

**UNITED NATIONS**  
**ECONOMIC COMMISSION FOR EUROPE**  
CONFERENCE OF EUROPEAN STATISTICIANS

25 September 2020

**Online Meetings on Gender Statistics** 12–14 October 2020

**ABSTRACT**

<b>Title</b>	Gender profile of entrepreneurship and trade in the Republic of Moldova
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<b>Session</b>	Trade and gender
<p>Measuring gender equality in entrepreneurship allows to understand the role, opportunities and entrepreneurial potential of women and men. Our main findings are based on the results of the survey on the Business development through a gender perspective, conducted by NBS in 2018. Data help to identify barriers faced by women and men during the start-up, expansion and growth of a business, depending on the main economic activity and size of the enterprise, as well as on socio-demographic characteristics of entrepreneurs. The results show that there is still a huge unused potential of women who can be attracted in entrepreneurship. Most businesses in the national economy operate in the field of retail trade, wholesale and other services, out of which businesses in retail trade are predominantly run by women than men. Retail trade is an attractive activity especially for entrepreneurs who previously had the status of housewives and were unemployed. Findings on other important differences between women and men managing trade enterprises will be shared. Also, NBS will showcase how regular business statistics can be combined with qualitative information collected in a dedicated survey to inform policy makers.</p>	