

# ROMANIA

DISCOVER NEW OPPORTUNITIES  
FOR YOUR BUSINESS



BRCC

British Romanian  
Chamber of Commerce



# THE BRCC BUSINESS CENTRE

## YOUR FIRST PORT OF CALL IN ROMANIA



RAYMOND A. BREDEN  
BRCC Executive Chairman

IF YOU'RE LOOKING TO EXPAND your UK business overseas, you will find both business potential and business support here in Romania. The country's potential lies in its lower costs, its need to develop and its size and resources. Compared to other emerging markets, Romania has the added advantages of being an EU member state and only three hours away from the UK.

When it comes to establishing a presence here, it's essential to find the right people, get the information you need and have a base from which you can operate. To help you with this, the BRCC is now taking on an important role on behalf of UK Trade and Investment (UKTI), the UK Government Department that helps businesses succeed in international markets. We recently set up the BRCC Business Centre, which is now being developed to provide a full range of services.

The thinking behind our agreement with UKTI is that business is best placed to advise business. Indeed, we have always believed this to be true at the BRCC, and we take great satisfaction in seeing businesses that we have helped pass their knowledge on to others.

**When thinking about a new market, information and research are essential, so we hope you find the following pages informative and helpful.**

1-5 Strada Gen David Praporgescu  
2nd floor, sector 2 Bucharest  
Email: [info@brcconline.eu](mailto:info@brcconline.eu)  
Tel: +40 372 032 515

If you do decide to come to Romania, please make sure you talk to us at the BRCC, first. You can contact our team in Bucharest using the details below.

A handwritten signature in black ink that reads "Raymond A Breden".

RAYMOND A. BREDEN  
BRCC Executive Chairman

# WHY ROMANIA ?

WITH ITS STRATEGIC LOCATION and Black Sea coast, Romania is considered by many to be the gateway to Eastern Europe and its 100 million inhabitants. Romania is the largest country in South-East Europe with a population of around 20 million.

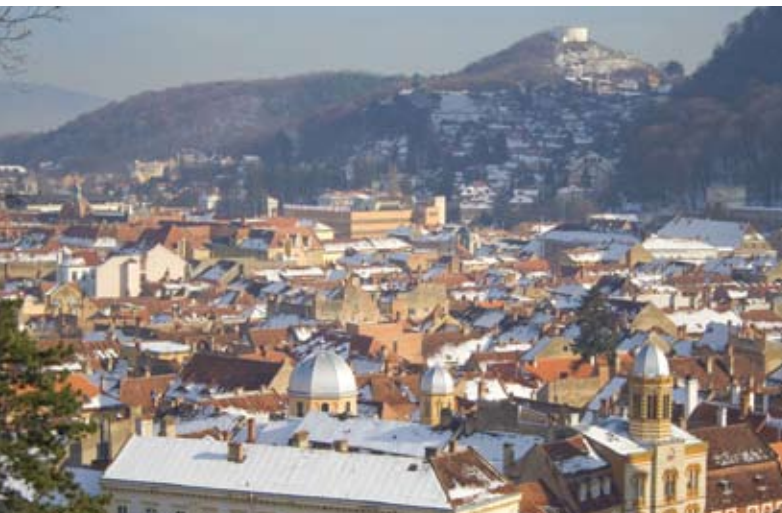
Culturally, Romania is closer to Western Europe than its neighbours. Romanian is a Latin-based language belonging to the same family as Spanish, French, Italian and Portuguese. English is widely spoken, as are all the other major European languages.

Romania may not be as well developed as some other Eastern European countries, and this is why it presents so many exciting opportunities. But whatever development needs there may be for roads, transport and infrastructure, Romania is way ahead on the 'information super highway' with one of the world's fastest internet speeds\*.

*\*Romania has the fastest internet speed in Europe and the third fastest in the world. Source: Bloomberg July 2013*

## KEY ADVANTAGES

- Lower costs – wages are around a quarter of UK levels and property costs are generally below UK levels.
- Well-educated staff are easy to find – thanks to some excellent universities and a buoyant labour market.
- Large capital inflows – Romania will continue to receive EU development funds totaling €74 billion until 2020.
- Growth prospects – the economy is expected to expand by more than 2% in 2014 (IMF July 2013)
- World-class professional services – local and foreign lawyers, accountants and consultants.



Brasov, a mountain resort in Transylvania, not far from Bucharest



The new Basarab Bridge in Bucharest has reduced traffic congestion

# WHICH SECTORS?



ROMANIA'S DESIRE to 'catch up' with other European countries and the large capital inflows from EU development funds are fuelling business opportunities. The following sectors have been identified as having the greatest potential, although you may well find opportunities for your business in other areas:

- Agriculture, including machinery and equipment
- Manufacturing – high quality low cost production capacity for automotive sector, machinery, chain construction, etc.
- Energy – oil and gas
- Environmental technologies – water and wastewater, waste management
- Healthcare – pharmaceuticals, equipment
- Infrastructure – airport modernisation, public transport, road building and flood mitigation
- Information technology – for a wide variety of applications including border security and other government requirements
- Packaging equipment and waste recycling
- Services such as call centres, IT, medical, logistics management, R&D and more

For information on the latest tender launches, visit [www.ukti.gov.uk](http://www.ukti.gov.uk)

## WHAT TO EXPECT FROM ROMANIAN BUSINESS PEOPLE

- Hospitality and a friendly attitude
- Ability to speak at least one foreign language
- Reliable partners, eager to do business with foreign companies
- Knowledge of international business practices (many have MBAs or degrees from foreign universities)



# ROMANIA - KEY FACTS



## **CAPITAL CITY**

Bucharest

## **MAJOR CITIES**

Cluj-Napoca, Timisoara, Iasi, Constanta (Black Sea port),

## **CURRENCY**

Romanian Leu (RON)

## **FLYING TIME FROM HEATHROW**

3 hours 15 minutes

## **TIME ZONE**

2 hours ahead of UK  
(clocks go forward one hour  
March to October)

## **OFFICIAL LANGUAGE**

Romanian

## **AREA**

92,043 square miles (238,391  
square kilometres)

## **AREAS OF SPECIAL INTEREST**

### **The Carpathian Mountains**

Europe's oldest undisturbed  
forest and home to brown bears

### **The Danube Delta**

The second-largest river delta in  
Europe and a wildlife haven



Cluj-Napoca, the second largest city

Bran Castle, known as 'Dracula's Castle'

# BRCC BUSINESS CENTRE SERVICES



TOP: A meeting room for your use  
BOTTOM: Hot desks for your convenience

Some services are supplied free of charge, subject to capacity and availability.

THE AIM OF THE BRCC BUSINESS CENTRE is to make sure that as soon as you arrive, and every time you visit, you have the facilities to operate effectively. We can also help with contacts and market information.

- Hot desks
- WI-FI
- Meeting room
- Interpreter
- Access to BRCC Members' Directory
- Introductions to approved local professional services
- Access to local services at a discount
- Contact point for general enquiries
- Promotions in conjunction with UKTI
- Organisation of trade missions

From July 2014, the following services will also be available:

- Introductory support to identify suitable clients, suppliers, agents and distributors
- An online marketing and communications portal
- Access to informal mentoring
- Arranging visit programmes for businesses

Specialist services are outsourced:

- Translation – more than one page
- Support for setting up a representative office
- Access to sector experts
- Tailored advice on regulation, legislation, etc.
- Visa advice

# CASE STUDY

## TRANSYLVANIA FOOD COMPANY (TFC)

TFC USES LOCAL INGREDIENTS and traditional recipes to create high quality products, while also providing support for rural communities and their time-honoured, low-impact farming methods. The company is based in south-eastern Transylvania, a UNESCO World Heritage site with an unspoilt landscape and pristine wildflower grasslands.

Under the Pivnița Bunicii brand (which translates as Grandma's Pantry or Cellar) TFC sells jams, juices, sauces and honey in Romania and to high-end UK distributors, including Prince Charles's Highgrove label and Fortnum & Mason. It also supplies ingredients to UK food and drink manufacturers, such as Bottlegreen, for further processing.

TFC is the first operational company to be started by the Food Development Company, a UK-based social enterprise. It has invested in a new processing facility in Romania, which employs six full-time staff and in 2013 provided seasonal work for 1,300 of the poorest members of the community. TFC operates to exacting ethical, management and financial standards.

The Food Development Company was established in 2009 with Belmont Management Consultants (BMC) and Salama Ltd as lead investors, and brings together a group of 26 private investors, many of whom are international development specialists with worldwide experience. The aim is to deliver financial returns while also benefiting the community and environment through sustainable impact investment.

The journey to Romania began in 2000, when BMC provided expertise on a proposed soya bean processing plant, ship unloading and storage facility in the Black Sea port, Constanța.



TOP: Supporting ancient farming methods that create the unique landscape  
BOTTOM: Cordials made from locally sourced, natural ingredients

**Romania is a country of huge potential. From the outset, good relationships with all local stakeholders and authorities must be established. Strong local knowledge and staff you can trust are essential. On numerous occasions, BRCC membership has been a huge help.**

**Jim Turnbull, CEO, Director and Co-Founder, Food Development Company / Managing Director, Belmont Management Consultants**





# CASE STUDY

## DELAMODE - INTERNATIONAL LOGISTICS



A warehouse in Romania

During the 20 years that we have been in Romania, we have seen our operation grow significantly. It has become the largest contributor to our Group's turnover.

**Dave Gladen**  
**Delamode Group of Companies**  
**Group Marketing Manager**

WHEN DELAMODE OPENED ITS first office in Romania in 1994, it consisted of two people in a small rented flat in Bucharest. The company decided to establish a presence there because many of its fashion customers had relocated to Romania and other Eastern European countries. Romania became the stimulus for the group to set up a network of offices throughout the region, and this network is still growing.

Delamode's advice is to seek the relevant guidance before trading or investing in Romania and to do your homework. Does the Romanian market need your services or products? What is the competition? What are the opportunities to develop the business? Make sure you are fully conversant with Romanian laws and regulations. Delamode has found that any red tape is far outweighed by the business opportunities.

From its beginnings providing garment transport services, Delamode has grown into an international freight forwarding group with one of the leading domestic freight networks in Romania. It also has a financial services division providing cash-free fuel cards, roadside assistance, ferry bookings, leasing and insurance.

During its long association with the BRCC, Delamode has found the chamber to be approachable and supportive, providing excellent networking platforms and a key source of information and guidance on laws and policies.

**[www.delamode-group.com](http://www.delamode-group.com)**



# ABOUT THE BRCC



A BRCC gathering in London

## FIRST CALL

If you belong to a COBCOE chamber of commerce, you can receive one hour of free advice from a specialist BRCC member on specific issues affecting you.

[www.brcconline.eu](http://www.brcconline.eu)

### FOR MEMBERSHIP ENQUIRIES

email: [info@brcconline.eu](mailto:info@brcconline.eu)

Tel: + 40 372 032 515

THE BRCC WAS ESTABLISHED in 1998 to increase British-Romanian business and investments, and to foster a better understanding between the two nations. As an independent organisation owned by its membership, the BRCC is run by its members for their benefit.

A major new project began in 2013 when the BRCC entered into an agreement with UK Trade & Investment (UKTI), under which the BRCC is taking over UKTI's role in developing exports and investment into Romania from small-to-mid-sized British businesses.

## MEMBERSHIP HAS ITS BENEFITS

IF YOU DECIDE TO DO BUSINESS in Romania, you can enjoy many valuable benefits as a BRCC member.

**NETWORKING** – Meet potential clients and professionals in Romania, the UK, Europe and further afield

**EVENTS** – business, social and educational gatherings both in Romania and the UK, some with high profile speakers

**REPRESENTATION** – an effective voice for business communities and opportunities to meet visiting dignitaries and officials

**EXCLUSIVE DISCOUNTS** – access to BRCC services and members' services at a discount, plus key concessions on members' fees, fares and rates

**MARKETING OPPORTUNITIES** – BRCC publications and online presence, plus advertising, speaking and sponsorship

**BUILDING BETTER SOCIETIES** – Cooperating with governmental, social, cultural and charitable groups that contribute to the well-being of society

By joining the BRCC and taking part in our various programmes, you can reap the rewards for your business and help shape our future.



