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US Ambassador to the Republic of Moldova, Kent D. Logsdon, the guest of the podcast "Give sense to money"

The tenth edition of the podcast " Give sense to money" comes with news about the support provided by the United States of America aimed at accelerating reforms, promoting innovations in the financial-banking sector and financial education in the Republic of Moldova.

The guest of this edition is the US Ambassador to the Republic of Moldova, Kent D. Logsdon.

The head of US diplomacy discussed with podcast host, journalist Liliana Barbarosie, the priorities of the Moldova Institutional and Structural Reforms Activity (MISRA) funded by the United States Agency for International Development (USAID), with the support of which the National Bank of Moldova (NBM) is preparing to launch an extensive financial education campaign in the Republic of Moldova. The US Ambassador also referred to the achievements of the USAID Financial Sector Transparency Activity (FSTA) project, thanks to which the NBM will be the first in the region to have an innovative surveillance tool to monitor transactions, in order to detect possible money laundering attempts.

The guest of the podcast also mentioned the advantages of the eKYC solution "Electronic Know Your Customer", another project implemented by the NBM with the support of USAID, through which the banking system in the Republic of Moldova is advancing towards the implementation of the remote customer identification process of financial institutions.

In addition, the podcast includes a series of brief questions, such as: What does the US Ambassador to the Republic of Moldova do? What should the Republic of Moldova do to attract more investors? What tips would be useful for young people in the Republic of Moldova who want to start a business or make an

investment? etc.

The podcast can be watched on 19 October, from 9.00 am on the following platforms:

- on the National Bank of Moldova website [1]
- NBM page on Facebook [2]
- NBM profile on LinkedIn [3]
- NBM page on Youtube [4]
- Rlive.md [5]
- Privesc.eu [6]

And as audio version, on:

- Apple podcasts [7],
- Google podcasts [8]

and other podcast platforms.

The podcast “Give sense to money” aims to systematically explain economic subjects as the crises of recent years have repeatedly highlighted the need to strengthen the financial education of Moldovan citizens.

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