

Roadmap

for boosting digitization of the national economy and development of e-commerce

In the context of the COVID2019 pandemic crisis and the need to identify new reserves for the increase of the economic and commercial activity of Moldovan manufactures and service providers, as well as to facilitate remote interaction between the Government, business community and consumers, the Ministry of Economy and Infrastructures has conducted an analysis of immediate constraints and has identified the stringent incentives for boosting **digitization of the national economy and development of e-commerce**.

Thus, several blocks of problems have been defined, and overcoming these problems requires immediate actions and mobilization of efforts of both the Government and the private sector and development partners:

1. Low level of information, among small and medium enterprises, on the opportunities provided by online commerce for the direct and rapid access of consumers of goods and services, respectively – low level of investments in this sector of the economy;
2. Constraints and insufficient information on Government / Business / Consumer remote interaction methods;
3. Customs and tax procedures that are far too complex and discouraging for the promotion of e-Commerce and e-Exports;
4. Slow competition and insufficient offers for online payment processing services, especially in the segment of e-Exports;
5. Underdeveloped courier market and low level of use of opportunities offered by the postal sector – both for domestic and international trade.

The business environment in the country is affected by the limitations imposed during the pandemic crisis, but also faces deficiencies in accessing its customers and partners via the existing traditional distribution networks. Under these circumstances, the possibilities to reach new sales quotas via the Internet, online stores and dedicated online platforms, are getting particular importance.

The legal basis is sufficient for the development of the electronic commerce in the Republic of Moldova, and the more than 400 local companies already using digital tools have proved to be best suited for crisis conditions. Improving the legislation in the field is still a goal and the necessary expertise in this regard will be mobilized.

The IT community in the country is very competitive and can provide the necessary technological solutions, with over 80% of the products and services of the approx. 550 resident IT companies of Moldova IT Park being export-oriented to the most developed markets. The end user in Moldova has access to one of the most developed electronic communications networks in the world, as well as consumers in most target markets for the goods and services developed in the Republic of Moldova. Our consumer is familiar with digital solutions, and over 75% of the population uses the Internet; digital literacy is one of the most advanced, network access is available everywhere – by both optical fibre networks and mobile Internet: over 98% of localities in the country have fixed access point to optical fibre, and over 98% of localities benefit of high-capacity mobile Internet.

These preconditions need to be quickly and properly considered by the society as a whole, in order to give a new impetus to domestic consumption of goods and services, but also to promote exports through digital tools.

In order to prioritize and structure its actions, as well as to achieve tangible results and positive economic effects, the Ministry initiates the following actions, aimed at stimulating the digital interaction Government-Business (G2B), Business-Business (B2B), Business-Consumer (B2C), grouped by the following 4 **objectives**:

- 1) Facilitating remote interaction and promoting digital services for the business environment;**
- 2) Stimulating the use of e-commerce tools by companies;**
- 3) Simplifying customs procedures for online export and stimulating postal and courier services;**
- 4) Promoting and attracting, into the country, national and international e-commerce platforms.**

	ACTIONS	SUB-ACTIONS	TIME LIMIT	PARTNERS	COMMENTS
	1. Facilitating remote interaction and promoting digital services for the business environment				
1.	Examining the constraints and developing a set of measures to ensure the unconditional acceptance, by public authorities, legal persons of public and private law, and individuals, of the electronic documents and signatures, in accordance with Law no. 91/2014 on electronic signature and electronic document	Conduct of meetings with implementation partners in order to identify constraints	August 2020	State Chancellery	Although the documents bearing the advanced qualified electronic signature have the same legal value as the paper documents bearing the handwritten signature, as provided in Article 5 para 2, Article 13 para 1, 4 and 5 and Article 14 of Law no.91/2014 on the Electronic Signature and the Electronic Document, there are cases, in the interaction between the public authorities and the individuals / legal entities, as well as between the legal entities, when the electronically signed documents are not accepted, and the in-person presence and completion of documents only with the application of the handwritten signature are required. Thus, the enormous potential for streamlining the interaction with the State and between legal entities is not tackled, and, in the context of the pandemic, this may lead to serious constraints in the entrepreneurial activity.
1.2. Defining measures and validating these measures		September 2020	E-Governance Agency Public administration authorities		
1.3. Ensuring promotion for approval by SC of the draft law developed by SIS, which transposes the EU eIDAS Regulation (reliable services on the single market) and abrogation of Law no. 91/2014		November 2020	Legal persons of public and private law,		
2.	Stimulating connection to the MPay Government Payment Service of all public	2.1. Organizing the meeting with the E-Gov Agency to discuss the existing constraints	August 2020	E-Governance Agency Public administration authorities	Government Decision no. 280 of 24.04.2013 has established the obligation of the central public authorities under the Government to start using the MPay Service as of

	administration service providers.	2.2. Examining the implementation, by all public service providers, of the recommendations included in the Report of the Court of Accounts on the use of the MPay Service, including ANTA	September 2020		December 1, 2018. However, many services have not yet been connected to MPay. In addition, many services of other authorities are still not connected, although the Government Decision encourages to act so.
3.	Facilitating the use of the MPay Service via Internet Banking services for legal entities	3.1. Organizing joint meeting with the E-Gov Agency, NBM, the Association of Banks to discuss regulatory constraints and to promote solutions	August 2020	E-Governance Agency Ministry of Finance Banking sector NBM	Although several electronic services have been developed for entrepreneurs, including the possibility to request permissive documents through an electronic one-stop shop, entrepreneurs do not have the possibility to pay fees for permissive documents through Internet Banking. Thus, the potential for optimizing the G2B interaction is not sufficiently exploited.
		3.2. Examining the possibilities of integrating alternative fintech services with MPay	August 2020	Tekwill	
4.	Investigating the measures of remote identification of persons, as alternatives to the use of the qualified advanced electronic signature, for the lower-risk interaction between the individuals / legal entities and the State institutions, mobile telephony operators, including for the purpose of obtaining the mobile	4.1. Identifying measures for remote identification, alternative to the use of the advanced qualified electronic signature and to promote the acceptance and use of electronic signatures (simple, advanced non-qualified or advanced qualified) for remote authentication and interaction	August 2020	Intelligence and Security Service E-Governance Agency Money Laundering Prevention and Combating Service National Bank of Moldova Public administration authorities	Although the documents bearing the advanced qualified electronic signature have the same legal value as the paper documents bearing the handwritten signature, as provided in Article 5 para 2, Article 13 para 1, 4 and 5 and Article 14 of Law no.91/2014 on the Electronic Signature and the Electronic Document, there are cases, in the interaction between the public authorities and the individuals / legal entities, as well as between the legal entities, when the electronically signed

	signature, as well as for the interaction with banks, non-bank service providers (upon establishment of payment service provision relationship), others economical agents. Promoting the acceptance and use of electronic signatures (simple, advanced non-qualified, or advanced qualified) for remote authentication	4.2. Promoting for approval the draft law developed by SIS transposing the EU eIDAS Regulation (reliable services on the single market) and repealing Law no. 91/2014	November 2020	Payment service providers ATIC Other stakeholders	documents are not accepted, and the in-person presence and completion of documents only with the application of the handwritten signature are required. Thus, the enormous potential for streamlining the interaction with the State and between legal entities is not tackled, and, in the context of the pandemic, this may lead to serious constraints in the entrepreneurial activity.
5.	Examining the constraints and initiating measures to facilitate implementation of remote business registration services, including for the modification of the business registration and liquidation status	5.1. Organizing the joint meeting with PSA to identify the constraints and implement the solutions	August 2020	Public Service Agency; E-Governance Agency	Business registration and all the procedures related to this service are crucial for the development of the business environment and attraction of foreign investments. There is huge potential and stringent need for full digitization in this sense, specifically imposed by the pandemic.
		5.2. Developing proposals for the modification of the normative framework (Law no. 220/2007 on state registration of legal persons and individual entrepreneurs)	October 2020		
6.	Developing measures to exclude the implicit procedure for issuing paper-based decisions, certificates, abstracts, permissive acts and decisions following public administration service provision	6.1. Identifying, in common with E-Gov Agency the relevant normative provisions and developing the draft amendment	September 2020	E-Governance Agency Public Service Agency	Public authorities have all the technological resource and legal support to issue only electronic permissive documents and decisions following public administration service provision, which can be accessed at any time and by anyone, and the request to issue such documents on paper would be justified in only a few cases, where eventually requested by foreign institutions. Moreover, the existence of these paper

					documents in the context of the pandemic, implies major constraints in conducting business.
7.	Assessing the compliance with the regulatory framework regarding the exclusion of the obligation of applying the wet stamp on documents and conducting the measures required	7.1. Assessing the relevant regulatory framework	August 2020	Ministry of Justice	The obligation to apply the stamps by legal entities was excluded in 2016. However, in some places, in relations with public institutions and other legal entities, the application of the stamp is required, which creates major impediments.
		7.2. Amending the relevant regulatory framework for the exclusion of the word "for stamp" (financial statements, specialist reports, etc.)	October 2020		
8.	Undertaking actions for the recognition and guarantee, by the certification service provider accredited in the Republic of Moldova, of the certificates of advanced qualified electronic signatures, issued by confident qualified service providers from EU countries, in accordance with Article 6 b) of Law no. 91/2014	8.1. Identifying the measures necessary for the recognition of certificates of advanced qualified electronic signatures issued by qualified confident service providers from EU countries. Launching, by STISC, of direct negotiations with EU certification service providers.	August 2020	PI STISC Intelligence and Security Service Other accredited certification service providers	The guarantee, by certification service providers accredited in the Republic of Moldova, of certificates issued in the EU would create an enormous potential to attract EU investments into Moldova and would reduce the constraints of existing foreign investors. At the same time, this process would be facilitated by bringing the national legislation in line with Regulation (EC) No 910/2014 of the European Parliament and of the Council of 23 July 2014 on electronic identification and confident services for electronic transactions in the internal market and by repealing Directive 1999/93/EC.
		8.2. SIS and STISC participation in the EU4Digital pilot project on the recognition of certificates issued in EaP countries with subsequent extension onto EU countries.	Semi-annually		
9.		9.1. Working meeting with the Ministry of Justice, NCPDP to discuss the constraints and the	August 2020	Ministry of Justice	Certain rules in Law 133/2011 are considered obsolete and no longer apply in the EU Member States, being replaced by

	Developing and promoting amendments to the personal data protection legislation	<p>opportunity to promote the draft law</p> <p>9.2. Submitting proposals for legislative amendments to remove the constraints in the business digitalisation process and in particular – conduct of e-commerce</p>	September 2020	<p>National Center for Personal Data Protection</p> <p>Business associations</p>	<p>Regulation (EU) 2016/679 (GDPR). That Regulation is to be transposed into the national law. This process could take a longer period of time, being very complex and contested by the parties concerned, and the entry into force will take even longer.</p> <p>Meanwhile, the need to digitize more processes and the development of e-commerce is pressing. It is therefore imperative to amend the existing legal framework in order to exclude the bottlenecks in business development, which do not exist in the new EU legal framework (GDPR) and in particular:</p> <ul style="list-style-type: none"> - amending the definition of the consent of the subjects of personal data as any manifestation of free, specific, informed and unambiguous will of the subject of personal data, by which he/she accepts, by an unequivocal statement or action the processing of his/her personal data; - the exclusion of the general and undifferentiated obligation to notify the processing of personal data to the authorities (NCPDP), as provided by GDPR.
2. Stimulating the use of e-commerce tools by companies					
10.	Supporting digitization of SMEs through provision of information, consultancy and financial support, primarily -	10.1. Implementation by ODIMM of the SME Digitization Program (visibility and promotion actions,	Over the period of the program		ODIMM develops a SME digitization Program, which includes a series of priority actions in this sense. A number of resident companies of Moldova IT Park have already

	by strategic sectors, and with increased export potential	entrepreneurial training, financial support)			showed their availability to provide training and support for SMEs, other similar initiatives are implemented on a private basis or within projects. The focus will be on technological solutions and support provided by IT companies in the country.
		10.2. Facilitating, by ODIMM, of the interaction of SMEs with Moldova IT park	Over the period of the program		
11.	Creating a national online platform of e-commerce, with functionalities of integrating the information about local producers present in the virtual space, as well as with options for small producers for whom the development of own online stores is not feasible.	11.1. Initiating a dialogue with the external partners of Moldova to support the creation of a national digital platform for domestic producers of goods and services	December 2020	ODIMM	Online promotion is very affordable, but in the avalanche of offerings, many local producers remain unnoticed. This tool should integrate and redirect the requests to local producers' online stores. At the same time, for small manufacturers, who cannot maintain private online stores, the platform should, in the future, provide intermediate solutions for the marketing of products and services. A maximum result would be a well-recognized computer product with country branding. Creating functionalities for promoting offers for women, young people, the elderly, disadvantaged groups, including through social entrepreneurship.
		11.2. Developing the concept of the Web Platform	December 2020		
		11.3. Contracting the services for web platform development	December 2020		
		11.4. Launching the Web Platform	December 2020		
12.	Developing information materials and an online training module on the digitization of SMEs	12.1. Conducting an analysis of the needs of SMEs regarding the information support necessary for the online development of the business, of products, and of IT services needed	September 2020	ODIMM Moldova IT Park Tekwill	The lack of a clear and systematic picture of the steps required to digitize sales discourages the entrepreneurs. Moreover, the training provided by ODIMM for SMEs is now incomplete, as it lacks the module on online commerce. Development of the

		12.2. Developing the training module and collaborating with Tekwill – training modules	September 2020		Virtual Academy of Entrepreneurs (AVA) – a necessary platform for entrepreneurs to access and develop entrepreneurial skills remotely.
		12.3. Launching, by ODIMM, of the training modul	October 2020		
13.	Strengthening consumer protection in the context of e-commerce	13.1. Improving the regulatory framework on e-commerce for the purpose of protecting consumers	October 2020	Agency for Consumer Protection and Market Surveillance	<p>Raising the level of information of consumers, but also the protection of their rights is a unique action, which requires the involvement of the entire community.</p> <p>Launching awareness and information actions for consumers / users of payment services to raise confidence in online transactions / electronic payment services; the specifics of e-commerce; the rights and obligations of sellers and buyers / users of payment services; online and offline protection methods and support mechanisms for electronic transactions. Undertaking awareness-raising actions targeted to young people, the elderly, disadvantaged people, on the advantages of the digital economy and the possibilities of self-employment and business start-ups in this field.</p>
		13.2. Implementation, by ACPMS, of the "Your e-Commerce" information campaign	Semi-annually		

14.	Creating financial support mechanisms and tools to promote digital innovation and technological start-ups at various verticals of the national economy	14.1. Completing the endorsement, conclusion and promotion of the draft Law for the amendment of Law no. 77/2016	August 2020	Moldova IT Park ODIMM Tekwill	The creation and implementation of a Support Fund and of mechanisms to promote digital innovation and technological start-ups is an indispensable component of the digital ecosystem in developed countries. The Republic of Moldova has already implemented many elements necessary in this regard, and the evolution of the IT sector over the last 3 years is a successful proof in this respect. To achieve the required multiplier effect, advanced technologies need support to be accepted at various economic verticals and to contribute to increasing economic efficiency.
		14.2. Developing the draft GD for the approval of the Regulation of the Fund for the support of digital innovation and technological start-ups	October 2020		
15.	Developing fiscal stimulus measures for e-commerce and estimating their budgetary impact	15.1. Investigating the international experience and developing fiscal policy measures, and their impact estimation	September 2020	Ministry of Finance State Fiscal Service National Bank of Moldova	The transition to e-commerce involves considerable costs for businesses. At the same time, the share of e-commerce in total trade is negligible. Therefore, tax incentives, such as the reduction of VAT in the case of electronic payments via the Internet, would not present major risks to budget revenues, but could seriously contribute to the legalization of entire segments of business activity. If targeted to consumers, the facilities could significantly increase the demand for e-commerce.
		15.2. Organizing the joint meeting with MoF and SFS, NBM to discuss fiscal policy measures and their integration into the regulatory framework	September 2020		
16.	Undertaking the analysis of costs for setting up and maintaining an online store, including those related to tax administration, regulations of	16.1 Carrying out the analysis on comparing the costs identified with those in other countries and making these data available to interested parties	August 2020	ODIMM Moldova IT Park ATIC	This information is vital for entrepreneurs and will enable them to make effective planning, will help educate a new segment of consumers of these services and increase sales of domestic producers.

	incorporating payment services, methods to establish fees and related guarantees.	16.2. Developing measures to access these services and to reduce costs in this regard	September 2020	Payment service providers National Bank of Moldova	
17.	Carrying out an analysis of the constraints and costs for individuals in making electronic payments and P2P transfers	17.1. Organizing the working meeting with the implementation partners to discuss opportunities	August 2020	National Bank of Moldova Ministry of Finance	The fees, restrictions and constraints in the use of bank accounts and conduct of electronic payments by citizens, including as consumers, discourage the development of electronic payments and e-commerce. Immediate action is needed in this regard.
		17.2. Conducting the analysis and proposing cost optimization measures	September 2020	Association of Banks of Moldova Payment service providers	
		17.3. Adjusting the normative framework	October 2020		
18.	Creating a catalogue of local IT solution providers for online commerce	18.1. Elaboration of the Questionnaire	October 200	Moldova IT Park ATIC	The information will facilitate B2B contacts and raise the confidence of potential beneficiaries in the offerings of technological solutions.
		18.2. Call – Moldova IT park residents to validate the solutions	July 2020	Tekwill ODIMM	
		18.3. Elaboration of the Catalogue	July 2020		
		18.4. Periodic updating of the Catalogue	Semi-annually		
		18.5. Making this data available to stakeholders	Semi-annually		
19.	Identifying the measures to stimulate the offering of payment service providers to support domestic producers	19.1. Organizing the working meeting with NBM and the Association of Banks to discuss the measures to stimulate the	August 202	Payment service providers (banks, non-banks)	There is poor information and lack of confidence by domestic entrepreneurs with regard to the correct application of fees for payment services, especially international

	in their effort of online migration	offering of payment service providers		National Bank of Moldova	<p>ones, charged for card transactions – varying from 2% to 3.5%, to add insurance deposits of up to 20%, processing fees, chargeback fees, monthly and annual fees, etc.</p> <p>Explaining these costs, but also stimulating competition in the market of payment services will facilitate the process, even if the market is small and prudential measures are exaggerated.</p> <p>Proper access to needed infrastructure elements, like ATMs in every locality, would facilitate community access to the new cashless services.</p>
20.	Developing a series of e-commerce business models and requesting the offerings of banks for the provision of electronic payment services, including all fees and conditions applied	20.1. Systematizing and capitalizing the offerings of commercial banks from Moldova for e-commerce business	August 2020	National Bank of Moldova Business associations	<p>The conditions and fees charged by Moldovan banks for e-commerce are considered exaggerated. However, there are no aggregated and transparent data in this regard. Moreover, other fees charged to individuals and legal entities can significantly discourage electronic payments. Requesting offerings for such services from banks and publishing them could bring the following benefits: empowering banks to provide more favorable conditions for such services, stimulating competition between banks, identifying cost-cutting solutions, and the opportunity for state intervention by regulation.</p> <p>(MAIB, Fincombank, Victoriabank and MICB have already launched these offerings).</p>
20.2. Developing a series of indicators on other costs of banking services relevant to e-commerce and promotion of electronic payments		September 2020			
20.3. Requesting and publishing the data collected from each bank		October 2020			

21.	Identifying constraints and developing a set of measures to facilitate cashless payments	21.1. Organizing joint working meetings to identify constraints	August 2020	National bank of Moldova	The share of electronic payments in the economy of Moldova is relatively small as compared to other developed countries. Several factors cause this situation, including determined by payment recipients, as well as payers. Electronic payments, among other positive effects, directly contribute to reducing the share of the informal economy and reducing the risk of spreading infection. MoF has prepared a draft amendment to the tax legislation, and its status needs to be clarified. The subject is addressed in the National Payments Council.
		21.2. Developing measures and the draft amendment of normative acts	September 2020-February 2021	Ministry of Finance E-Governance Agency	
22.	Supporting the development of alternative electronic payment systems, encouraging and consulting the local Fintech community	Analysis of alternative payment offerings, stimulation and capitalization of offerings of non-bank payment operators (BPay, Tango, etc.)	December 2020	National Bank of Moldova E-Governance Agency Banking and non-banking sector ATIC, Tekwill	An alternative payment system could be created by reusing the existing infrastructures: the automated interbank payment system (SAPI), the information system of the Ministry of Finance and the use of the Government Payment Service (MPay) and ensuring an open and balanced interaction with MPAY for other PSP providers. / eMoney
23.	Investigating the opportunity to provide all beneficiaries of social payments with bank cards and promoting the use of electronic payments by this category of people, including	23.1. Working meeting with implementation partners	August 2020	National Social Insurance House	Many people who are potential beneficiaries of electronic payments do not have bank accounts and bank cards. Receiving social payments in cash is costly and time consuming, both for providers of such services and for beneficiaries. In addition,
		23.2. Analysis of CNAS data and proposal of solutions	August 2020	National Bank of Moldova	

	automating certain payments, such as payment for online communal services	23.3. Examining the possibilities of stimulating the expansion of the necessary infrastructure elements in rural areas	March 2021	Ministry of Finance Moldova Post	they present major risks of spreading the infection among the most vulnerable population groups. In this regard, the spread of online services and bank accounts would create additional opportunities for new social groups, whose exposure to pandemic risks must be reduced.
3. Simplifying customs procedures for online export and stimulating postal and courier services					
24.	Identifying the constraints and applying the measures required for competition development in the segment of postal and courier communications, as indispensable element of e-commerce and promotion of e-Exports	24.1. Conducting the analysis for identifying constraints and promoting relevant measures	December 2020	ANRCETI Postal operators	The postal rates charged by alternative postal agencies are very high and there is no real competition in the market for the delivery of international postal items. For example: DHL charges 1058 lei for a package of 0.5 kg; Unipost Express - 2299 lei, and "Posta Moldovei" - 100 lei (cost-oriented tariff, accessible and economically justified, but poorly popularized and poorly used, due to existing customs barriers).
25.	Obtaining the e-money license by the national postal operators, integrating payment services and providing e-Wallet services to entrepreneurs and customers	25.1. Ensuring the compliance of the national postal operator with the requirements of the NBM for licensing	February 2021	Poșta Moldovei	This will facilitate the access of potential merchants to competitive payment services, taking into account the highly-branched postal infrastructure. Posta Moldovei is already connected to international payment instruments and can develop related services for exporters. Without disturbing competition in this market, through incentive and support measures, Î.S. Posta Moldovei, which holds the status of universal postal operator and is part of the Universal Postal Union system, will be promoted to the level of leading

					company and one-stop shop in promoting e-Export.
26.	Approving a customs declaration with a reduced data set to be used for international postal consignments with an intrinsic value of <_ EUR 1000 (both for the designated universal postal service provider IS Posta Moldovei and for postal service providers open to competition)	26.1. Developing and approving the draft order on electronic processing of international postal consignments	June 2021	Customs Service State Fiscals Service Poșta Moldovei Postal service providers	<p>Duplication of procedures with CN23 will be eliminated and administration costs will be reduced; post offices will become more accessible to the businesses dealing with online exports.</p> <p>Currently, STS only recognizes the detailed customs declaration, and the CN23 postal declaration already collects a number of essential data. Their harmonization would give the exporting economic operator the opportunity to save time when filling in the form and will serve as a basis for several operations, including refund of VAT on exports of products.</p> <p>It is a generally accepted practice and the postal operators that are part of the UPU Convention benefit of such possibility in other countries.</p>
27.	Developing IS "Asycuda World" and integrating IS modules of Posta Moldovei and express couriers	27.1. Organizing working meetings with development partners (USAID) to identify funding sources	December 2020	Customs Service Poșta Moldovei	Upgrade to Asycuda 4.3 is in the final phase of implementation and will allow the natural / legal person to personally fill in online the unique declaration (postal / customs) CN23 on CDS interface, eliminating the payments for the services of customs brokers. At present, the postal information system is not interoperable with the customs information
		27.2. Developing the technical specifications of the module	March 2021		

		27.3. Integration in IS “ASYCUDA World” of the module “ASYPCD-eCN23” (Asycuda Postal Customs Declaration) and interconnecting this module with the module of the information system of Posta Moldovei – Customs Declaration System (CDS), to provide the possibility to the natural / legal person to fill in online the single declaration (postal / customs) CN23 on CDS interface	September 2021		system (postal declarations and customs declarations are submitted separately on paper, although they are largely comparable and can be integrated online). Delaying this solution leads to duplication of several processes in obtaining the preliminary customs declaration and optimizing the processes related to the shipment of parcels.
		27.4. Integrating in SI “ASYCUDA World” the declaration module for postal service providers (express courier) and interconnecting this module with the operational systems thereof	September 2021		
28.	Obtaining, by Posta Moldovei, of the status of Authorized Economic Agent for simplified customs procedures for online export, at a one-stop shop	28.1. Lodging, by the postal operator, of the set of documents for obtaining the status of authorized agent.	March 2021	Poșta Moldovei	This status will allow the national postal operators to simplify customs procedures for its potential customers, oriented to online export at a one-stop shop – in the territory of post offices (including – up to the district level).
29.	Obtaining of the Customs Broker license by IS Posta Moldovei and other postal service providers open to competition. Adjusting the regulatory acts governing the	29.1. Organizing the working meeting with the implementation partners to identify the necessary steps in this regard	October 2020	Ministry of Finance Customs Service Posta Moldovei Public Service Agency	This status will allow the national postal operators to simplify customs procedures for its potential customers, oriented to online export at a one-stop shop – in the territory of post offices (including – up to the district level).

	activity of the customs broker and of the customs specialist in the field of customs clearance in order to simplify these procedures and facilitate online exports.	29.2. Developing and promoting the draft adjustment of the normative framework regarding the activity of customs brokers (as needed)	February 2021		
30.	Automating customs processing of parcels in the Republican Post Processing Center	30.1. Modernizing and equipping appropriately the infrastructure used for parcel processing, including operationalization of customs scanners	March 2021	Poșta Moldovei Customs Service	Outdated technological infrastructure and the lack of automation at the stage of parcel processing reduce the attractiveness of this service and discourage the customers, and the manual customs control and lack of scanning equipment at the mail processing centers extend the processing time.
		30.2. Implementing and developing the systems for international postal consignments recording	September 2021		
31.	Approving the requirements for the establishment of the Customs Control Area (arranged spaces) of International Postal Consignments Offices	31.1. Identifying and consulting the requirements	December 2020		
		31.2. Developing the draft GD	March 2021		
32.	Removing the duty of 0.1% for customs procedures upon export of goods via international postal consignments	32.1. Organizing working meetings to eliminate divergences	September 2020	Ministry of Finance Customs Service	
		32.2. Developing and promoting amendments to the regulatory framework (Law no. 1380/1997 on the customs tariff)	October 2020		

33.	Initiating a dialogue with the authorities concerned to reduce or eliminate local fees for e-commerce platform operators	33.1. Organizing working meetings with LPA	October 2020	APL Chisinau City Hall	Removing certain local fees for e-commerce platform operators, at least for the period of business launch or maturation, would stimulate new operators and contribute to the scaling up of this economic sector.
		33.2. Analysing the opportunity to amend the legislation	January 2021		
34.	Initiating a strategic study on the development of e-Commerce in the Republic of Moldova, attracting international expertise and implementing good practices at national scale in the field of e-Commerce	34.1. Identifying partners and launching the Study	August 2020	Community of development partners and businesses	In the medium and long term, it is necessary to launch more in-depth studies and develop a sustainable public policy model to stimulate e-Commerce, to be run in parallel with the package of immediate measures.
4. Promoting and attracting, into the country, national and international e-commerce platforms					
35.	Direct negotiations with international and regional e-commerce platforms, such as Amazon, eMag, Rozetka, etc. on their extension in the Republic of Moldova or acceptance of Moldovan economic agents as suppliers.	35.1. Launching official correspondence	February 2021	Operators of online trade services	<p>This is a very complex objective, still the most important one in the perspective of external factors.</p> <p>Access to international marketing channels and logistics networks is the biggest challenge, but also the biggest opportunity for e-Export.</p> <p>The priority would be to connect local producers to the e-Mag / Romania and Rozetka.ua / Ukraine platforms, due to the proximity, simplicity of logistics interconnections and the market volume to get accessible for local producers.</p> <p>Incentive measures for the extension of the logistics infrastructure, negotiations at the highest level, support for local producers to</p>
		35.2. Video conferencing, calls	March - April 2021		
		35.3. Negotiating and signing of agreements, memoranda of understanding	September 2021		

					access these networks – these are a few actions needed
36.	Attracting international electronic payment service providers to expand in the Republic of Moldova or to accept economic agents from the Republic of Moldova as suppliers	36.1. Negotiating with PayPal and other international providers	April 2021	National Bank of Moldova	This objective depends on the size of the market and the number of potential users rather than on the openness of authorities. However, considering that this will have a serious impact on the expansion of e-commerce opportunities, the initiation of this dialogue may lead to the identification of measures to stimulate and encourage the development, in our country, of the activity of operators such as Revolut, PayPal, Stripe.
		36.2. Expanding the electronic payment services in international trade	July 2021	Electronic payment service operators	
37.	Supporting the initiatives of the private sector or the associative sector that have announced their willingness to contribute to promoting online commerce, such as Tekwill, Artcore, ZipHouse, Simpals, Elephant, etc. Regular consultations on the eEconomy and eCommerce agenda with the business environment and the associative sector.	37.1. Negotiating and signing cooperation agreements / memoranda of understanding	Semi-annually	Economic Council Associative Sector Development partners	Supporting the initiatives of the private and the associative environment will increase the visibility of these programs and will consolidate the achievement of expected outcomes.