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STRATEGIC PRIORITIES FOR TRADE DEVELOPMENT IN THE MUNICIPALITY OF CHIȘINĂU

LARISA ȘAVGA, Professor, Habilitated Doctor
"Dunarea de Jos" University of Galati, Romania
Email account: savga.larisa@chisinau.edu.md
ORCID ID: 0000-0002-9691-7475

FEODOSIE PITUSCAN
Department of Economics and Business Administration
Trade Co-operative University of Moldova
Chisinau, Republic of Moldova
Email account: feodosie_pituscan@yahoo.com
ORCID ID: 0009 0008 4844 0263

VERONICA BUTNARU
national public policy expert
Chisinau, Republic of Moldova
Email account: manager.women@gmail.com
ORCID ID: 0009-0003-2978-4793

Abstract: In the current economic context, characterized by fierce competition between economic agents on the market, in the conditions of globalization and the expansion of large trade networks, the development of a modern trade, adapted to the demands of consumers, requires the knowing and using of the best performing trade methods and technologies. An important role in providing the population with commercial services in the Republic of Moldova belongs to trade of the municipality of Chisinau, which has a share of over 75.5% in the internal trade in the country in the last years. Respectively, its level of development has a strong impact on satisfying the consumption needs of the population and on strengthening the economic sector of the republic.

This article analyzes the current situation in the field of trade in Chisinau, identifies the priority strategic directions and the social orientation of the trade development in the municipality and imposes a systemic approach to the implementation process of public policies related to commercial activities until 2030. It offers the mechanisms and methods of implementing effective measures and procedures by using the tools of strategic and anti-crisis management for improvement the activities of this sector. The identification of strategic priorities and the substantiation of the Chisinau municipality's trade development strategy, aligned with European policies, has a major impact in the context of the European integration aspirations of the Republic of Moldova and the population's desire to increase the quality of life.

Keywords: trade, commercial services, strategy, development.

JEL Classification: N70, M48, M100, O18

Introduction

Trade activity includes multiple sectors with important roles in the process of distribution of goods, supply, warehousing and wholesale and retailing, both in the domestic and foreign markets. In any

country and in any locality, trade is of strategic importance for the balanced and sustainable development of the economic and social system.

In a developed economy, trade contributes to the creation of a quality market in that it adapts easily to the requirements of the market and the economy in general, helps to satisfy consumer needs and people's preferences through the technological, technical and economic operations it carries out, its influence on the movement of goods and its impact on gross domestic product (GDP), which is on a stable growth trend. In 2014, trade accounted for 13.6% in the formation of Gross Domestic Product in the Republic of Moldova, and in the fourth quarter of 2021 its share increased to 15.3%, ranking among the areas with major contributions to the formation of Gross Value Added (GVA), with 5.9% (4).

Another important aspect of trade is its capacity to attract labour. Thus, in wholesale and retail trade; maintenance and repair of motor vehicles and motorcycles, 127.2 thousand people were employed in 2020, and in 2021 - 129.6 thousand people, which is respectively 17.2% and 17.5% in relation to the total number of employees in the economy (1).

Through the relationships it generates, trade influences all sectors of activity - financial, legal, social and contributes to the well-being of the population.

In this sense, sustainable economic development, the quality of life of the population depends to a large extent on trade development strategies and how they relate to other sectoral and national development strategies.

An important role in providing the population with commercial services in the Republic of Moldova is played by trade in the municipality of Chisinau, which accounts for more than 75.5% of the country's domestic trade according to 2020 statistics (2). Its level of development has a strong impact on meeting the population's consumption needs and strengthening the republic's economic sector. The identification of strategic priorities in this area and the establishment of a strategy for developing trade in the municipality of Chisinau in line with European policies are of major importance in the context of the Republic of Moldova's aspirations for European integration and the population's desire to improve their quality of life.

Analysis of trade activity in Chişinău municipality

In the Republic of Moldova, the activity in the field of domestic trade is regulated by the Law no. 231/2010, *On Domestic Trade with subsequent amendments and additions*. Given the importance of trade policies for sustainable development, in 2013 the *Strategy for the Development of Domestic Trade in the Republic of Moldova for 2014-2020* was developed and approved by Government Decision No. 948/2013. This strategy established the directions for the development of trade and service provision in the country, set out the guidelines for improving the regulatory framework related to the marketing of products and services, implementing modern technologies for distribution, product processing, provision of commercial services and diversification of marketing channels. The implementation of the Strategy has dynamised and facilitated the development of the commercial sector in the country and in the municipality of Chisinau in particular. However, after the expiry of the action period, another similar policy document was not approved for the next period. In the absence of a distinct strategy in the field of internal trade development, tangible long-term results cannot be achieved.

In the municipality of Chisinau, trade plays a major role in creating jobs and ensuring the well-being of the population. It is well known that most consumer needs are met through the purchase of goods and services from the commercial network.

From Table 1 we attest that the turnover in retail trade in the Republic of Moldova in 2018-2020 is increasing. At the same time, there is also an increase in the share of Chisinau municipality in the turnover in the analyzed period from 73.3% to 75.5%, or by 2.1 percentage points, which confirms the increase in the role of trade in the mentioned municipality in domestic trade in the country.

Table 1. Turnover in retail trade in the Republic of Moldova, million lei

Indicators	2018	2019	2020
Total by country	41 061 792,9	55 238 136, 6	58 594 743, 4
Mun. Chişinău	30 082 463,5	41 222 632, 1	44 264 654,7

Source: Statistical Yearbook of the Republic of Moldova. NBS, 2022. Internal trade of goods and services (2)

The main strategic document that outlined the strategic visions for the development of metropolitan trade until a few years ago was the Strategy for the Development of Domestic Trade in the Municipality of Chisinau for 2015-2020, where the priority directions in the development and social orientation of domestic trade were outlined. With the expiry of the period of action of the Strategy, the elaboration of another policy document was initiated, but so far it has not been finalized.

In such a context, it has become urgent to develop a new strategy and an action plan highlighting the most relevant priorities, areas of trade development in the municipality of Chisinau, where most of the country's population and trade are concentrated.

According to the data of the *Report on the activity of the Directorate of trade, services and catering* for 2014-2021 (5), in the municipality of Chisinau, there is an impressive number and variety of commercial and service establishments. On 01.01.2022, according to the data of the *electronic register* of the Directorate, the network of commercial establishments of the mun. Chisinau constituted 31922 units, of which 22744 trade units (including 4187 street trade units, 38 markets), 2258 catering units, 6920 service units (Table 2).

**Table 2. Structure of commercial establishments in mun. Chisinau
by field of activity (units)**

Commercial establishments	2014	2016	2018	2020	2021
Totals, of witch:	24775	27080	30814	31935	31922
1. Commercial units, including:	19686	20450	22820	23213	22744
- markets	42	40	38	37	38
- itinerant trade establishments	-	3472	4945	4815	4187
2. Food establishments	1824	1867	1976	2006	2258
3. Service establishments	3265	4763	6018	6716	6920
Total commercial establishments located in suburbs	-	-	785	1191	1321

Source: Report on the activity of the Directorate of trade, services and catering for 2014-2021 (5)

If we compare overall, we observe that during the period under review, the number of commercial units in the municipality of Chisinau increased by 7147 units, and in the structure there is a greater increase in the number of units providing services - with 3655 units, followed by trade units - with 3058 units and catering units with 424 units. There is also an increase in the number of commercial units located in suburbs.

Although, as we can see in recent years the total number of trade units in the municipality has not changed essentially, in the structure there is a reduction of 2.2% in the number of trade units in 2021 compared to 2020, and of street trade by 13.1%. At the same time, the number of catering and service establishments increased by 12.6% and 3.0% respectively. The number of commercial establishments located in suburbs also increased by 10.1%. These changes show that in the municipality of Chisinau there are qualitative changes in providing consumers, especially those in the suburbs, with commercial establishments, because street trading units are not able to provide quality services, even if they are located closer to the consumer. It is also welcome that the number of food and service establishments has increased.

Another indicator that characterizes the quality of trade in the municipality of Chisinau is the structure of the trade network according to types of commercial establishments. Thus, we observe an increase in the number of commercial units in 2021 compared to 2014, but a decrease compared to 2018-2020, overall. If we analyse by types of commercial units, then we observe that the number of all types of units is increasing, except for the kiosks, which decreased by 1482 units, or by 30.1%. Also in 2021 the number of street trading units decreased by 628 or by 13.1%, at the same time there is an increasing trend in the number of shops selling online - by 80 units or by 23.3% (Tab.3). If by 2020 the total number of business license holders was increasing, then in 2021 the number of business license holders decreased by 318 or 5.3% compared to 2020.

It should be noted that the activity in the field of trade in the municipality of Chisinau in recent years is characterized by the implementation of actions to improve services and modernize the infrastructure, but the quality of goods and the organization of the commercial and service process need to be improved. For these reasons, actions of managerial re-engineering, re-technologisation of commercial processes, digitalisation of commercial activities and services, improvement of the level and culture of consumer service, alignment with the European experience of commercial services are necessary.

Table 3. Structure of the trade network in mun. Chisinau (units)

Types of commercial establishments	2014	2016	2018	2020	2021
Total, of which:	19686	20450	22890	23176	22744
1. Shopping centres, department stores, department stores	64	50	64	65	65
2. Super and hypermarkets	46	74	81	107	107
3. Shopping sections	4838	4452	4642	4519	4519
4. Grocery stores	864	869	1120	1277	1277
5. Non-food shops	3240	3184	3748	4130	4130
6. Warehouses	2325	2145	2403	2667	2667
7. Sheds, total	4928	4496	4109	3446	3446
Including:					
(a) for the sale of goods, located:					

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	-	4145	3806	3207	3207
- in streets	-	-	-	1158	1158
- in markets	-	-	-	1132	1132
- in the Central Market	-	1071	909	917	917
(b) for the provision of services	-	351	303	239	239
8. Street trading units	-	3472	4945	4815	4187
9. Online shops and trade intermediaries	-	215	328/14	514/25	634/284
			3	6	
Of the total number of licence holders	-	1247	5651	6072	5754

Sources: Report on the activity of the Directorate of trade, services and catering for 2014-2021 (5)

In view of the above, we can conclude that there is an urgent need for a comprehensive study of the trade situation in the municipality of Chisinau in order to identify strategic priorities for the development of the sector

Guidelines for trade development in the EU

In the context of the Republic of Moldova's aspirations to join the European Union (EU) and to obtain the status of a candidate country for integration into the European family, the alignment of trade development priorities and objectives in the Republic of Moldova and in the municipality of Chisinau, in particular, for the time horizon up to 2030 with the EU trade development priorities has become an important desideratum.

In the wake of the post-COVID situation, but also of the phenomena witnessed worldwide, the Council of Europe has established that the EU needs a *new trade strategy* to meet the challenges it faces: economic recovery, climate change and environmental degradation, growing international tensions, more frequent recourse to unilateralism and its consequences on multilateral institutions (3).

This strategy aims to further integrate trade policy into the Union's economic priorities reflected in the Green Pact and the Digital Agenda for Europe, will specify the role of trade policy in the post-COVID economic recovery and will support the pursuit of the EU's geopolitical ambitions. It aims to build a *new consensus for a trade policy based on openness, sustainability and firmness*, which will contribute to *strengthening the EU's position as a global promoter of open, rules-based, fair and sustainable trade*.

It should be noted that one of the main objectives of EU trade policy in the medium term under the new Strategy is *to support the recovery and fundamental transformation of the EU economy in line with its green and digital objectives*, but also to adapt global rules for a more sustainable and fairer globalisation, in enhancing the EU's capacity to promote interests and rights where necessary (3).

To achieve the objectives set for EU trade development, the European Commission will focus on the following priorities: reforming the WTO; supporting the green transition and promoting responsible and sustainable value chains; promoting the digital transition and trade in services; strengthening the EU's regulatory impact; strengthening EU partnerships with neighbouring countries, accession countries and Africa; reinforcing the EU's focus on implementing and enforcing trade agreements; and ensuring a level playing field for European Community businesses.

Another priority objective of EU trade policy is to promote '*open strategic autonomy*'. For the EU, the concept of open strategic autonomy reflects a desire to chart its own course on the world stage, shaping the world around it through leadership and engagement, while protecting its interests and values. Thus, open strategic autonomy means making optimal use of the opportunities offered by openness and global engagement, while vigorously defending its interests both internally and externally. This means that the EU will continue to work with its partners to promote the positive agenda, but also act autonomously.

It is clear from the above that the EU has well-defined trade policy development priorities, which Moldova must also focus on in its efforts to integrate into the European Union.

Visions and strategic objectives for the development of trade in the municipality of Chisinau in the 2030 time horizon

Based on the analysis of the situation in the field of trade in the municipality of Chisinau, the challenges facing the sector, the international experience, the objectives of European trade policy, **the vision** for the development of trade in the municipality of Chisinau in the time horizon up to 2030 was established, perceived by the authors *to become a municipal trade system capable of becoming the most efficient in the republic, to enjoy a high appreciation from consumers, partners, to be recognized as the most innovative, efficient and transparent.*

Based on this vision of the development of trade in the municipality, the **mission** of this field of activity was founded. In the authors' view, the mission of trade activity is *to create a favourable economic and social environment for all market players involved in trade activity (consumers, entrepreneurs, including producers, traders) in order to maximise the satisfaction of the population's consumption needs and the interests of entrepreneurs by promoting fair, competitive, modern, sustainable (sustainable) trade and stimulating all forms of entrepreneurship.*

To this end, a SWOT analysis of the internal trade system in Chisinau municipality was carried out (Fig.1). Thus, the strong points of the development of trade in the municipality were highlighted, including regulatory regulations, the continuous increase in the share of organized trade, but also in the number of consumers, the migration of purchasing demand from the regions to trade establishments in the capital.

Weaknesses include the imbalance in the location of the commercial infrastructure, activity on the basis of entrepreneurial licences, street trade, shortage of qualified staff in commerce, catering and services.

Strong points	Weak points
<ul style="list-style-type: none">• Existence of the legislative and regulatory basis governing the initiation and conduct of commercial activities• Existence of the Information System in the field of trade• Increasing the share of organised trade through modernisation and specialisation of the commercial network	<ul style="list-style-type: none">• Reduced competitiveness of domestic goods on the domestic consumer market• Imbalance in the location of trade infrastructure• Conducting trade activities on the basis of the entrepreneur's patent

<ul style="list-style-type: none"> • Increasing the volume of domestic products on the domestic consumer market • Decrease in street trade • Increase in the number of inhabitants and consumers • Migration of demand from nearby localities to the municipality 	<ul style="list-style-type: none"> • Low level of cooperation between central specialised bodies, local government authorities and the private sector • Lack of a municipal trade supervision structure with control and advisory functions in the implementation of trade and consumer protection rules • Continuation of illicit street trading • Insufficient qualified staff trained in trade activities
Opportunities	Threats (risks)
<ul style="list-style-type: none"> • Interconnection of the Automated Information System for the Management and Issuance of Permit Documents (SIA GIAP) managed by AGE with other information systems and resources of public authorities with trade-related tasks (ASP, Tax Authorities, CSP, ANSA, etc.), increasing the quality of public service delivery • Application of modern technologies in trade by increasing/attracting domestic and foreign investment • Support domestic producers to promote domestic products on the domestic consumer market • Development of alternative forms of trade (electronic, online, door-to-door, etc.) • Increasing the income of the population • Integration of commerce in the municipality into circularity and adaptation of circular models by traders 	<ul style="list-style-type: none"> • The shadow economy and illicit trade in goods • Unfair competition in some market segments • Prevalence of imported over domestic products on the internal market • The dubious quality of some products placed on the internal market with risk for consumers • Lack of personnel, especially skilled trade personnel • Decreased quality of trade services • Lack of effective mechanisms to protect consumer rights • Weaknesses in promoting fair trade • Weak producer-trader collaboration based on mutually beneficial relationships

Figure 1. SWOT analysis of the situation in the field of trade, food and services in the municipality of Bucharest. Chisinau

Source: Authors' elaboration.

From the category of opportunities we can highlight: the initiation of commercial activity on the basis of notification and obtaining of permits through the SIA GEAP system and interconnection with the systems of ASP, Taxation, ANSA, CNAS, application of modern reporting technologies, attracting investment, but also promotion of local products, etc.

There is also a wide range of threats, including unfair competition, the prevalence of imported products on the internal market, and the dubious quality of some product categories.

In the context of the above, the strategic **priorities for the development of trade** in the municipality of Chisinau for the period up to 2030 have been determined. In order to increase the level of service and culture in trade, to increase the quality of the commercial process and the level of satisfaction of

consumer needs, we consider the following **priorities / strategic objectives** for the development of trade in the municipality in the current decade to be important:

1. Improve the regulatory framework for trade and services, including catering.
2. Modernisation of the commercial infrastructure, food services and commercial markets, optimising their location and improving the quality of services in these areas.
3. Digitisation of commercial and service activities, including catering.
4. Providing qualified, competitive staff for trade and service establishments and to strengthen the professional skills of traders-entrepreneurs.
5. Sustainable development (circular economy, green economy, prevention of food loss and waste).
6. Strengthening the institutional capacities of the Directorate of Trade, Food and Services (DCAP) of the municipality of Chisinau.

On the basis of these priorities, specific objectives and concrete actions to be implemented by 2030 have been identified in order to ensure the improvement of the level of trade organisation and consumer service (Table 4).

Table 4. Specific objectives and actions regarding the strategy for the development of trade in the municipality of Chisinau until 2030

OG1. Improving the regulatory framework for commerce and the provision of services, including catering		
Nr.	Specific objectives	Actions
1	Aligning trade and service provision <i>regulations</i> to the EU regulatory framework and best practices in other regions	1.1. Review the <i>typology of commercial establishments</i> and the classification criteria for food establishments and justify proposals to update/modernise/improve them 1.2 Development of the regulatory framework for the conduct of <i>specific trade</i> : in public areas/places in the municipality and during specialised activities (events) (festivals, fairs, fairs, etc.) and with certain products; updating of the rules for the conduct of trade, including in electronic and other forms 1.3 Updating <i>the regulation of catering establishments</i> in line with the current national regulatory framework and international best practice in the field 1.4. Optimise the regulation <i>of the way prices are set</i> in catering establishments 1.5. Developing <i>the regulatory framework for the provision of services</i> to the public 1.6. Development and implementation of the service <i>nomenclature</i> in the municipality 1.7. Review and update the <i>Regulation on the conduct of trade activities in the municipality</i> in accordance with current regulatory changes and modern trade practices 2.1 2.1 1.8. Regulating the <i>rules for providing</i> the population of the municipality with commercial space
2	Supporting the development of e-commerce	2.1. Implementation of a set of favourable <i>regulations, organisational and technical conditions</i> to stimulate the activity of <i>e-commerce</i> participants

		2.2. Supporting a competitive environment in commerce, creating comfortable conditions for consumption by the population
3	Supporting entrepreneurial activity in commerce and services	3.1. Simplification of the procedure for starting up a business in the field of commerce, catering and the provision of services 4.1 4.1 3.2. Updating the <i>Trader's Guide</i> in accordance with the regulations in force
OG2. Modernisation of the commercial, food service and shopping market infrastructure, optimising its location and improving the quality of services in these areas		
Nr.	Specific objectives	Actions
1	Optimisation of the typology and location of trade and service infrastructure, diversification of modern formats of establishments in the sector	1.1 Reviewing the location of commercial and catering establishments and services and drawing up proposals (plan) <i>to optimise the location of commercial infrastructure</i> (of all types) so that it meets the needs of consumers and fits in with the architectural plan of the municipality. 1.2 Supporting and developing modern shop formats, especially local ones, offering maximum choice of goods assortment, trade formats and traders for each consumer preference; efficient (rational) interaction between different shop formats and between them and producers/distributors of goods/services (trade networks, mobile units, markets, fairs, festivals, etc.); developing farmers', family business, ethnic and other non-specialised shops; eliminating imbalances in the development of infrastructure of different formats 1.3 Improving the appearance of commercial and <i>service establishments (aesthetic appearance)</i> , setting <i>standards (requirements) for their external appearance</i> and the design of adjacent areas 1.4 Optimisation of <i>street trade</i> , transition to the conditions set out in the Regulation on the conduct of trade in the municipality of Chisinau (2020)
2	Developing integrative processes	2.1 Active integration <i>of trade into the tourist circuit, including by promoting trade in products with cultural values in the municipality, especially in tourist areas/trails</i> , development of catering services in these locations 2.2 Promoting the concept of <i>integrating</i> trade with food and agreement services from the perspective of their integration
3	Improving the quality of consumer service in commerce and services	3.1 Ensuring a <i>comfortable environment for consumers</i> by providing an efficient commercial and service infrastructure in terms of availability of products and services (types of commercial units, forms of trade, territorial location of infrastructure); ensuring a harmonious combination of different types of commercial units (fixed, mobile) and territories (central areas, residential neighbourhoods, peripheral areas, etc.). 3.2. Ensuring <i>accessibility of commercial services</i> for people with special needs

		<p>3.3 Improve and implement effective mechanisms to <i>ensure consumer safety</i> and protect consumer rights</p> <p>3.4 Implementation of modern forms of <i>organising student meals</i> in educational institutions, monitoring the quality of menus and the safety of consumption</p> <p>3.5 Support the diversification of public food and catering services</p> <p>3.6 Supporting the expansion of catering for socially vulnerable people</p> <p>3.7 Facilitating <i>the development of the service sector</i>, particularly in densely populated areas, through infrastructural development, including in partnership with commercial establishments, housing blocks and separate social service units</p> <p>3.8 Elaboration and implementation of the <i>Concept for the optimization and development of commercial markets</i> in the municipality and their management, number and location, creation of appropriate conditions for activity</p>
OG3. Digitisation of commercial and service activities, including catering		
Nr.	Specific objectives	Actions
1	Development of e-commerce and e-business services; facilitating implementation and expansion of the application of various electronic business promotion tools (e-payments, e-marketing, e-procurement, etc.).	<p>1.1 <i>Digitalisation of services</i> for business representatives</p> <p>1.2 <i>Development of additional market mechanisms</i> to boost e-commerce, efficient use of resources</p>
2	Strengthening the municipal information system for managing trade activities and integrating it with other public systems	<p>2.1 Development of the Municipal Trade Information System (electronic register of traders/network of commercial units), which would allow operational monitoring of commercial activity, analysis of the current situation, forecasting the evolution of the commercial sector</p> <p>2.1 Promote the implementation of the "<i>one-stop shop</i>" concept in the field of trade, offer assistance to entrepreneurs in its use</p> <p>2.3 Taking steps to connect the City Hall's information system with the automated information system for managing and issuing permits.</p>
OG4. Providing trade and service establishments with qualified, competitive staff, strengthening the professional skills of trader-entrepreneurs		
Nr.	Specific objectives	Actions
1	Strengthening human potential and professional skills	<p>1.1 Supporting the training and professional development of traders</p> <p>1.2 Contribution to the certification of professional skills of traders</p>

2	Ensuring the appropriate level of professional competence for promoting business activities and advising on entrepreneurial activity	2.1 Issuing of permits for the organisation of trade only to persons who possess professional qualifications in the commercial-economic field or who can prove that commercial staff have been trained in this field and monitoring compliance with this requirement during the course of their work 2.2 Facilitating support services for entrepreneurs in carrying out commercial-economic and service activities
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OG5. Sustainable development (circular economy, green economy, prevention of food loss and waste)

Nr.	Specific objectives	Actions
1	Accountability for preventing food loss and waste throughout the food chain, including the hospitality and food service sector	1.1. Supporting commercial operators to integrate into the circular economy, to implement circular business models 1.2. Designing and implementing mechanisms/schemes/models for the transfer of food by donation from food business operators (trade, catering) to beneficiary organisations or directly to consumers (based on a donation contract concluded between the food business operator and the beneficiary organisation or consumer, according to the provisions of the Civil Code No 1107/2002 applicable to donation) 1.3 Participation of food business operators and caterers, on a voluntary basis as partners, in the activities and campaigns proposed by the authorities responsible for preventing food loss and waste and/or initiating their own activities in this area. 1.4 Informing/educating consumers on the best conditions for the use/exploitation/consumption of products and the storage of food 1.5 Supporting the implementation in commercial establishments of services to extend the life of products (repair, reconditioning, maintenance, etc.) 1.6. Promote the reduction of surplus food. Develop a free food distribution app that links neighbours and local shops to stop any surplus food being thrown away (example is Olío used in over 30 countries worldwide) Promote education for sustainable development at all levels of education, including in non-formal and informal learning contexts
2	Development of the primary and secondary packaging collection and processing system	2.1 Implementation of separate collection of food waste by category for recycling/recovery/disposal according to the waste hierarchy and specific legislation in force 2.2 Support and promote the establishment of collection companies for glass packaging, plastics, paper and cardboard, cloth
3	Development of the collection and processing system	3.1 Supporting and promoting the establishment of firms specialising in the collection and processing of products and raw

		materials from trade and catering (specialised by product category)
OG6. Strengthening the institutional capacities of DCAP Chisinau municipality		
Actions		
Nr.	Specific objectives	Actions
1	Ensure transparency of public information and support entrepreneurs	1.1 <i>Transparency of activity</i> and access of citizens, entrepreneurs to public information; 1.2 <i>Development of the Directorate's information system</i> , facilitating its connection with other relevant information systems of public authorities 1.3 Strengthening the human potential of the DCAP 1.4 Establishment of a Call-Centre for continuous communication with beneficiaries 1.5 Development of the website, expansion of the presence on social networks; adaptation of the website to the mobile application
2	Strengthening market monitoring and cooperation capacities	2.1 <i>Monitoring</i> of trade, services and markets in order to ensure compliance with minimum quality standards for these services 2.2 <i>Strengthening cooperation</i> between central specialised bodies, local government authorities and the private sector 2.3 Supporting <i>employment in commerce</i> by stimulating the development of SMEs

Conclusions

Trade is of strategic importance for the balanced and viable development of the state's economic and social system, contributing to the development of the internal market, to economic and social development, to meeting the consumption needs of the population, to increasing the contribution to GDP formation.

An important role in the internal trade area of the Republic of Moldova is played by the Chisinau municipality, which has accounted for about 75% of the country's retail trade turnover in recent years. In this sense, the development strategy of the municipality's trade can directly and significantly influence the evolution of trade in the republic in the medium and long term. In view of this, a study was conducted on the current situation in the field of trade in the municipality of Chisinau, the challenges it faces and the priorities for the development of this sector until 2030 were identified. At the same time, the most important objectives and actions were determined, the achievement of which will contribute to the implementation of the vision and strategic mission of trade development in Chisinau, and, as a result, to the consolidation of the potential of trade in the municipality and its increased impact on the socio-economic development of the country.

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