



MINISTRY OF ECONOMY,  
COMMERCE AND BUSINESS  
ENVIRONMENT

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EcoR Partener

ROMANIAN RESOURCE CENTER  
FOR PROMOTION AND MARKETING  
OF ORGANIC PRODUCTS

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ECONOMIC MISSION**  
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## ORGANIC AGRICULTURE IN ROMANIA

Organic agriculture, a term similar to 'biologic' is a sustainable management system of agriculture that ensures the health of soil, water, plants and animals with major contributions to the increase in biodiversity. Products from organic farming are high quality products obtained through environmentally friendly technologies which does not harm in any way humans, plants and animals health, getting these products by applying the strict rules and principles of EU and national legislation.

Since 2009, Romania – in it's capacity of full member of the European Union, applied full EU legislation in this area, namely Regulation (EC) no. 834/2007 of 28 June 2007 on organic production and labeling of organic products, and other community regulations and national legislation with the application of Regulation (EC) no. 834/2007.



In Romania, organic farming is a dynamic sector with a high average annual growth rate of 23%. In 2009, the total area cultivated by organic method was 240,000 ha, which represents an area of approximate 15 times higher

compared to year 2000, an increase of 60% over 2006. In 2010 the area with organic production was about 260,000 ha, about 1.86% of total agricultural area of Romania.

The analysis of the main crops for 2009 shows that cereals crops grow on approx. 18% of total organic crops area (80,000 ha), followed by oil plants and protein, approx. 14% of total organic crops area (32,000 ha). Harvesting of spontaneous plants took place on an area of about 80,000 ha.

In 2009, the livestock sector used for production of: 12,385 cattle, 65,551 sheep and goats, 9400 birds and 96,487 bee colonies and it was based on organic feeding. The number of livestock fed by organic is growing consistently. Number of registered organic farms in 2010 was 4322, out of which 4098 farmers, 70 processing companies, 295 retailers and importers and 59 mixed farms.

In respect of the processed products, 2009 registered a significant increase in the number of the processors (from 39 units in 2006 to 70 in 2009) and the assortment of organic products was much more diversified, including: processed milk products cow and sheep (cheese, cottage cheese, swaitzer, butter, cream, etc.) processed soy products (milk,

tofu, pate, fingers), sunflower oil, various types of bakery products (bread, pasta, cookies) processed rice products, corn flakes, herbal tea, berry juices, processed products from hemp seeds, bee products (wax, propolis, pollen) and wine obtained from certified organic grapes.

Out of the total number of processing units, 18 deals with fresh fruits and vegetables, 16 bakeries and pastry products, 17 bee producers and 10 for processing milk products, four of wine and oil, one meat processing unit.

Most organic products are exported to European Union market. In the year 2009, Romania exported around 136,600 tones of organic products, with a total value of EURO 103.1 millions. The main products exported were: cereals, oilseeds and protein, wild fruits, processed milk, honey and sunflower oil primarily for markets in Germany, Austria, Switzerland, Holland and Italy and France.

Inspection and certification of the Romanian organic products is performed by 17 private inspection bodies, approved by the Ministry of Agriculture and Rural Development, in accordance with EU and national legislation.



For making easy the identification of organic products on the market by the consumers and to ensure the labeled "organic" product is

obtained in accordance with the rules and principles of organic production, the Ministry of Agriculture and Rural Development has developed national logo "ae". This logo is owned by Ministry of Agriculture and Rural Development and can be used by the producers which are registered and certified in organic farming. Each producer will apply to MARD to obtain the allowance for "ae" logo usage and the unic identification code.



Since January 1st, 2009, the label which specifies the EU logo for organic products from organic farming system which identifies that the product was obtained in the EU in conformity with the rules of production set by European legislation became mandatory for farming operators.

Organic farming in Romania is a sector with great development opportunities, and is considered to be an essential tool on the way to improve the environment by conserving soil, improving water quality, and biodiversity and nature protection.

Romania has proper environment conditions for organic farming development and thus is offering sustainable business opportunities for the producers, processors and traders active in organic farming sector.





## ROMANIAN RESOURCE CENTER FOR PROMOTION AND MARKETING OF ORGANIC PRODUCTS

**EcoR Partener – Resource Center for the Promotion and Marketing of Organic Products (EcoR)** is a Romanian NGO that has been founded in 2010 with the main purpose of supporting Romanian stakeholders from the organic agriculture to achieve a higher level of marketing expertise and also to upgrade their over-all competitive level. Subsidiary, EcoR Partener is working to promote the social, economical and educative system based on the principles and values of organic agriculture in Romania.

The Association has been founded by key figures of the national organic scene and consists at the moment from different members ranging from individuals to organic farmers, processors and marketers of organic products. While continuing its accelerated growth, EcoR Partener plans to improve its efficiency by creating distinct membership features based on implication level, sub-sector and interests.

We are proud to be a full member of IFOAM - International Federation of Organic Agriculture Movements and IFOAM EU. Also starting 2010 we are members of Avalon Foundation Network and we have assumed the role of ORA-filial (Organic Retailers' Association) in Romania.

EcoR is also a partner of the The Ministry of Economy, Commerce and Business Environment of Romania and is currently organizing a series of economic missions for the organic sectors in third countries. EcoR Partener also

promotes national and trans-national cooperation projects and undergoes different actions in order to promote and advocate the interests of organic farming in Romania and also represent the interests of its members.

Being active in a very dynamic sector, EcoR is always interested to expand its area of involvement and build-up the international network it operates in. It also seeks to expand contacts related to innovation, transfer of know-how and education, educational capabilities and teaching resources. While attempting to encourage and harness the transfer of specific information and grant access to as many stakeholders from Romania to quality and reliable resources, EcoR is also trying to contribute with its own specifics to the development of the organic sector within the EU.

The main task of EcoR within the mobility project will be to acquire new and valuable partnerships that will allow it to continue its work and dissemination efforts within Romania and offer reliable resources to the organic stakeholders in Romania.

### **The main objectives of the Association are to:**

a) Ensure relationships with all stakeholders (public and/or private) involved in policy development regarding commercial sector of organic certified products;

b) support trading sector for high quality certified organic products through training related activities for retailers of such products;

c) Ensure close links with international markets for the Romanian organic products and to be active in knowledge and information exchange in order to develop organic production sector;

d) Build up national and international networks for organic farming with emphasis on the marketing of organic products;

e) Support the development of an innovative entrepreneurship stream among retailers, for creation of professional marketing channels in order to promote the trading of organic regional and national origin products certified;

f) Encourage and develop professionalism among retailers by creation, dissemination of training activities dedicated to this sector

g) Support the organic products market by developing trained and certified retailer structure;

h) Aggregate and support members' interests in relations with similar and/or complementary organizations active at national and international level;

i) Support the emerging organic products certified market in Romania, by developing specialized structures for retail and harmonizing the interests of the domestic market to other markets;

j) Express the common interests of association members who operate in production, processing and sale of certified organic agricultural products;

k) Promote agricultural and food production techniques meant to protect the environment, in particular organic farming and its principles;

l) Promote marketing of Romanian ecological products through specific actions;

m) inform and educate the Romanian consumer regarding consumption of organic products and in particular regional and national organic products;

n) Provide support to Association members for developing projects in organic farming (production, processing and marketing) and to support them for participation in specialized events, at domestic and international level.

o) to be active involve in research and extension project in organic agriculture;

### Activities leading to achievement of goals and objectives:

a) proposing measures and policies to public administration authorities, local and central, to improve economic efficiency in the production of certified organic agricultural products, based on the real issues that members of our association are finding in their current activity

b) participating in developing a "National Plan for Development of Organic Agriculture" and the implementation of the "National Strategy of Export Development" and the presentation of views on proposed legislation on agriculture and food, promoted by Public authorities

c) designing, development and implementation of market studies and surveys on certified organic products and identifying market demands and consumer buying behavior;

d) developing and implementing of information and providing vocational training programs to persons active in organic farming system, with priority for the trade sector;

e) developing, implement and promote a standardized framework for certification (private standard)

# APICOLA



- Founded in 1998 by the Association of Bees Breeders in Romania, is a private enterprise.

- Main field of activity is represented by collecting, processing and selling apiary product.



- In 2004 we starting our own program for organic beehive products.

- In 2005, with German certification body Ecocert S.A, we succeed in having 50 beekeepers certified for organic honey production.

- In 2006 the number of beekeepers increases to 100 and at this time, we have more then 150 organic honey producers.

- In 2006 we have participated at BioFach and we have signed our first contract to deliver organic honey in the EU.

- In 2007 we have participated again at BioFach Nuremberg - Germany, in the Romanian national booth.



- Since 2005 we started modernization on our bottling facility, having now all EU export conformity certification.

- This activity will be continued, and taken to a higher level because we have the possibility to diversify our products. (For example we can bottle honey in different recipients ranging from 20g to 300kg - glass, PET or barrel).

- In the same time "organic products program" will be continued, many more beekeepers signing every year.

The market for organic bee products is growing every year and the quality of our product and increasing number of demands is our assurance to run a way.

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# APIDAVA



Apidava was founded in 1992 having as a very well-defined activity object: the acquisition, the bottling and the commercializing of natural honey within our country, but not only.

Starting with January 2005 the company turned into a joint Romanian- Dutch company, with the participation of Honey International B.V. –Holland, with a view to increasing the company's potential on the internal and European market and also for developing a program concerning the production

and exportation of BIO honey in the UE countries, but not only.

The company's turnover for 2009 registered the amount of 4.590.000 EUR, the turnover of 2010 was 4.051.000 Eur and one of the main objective is to increase it continuously in the next years.

The firm's goal is to promote exclusively natural goods, especially honey in order to become a well-known name in Romania and all over the world. We are decided to promote only the goods that are coming from beekeepers who raise the bees' families in perfect hygienic conditions and have a kind of tradition in doing it.

Our goods are commercialized under following trade marks:

- “Flower's Dew” trade mark; natural good guaranteed 100% ,within 3 ranges/ 7 types of packages  
3 specialties collection - raspberry honey, thyme honey and forest honey, eloquent entitled « Flower's Dew ».
- “ Nectarul florilor” trade mark; within 3 ranges/ 4 types of packages
- “Di Melio” –organic honey – 2 ranges (multi flower/ acacia honey) / 2 types of packages: 250gr and 500gr

Packages:

- Honey for export – mostly delivered in metallic drums

300kg net weight or plastic pails 2 kg, 5 kg, 25 kg for pastry, confectionary and sweets industry.

- Honey for retail: in hermetically closed glass jars different sizes - 250g, 275g, 500g, 950g, plastic pet 250 gr and 500 gr with special drip drop silicone valve caps, the little bear for children, handy painted, made by plastic of 250 g
- Honey for HoReCa chains - in plastic casserole of 20 g x 60 pieces and sticks of 15 g x 50 pieces, but also small glass jars 30g x 20 pieces, used for breakfast or tea/ coffee within the 4 - 5 \*\*\*\*\* hotels or restaurants.

Quality:

- Company has SRAC certification of quality management system ISO 9001:2008 and ISO 22.000:2005, in accordance with ISO and HACCP standards.
- Company is sanitary veterinary authorized for intra community trade – authorization code H2



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# APIPRODEX



The company APIPRODEX Romania, is situated in Targu-Mures, town also called "the town of roses". The company was founded, for activities like production, processing and export of high quality apiary products with controlled origin from Romania.



APIPRODEX is offering today the following categories of products: organic and conventional honey, such as acacia honey, linden honey, sunflower honey, poliflora honey and forest honey. APIPRODEX is organic certified by CSI GmbH and ISO 22000/2005 by URS.



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# BIODAM



Biodam is established in 2006 as an organization need of organic production, processing and trade of products of the organic nature. Following the rigorous standards of quality, our company can provide the maximum safety conditions for: organic production, processing and trade

of organic products. Our company has implemented the GMP, HACCP system.

SC Biodam SRL is a Romanian company with private capital, active in the production, processing and trade of ecological

grain, oils and srot/cakes/expellers. SC Biodam SRL is located in the village Baia, Tulcea district, Republic Street, number 3bis, phone / fax: (0040) 240 564 255.

Our products are delivered in big bags (1 ton) or in bulk, in truck / tanker or vessel in the port of Constanta-Agigea. The company focuses mainly on trade in raw materials and derivatives of them, which belong entirely to the organic farming. Since 2006, SC Biodam SRL has placed on the domestic and export market high quality Romanian organic products.

SC Biodam SRL produces, processes and markets a wide range of the raw and semi-processed materials certified organic as the following:  
Grain (wheat, barley, corn, soybeans);  
Forage plants (pea, feed wheat);  
Oilseeds (sunflower, canola, flax);  
Rapeseed and sunflower oils;  
Rape and sunflower meal feed.

Organic Production: Our company is in close collaboration with a number of local certified organic farmers. Productions are among the most diverse from sunflowers, canola, wheat, corn, barley, peas, soybeans to flax.

Team Reliability, soil quality and storage capacity in their own warehouses, are among the strengths of the company.

Oil Seed Processing: Our company has a factory with a capacity of 32 tons of the sunflower seeds /24h, 33 tons rapeseed/24h, thus obtaining quality oils.

Ecological Grain Trade: Given the tradition in the sale of ecological grain we are able to ensure the organization of organic production, as well as the transportation and logistics required.



**SC BIODAM S.R.L.**  
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Liuta Adam, General Manager,  
[www.biodam.ro](http://www.biodam.ro)

# BIO-TERRA



S.C.BIO-TERRA S.R.L was founded in 2008 and sells cereals, oilseeds and legumes.

Cereals: wheat, corn, barley, spelt, oat.

Legumes: pea

Oilseeds: soya beans, sunflower seeds, rape seeds.

The products in organic farming are certified by control body SUOLO E SALUTE.

All the products are organics.  
Exports with trucks, barges, ships.  
We have an area of 1,200 ha and 6,000 ha in their association.



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# ECOFRUCT



ECOFRUCT is the first organic company in Romania.

The company headquarters are located in Targu-Mures, in the Transilvania Plateau, in the center of Romania.

Ecofruct provides the following categories of organic products: wild fruits, organic forest mushrooms and spontaneous flora medicinal plants, fruits, vegetables, cereals from organic crops.

Ecofruct is organic certified by CERES GmbH and ISO 9001/2008 by URS.



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# HOFIGAL



“Hofigal” is one of the famous brand names when it comes to homeopathic, gemoderivative, and phytotherapeutic galenical products in Romania, manufactured in the pharmaceutical products, dietary supplements, cosmetics and teas form.

The Active Ingredients that are used are obtained in controlled conditions, by way of a strictly organic agriculture.

From the raw materials thus obtained, applying the most advanced technologies in accordance with the international

rules for current Good Manufacturing Practice (cGMP), the Hofigal portfolio has been developed, making up 450 products. The quality of Hofigal's products is compliance with current international requirements.

The products in Hofigal's portfolio represent world-firsts: the highest concentration of  $\beta$ -carotene in sea buckthorn oil, of protein in Spirulina, Coenzyme Q10 in sea buckthorn oil, technology for obtaining the product “MagANGHINAR” with concentrations of over 4.5% in cynarin, versus 1.25% obtained worldwide, a concentration of over 1.8% anthocyanins in blueberry extract, etc.

Being constantly engaged in the study and introduction of New Therapies, we have added an innovative element to the Hofigal portfolio: the Gemoderivats range, in the form of hydro-glycerol-alcoholic extracts in dilutions of 1:10 (1 DH), obtained from fresh plant tissues in their growth stages (buds, flower buds, inflorescences, shoots, young branch bark, internal root-bark tissue, sap, seeds). These are made up of embryonic tissues that have concentrated within them unique chemical compounds and the plant's growth-and-development gene activated cells. These tissues are richer in vitamins, oligo-elements, minerals, nucleic acids and growth factors than the plant has in general.

One of Hofigal's initiatives was the founding of the “Alexandra” Natural Therapy Centre, out of a desire to have a Centre in which the health products created by the company would be promoted and used, where medical experience could be put to use, in addition to certain forms of traditional Romanian treatments. your disposal.



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**INTEGRO MANAGEMENT CONSULT SRL** is a small but powerful consultancy specialised on organic agriculture (organic farming), organic farms management and European Funds accession by advisory services.

We provide organic agriculture advice, training, technical assistance, expertise and research services for

- The private farming sector (farmers, investors, land owners, agriculture and food businesses),
- International consultancies, consortia and NGOs, e.g. organic farming projects as ST/MT/LT Key-Expert, Team Leader, Trainer, Freelance Consultant,
- Local, national and international governments, authorities and public bodies.

We are cross-linked to many other qualified consultant and consultancies advisory services specialised on organic farming from Germany and Austria as well as other EU and non-EU countries.

Thus we are able to cover the total organic agriculture food chain from fields to table or stable to table. The consultancy was founded by Eng. Dragomir Damian, an expert specialised on organic farming advice, training,

and research. The consultancy is based near the city of Bucharest in city Voluntari and can be provided at national and international level.

INTEGRO MANAGEMENT CONSULT SRL is specialised on organic farming - organic agriculture and environmental issues of farming. Areas of particular expertise are

### 1. Conversion and Performance management of Organic Farming - Agriculture and Organic Farms

- Converting professional big scale farms and cooperations of medium and small scale farms to organic farming - organic agriculture (analyzing, planning, doing).
- Counseling for certification: recording the farm, the certification election, management acts
- Total farm analyses: management - productivity - organization - personal - machinery - economics.
- Conceptional work - strategic planning - operational strategies - investment and business plans.
- Services for accessing funds to buy equipment and identifying suppliers



### 2. Framework analysis and Establishment of Organic Agriculture - Organic Farming

- Surveys, reviews, evaluations and fact finding missions of production, processing, resources, infrastructure and market.
- Feasibility studies and recommendations for decision makers.
- Policy and administration support - capacity building - extension agencies.

### 3. Other services

- Training - Vocational Training - Train the trainer - Workshops
- Optimizing investment programs, access to and use of state subsidies
- Support for marketing, especially for export directly choosing and contacting importers
- Writing and editing advisory leaflets, factsheets, technical manuals and scientific reports.
- Evaluating of curricula, donor application, publications for international journals and conferences.
- Designing and implementing research: On-farm, pilot farm network, universities, research centres.
- Analyzing the regional distribution of farms, farm types according site conditions, farming background/framework, farmers knowledge and management skills and market (Geo-marketing).

- Visits to organic farms organized professional, research stations in Austria and Germany and other EU countries
  - Information and support for participation in exhibitions of national and international agricultural and environmental
  - Access to European funds and identifying specific opportunities for business development
- We can be your strategic partner in soundable and profitable organic business development.  
We want to be your partner and your support in developing a successful organic business.

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# MULTIAGRA



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# ECOMARKET



Eco Market Trading Ltd. – Retail distribution of organic food products

Eco Market Transilvania Ltd. offers several possibilities of business cooperation:

1. Trading contracts: we can offer you a broad range of organic raw and semi-processed materials depending on the quality specifications requested and the needed quantities. Through our partnerships we can offer you a high degree of security, traceability and also procure almost any type of product you might need. Contact us for the General Business Conditions regarding orders, availability of goods and payment conditions.

2. Forward contracting: at times certain products in certain quantities cannot be procured without a forward contract. For such cases, Eco Market Transilvania Ltd. offers you the possibility to close production contracts with our farming partners and secure your middle-term needs. Contact us for the General Business Conditions



regarding orders, availability of goods and payment conditions.

3. Intermediary services: if you need support on the European Mainland either in trading circumstances or in areas regarding quality assurance, auditing of traceability or logistics – you can always contact us and we will offer you professional support and look after your best interests. The services are tailor-cut for your needs and involve the support of our partners with whom we are ready to have a team of experts at your disposal.



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# LOGISTICS OLIMPIC INTERNATIONAL TURISM

Olimpic International Tourism is far one of the most reliable and innovative Tour Operator and Destination Management Company in Romania with customized services for special requirements providing a total portofolio of services for its guests convenience and comfort.

For the last four consecutive years (2002 - 2006) the Romanian Chamber of Commerce and Industry ranked Olimpic International Tourism as the second and first among travel companies operating in Romania, in 1999 it got the 24th International Award for Tourism in Madrid and in 2000 in Paris the Arch of Europe for Quality and Image. The company has implemented the quality management system ISO 9001:2000 SRAC and IQNET.

Each incentive program we put together is unique. Depending on the participants of your group and objectives of this particular trip, we put together creative packages that will perfectly meet your needs. We know how to pack a whole lot into a little bit of time.

Specially planned events range from the simply marvelous to the truly ludicrous. Send your clients to have a sightseeing tour of Bucharest a welcoming, hospitable city with a great choice of leisure and cultural attractions, reword your staff with a tour to the unique painted monasteries of Bucovina or following the traces of Dracula, imagine a genuine Romanian Christmas or Easter time or a relaxing break to the Carpathians Mountains or to visit European Cultural Capital 2007 Sibiu.

You can extend your incentive with training, product promotion campaign or other activities with tours for 3 - 8 days all over Romania. For tours and leisure programs, please visit our web site, [www.olimpic.ro](http://www.olimpic.ro)

The possibilities are endless, just leave the details to us: Complete packages for incentive and leisure hotels bookings in Romania logistics to organize conventions in any requested location round trips all over Romania quick trips and sightseeings customized services for special requirements VIP services. Access to VIP airport lounges, special security measures, unlimited flexibility in accommodation, special limousine services, arranging special dinners and banquets special sport provider: fitness facilities; golf for week-ends; tennis courts (courses at request); shooting parties; hunting and marina activities

All services are for individuals and groups.

Combining any event with culture and history, Romania - member of EU - has all the ingredients to ensure that your convention is a success. Change destination and come to Romania to put our efficiency to the test!



## MINISTRY OF ECONOMY, COMMERCE AND BUSINESS ENVIRONMENT

The elaboration and implementing of the Ministry of Economy, Commerce and Business Environment policy in the field of foreign trade and international economic cooperation are achieved by the General Directorate for Commerce and International Relations, activity coordinated by the minister in charge for commerce.

The main tasks of the General Directorate for Commerce and International Relations are the following:

- elaboration and implementing of the commercial policy of Romania in collaboration with other specialized institutions and in compliance with the Government Programme, observing as well the international agreements concluded at international and European level;
- drawing up of strategies, programs and policies regarding the commercial policy, studying the trends in the foreign markets from the point of view of commercial competitiveness and opportunities;
- supporting the promotion of Romanian companies on international markets;

- cooperation with Chambers of Commerce and Industry and Professional Associations in the field of foreign trade promotion;
- implementation of the Programme for Promotion and Support of Exports and the National Strategy for Export, in public-private partnership, in compliance with the World Trade Organization Agreements;
- coordinating the promotion activities abroad on the target markets;
- assure the harmonization of the regulations in the commercial field observing the regulations issued by the World Trade Organization, of the European Union and of other international organization to which Romania is part of;
- issue, negotiate, conclude and apply the agreements in the field of international commerce;
- assure the promotion of Romanian economic and trade interests in relation with other countries and economic regional organizations and organize the Joint Committees;
- takes part in the elaboration and implementing of the customs policy of Romania.



## ROMANIAN CENTER FOR TRADE AND INVESTMENT

### **Romanian Center for Trade and Investment objectives**

- The promotion of the Romanian trade and foreign investments in Romania.
- The presentation of the investment climate and the local economic potential in the international business environments
- Assistance for the execution of the investment projects and promotion of the business partnerships with foreign participation.
- Commercial information and documentation regarding foreign markets, Romanian foreign trade and foreign investments in the national economy.
- Development of the relationship cooperation with national, regional and international organizations for the promotion of trade and investments, as well as with local public institutions from countries with investment potential.

### **Our activities and services :**

- Promotion of trade and investments
- Exhibitions and economic missions contained in the national export promotion programme.
  - Economic events and informative stands regarding trade and foreign investments.

### **Assistance and consultancy for:**

- Greenfield investment projects in Romania

- Identifying locations and partners for foreign investors.
- Visits at industrial sites – possible locations in accordance with the requests of the proposed foreign investments.
- Meetings with local authorities and potential partners for supporting investment projects.
- Ongoing and post-implementation of the investment projects.

### **Romanian Center for Trade and Investment notice:**

Romanian Center for Trade and Investment gives specialized technical advice for foreign citizens who apply for a long-stay visa for the ongoing of the commercial activities in Romania.

### **Commercial information-documentation:**

- Business opportunities- offer requests, international auctions and business partnership proposals with foreign participations.
- National regulations regarding investments.
- Ethnical data about industrial locations and parks as future sites for foreign investments.
- Romanian companies with potential for exporting products and services.

The main exporters at national level and at territorial level.  
Statistic data regarding Romanian International trade and foreign investments in Romania.