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AN OUTLINE OF ROMANIA'S INVESTMENT MAP



INVEST  
*in*  
ROMANIA

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# ... Editorial ...



Investors in general, and foreign ones in particular, are one of the main drivers of any economy, regardless of its stage of development. But they need strong incentives to come onto the local market and put their money into a business that will bring them profits and wider recognition. Although Romania still has much to do in this regard, it has made significant steps in this direction.

“Romania’s ratings are supported by its healthier economic outlook, presently better fiscal position and more favorable governance indicators than ‘BBB’ range peers,” said Fitch.

As a Business Review contributor commented in an article last year, today there is a new generation of Romanians, brimming with confidence and pride, innovative, entrepreneurial, creative, hardworking and drivers of change. He pointed out that this comes despite years of economic turmoil, brain drain, and, more recently, bad press in Western Europe. And this can be seen in all the aspects that define today’s local economy.

*Action:  
Invest in Romania!*



• Anda Sebesi, Editor in Chief •

Business Review decided to publish this first edition of the Invest in Romania guide, in an attempt to support the community of both local and foreign investors by offering them the most relevant information about Romania as a destination for investments.

Romania’s economic growth slowed to 2.8 percent in 2014, but remained one of the sharpest in South-east Europe. The country also posted the highest economic growth in the EU in the third quarter of last year compared with the second one, according to a recent Eurostat report. With its high quarterly economic growth, Romania was ranked first in the EU, followed by Poland and Slovakia (both marking growth of 0.9 percent) and Spain with a 0.8 percent hike.

With close to EUR 3 billion in foreign direct investments (FDI) attracted in the first ten months of 2015, Romania surpassed the results of the previous three years. At present, the country is working on increasing its competitiveness in an attempt to join the Euro zone.

This guide features not only the evolution of the most important and attractive industries but also the opinion of specialists who outline the importance of investing in the local business environment. It also includes a comprehensive analysis of the eight regions of development in Romania, identifying their strengths and weaknesses through their main current and future macroeconomic indicators. In addition, the guide reveals international institutional investors’ views of their future strategies in Romania. Reading the opinions and analyses within the first edition of this guide, I am sure you will discover more reasons to Invest in Romania.

# ... Foreword ...



*Message on Romania's  
attractiveness for  
foreign investment  
by Mr. Dacian Cioloș,  
Prime Minister*

Romania is a well established business destination for global investors. Key players across geographies and sectors such as automotive, agriculture, energy, IT&C, R&D, furniture and commerce, to name but a few, have opened and grown businesses in Romania profitably. Furthermore, we are pleased to note the journey of FDI into higher value added areas of the economy.

Our government strongly supports foreign investment, not only due to its positive budgetary impact, but also because of the role it can play as a driver of knowledge sharing and creation, further integration of the local economy into global value chains, and the exchange of best practices between a diversified base of investors and their hosts.

As such, it is a priority for this government to promote the factors that make Romania stand out: a healthy, diversified economy growing by more than 4% (one of the highest growth rates in Europe), a skilled labor force at competitive prices, a business-friendly government, and one of the most investment-conducive climates in the region.

Our country boasts the extensively creative potential of a highly skilled workforce, at competitive prices, leading to lower cultural and language barriers. We offer one of the largest domestic markets in CEE, being strategically positioned at the crossroads of the traditional commercial and energy routes between the EU-28, Asia and the Balkans. Romania contains one third of the Danube river, as well as the biggest and deepest port at the Black Sea.

Furthermore, a new Fiscal Code brings a much-awaited fiscal relaxation, with VAT dropping to 20% in 2016 and 19% in 2017 – a new powerful tool in enhancing our competitive advantages.

Romania and the government I lead are fully committed to securing value-added investments that are technologically advanced and innovation intensive, with maximum economic impact. Therefore, I personally take this opportunity to invite foreign companies and international wealth creators to leverage Romania's competitive advantages and strongly consider our country when assessing opportunities for development and growth.