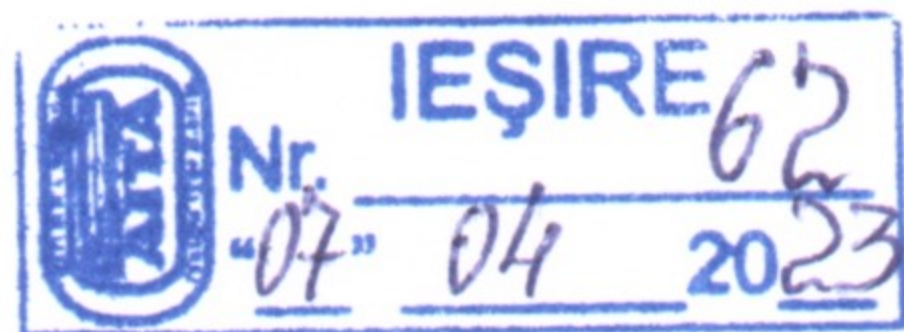




# ASOCIAȚIA INTERNAȚIONALĂ A TRANSPORTATORILOR AUTO DIN MOLDOVA

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## USAID Moldova Institutional and Structural Reforms Activity (MISRA)

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### Solicitare de grant

Stimată doamnă / Stimate domnule,

Prin prezenta, Asociația Internațională a Transportatorilor Auto din Moldova (AITA), asociație obștească reprezentativă a operatorilor de transport rutier de marfă din Republica Moldova, vă adresează intenția de a participa în cadrul programului Grant Proposals for Improving the Business Climate and Public Services in Moldova, în vederea solicitării unui grant pentru implementarea conceptului de bursă electronică de gestionare a serviciilor de transport rutier de marfă, **e-bursa Transport**.

În speranța unei viitoare colaborări,

Cu respect,

**Administratori AITA**

**Iulian POSTICĂ**

**Ghenadie ȚAULEAN**

# E-BURSA TRANSPORT

## Grant Concept Paper

### I. Cover Page/Introduction:

Association of Road Hauliers of Moldova (AITA); MD-2001, Dimitrie Cantemir Boulevard 3/1, Chisinau municipality

AITA Association is a professional non-governmental and non-commercial organization, which brings together road transport operators from Moldova that carries out international road transport operations of goods, established in 1992. AITA Association is a national guaranteeing association according with the UN TIR Convention of 1975.

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### AITA Association Administrators

Iulian POSTICA

Ghenadie ȚAULEAN

### II. Technical Information:

#### General objective

Creation of an electronic platform for the purpose of facilitating and optimizing the process of identifying the needs for road transport services, through a direct communication tool between manufacturers/owners/consignees of goods and road transport operators

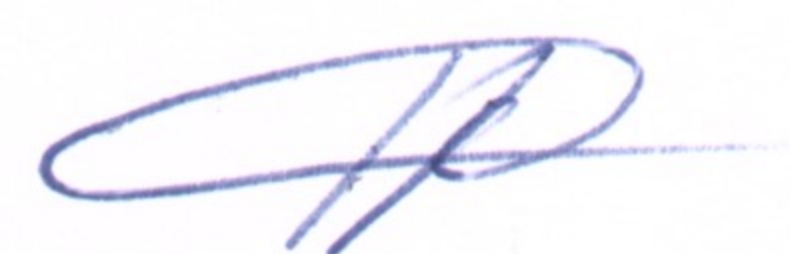
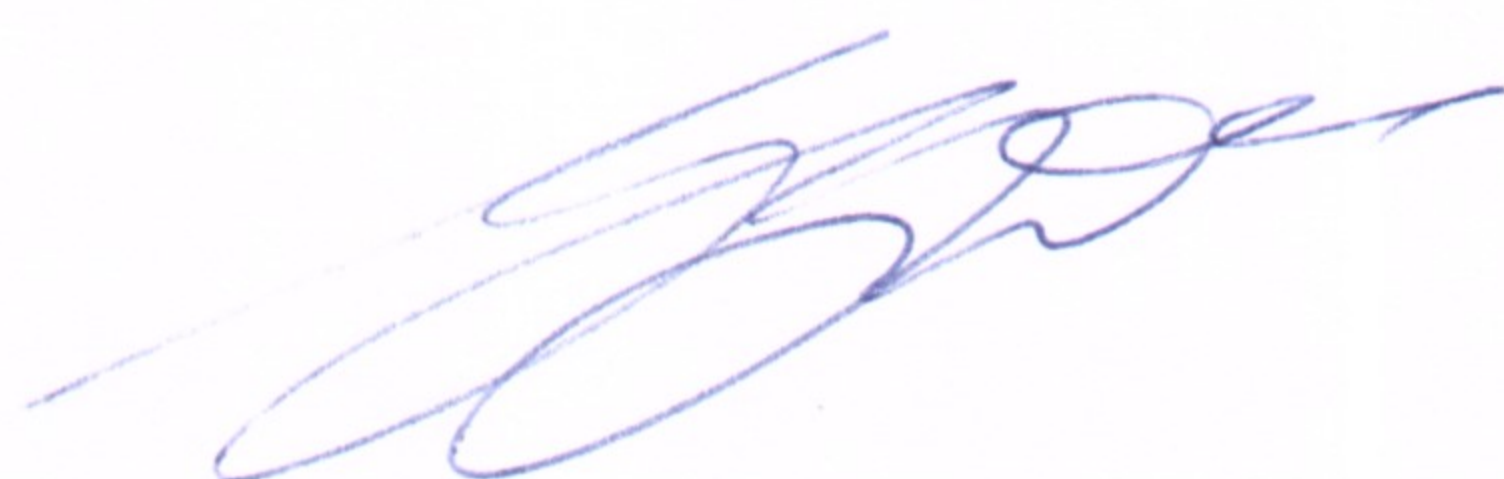
#### Specific objectives

- Development of a transparent logistics market
- Development of a credible system for offering and ordering road transport services
- Development of a framework for operative and competitive identification of road transport services

#### Justification

The international road transport of goods is the engine that keeps the economy of the Republic of Moldova moving and contributes decisively to meeting the vital needs of the population. In 2022, 80.9% of all goods delivered to/from the country were transported by road, a fact that ensures the field of road freight transport to be of vital importance in the development of the national economy.

Currently, in the Republic of Moldova, the market of freight forwarders for road transport services is unregulated, which has created a volatile situation in the field. The activity of a multitude of intermediary actors without ensuring the need for minimum requirements of professional, financial and good reputation has generated a multitude of cases of fraud, non-payments or payment delays in relation to road transport operators.



Subsequently, in the Republic of Moldova there are no intermediation platforms for road transport services that would offer a credible, transparent and "guaranteed system" for ordering/offering road transport services.

In this context, the *e-Bursa Transport* comes to provide a direct link between manufacturers/owners/consignees of goods and road transport operators in order to contract the services of road transport of goods. The electronic road transport platform, created by the International Association of Road Hauliers (AITA), comes to guarantee the good reputation and professionalism of road transport operators, but also to offer secure payment guarantees for the road transport services provided and operative settlement of disputes (by arbitration).

At the same time, the *e-Bursa Transport* platform does not aim to eliminate freight forwarders companies (intermediary actors) from the supply chain of road transport services, or, in complex (multimodal) transport operations their function is indispensable. The *e-Bursa Transport* aims to create a system of direct interaction between the manufacturer/owner/ consignee of goods and road transport operators, but also to maintain in the system (only) credible freight forwarders from the point of view of payment guarantees and professionalism.

### **Target audience**

1. Road transport operators (around 500 road transport operators that activate in international road transport operations, but also around 2000 road transport operators that activate in national operations can be beneficiary of the system)
2. Manufacturers/owners/consignees of goods
3. Freight Forwarders

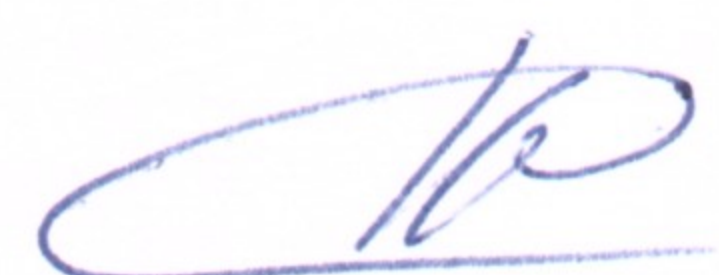
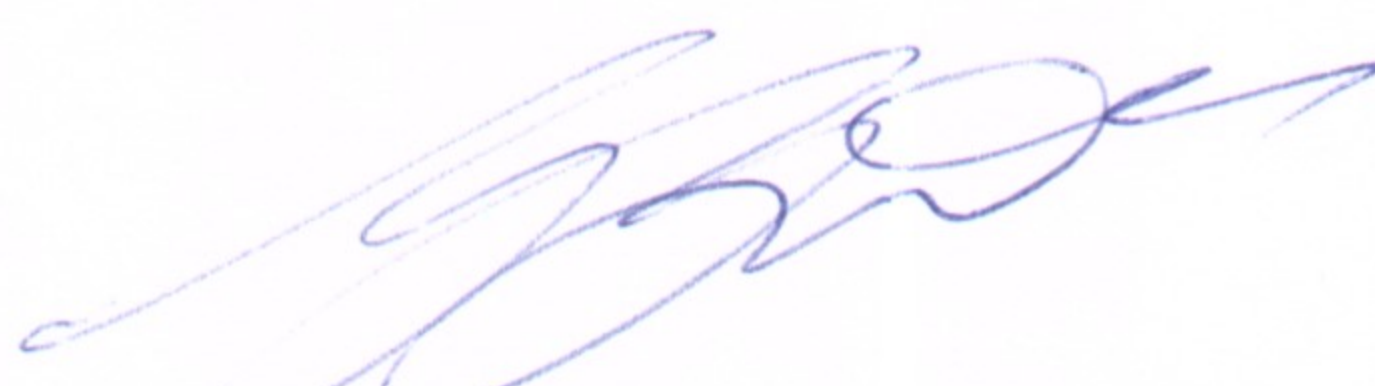
The International Association of Road Hauliers (AITA), as a professional association in the field of international road transport, will ensure the management of the *e-Bursa transport* platform by assuming the role of "guarantor" of the efficient operation of the platform.

### **Platform services:**

1. Placing a bid to identify road transport services through an auction or fixed bid.
2. Placing an offer for road transport services. which includes the number of trucks available, tonnage capacity, priority operating destinations and the location and time period of the trucks.
3. *Factoring*, which involves guarantee the payments by AITA for road transport services contracted through the platform.
4. Management of transport documents, including the possibility to order online TIR Carnet, CMR and TI.
5. Issuing the invoice for each transport service through the platform.
6. Brokerage services to facilitate transactions between manufacturers/owners/consignees and road transport operators.
7. Arbitration settlement of contractual incidents through the Court of Arbitration under AITA.

### **Platform functionalities:**

*e-Bursa Transport* is designed to offer the possibility to manufacturers/owners/consignees of goods to register their road transport needs on the platform, and to road transport operators to offer their services directly to them, on the same platform.



To make this possible, the platform is designed to include the following features:

1. Registration system for road transport requests - manufacturers/owners/consignees of goods can register their road transport requests on the platform, specifying information such as loading point, unloading point, estimated date of transport and quantity of cargo.
2. Registration system for road transport offers - road transport operators can register their road transport offers on the platform, specifying information such as price, transport capacity and availability to deliver on the specified date.
3. Evaluation system of road transport operators (Rating system) - manufacturers/owners/consignees of goods/ road transport operators can rate their experiences with the partners they have worked with in the past so that other users of the platform can make informed decisions.
4. Notification system - the platform can provide real-time notifications when manufacturers/owners/consignees of goods receive new road transport offers or when road transport operators receive new road transport requests.
5. Online payment system - the platform may enable manufacturers/owners/consignees of goods to pay for road transport services directly through the platform, so that there is no need for cash exchange or other offline payment methods.
6. Road transport monitoring system - the platform can provide real-time road transport monitoring functionality, providing users with accurate information on the location of trucks and goods to ensure accurate and secure tracking of the transport process.
7. Classification system of transport operators according to direction, type of cargo, volume and available vehicles, to facilitate the identification of the right ones for the specific needs of users.
8. Management system of the customers' database, contracted services and placed offers to maintain an accurate and up-to-date record of activities carried out through the platform.
9. Incident reporting system to allow users to report problems encountered during the road transport process and help find efficient and quick solutions.
10. API integration - allows the platform to be integrated with other applications and systems, such as ERP or CRM systems, to enable more effective collaboration and communication between users.
11. Data analysis system - enables users to analyze road transport data to identify trends and patterns that can be used to improve the transport process.
12. Technical support and assistance - the platform may provide technical support and assistance to assist users in solving problems or questions regarding the use of the platform.
13. Chat system - allows users to communicate in real time with other users of the platform to improve the collaboration process.
14. Reporting system - allows users to create customized reports with road transport data so they can track the performance and efficiency of their transport services.
15. Route planning system - helps users plan road transport routes in the most efficient way possible to reduce transport time and costs.
16. Insurance system - provides insurance services to protect users against risks associated with road transport, such as accidents or theft of goods.
17. Quality control system - allows users to monitor and control the quality of road transport services to ensure that quality norms and standards are met.

**Using an electronic road transport platform can bring the following benefits:**

1. Cost reduction for access to information of road transport offers and services, users can access this information on the online platform for free or at reduced costs.



2. Minimizing cases of non-payment or payment delays for provided road transport services, users can use the factoring system and secure online payment offered by the platform.
3. Saving time for customer identification and service negotiation, users can quickly and efficiently find the transport services they need through the platform and communicate directly with road transport operators.
4. Access to a customer database, which can be used to identify potential customers and to monitor contracted services and offers placed through the platform.

**Financial aspects, platform operation:**

1. Monthly subscription payment
2. or Transaction Fee/percentage from contracted services
3. Transaction Fee/percentage for guaranteed payment (factoring)
4. CMR, brokerage intermediation
5. Publicity

**Financial aspects, MISRA support**

1. Considering the implementation of *e-Bursa Transport* concept, support is requested in the form of grant in order to start the technical procedures for developing the soft solution and purchasing the hard solution for the operation of the platform.
2. With the development of the soft solution and the acquisition of the hard operating solution, AITA will operationalize a subdivision within the Association and will assign/hire qualified personnel directly responsible for the implementation of the e-Transport Bursa electronic platform.

**III. Supporting Information:**

Proposed estimated cost: 2 000 000 lei (MDL)

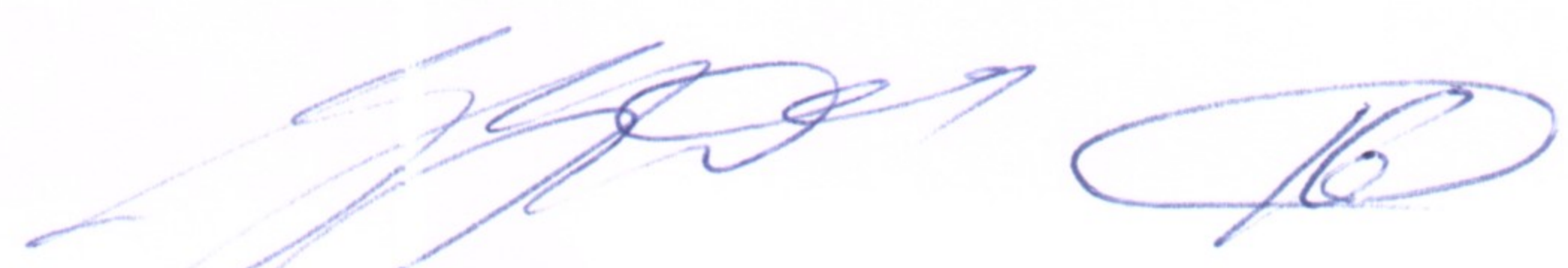
The AITA Association is a member of the International Road Transport Union (IRU) based in Geneva and the Union of Road Transport Associations in the Black Sea Economic Cooperation Region (BSEC-URTA) based in Istanbul.

The role of AITA Association is to represent its members in front of national and international institutions that regulate the field of international road transport.

AITA Association is a national guaranteeing association on the territory of the Republic of Moldova in compliance with the TIR Convention of 1975. As a national guaranteeing association, AITA is mediating the infringements of the TIR Convention signaled by the customs bodies of the Republic of Moldova and/or other countries.

More than 450 road transport operators annually benefit from the services provided by the Association in the following:

- Access to TIR System for road transport operators;
- Insurance services for road transport operators from the Republic of Moldova;
- Professional training for managers and drivers;



- Consultations on international and national legal aspects related to international road transport operations;
- Providing assistance to cargo owners, shippers and carriers from cargo transport organizations;
- Organization of conferences and seminars;
- Preparation and elaboration of methodical and informational literature concerning international road transport.

AITA Association has experience in implementing digital instruments designed to facilitate the efficiency of road transport operations in the Republic of Moldova, as it was involved in the implementation of TIR EPD which is a system of early transmission of data to Custom authorities on road transport operations.

