in Moldova in 2021 is 8716 MDL ~ 415.05 EUR

Source: Invest Moldova

# Moldova IT Park



The Law on IT Parks (77/2006) regulates the creation and functioning of information and technological parks and came into force on 01.01.2017. The major incentives provided to domestic and foreign investors – residents of IT parks – are the following:

## 7% flat tax rate on turnover

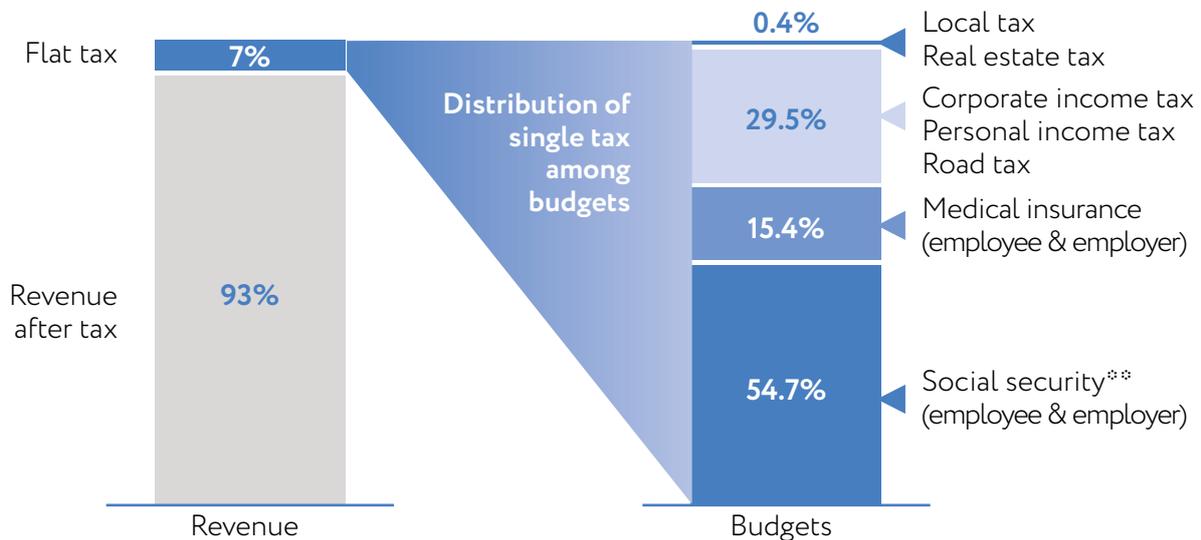
which is to replace: Corporate Income Tax (CIT); Personal Income Tax (PIT); social security and medical insurance taxes due by employers and employees; local and real estate taxes; road tax.

## IT Visa

can be obtained through a simplified process, as an additional benefit to the IT Park residents. The work and residence permit can be issued for up to 4 years for Managers, and up to 2 years for IT Specialists, both with the possibility of extension.

## Virtuality

Notable is that the parks shall be “virtual” and the residents may work from their own offices situated anywhere on the territory of the Republic of Moldova. Companies will become virtual residents of the IT parks after registration as residents and assumption of all the obligations stipulated in the law.



\* 7% of revenue, but not less than 30% of an average salary in the economy, multiplied by the number of employees (EUR ~398 x 0.3 = EUR ~119 as of 2020). The single tax does not cover tax on dividends, VAT, excise taxes.

\*\* All IT Park employees benefit from social security coverage limited to 2/3 of an average salary in the economy (EUR ~398 x 2/3 = EUR 265, as of 2020)

## Simplicity

The single tax is calculated on a monthly basis given the income recorded during the reporting month, without considering the cumulative data recorded since the beginning of the calendar year. The residents must carry out an annual verification by an audit company accredited on the territory of the Republic of Moldova. Given the single payment, there is a reduced time and staff needed for accounting purposes and there is a reduced risk of committing errors in calculation. This

in turn leads to a significantly reduced risk of sanctioning by inspection authorities.

## 5 years guarantee

from the date of entry into force of the Law on Information Technology Parks no. 77 of 21.04.2016, Provided by the state on the activity under the preferential regime prescribed by law.

## Who can become a resident of the IT Park and benefit from the incentives?

The status of the IT Park resident may be obtained by any legal or natural person who is registered in the Republic of Moldova as subject of entrepreneurial activity and which carries out or intends to carry out as main

business activity one or more types of business activities indicated in the Law on IT parks (as described below). In order to maintain the resident status, sales from eligible activities must be at least 70% of the total.

### Eligible activities for IT Park residents



customized software development activities (customer oriented software) (62.01)\*;



computer game editing activities (58.21)\*;



editing of other software products (58.29)\*;



management activities (management and operation) of computing means (62.03)\*;



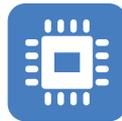
motion picture, video, and television programme post-production activities (59.12)\*;



other research and experimental development on natural sciences and engineering (72.19)\*;



other education n.e.c., limited to computer training (85.59)\*;



manufacture of electronic components (26.11)\*;



data processing, web page management and related activities (63.11)\*;



web portal activities (63.12)\*;



information technology consulting activities (62.02)\*;



other information technology service activities (62.09)\*;



research and experimental development on biotechnology (72.11)\*;



specialised design activities (74.10)\*;

\*According to the Classification of Activities in the Moldovan Economy (CAEM Rev.2)



## Salaries in BPO & SSC (monthly, EUR), 2020

Moldova offers a highly-skilled and cost-efficient workforce. This provides an attractive basis for a successful business. The monthly wages in Moldova for BPO & SSC workers in the industry sector range between 250 EUR – 800 EUR, depending on the region and professional level of the employee, which is

lower than wages in the region. Compared to other Eastern European countries, Moldova's unit labor cost is stable and slowly growing. Moldova's labor force combines competitive costs with high productivity, thus reflecting the key factor for a strong business performance.

### Accounting & Finance

Position	Junior	Middle	Senior
Accountant	340	400	580
Chief Accountant	675	820	1025
Financial Analyst	450	625	875
Cashier	250	350	450
Auditor	350	650	1100
Economist	300	450	550
Payroll	300	400	500

### Engineering & Projecting

Position	Junior	Middle	Senior
Testing Engineer	500	1150	2500
Mechanical Engineer	400	900	1500
Projecting Engineer	500	1000	2000
3D Designer	600	800	1000
Data entry/Processing operator	400	450	600
Programming Engineer	750	1500	3000+

### Customer Services / Sales

Position	Junior	Middle	Senior
Call Center Agent	300	400	600
Customer Service Agent	350	500	700
Technical Support Agent	300	400	600
Sales Agent	330	500	680
Manager		800+	1000+
Customer Advisor	300	450	550+
Telemarketer	250	350	450
Head of the Sales Department		800	1100+
Sales Representative	400	600	875

### Logistics

Position	Junior	Middle	Senior
Customs Broker	300	500	700
Logistic Operator	425	490	800
Head of the Logistic Department		750	1000

### Human Resources

Position	Junior	Middle	Senior
Human Resources Manager	425	630	850
Recruitment & Selection Specialist	275	450	800

### Procurement

Position	Junior	Middle	Senior
Procurement Specialist	300	500	750

### Internet and e-commerce

Position	Junior	Middle	Senior
Internet Marketing Agent	350	500	700
Site Administrator	300	500	700
Internet Operator	300	450	500+
E-shop Consultant	300	450	500+
Website Supporter	300	450	500+

### Legal Assistance

Position	Junior	Middle	Senior
Legal Advisor	300	500	700
Lawyer Assistant	300	400	500
Lawyer	575	775	1000+

Source: Invest Moldova

## Office space availability

As the interest in Moldova as an outsourcing destination has been growing, so has the demand for high quality and modern office space. As a result, there has also been an increase in the office market offer and availability of new first-rate spaces at very competitive prices. Currently, commercial property is widely available in Chisinau, with over 500,000 sqm office space, ranging from co-working spaces to modern high rises accommodating hundreds of people.



Source: Digital Park

The price per square meter ranges between 9 - 20 Euro/month, including VAT, depending on the location and class of the building.

It is expected that in the coming years, more and more development projects will take place, in order to meet the demand for modern, comfortable work spaces.

The largest recent projects are Malldova Center, with 20,000 sqm, Digital Park, with circa 8,000 sqm, and iTower with over 4,000 sqm, which are already home to BPO and IT companies.



Source: Malldova Center

## Cost of living and quality of life

Apartment (1 bedroom) in city centre: **275 EUR**

Utilities (monthly), 85 sqm apt: **114 EUR**

Preschool (or Kindergarten), full day, private, monthly for 1 child: **210 EUR**

Movie theatre ticket 1 person: **5 EUR**

One-way ticket local transport: **0.10 EUR**

Taxi ride: ca. **3 EUR**/trip within city

Mid-range restaurant, three-course meal for 2 persons: **20 EUR**

International hotel chains Radisson, Marriott, Best Western: rates from **60 EUR/night**

### Consumer Prices (incl. rent) in Chisinau are:



21% lower than in Budapest  
17% lower than in Bucharest  
17% lower than in Krakow

Source: [www.numbeo.com](http://www.numbeo.com)

Moldova offers international level medical centers, schools and other services necessary for a comfortable lifestyle, available here at a fraction of the cost.

Moldova is home to world renowned wineries, such as Cricova and Milestii Mici, both with huge underground wine cellars, and extensive wine collections. Milestii Mici was recorded in the Guinness World Records Book 2005, as having the biggest wine collection in the world. Smaller, but picturesque wine estates are Purcari, Chateau Vartely, Castel Mimi, and others.

**"Moldova, A Wine Experience Out Of The Ordinary"** Forbes, 2019

**"10 Places That Deserves More Travelers"**

National Geographic, 2017



Theatres & Museums  
**>20**



Hotels  
**>100**



Restaurants  
**>500**



Chisinau Parks & Public Gardens  
**>50**



“We have come to Moldova 11 years ago with the idea to create a team of skillful and enthusiastic people. The outcome is absolutely positive, as today Cedacri International is an important support for the Group which allows it to strengthen its position on the market.”

**Francesco Pippio**  
CEO, Cedacri

“We are Moldova’s leading Telco and we have a successful nearshoring business. Our services are an asset for our partners, who can rely on us to rationalize their organizations and improve their efficiency. Aiming to provide the best service, our teams achieve a 99% customer satisfaction rate year after year.”



**Julien Ducarroz**  
Orange Moldova’s CEO

**Primo Contatto**  
*Multilingual Outsourcing Center*

“The Call Center started its activity since 2008. We provided our services for the Italian market first. Once we’ve analyzed the market, we understood that the activity could cover multiple languages as well. Now we offer mostly all European languages, we have around 50 fix operators, that can scale easily when necessary, and we are a part of the international networking that let us provide BPO services in all languages worldwide. Working in Moldova empowers us to offer our clients skilled operators at advantageous operational costs. We choose Moldova because of development opportunities and the country is well organized in terms of infrastructure and IT.”

**Marco Buti**  
Director

“As a company we have been operating in Moldova for 2 years now, having by this time 105 employees. Our decision to do business in Moldova was strongly influenced by the specific skill-set offered by Moldovan labor, in addition to the excellent language skills. We were also able to find a very pleasant and modern work space (Digital Park building) which could compete with many offices in Manhattan. Moldova in particular has offered us an educated and skilled, multilingual workforce with an eager and reliable work ethic. It is for these reasons that Moldova has proved to be a very attractive business environment.”



**Brian Crist**  
CEO Business Class



“We entered the Moldovan market in 2007, hiring a handful of people for back-office work. But soon, we realized that we could expand the Moldovan office, tapping into a substantial reservoir of very talented, young, multilingual and hardworking people. DevelopmentAid is very proud of its 100+ Moldovan colleagues. They have come to form the heart of our organization, now covering data-management, administration, recruitment, sales and IT. Their combined inputs have propelled our business forward beyond all expectations, allowing us to become the world’s leader in our field.”

**Luc Vocks**  
CEO / Owner

“ Our group has a shared service centre for many years in Moldova, where the team is processing payroll and HR admin processes (end to end) for our European clients. That is only possible if the market grants you access to the needed talents. We hire young professionals from university with strong communication and analytical skills. Our experience with Moldovan talents is very positive. They are willing to learn quick and they are not afraid to go the extra mile if needed. This attitude is a key factor to be successful in a fast-moving business environment with demanding clients. Important is to give them a structure, which we did with a proper implementation of a trainee program. Overall, I am impressed about the motivation, language skills and willingness to learn of the young professionals of Moldova. Therefore, I can highly recommend Moldova as a destination for a shared service centre.



**Lario Collenberg**  
General Manager



“ Samres came to Moldova in 2007 with the idea of finding well educated people in order to manage complex information- and administration services. Access to high educated people with high motivation is extremely important for our success. We are glad that we found talented and ambitious people and that we could extend from 20 to over 130 employees during these years.

**Ilona Turcanu**  
Managing Director, Moldova

“ "H.Essers Moldova started its activity in 2008 with only 3 employees. At this very beginning the role was to provide administrative, simple work so that colleagues from head office could focus more on solving complex issues with our customers. In the meantime, our people developed high level of expertise and professionalism. Now H.Essers Moldova has 100+ people, who represent a part of Belgium teams, working on common goals by offering sustainable & qualitative services for our customers."



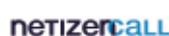
**DANIELA VICOL**  
Country Manager



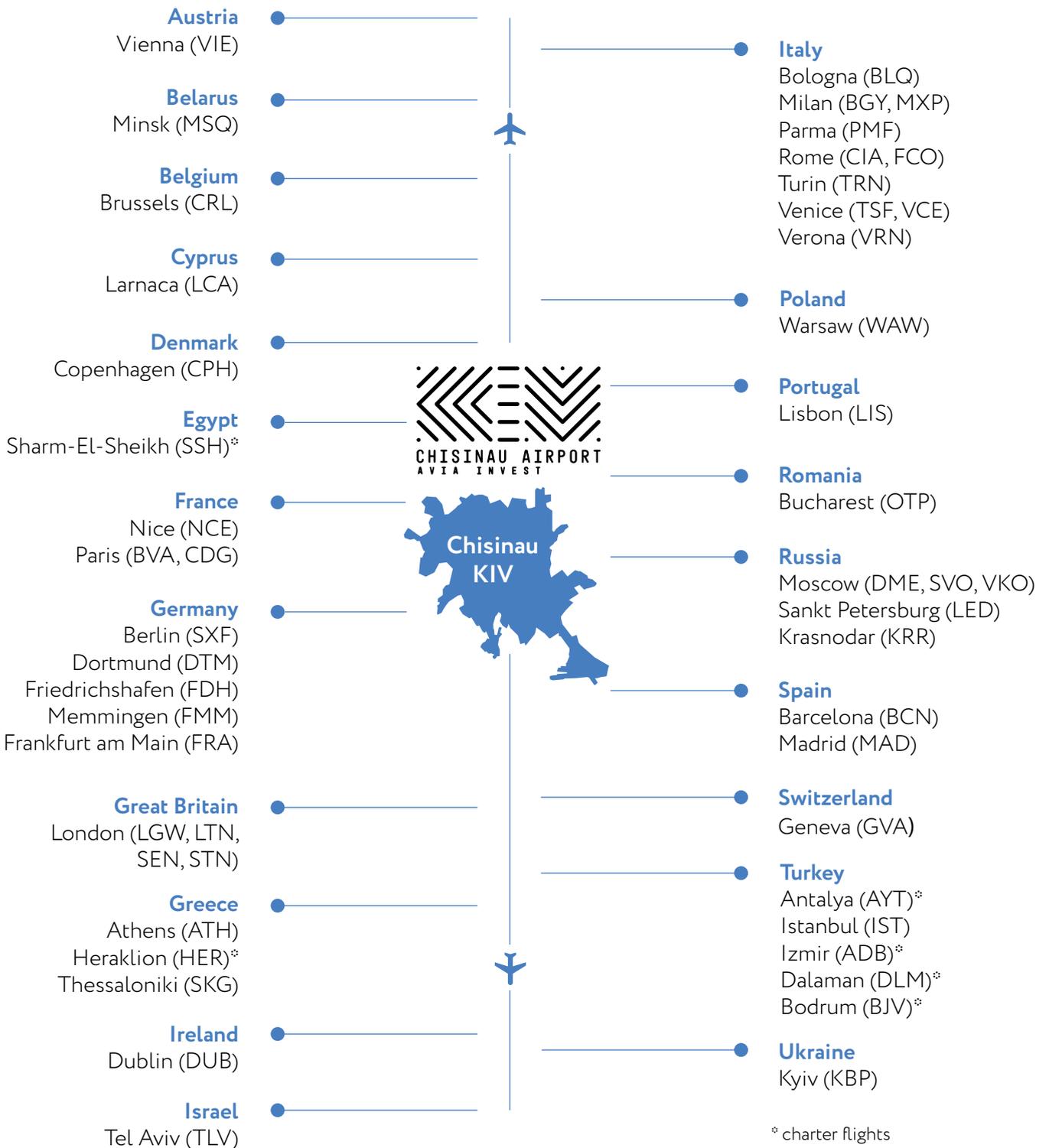
“ "Viatel is a multiservice contact center, offering a wide range of outsourcing services since 2012 in Moldova, as well as outside the country (USA, Russia, etc.). Over the years, we've gained an in-depth experience, and have continuously improved the quality and the management of our services. Currently, our staff represents over 120 employees and we are in constant growth. Due to the hard-working nature and high level of education of our country's citizens, outsourcing in the Republic of Moldova has become much more qualitative and economically feasible." Viatel " contact center has great potential to meet all the requirements of the rapidly growing and changing BPO market.."

**Olga Bogatscaia**  
Executive Director

**Also in Moldova:**



# Direct flights from Chisinau Airport



# INVEST MOLDOVA AGENCY



## THE ONE-STOP SHOP FOR ALL YOUR INVESTMENT QUESTIONS

### ASSISTANCE & INFORMATION



#### Provide

- Information on the investment climate
- Sector-specific information
- Consulting on suitable locations – FEZ, IP (Invest Moldova database)
- Information on relevant tax, legal and administrative issues



#### Assist

- Scoping missions (agenda, logistics, follow up)
- Investment incentive application
- Information on business providers - HR, Legal, Consulting, etc.



#### Connect

With relevant partners:

- Embassies
- Government authorities
- Business associations
- Existing investors

### INVESTMENT ATTRACTION & PROMOTION ACTIVITIES

G2B and B2B Missions abroad

International events- promotion of the investment climate of the Republic of Moldova

Moldova Business Week

### AFTERCARE

#### Platforms for Investors

Council for the promotion of projects of national importance, chaired by Prime Minister

Economic Council to the Prime Minister of the Republic of Moldova

- 41 associative structures of the business community
- 43 state institutions
- 16 representatives of the scientific and research community
- 6 Working groups:

Eliminating constraints in entrepreneurial activity: Coordinator - American Chamber of Commerce (AMCHAM)

Facilitation of trans-border trade: Coordinator - European Business Association (EBA)

Stimulation and retention of private investments : Coordinator - Foreign Investors Association (FIA)



## CONTACT US:

134, Ștefan cel Mare bd., Chișinău,  
Republic of Moldova, MD-2012,  
Tel.: +373 22 27 36 54  
Fax: +373 22 22 43 10  
office@invest.gov.md  
www.invest.gov.md  
©Invest Moldova Agency

Invest Moldova Agency is the prime source of information and assistance for potential investors.

We provide tailored services for potential investors throughout the investment decision process. We also support existing investors in extending their operations.

Our team consists of permanent investment attraction staff, sectorial consultants, as well as regional officers. Combining our experience, we are able to provide you with information relevant for your decision making, as well as links to businesses and government.



## In close cooperation with, and supported by:

