UNITED NATIONS
10TH GLOBAL FORUM
ON GENDER STATISTICS

1-3 OCTOBER 2025
TBILISI, GEORGIA

Exploring the potential of business statistics for measuring gender equality in Moldova

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Outline:

- Business Demography Statistics from gender perspective
- Trade statistics and gender
- Expectations and main challenges of women’s entrepreneurship

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National context:

Women's entrepreneurships is one of the national priority for boosting economic growth:

State Programs for Supporting Women's Entrepreneurship for 2023-2025 (Gov. Decision 809/2023)

National Strategy for Development of National Statistical System in 2023-2030 (Gov. decision nr. 954/2022)

The annual statistical work programme for 2025, approved by Gov. decision nr. 897/2024, specifies the women's entrepreneurship statistics as "experimental statistics"

"Female entrepreneurship refers to the process of initiating, managing, and developing a business by women with the aim of generating profit and fostering economic growth" - (Gov Decision 809/2023)

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Key preconditions for exploring existing data sources relevant for measuring women's entrepreneurship:

Legal Aspects:

- ✓ Law on Official Statistics No. 93/2017:
  (i) Mandate for data collection from legal entities and individuals;
  (ii) Access to alternative data sources (administrative and private), including access to personal data.
- ✓ Law No. 142/2018 on Data Exchange and Interoperability between public institutions (MConnect).

Operational Aspects:

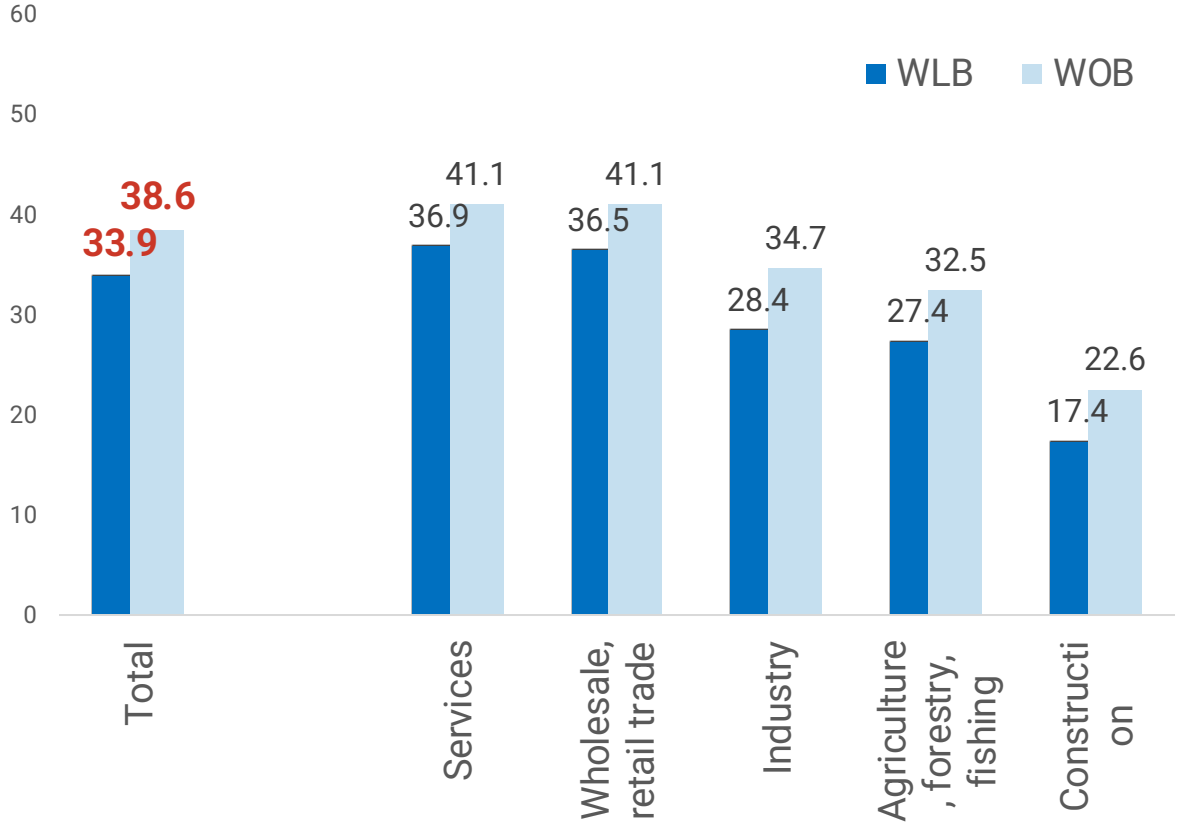
- ✓ Use of unique identification for legal entities (IDNO) and citizens (IDNP) in all state registers, statistical and administrative data sources.
- ✓ Mandatory use of statistical classifiers in state registers and administrative data sources.
- ✓ Familiarity with R and Python programs for linking databases.

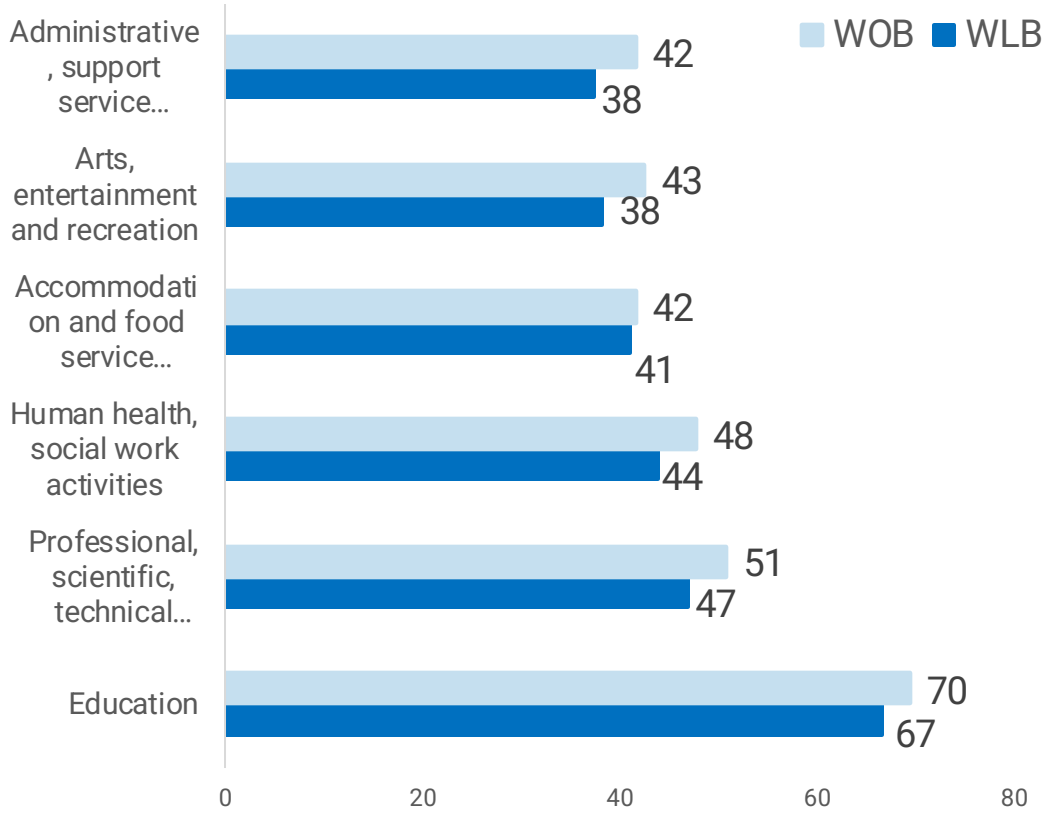
Methodological framework for measuring women's entrepreneurship

Data Source	Provider	Variables
Business register	NBS	ID (code, name, address, etc.)
		Statistical ID/code: NACE, type of ownership, legal type, administrative/territorial.
		Number of employees, turnover
Custom declaration	Custom Agency	Export values ID in line with Harmonized System (HS) and STIC
Register of legal units	Public Services Agency	Individual characteristics of manager and owner Share in statutory capital
Population register	Public Services Agency	Sex, age, marital status

The share of Women Led Businesses and Women Owned Businesses, 2024

(%) *1 in 3 businesses are led by women/4 out 10 businesses are owned by women*

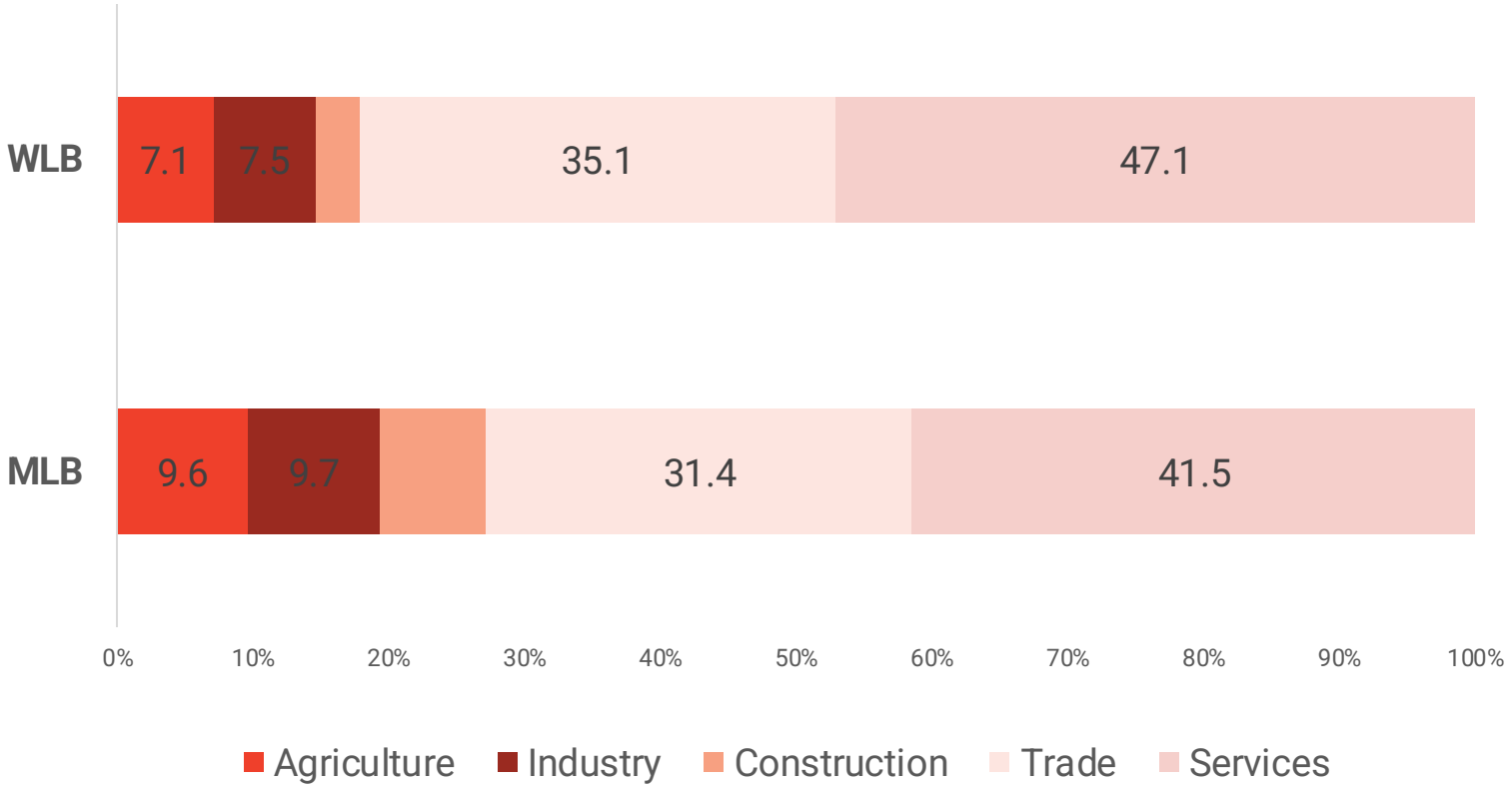




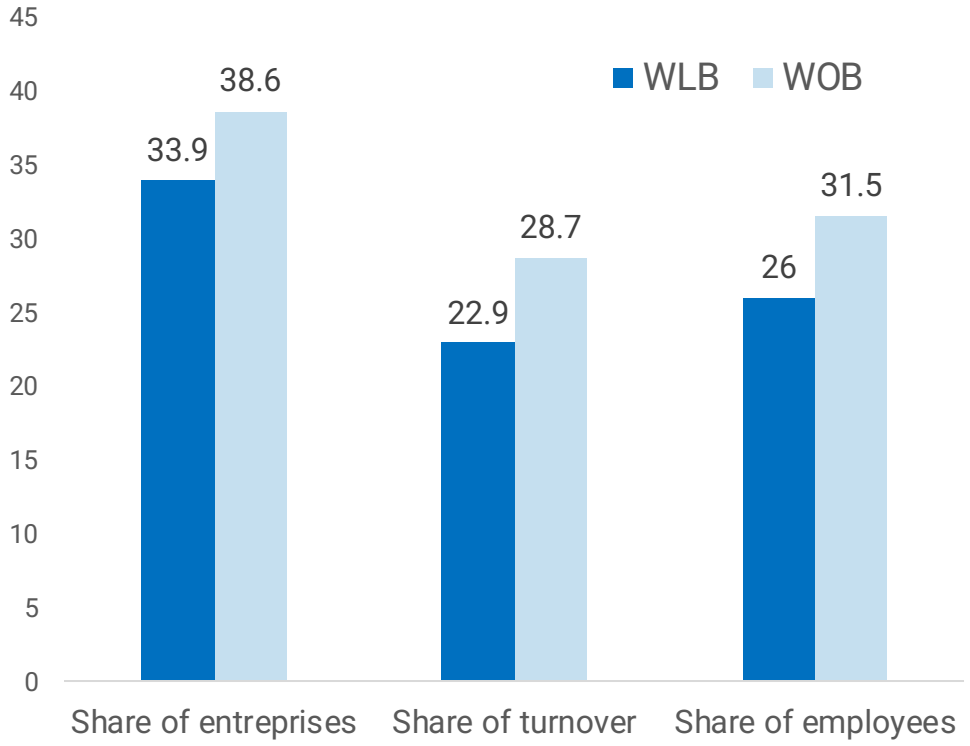
Note: total number of active enterprises – 66.5 thous.
Public institutions are excluded

The structure of enterprises by sectors, 2024 (%)

The service and trade sectors count for 82% of women lead businesses compared to 73% of men lead businesses

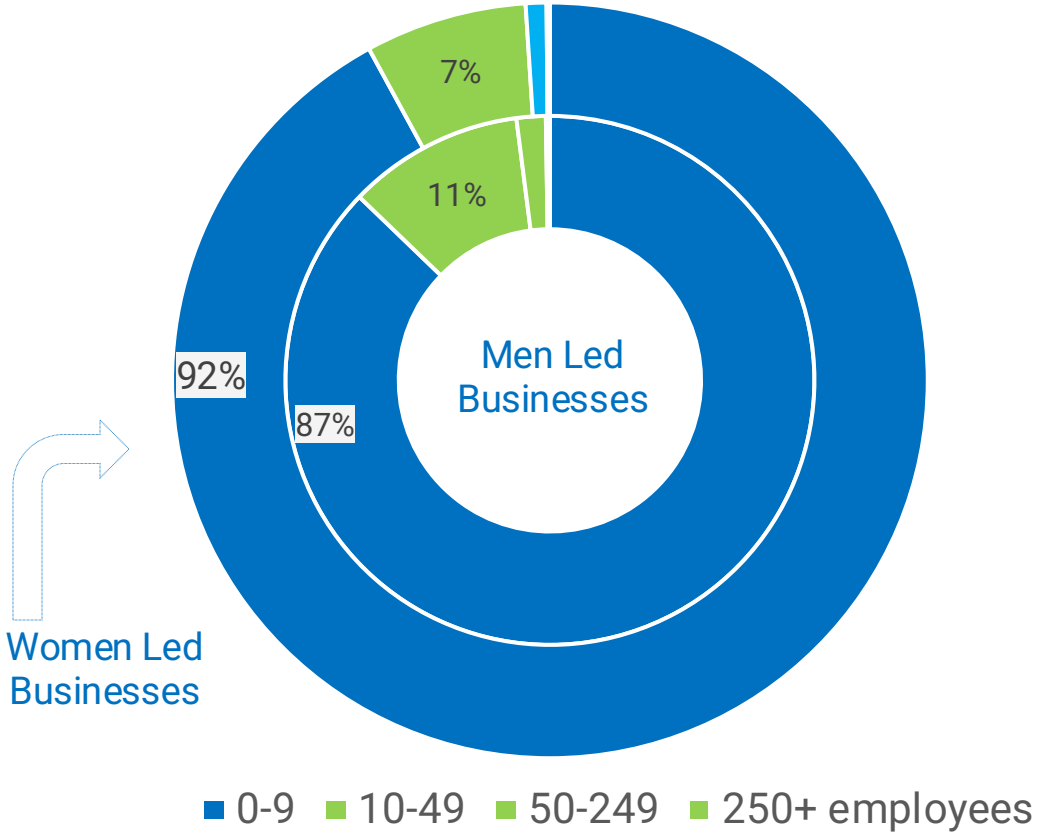


The key indicators of Women Led Businesses and Women Owned Businesses, 2024 (%)

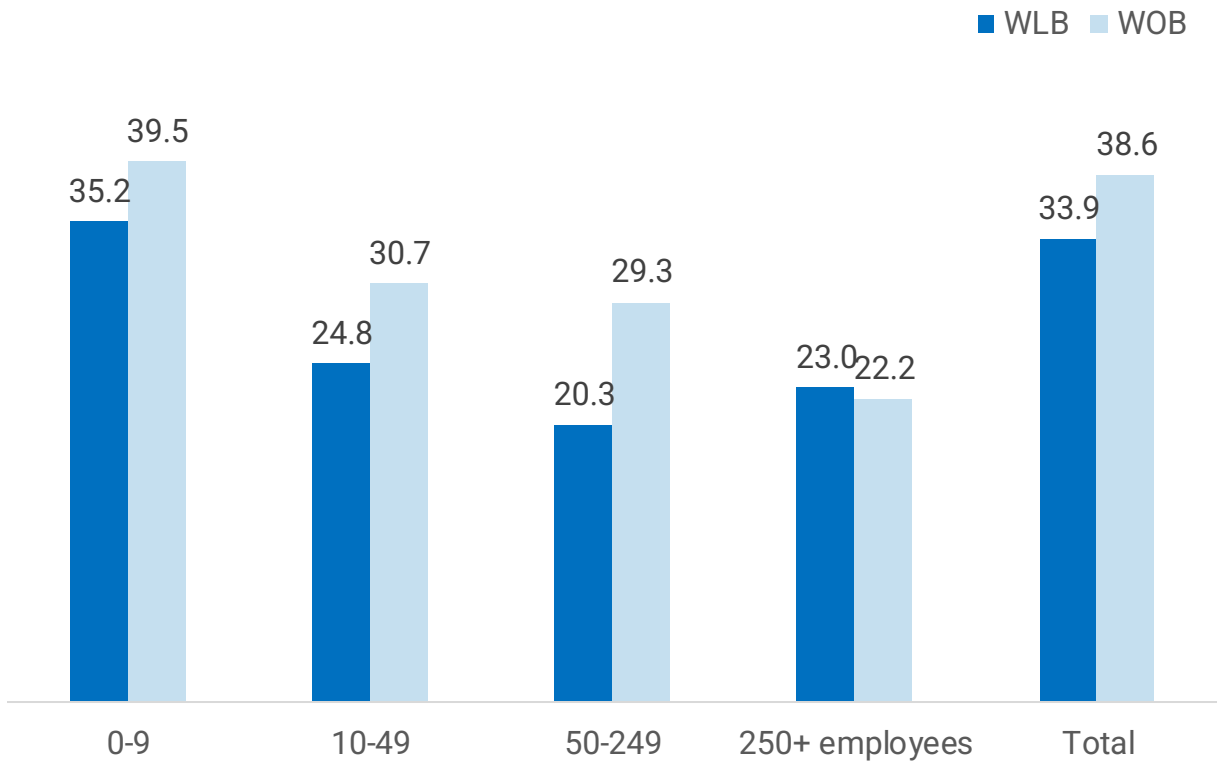


	Women Lead Businesses		Women Owned Businesses	
	Turnover	Nr. of employees	Turnover	Nr of employees
Agriculture	22.6	22.5	23.2	25.3
Industry	19.3	21.0	26.3	29.0
Construction	11.7	11.6	24.0	21.8
Trade	23.4	28.1	28.3	32.6
Services	27.6	31.4	34.4	35.3
Total	100.0	100.0	100.0	100.0

Structure of SME by number of employees, 2024



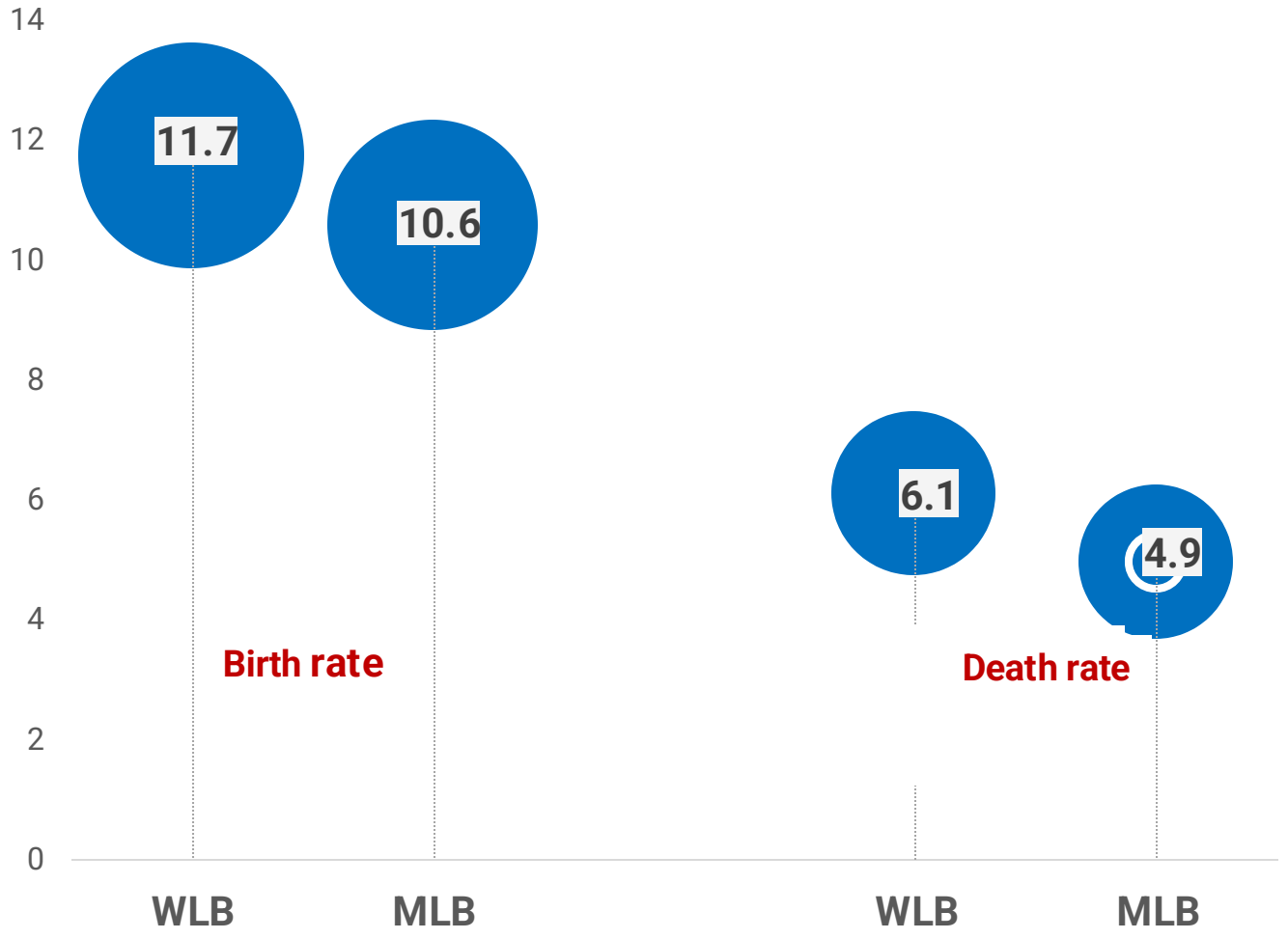
Share of WLB/WOB by SME class size, 2024 (%)



Women are mainly concentrated in micro and small enterprises

A closer look at the Business Demography Statistics (manager):

- ✓ Women participation is *higher among newly registered enterprises*.
- ✓ Women are more likely to initiate a business in education (+6.7 p.p.), professional and technical activities (+3.4 p.p.), manufacturing (+3.0 p.p.) and accommodation and food sector (+2.0 p.p.).

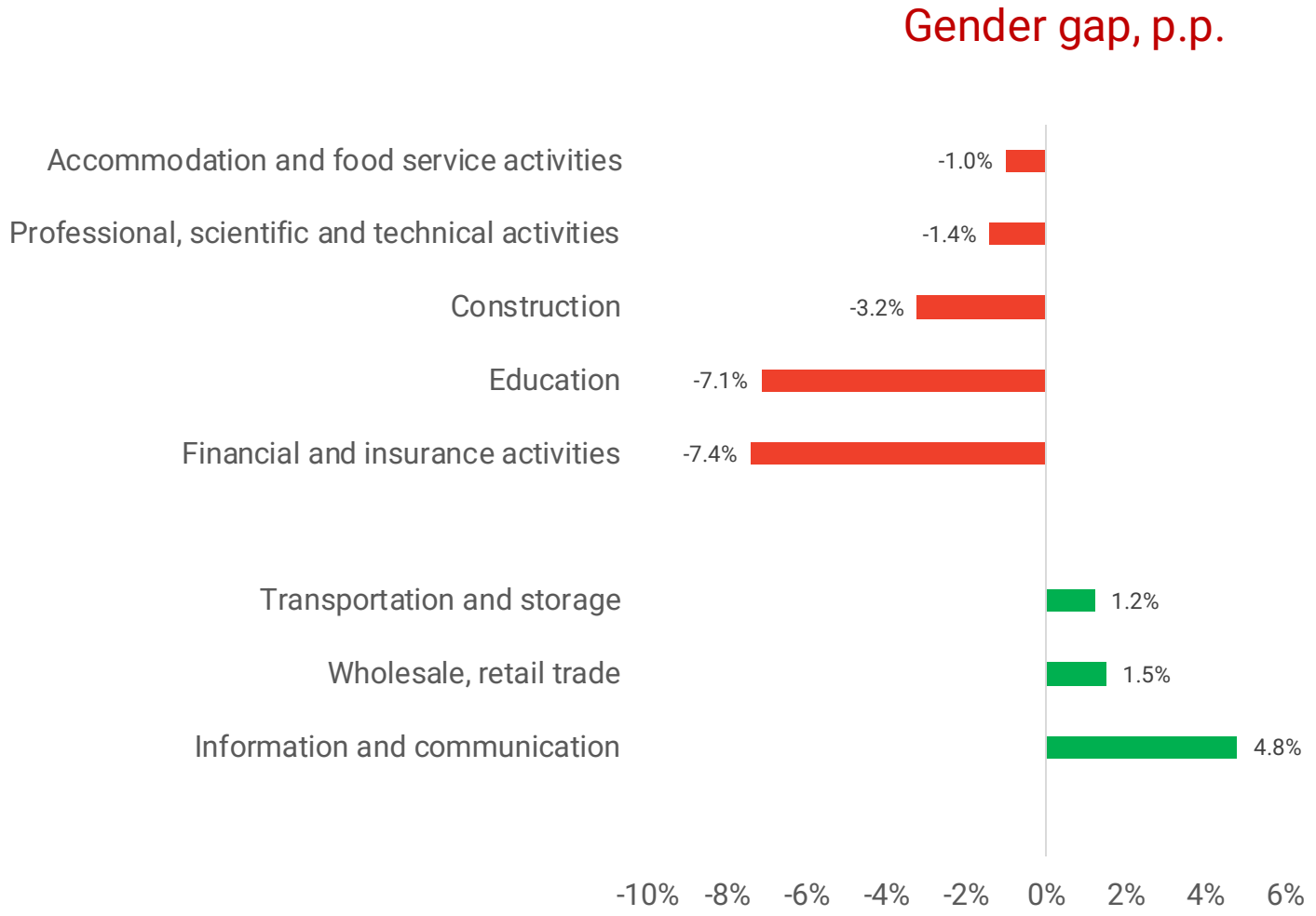


A closer look at the Business Demography Statistics: Survival Rate (one year)

88% of new enterprises WLB are still in operation in 2024 (one year after their birth - 2023), compared to 81% of those MLB

WLB survival rate is higher for a few sectors, in special *for ICT*.

MLB survival rate is higher in sectors such as education, finance and electricity and gas.



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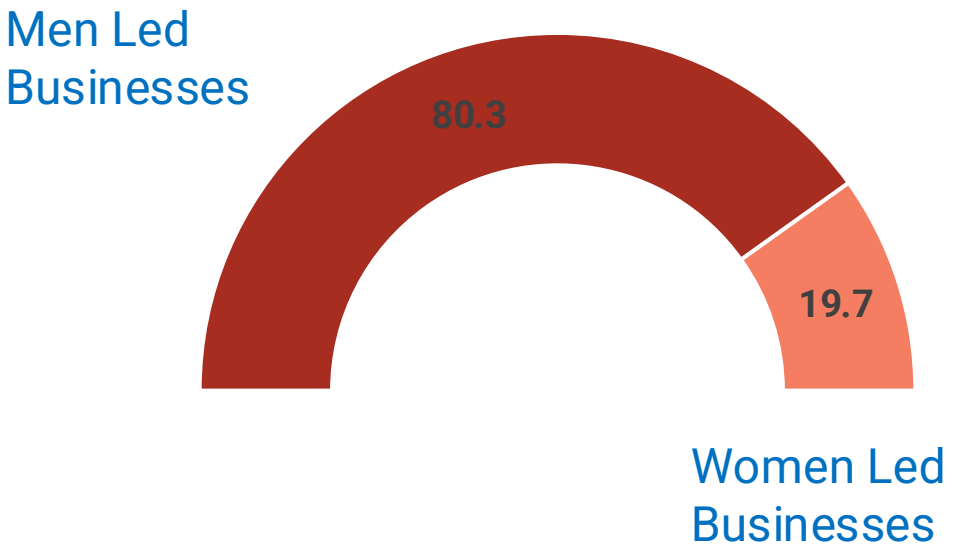
Gender and Trade:

The structure of enterprises with export by sex of manager, %



The share of Women Led Business by exporting sector by SITC, %

Mineral fuels, lubricants and related materials	6.9
Commodities and transactions	8.2
Manufactured goods classified chiefly by material	9.7
Crude materials, inedible, except fuels	10.9
Chemicals and related products	14.9
Beverages and tobacco	15.3
Food and live animals	22.2
Machinery and transport equipment	23.4
Miscellaneous manufactured articles	23.4
Animal and vegetable oils, fats and waxes	54.2

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Business and Consumer Survey: qualitative data

Does your enterprise plan to make investments in the next quarter?

NO – 55%

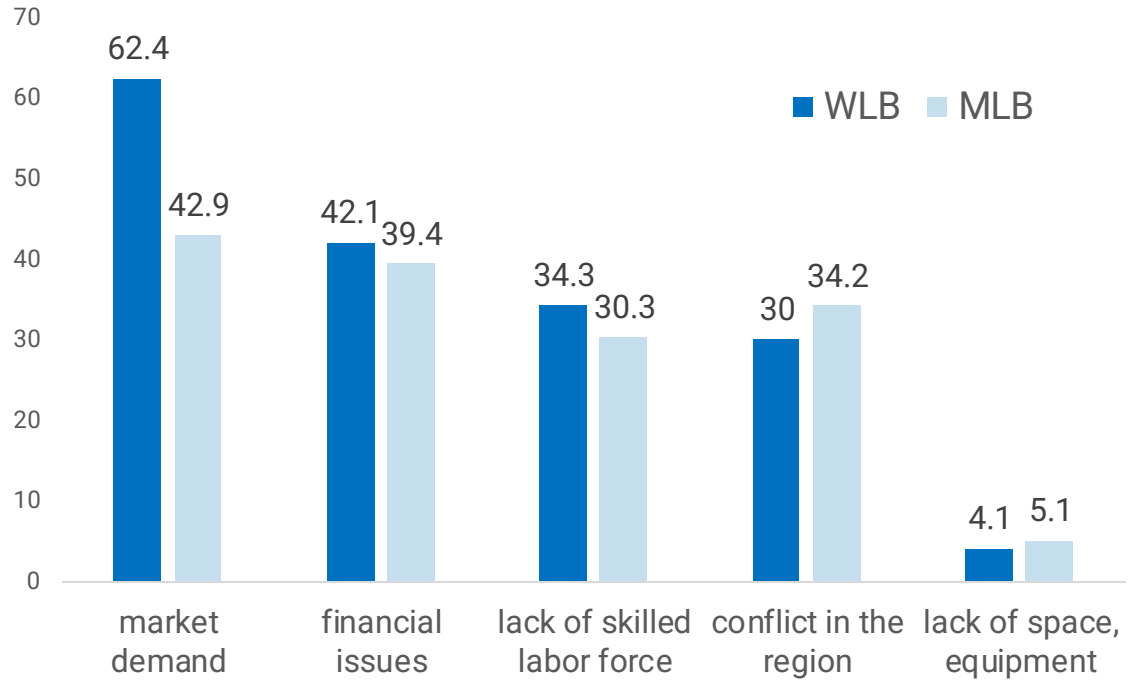
YES - 45%: (Women -28%/Men -72%)

Main Areas of Investments:

Women: Buildings, constructions, infrastructure, and land

Men: Research/Development, IT programs, machines and equipment, vehicles

Main factors that limit the activities of enterprise, %



Note: 63% of the respondents declared some challenges, out of which 30% are WLB and 70% are MLB.

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Next steps:

Data linkage and reprocessing:

- ✓ Expanding the use of data sources: statistical survey (innovation activity; investment activity; etc.) and administrative sources (tax authority data, earning, etc.);
- ✓ Data analysis and dissemination of experimental data (PC-Axis, statistical publications, analytical notes);
- ✓ Women's entrepreneurship statistics into regular data production of business statistics;

Refinement of qualitative survey:

- ✓ Expanding of sample size;
- ✓ Including specific questions related to challenges faced by women entrepreneurs.

Thank you!

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