

TRIANGLE OF STRATEGIC INVESTMENTS IN ROMANIA

AUSTRIA – GERMANY – SWITZERLAND

A DeBizz and România Durabilă event

23rd June 2016

Hotel Intercontinental, Ronda Hall



BACKGROUND: Romania – strategic destination for investments

In the last 25 years, foreign investments in Romania have recorded a positive trend, encouraged by Romania's accession to the Euro-Atlantic structures and by its economic and social environment.

Investors from the German –speaking countries (Austria, Germany and Switzerland) understood the potential of the Romanian market, developing strong businesses in different fields of activity, from commerce, industry, agriculture, real estate – constructions to the energy and financial-banking sector.

After the dramatic fall caused by the economic crisis, foreign investments have been relaunched in the last two years, but still far away from the figures of the economic boom period. Factors to develop the investment environment in the future: better infrastructure, modern education system, political stability.



AUSTRIA



The main investor in Romania – approx. 7,075 companies with Austrian capital, active in almost all fields of activity.

In Romania, Austrian companies' investments represent an amount of more than 10 bill. Euros, meaning about 17% of the direct foreign investment total in Romania.

Austrian companies employ more than 100,000 employees in Romania.

Romania is attractive to Austrian investors because of its market size - the biggest in the region - human capital, perspectives and the number of projects and opportunities.

GERMANY



In March 2016, Germany was on the 3rd position in the foreign company top in Romania. All 21,236 German companies represent 10.44% of the total, with a share capital of 15 bill. lei (12% of the total).

The main direct German investors in the industrial sector in Romania are the auto manufacturers Draxlmaier, INA Schaeffler, ThyssenKrupp, Leoni Wiring Systems, Continental, KG Wintershall, E.ON energy company, AG, Allianz insurance company, Leoni - cable producer, RWE (energy).

Romania's main commercial partner, with trades of 19.5 mill. Euros in 2013.

According to INS, this country's exports were 18.79% and imports – 18.52%. Its total number of commercial operations: 18.6%.

Romanian exports to the German market have constantly increased, even during the crisis period (2008-2009) when all the other EU states decreased in exports.

More than 75% of Romanian exports to the German market represent products with high added value (machines and electrical equipment – 42.66%, transport vehicles and equipment – 19.41%, textiles and clothing – 7.78%, plastic and rubber products – 6.2%, chemical products – 3.22%).

SWITZERLAND



Switzerland is one of the main foreign investors in Romania, being on the 7th position in the foreign investors' top (31st Dec 2014) with a share capital of 2159 mil Euros and a number of 2690 companies.

Some of our major Swiss investors in Romania are:

Holcim (Romania) SA – the most important Swiss investor in Romania, with 2 cement factories

Swisspor – production and trade of thermo-, phono- and hydroproof materials for constructions;

SIKA România – chemical products for industry and constructions

ABB –energy and automatic equipment;

- Pharmaceutical industry: Roche România SRL, Helvetia Profarm, SANDOZ.

- Food industry: Nestlé (a wafers and sweets plant in Timișoara), Pacovis (food additives and spices), Carpalat Sibiu (dairy products); Valvis Holding (mineral water);

- tobacco industry - Philipp Morris România (a cigarette factory in Otopeni);

- Retail - TransGourmet (it owns the cash&carry- Selgros shop network);

Petrochemistry: Ameropa Holding (it owns Azomureș factory), Greenfiber

Press groups, multimedia: Ringier, Edipress, Romanian – Swiss Multimedia Institute;

ARGUMENT

Debizz, the German-Romanian business magazine, analyses the successful investment Austrian – German – Swiss triangle in Romania and debates upon Romania's public policies that encourage foreign investments.

INVESTROMÂNIA Programme is presented and analysed by comparison with the Romanian potential of attracting foreign investors and with the major directions that lead to capital expenses increase in our country.

Strategic investments generate local economic environment development, especially of the entrepreneurial one.



TARGET OF THE EVENT

Main target: German economic environment

Business community, consultants and experts

- Business people that carry out their activities in the fields selected for discussion
- Business community indirectly affected by the problems discussed

Main decision factors:

The Ministry of Economy, INVESTROMANIA department, different representatives of public authorities that can generate the changes required by adopting solutions proposed in our debate



EVENT FORMAT

Intercontinental Hotel, Ronda Hall

LIVE DEBATE, approx. 3h, informative, analytical, debate, utilitarian and exciting tone

AGENDA

9:00- registration of participants & Welcome coffee

9:30 - Welcoming speech: Cornel Teofil Teaha, DeBizz

Guest of Honour: Klaus Johannis, Romanian President

10:00 – Opening Speech, brief contextualized economic analysis - Daniel Apostol

10:15 – PLENARY SESSION: “Triangle of strategic foreign investments: Germany, Austria, Switzerland”

"We invest in Romania, strategic destination – viewpoint of our guest investors (representatives of Austrian, German and Swiss companies)

-INVESTROMANIA – the Bucharest Government policies for foreign investment

GUEST SPEAKER: Manuel Costescu, Secretary of State

Arguments for good border collaboration of capital and not only.

GUEST SPEAKER: Sandra Pralong, Presidential Counsellor



*** This agenda is a draft. organisers reserve the right to make changes during the event in accordance with events occurring beyond their control.**

SPEAKERS



MANUEL COSTESCU

Ministry State Secretary

**THE DEPARTMENT OF FOREIGN INVESTMENTS
AND PUBLIC-PRIVATE PARTNERSHIP**



COSMIN ȘTEFAN MARINESCU

Presidential Adviser



SANDRA PRALONG

State Counsellor

PRESIDENTIAL ADMINISTRATION



SEBASTIAN METZ

Executive Director

**ROMANIAN GERMAN CHAMBER
OF COMMERCE**



VERA MAIER

**Commercial Attaché
AUSTRIAN EMBASSY**



SEBASTIAN GROMIG

**Commercial Attaché
GERMAN EMBASSY**



ALEXANDRU TODERICIU

President

**EXPORT CLUB
Bucharest - Braşov - Bavaria**



WERNER BRAUN

**President
GERMAN ECONOMIC CLUB Braşov**

PARTNERS



MEDIA PARTNERS



GOLD Partner 4.850 EUROS

Promotion before the event

- ☐ company logo on the event promotion layout printed in Debizz magazine
- ☐ company logo in the special site section dedicated to this event, with a link to the partner's site
- ☐ company logo on the invitations sent to the event participants
- ☐ company logo on the online event banner displayed on Debizz.ro
- ☐ company logo in the newsletter for the event sent to the target audience
- ☐ 1 press release posted on DeBizz.ro
- ☐ speaker information posted on DeBizz Facebook page

Promotion during the event

- ☐ company speaker-15min
- ☐ company logo on event promotional materials - banner and event programme
- ☐ 4 seats for the event
- ☐ a movie (spot) broadcast on the TV located in the event hall
- ☐ company stand in the event hall
- ☐ a spider banner in the event hall
- ☐ distribution of promotional materials in the event hall (sampling) near the company stand
- ☐ distribution of promotional materials at the event (brochures, flyers, pens, mini-agendas)
- ☐ distribution of partner's presentation folder
- ☐ 2 roll-up banners in the conference room
- ☐ give-aways to all participants

Promotion after the event

- ☐ spread / 2 full page in DeBizz magazine
- ☐ 3 advertorials on deBizz.ro for 3 months
- ☐ 3 press releases posted on deBizz.ro for the next 3 months
- ☐ display campaign 728x90 and 300x250 on deBizz.ro - all site / 1 month per banner

BONUS – 2 hours for accounting financial consultation offered by Teaha Management Consulting

SILVER Partner 3.450 EUROS

Promotion before the event

- ☐ • company logo on the event promotion layout printed in Debizz magazine
- ☐ • company logo in the special site section dedicated to this event, with a link to the partner's site
- ☐ • company logo on the invitations sent to the event participants
- ☐ • company logo on the online event banner displayed on Debizz.ro
- ☐ • company logo in the newsletter for the event sent to the target audience
- ☐ • 1 press release posted on DeBizz.ro
- ☐ • speaker information posted on DeBizz Facebook page

Promotion during the event

- ☐ • company logo on event promotional materials - banner and event programme
- ☐ • 3 seats for the event
- ☐ • a movie (spot) broadcast on the TV located in the event hall
- ☐ • distribution of promotional materials at the event (brochures, flyers, pens, mini-agendas)
- ☐ • distribution of partner's presentation folder
- ☐ • 1 roll-up banner in the conference room
- ☐ • give-aways to all participants

Promotion after the event

- ☐ • 1 full page layout in DeBizz magazine
- ☐ • 2 advertorials on DeBizz.ro for 2 months
- ☐ • 2 press releases – posted on DeBizz.ro
- ☐ • banner display campaign 300x250 on deBizz.ro –all site/ 2 weeks

BRONZE Partner 1.850 EUROS

Promotion before the event

- ☐ company logo on the event promotion layout printed in Debizz magazine
- ☐ company logo in the special site section dedicated to this event, with a link to the partner's site
- ☐ company logo on the invitations sent to the event participants
- ☐ company logo on the online event banner displayed on Debizz.ro
- ☐ company logo and link to the partner's site in the newsletter for the event sent to the target audience
- ☐ 1 press release posted on DeBizz.ro

Promotion during the event

- ☐ company logo on the event promotional materials – event banner and programme
- ☐ distribution of promotional materials at the event (brochures, flyers, pens, mini-agendas)
- ☐ distribution of partner's presentation folder
- ☐ 2 seats for the event
- ☐ 1 roll-up banner in the conference room

Promotion after the event

- ☐ ½ layout in Debizz magazine
- ☐ advertorial on deBizz.ro
- ☐ 1 press release posted on DeBizz.ro
- ☐ 1 invitation for 2 editions of DeBizzClub business networking event
- ☐ banner display campaign 728x90 si 300x250 on deBizz.ro –all site/ 1 week

Partner 500 EUROS

Promotion during the event

- ☐ 1 roll-up banner in the conference room



debizz
Zweitsprachiges Wirtschaftsmagazin in Rumänien



GERMAN-ROMANIAN
BUSINESS
MAGAZINE



www.debizz.ro

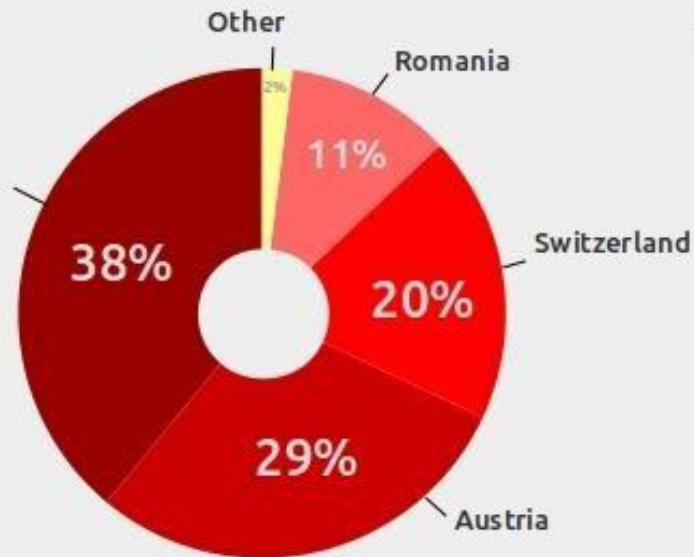
- ➔ 13 years in Romania
- ➔ 10 editions / year
- ➔ Infos from more than 30 industries
- ➔ Readers: over 50.000 Germans, Austrians, Swiss and Romanians decision makers

Audience

by country of origin



Germany



Audience

by position

