

MEMORANDUM OF UNDERSTANDING BETWEEN
NATIONAL INBOUND AND DOMESTIC TOURISM ASSOCIATION FROM MOLDOVA AND
NATIONAL ASSOCIATION OF MEDICAL SPA AND REHABILITATION CENTERS FROM
LITHUANIA,
ON COOPERATION IN THE FIELD OF TOURISM DEVELOPMENT AND PROMOTION

The **NATIONAL ASSOCIATION OF MEDICAL SPA AND REHABILITATION CENTERS** and the non-profit organization representing the voice of the private sector in Moldova's inbound and domestic tourism industry – **NATIONAL INBOUND AND DOMESTIC TOURISM ASSOCIATION FROM MOLDOVA** (acronym – ANTRIM), hereinafter jointly referred to as “the Parties”, and separately as “Party”;

AIMED by the desire to develop and strengthen cooperation in the field of tourism between Lithuania and Moldova and to create reciprocal advantages for the benefit of the tourism sectors of both countries;

RECOGNIZING the importance of tourism as a determining factor of economic development and understanding between both countries;

EQUALLY DESIRING to develop demand for Lithuanian and Moldovan products, both domestically and internationally, by promoting business partnerships and supporting brands;

FACILITATING collaboration between the public and private sectors to increase investment and improve the tourism business environment,

Have **agreed** as follows:

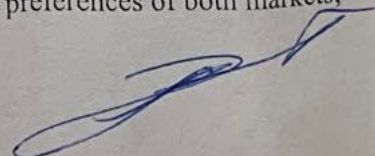
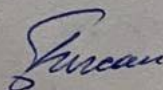
ARTICLE I. OBJECTIVE

The objective of this Memorandum of Understanding (Memorandum) is to develop and strengthen the cooperation between the Parties in the field of tourism, based on equal rights and mutual benefit, in compliance with their respective national legislation and other commitments undertaken by the Parties.

ARTICLE II. COOPERATION DIRECTIONS

In order to achieve the objective refined to in Memorandum, the Parties shall cooperate in the following activities:

- to mutually contribute to the development and promotion of the cross-border tourism product (Moldovan and Lithuanian), encompassing the offers and services provided by: travel agencies, tour operators, accommodation providers, wineries, tourist guides, other tourist offer providers (gastronomic, handicraft, cooking master classes, etc.) and other tourism adjacent providers;
- to support, partnership and collaborate in attracting technical assistance, expertise and donor projects for the sake of tourism development and promotion, covering both parties' interests;
- to familiarize the Lithuanian and correspondingly, Moldovan tourist providers and where applicable, the tourism boards, authorities in charge of tourism regulation and promotion, from both countries, on the common initiatives;
- to focus on B2B offers and to adapt to the motivation and preferences of both markets;



- to hold presentations about tourism products with tour-operators, tour-agencies and media representatives, from both markets;
- to conduct info-trips and fam-tours for tour-operators and travel agencies representatives, but not limited to this segment, therefore referring to: tourist guides, accommodation units, wineries, a.o., in order to be acquainted with the tourism products;

ARTICLE III. TRAINING OBJECTIVES

The main objectives of training activities the Parties shall recognize as following:

- to mutually develop modern techniques and technologies for localizing the common target audiences for a particular tourism product;
- to update and share the identification procedures and expanding the range of channels (offline and online) for promoting tourism products on both markets;
- to assist the industry players from both countries in adopting new practices necessary to increase the quality of services in the field of tourism, including in the field of sustainable tourism, eco-tourism, development of tourist experiences, tourist itineraries, development of tourist guide skills, development, management and marketing of the destination, etc., considering the activities of all players from tourism industry;
- to establish a network between stakeholders involved in tourism industry.

ARTICLE IV. RECIPROCAL PARTICIPATION IN SIGNIFICANT TOURISM EVENTS

For strengthening collaboration between the Parties as well as between tourism businesses of both countries, the Parties shall suggest the following activities:

- where possible, participation at annual international tourism exhibitions and promotion of common tourism products;

ARTICLE V. COMMON COLLABORATION WITH INTERNATIONAL MARKETS & DONORS' ORGANIZATIONS

For the execution of this Memorandum, the Parties shall formulate specific cooperation programs, which shall develop the following issues:

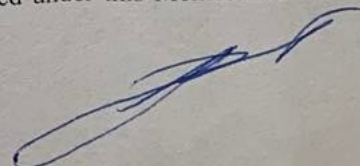
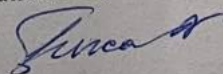
- to develop common Lithuanian and Moldovan products for international markets
- to agree on collaborating with state owned or international organizations whose activity concerns tourism development and promotion, if necessary;
- to join efforts for mutual cooperation with donor organizations & international foundations.

ARTICLE VI. INTELLECTUAL PROPERTY

If as a result of the cooperation activities under this Memorandum, competitive tourism products with commercial value and/or intellectual property rights are created, these shall be regulated for the applicable national legislation and international conventions on the subject.

ARTICLE VII. INFORMATION PROTECTION

The Parties shall protect the integrity of information exchanged under this Memorandum in accordance with the provisions of the respective national legislation.





The National Association of
Medical Spa and
Rehabilitation Centers

FINAL PROVISIONS

This Memorandum shall enter into force on the date of its signature and shall remain in force for a period of five (5) years, renewable for period of equal duration, previous evaluation of the Parties.

This Memorandum may be amended by mutual consent of the Parties.

The amendments shall be formalized in writing, in which the date of its entry into force shall be specified.

Signed in the citie of Chisinau, on of original copies in English language, all text being equally authentic.

NATIONAL INBOUND AND DOMESTIC
TOURISM ASSOCIATION FROM
MOLDOVA

Natalia TURCANU



NATIONAL ASSOCIATION OF MEDICAL
SPA AND REHABILITATION CENTERS

Lina NOSEVIC