

ASSISTMATCH



Thank you for making it here!

WELCOME TO OUR WORKSHOP

**HR challenges and solutions to opening
and operating on new markets**

WHO ARE WE?

ANDREI VUTA

- Over 20 years in multinational telecommunications & technology
- Proven leadership with diverse teams across Central & South Eastern Europe
- Founded HR Design Consulting in Bucharest, 2021
- Electrical Engineering degree, Polytechnic University of Bucharest
- Holds an Executive MBA



ALINA TARANOV

- 10+ years of experience in hospitality & HR
- Worked in France, Dubai, Bali, Mexico, Philippines
- Strong track record in managing international teams
- Financial & Business Administration background from Oxford Brookes University
- Founded AssistMatch in 2023



**ECONOMIC LANDSCAPES OF
MOLDOVA & ROMANIA**

STRATEGIC POSITION:

Moldova and Romania act as bridges between EU markets and Eastern neighbors.

POPULATION:

Moldova has a population of 2.6 million.

ECONOMIC GROWTH:

Post-2020 contraction, Moldova's GDP grew by 13.9% in 2021, driven by consumption and FDI.

EU PARTNERSHIP:

The EU is Moldova's largest trading partner, with 62% of exports and 50% of imports.

WORKFORCE PARTICIPATION:

Moldova's rate is 42%, with challenges like labor migration and an aging population.

REMITTANCES CONTRIBUTION:

Significant to Moldova's national income.

HR CHALLENGES - MOLDOVA

- Recruitment issues
- Low workforce participation rates among the lowest in Europe
- Labor migration
- Aging population
- Compliance with Local and EU Employment Laws
- 30% of Moldovan companies struggle with EU law compliance
- Cultural and Language Barriers
- Over 50% face cultural and language challenges
- Employee Retention Strategies
- Moldova's 19% turnover rate echoes in RO and some EU countries, exacerbated in unfamiliar markets.

HR CHALLENGES - ROMANIA, AND THE EU

Visible

quantity

less candidates vs. many positions

qualifications

fewer qualified blue-collars

(not) recognized diploma

medical, legal, educational

legislation

rights, taxes, EHS

strong local competition

between co-located companies

unified EU job market

competition between countries

ageing population

less active population, year by year

reluctance to travel/relocate

hybrid & remote work preferred

Not so visible

job hopping & ghosting

it's endemic, across all ages

professional attitude

miss-interpreted "work-life" balance

cultural differences

"normal" here = "not normal" there

age differences

junior is "too young", senior is "too old"

"new" vs. "old" employees

who came first, is "smarter"

non-EU workers, not yet a solution

lack structure & EN proficiency

rejection of authority/titles

new generations, after pandemic

latency in accessing benefits

<10% usage of benefits platforms



SOLUTIONS

permanent recruitment process

directly & indirectly, using all channels

onboarding & induction

with non-technical induction in the spot

clear objectives & career path

monitored quarterly & revised yearly

balanced training curricula

with hard skills and soft skills topics

retention regular checks

using 360 feedback & stay interview tools



PANEL DISCUSSION

2-3 MINUTE FORECAST HIGHLIGHTING ONE KEY TREND YOU SEE SHAPING THE FUTURE OF HR IN INTERNATIONAL BUSINESS. POTENTIAL TOPICS INCLUDE:

TECHNOLOGICAL INTEGRATION:

Anticipated advances in AI and machine learning for HR analytics and decision-making.

WORKFORCE GLOBALIZATION:

Increasing remote work trends and the implications for cross-border team management.

REGULATORY EVOLUTION:

Expected changes in international labor laws and compliance requirements.

CULTURAL COMPETENCE:

Growing need for cultural intelligence training as businesses expand into more diverse markets.

Q&A

THANK YOU FOR YOUR ATTENTION!

ANDREI VUTA



Keep in touch



ALINA TARANOV



Keep in touch

