Romania – towards being a creative hub
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1. Industry overview

1.1 CCI`s sub-sectors

1.2 Most developed branches

1.3 Mapping Creative Industries
The GDP contribution of the CCI sector overcame Agriculture by 0.1 p.p in 2013 and reached a level of 7% in 2014.

CCI - concentric circles classification

Cultural activities [by sub-sector]
- Interactive leisure software
- Music
- Film and Video
- Publishing
- Television and Radio
- Patrimony

Arts – classified by sub-sectors
- Performing arts
- Visual Arts
- Creative Writing and Music Composition

Creative activities [by sub-sector]
- Architecture
- Advertising
- Design
- Software

Source: KEA European Affairs
List of NACE codes as included in each sub-sector of CCIs

1. Advertising
   - 7311 – Activities of Advertising Agencies
   - 7312 – Media representation services
   - 7320 – Public pools and market analysis

2. Architecture
   - 7111 - Architecture
   - 7112 – Engineering and technical consultancy in Architecture

3. Arts and Culture
   - 9001 – Artistic interpretation activities (shows)
   - 9002 – Supporting activities for shows
   - 9003 – Creative activities
   - 9102 – Activities held by museums

4. Crafts
   - 1391- Knitting and crocheting production
   - 1393- Production of carpets and small carpets
   - 1420- Production of fur articles
   - 1431- Knitting and crocheting socks and other haberdashery
   - 1439- Clothes knitting and crocheting
   - 1511- Leather products polishing and dyeing fur articles
   - 1512- Production of leather goods and other harness goods
   - 1520- Production of footwear

5. Design
   - 7410 – Design activities

6. Media
   - 1820 – Registrations reproduction
   - 5819 – Other editing activities
   - 5911 - Activities of cinematographic production, video and TV programs
   - 5912 – Activities of cinematographic post-production, video and TV programs
   - 5914 – Cinematographic films projection
   - 6010 – Activities of radio programs broadcasting
   - 7420 –Photography activities

Source: Ministry of Public Finance
List of NACE codes as included in each sub-sector of CCIs

7. Sports and Entertainment

- 9311 – Activities of the sports facilities
- 9312 – Activities of the sports clubs
- 9313 – Activities of the fitness centers
- 9319 – Other sports activities
- 9321 – Fairs and amusement parks
- 9329 – Other leisure and fun activities

8. Publishing

- 5814 – Editing of magazines and other publications
- 5819 – Other editing activities
- 7430 – Translations

9. Printing

- 1811 – Newspaper printing
- 1812 – Other printing activities
- 1813 – Printing preview services
- 1814 – Bookbinding and other similar activities
- 5811 – Book editing
- 5812 – Editing of guides, leaflets and similar products
- 5813 – Newspaper editing

10. Software

- 6312 – Activities of the Web portals
- 6311 – Data analysis, web pages administration and similar activities
- 5821 – Computer games editing
- 5829 – Editing of other Software products

Source: Ministry of Public Finance
In 2014, Bucharest’s total turnover for CCIs was of 62.56% of the national economy for this sector, the highest level in the country.

Top cities by CCI most developed sector:
- Bucharest – Radio and Advertising
- Cluj – Capital of shows and festivals
- Timiș – Gaming
- Brașov – The heart of museums
- Iași – Best Web Creativity

Total turnover for CCIs by city:
- Bucharest: 62.6%
- Cluj: 2.6%
- Timiș: 7.8%
- Others: 26.6%
CCIs sit at the heart of innovation in the economy and they are recognized as a hub with many other activity sectors.

- The number of active companies has been constantly growing since 2009, despite the drop between 2008 and 2009, as Romania real GDP decreased with 6.6%.
Overall, the number of employees dropped by 17% between 2008-2015 but, after 2013, it strongly increased in the Software sector.

- The economic crisis of 2009-2012 negatively influenced labour force participation in CCIs, registering a constant decrease between 2008 and 2013.
- Even though the number of employees dropped dramatically between 2008 and 2009, the Software sub-sector registered a significant growth after 2010, reaching in 2015 more than 89,000 employees and overcoming the level of 2008 by 34%.
- Romania overcame the level of EU28 in terms of Female market participation in CCIs by 7.1 p.p, reaching a level of 51.1% women working in Creative arts.

![Graph showing the number of employees and Female market participation from 2008 to 2015.](image-url)
Overall, in 2015, the total turnover for the CCI sector grew up by 4% against 2014 and labour productivity increased after 2010.

- CCIs represent a great environment for entrepreneurial development.
- According to the study “Creating Growth - Measuring Cultural and Creative Markets in the EU” led by EY in 2014, at an European level, the CCI creates a number of jobs which is 2.5 times higher than the one displayed by the Automotive sector.
- The same study showed that, in 2014, the number of employees in CCIs - at a European level - was more than 7 mil, people.

Sources: Ministry of Public Finance, INCFC, InvestRomania
Net margin was above national economy average in 2015, at 11.64% of the total turnover. The most profitable segment was Arts with a net margin of 20.8%.

CCI’s represent an important sector in terms of net margin. According Ministry of Public Finance data, CCI’s net profit margin reached 11.64% of total turnover of the sector.

At the same time, the most profitable sector in terms of net margin was Arts (20.8%), followed by Sports (20.7%), Architecture (13.3%), Design (14.5%) and Software (12.5%).

Sources: Ministry of Public Finance, INCFC, InvestRomania
1.3 Mapping Creative and Cultural Industries
Top university centers in Romania: Bucharest, Cluj – Napoca and Iași, followed by Timișoara, Sibiu, Brașov and Constanța

Top 5 universities for careers in Film, Theatre and Arts [by city] and total no. of places for BA level

**Bucharest**
- "Ion Mincu" University of Architecture and Urbanism - 536 places
- Bucharest National University of Theatre Arts and Cinema (NUTAC) - 170 places
- National University of Arts - 389 places

**Cluj**
- Babes Bolyai University- Faculty of Theatre and Television – 127 places

**Iași**
- “George Enescu” University of Arts – approx. 300

Sources: National Institute of Statistics, InvestRomania
In the last three years, the culture of festivals has been continuously growing.

- **Untold** is one of the biggest music festivals in Romania. In 2016, it was estimated that 23 million euros were spent during the four days: 20 million euros spent by participants and 3 millions invested in partnerships, artists, operational costs, logistics and human resources.

- **Electric Castle** is a famous festival held at Banffy Castle, at Bontida near the city of Cluj. 120 000 people participated in the festival despite the rain. Dub Pistols, the resident band at the festival announced that they moved to Bontida and they often go to UK. The festival attracted six times more tourists than locals.

- Other popular festivals:
  - Airfield
  - Sunwaves
  - Sunset
  - Sonoro
  - Rodiro
  - Mioritmic
  - Summer Well
  - Garana Jazz Festival
  - Europe fest
  - Bucharest Jazz Festival
  - George Enescu Festival
  - Padina fest
  - ARTmania and many more

- These festivals are dedicated to different music genres like jazz, classical music, house, techno, rock, metal and many more.
This year, Romania will be put under magnifying glass at Astra Film Festival through the documentaries presented.

- First film presented at Astra Film will be the BBC documentary “The New Gipsy Kings”, a unique product that talks about the complex phenomenon created around manele music interpreters. Other documentaries: Chat with Alice; Just a breath; Angela; Pregnant in Romania; Cinema, mon amour

- NexT is one of the biggest short film festival. This year it was the 10th anniversary. There were presented 140 short films and more than 16 sections. Out in Space, Oscars Night, Avant garde, NexT is Feminist, LGBT are important programs.

- Transylvania International Film Festival is the biggest event. This year emotional moments at TIFF, Romanian actress Tamara Buciucianu received the Excellency Award for her entire career.

- Other film festivals:
  - Bucharest International Experimental Film Festival,
  - Timishort Film Festival,
  - Pelicam International Film,
  - Historic Film Festival at Râșnov,
  - ANONIMOUS International Independent Film Festival,
  - International Independent Film Producers Festival,
  - Etno Film Festival,
  - Anim’est, Bucharest International Experimental Film Festival and many more.

Sources: Infestival, Stirile Protv
Romanian Film Director, Cristian Mungiu, took a new award for the “Best Director” Category at Cannes Film Festival in 2016

- In the last 10 years, the Romanian Film Industry became known at an international level due to producers like Cristian Mungiu, Radu Jude, Calin Peter Netzer, Cristi Puiu or Corneliu Porumboiu.

- For the production of Graduation, Cristian Mungiu received Best Director Award at Cannes’ Film Festival on Sunday, 18th of September 2016. Mungiu is also renowned for the film “4 months, 3 weeks and 2 days”.

- Other movies that received International Awards:
  - The Death of Mister Lazarescu,
  - Was it or was it not?,
  - Child’s Pose,
  - California Dreamin’ and many others.

Sources: The Guardian, IMDb
The Romanian traditions are promoted through annual fairs and festivals and “IA” - the traditional blouse- is very popular abroad.

Through the diversity of customs and traditions exhibited by every region of the country, Romania has a lot of potential to exploit in the Crafts sector.

Festivals like The Maiden’s Fair (Alba), The Traditional Crafts Fair (Bucharest), Medieval Days (Sighisoara), Oradea Medieval Festival (Oradea), Shepherds’ Milk Fair (Brasov) just to name a few, support the promotion of arts and crafts and encourage the development of each of these sub-sectors.
2. Market size and human capital [by sub-sector]
Between 2008 – 2015 labor productivity increased with about EUR 10k per employee in CCI’s sector

Labor productivity (EUR) [for Software]

- The sub-sector of Computer Programming, Consultancy and Information Services Businesses brought the highest level of GVA contribution and since 2013 it has been continuously increasing, mainly due to the growing number of start-ups, most of them focusing on the development of applications for the improvement of social media usage.

- Labour productivity had a 11.2% decrease in 2009 compared to 2008, mainly due to the financial crisis of 2007-2008 but it has been constantly increasing since 2012, especially since the Software sub-sector is growing faster than the one for R&D and specialists are turning to start-ups and increasing the number of employees in the Software development sub-sector.

Source: Eurostat
In 2014, Bucharest was the leader city, holding 50.17% out of the total turnover from the Software development sub-sector

- The Software sector recorded a severe drop in 2009, but it was followed by a steady growth up to 2015.
- It is expected to grow further in the next year, taking into account the recent development of the market, the level of foreign investment attracted by Romania in this sector and the Romanian Government’s initiative in building an IT Hub for public services in order to attract Software and IT specialists.

In 2014, against 2009, the editing activities of other Software products (NACE code 5829) came third for having one of the biggest growth levels in total turnover.

According to ONRC, in 2014, there was a 58% growth in total turnover compared to the level reached in 2009.
In 2015, the no. of active companies in Software was 16,396, representing 26.3% of the no. of active companies within the sector.

- In terms of employees, Bucharest was also the leader for the NACE code [6201] – Software development, holding more than 40% of the number of jobs available in this branch.
- It is interesting to observe that the 22% loss in 2009 against 2008 was followed by a steady growth and culminated with a 14% increase in the number of employees in 2015 against 2014.
The number of employees in Software Development, almost doubled in 2014, having an 81% increase against the level of 2009.

Top 3 sectors for new jobs created by NACE code:

<table>
<thead>
<tr>
<th>Service Description</th>
<th>2009 Employees ['000]</th>
<th>2014 Employees ['000]</th>
<th>Dynamic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software development [6201]</td>
<td>22.5</td>
<td>40.8</td>
<td>+81%</td>
</tr>
<tr>
<td>Web and IT consultancy [6202]</td>
<td>8</td>
<td>11</td>
<td>+40%</td>
</tr>
<tr>
<td>Activities held by Advertising agencies [7311]</td>
<td>18.2</td>
<td>20.5</td>
<td>+13%</td>
</tr>
</tbody>
</table>

Source: ONRC
### Top companies in Software

<table>
<thead>
<tr>
<th>Company</th>
<th>Total turnover [EUR]</th>
<th>No. of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) ORACLE ROMANIA</td>
<td>158,245,666.59</td>
<td>2,470</td>
</tr>
<tr>
<td>2) BITDEFENDER</td>
<td>62,294,713.16</td>
<td>595</td>
</tr>
<tr>
<td>3) SIVECO ROMANIA</td>
<td>58,003,224.74</td>
<td>695</td>
</tr>
<tr>
<td>4) MICROSOFT ROMANIA</td>
<td>43,786,119.68</td>
<td>362</td>
</tr>
<tr>
<td>5) TEAMNET BUSINESS SERVICES</td>
<td>42,086,858.26</td>
<td>50</td>
</tr>
<tr>
<td>6) SAP ROMANIA</td>
<td>39,132,206.29</td>
<td>1,142</td>
</tr>
<tr>
<td>7) ENDAVA ROMANIA</td>
<td>37,248,342.50</td>
<td>308</td>
</tr>
<tr>
<td>8) LUXSOFT ROMANIA</td>
<td>32,160,181.10</td>
<td>932</td>
</tr>
<tr>
<td>9) UBISOFT</td>
<td>30,537,075.14</td>
<td>1,315</td>
</tr>
<tr>
<td>10) METRO SYSTEMS ROMANIA</td>
<td>26,801,476.26</td>
<td>710</td>
</tr>
</tbody>
</table>

Sources: DoingBusiness.ro, InvestRomania
Overall, the Crafts sub-sector registered a decrease in 2015 compared to 2014 and there was a fall of 16.3% in net profit.

**Total turnover’s evolution for Crafts**

- The decrease registered in both 2009 and 2012 was a consequence of the economic crisis, especially because such activities are costly and involve hand-made processing.
- In 2015, the total turnover decreased, following the same trend with labour productivity, no. of employees and the no. of active companies. The decrease was also due to a fall in demand explained by the high cost of such products.

**Labour productivity for Crafts**

- Labour productivity increased in 2015 compared to 2014, but overcame the level achieved for Arts in the same year.
- “The National Programme for Crafts Development” had a budget of 382,452 € allocated in 2015 and it was estimated that 200 economic operators benefitted from it.
In 2015, the number of employees in Crafts was 26.9% lower than in 2008, and overall, it showed a decreasing trend from 2011 onwards.

- The Arts and Crafts sector is promoting the Romanian traditions abroad even though its contribution to the economy has declined in 2015.
- Most of the people working in this sub-sector are free-lancers and entrepreneurs having a real passion for the Romanian traditions.
- In order to promote Romania through its customs and traditions, such Arts and Crafts shops can be found not only in the areas very popular among tourists, but also in the big cities such as Bucureşti, Sibiu, Timişoara or Craiova, airports and railway stations.
Despite an 11.5% increase in total turnover in 2015 compared to 2014 for Arts, it holds less than 1% of the total turnover for CCIs.

**Total turnover for Arts vs. total turnover for Crafts**

- **Arts [EUR Bn.]**
  - 2008: 1.28
  - 2009: 0.94
  - 2010: 1.07
  - 2011: 1.26
  - 2012: 1.20
  - 2013: 1.25
  - 2014: 1.36
  - 2015: 1.30

- **Crafts [EUR Bn.]**
  - 2008: 0.12
  - 2009: 0.07
  - 2010: 0.06
  - 2011: 0.07
  - 2012: 0.08
  - 2013: 0.08
  - 2014: 0.09

**Arts and Crafts contribution to CCI [by sub-sector] in 2015**

- Crafts: 13.5%
- Arts: 0.9%
- Other sub-sectors: 85.5%

**Active companies [Arts]**

- 2008: 1,792
- 2009: 1,681
- 2010: 1,646
- 2011: 1,724
- 2012: 1,856
- 2013: 1,916
- 2014: 2,070
- 2015: 2,327

+535

- The first Romanian auction dedicated to Contemporary Visual Arts was held in 2015.
- According to the data displayed by Artmark, the organizing auction company, the masterpieces of renowned painters such as Theodor Aman, Nicolae Tonitza or Nicolae Grigorescu have registered top sales.

Sources: Ministry of Public Finance, Economica.net, InvestRomania
In 2015, Arts had among the lowest aggregate number of employees while Software has been the leader of the overall industry.

No. of employees spread by CCI’s sub-sector 2015

- Arts: 24.3%
- Crafts: 50.5%
- Software: 24.3%
- Other sectors: 0.9%

Labour productivity [Arts]

- Overall, in 2015, the Arts sub-sector had a contribution of less than 1% to the total no. of employees in the CCI sector, while the Crafts sector made a much more visible contribution, of more than 24%.

Sources: Ministry of Public Finance, InvestRomania
## Top companies in Arts and Culture

<table>
<thead>
<tr>
<th>Company</th>
<th>Total turnover [EUR]</th>
<th>No. of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) STAGE EXPERT SRL</td>
<td>5,262,009.67</td>
<td>44</td>
</tr>
<tr>
<td>2) SOUND S S.R.L.</td>
<td>1,806,862.76</td>
<td>5</td>
</tr>
<tr>
<td>3) H.B. MEDIA ENTERTAINMENT S.R.L.</td>
<td>1,252,271.76</td>
<td>7</td>
</tr>
<tr>
<td>4) HA HA HA PRODUCTION SRL</td>
<td>1,128,389.65</td>
<td>8</td>
</tr>
<tr>
<td>5) ART-TRADITION PRODUCTION S.R.L.</td>
<td>1,121,472.89</td>
<td>12</td>
</tr>
<tr>
<td>6) COOL PROMOTIONS S.R.L.</td>
<td>844,758.60</td>
<td>6</td>
</tr>
<tr>
<td>7) ART - DECO EXIM SRL</td>
<td>724,693.13</td>
<td>13</td>
</tr>
<tr>
<td>8) MABEL CONCERT S.R.L.</td>
<td>612,432.17</td>
<td>2</td>
</tr>
<tr>
<td>9) HOLOGRAF PRODUCTIONS SRL</td>
<td>536,760.85</td>
<td>6</td>
</tr>
<tr>
<td>10) REGIA NATIONALA A PADURILOR ROMSILVA - MUZEUL CINEGETIC AL CARPATILOR POSADA RA</td>
<td>256,122.15</td>
<td>13</td>
</tr>
</tbody>
</table>

Sources: DoingBusiness.ro, InvestRomania
According to the data displayed by ONRC, the no. of active companies in Design increased by 19% in 2014 compared to 2009.

- The same data shows that, with a 78% in total turnover for 2014 against 2009, this sub-sector, namely the NACE code for design activities [7410] had one of the biggest growth levels in total turnover, together with Gaming and web portals activities [NACE code 6312].
In 2015, the number of employees in Design increased by 17% compared to 2014, but it is the lowest of all the CCI sub-sectors.

- The number of active companies and the total turnover for this sector have been constantly growing since 2011.
- The number of active companies and the total turnover for this sector have been constantly growing since 2011.
- In March 2016, the biggest CCI promotion event was held in Bucharest.
- **Romanian Design Week** brought together entrepreneurs and free-lancers. The purpose of this event was to highlight the importance of Design and encourage other initiative in this sector.

**No. of employees in Design [#]**

<table>
<thead>
<tr>
<th>Year</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>2,158</td>
</tr>
<tr>
<td>2009</td>
<td>1,855</td>
</tr>
<tr>
<td>2010</td>
<td>1,741</td>
</tr>
<tr>
<td>2011</td>
<td>1,838</td>
</tr>
<tr>
<td>2012</td>
<td>1,850</td>
</tr>
<tr>
<td>2013</td>
<td>1,905</td>
</tr>
<tr>
<td>2014</td>
<td>2,009</td>
</tr>
<tr>
<td>2015</td>
<td>2,349</td>
</tr>
</tbody>
</table>

**Labour productivity [EUR th. per employee]**

<table>
<thead>
<tr>
<th>Year</th>
<th>Productivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>24.0</td>
</tr>
<tr>
<td>2009</td>
<td>20.6</td>
</tr>
<tr>
<td>2010</td>
<td>20.9</td>
</tr>
<tr>
<td>2011</td>
<td>26.6</td>
</tr>
<tr>
<td>2012</td>
<td>27.3</td>
</tr>
<tr>
<td>2013</td>
<td>29.3</td>
</tr>
<tr>
<td>2014</td>
<td>33.1</td>
</tr>
<tr>
<td>2015</td>
<td>33.5</td>
</tr>
</tbody>
</table>

Sources: Ministry of Public Finance, Institute.ro, InvestRomania
## Top companies in Design

<table>
<thead>
<tr>
<th>Company</th>
<th>Total turnover [EUR]</th>
<th>No. of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Proinvest Design Comp S.R.L.</td>
<td>10,106,268.61</td>
<td>26</td>
</tr>
<tr>
<td>2) Morphoza SRL</td>
<td>3,040,012.59</td>
<td>14</td>
</tr>
<tr>
<td>3) Reklama Shop Packaging S.A.</td>
<td>2,353,852.19</td>
<td>15</td>
</tr>
<tr>
<td>4) Perfect Events Art S.R.L.</td>
<td>1,571,996.62</td>
<td>5</td>
</tr>
<tr>
<td>5) Altax SRL</td>
<td>1,354,963.77</td>
<td>25</td>
</tr>
<tr>
<td>6) FMCG Muntenia SRL</td>
<td>1,344,088.63</td>
<td>120</td>
</tr>
<tr>
<td>7) Rhea Costa Fashion S.R.L.</td>
<td>1,015,795.27</td>
<td>51</td>
</tr>
<tr>
<td>8) Euro Sign Production SRL</td>
<td>1,014,221.59</td>
<td>11</td>
</tr>
<tr>
<td>9) Twins Studio S.R.L.</td>
<td>991,834.64</td>
<td>23</td>
</tr>
<tr>
<td>10) Granatul SRL</td>
<td>956,397.52</td>
<td>6</td>
</tr>
</tbody>
</table>

Sources: DoingBusiness.ro, InvestRomania
The net profit in the Media sector decreased in 2012, after a 12% growth in 2011, but since 2012 it has been continuously increasing.

- In 2015, the number of employees in the Media sector fell by 6% against 2014, the highest level reached after the economic crisis being registered in 2014.
- The TV industry continued to be the growth engine last year, registering up to 212 millions euros. This was followed by the radio industry with a 5% growth.
- Overall, the net profit for the Media sector increased by 7%, the highest level after the severe drop in 2009 being achieved in 2015.
At the end of 2015, the Media displayed a positive growth trend and the market was expected to consolidate its growing trend in 2016.

- In the context of a permanent and sustained economic growth experienced by Romania since 2013, the media sector has been increasing. This could be explained by the increased level of consumption within the sub-sector and the interdependent relationship between Media and Advertising.
- The market concentration degree increased from 11.3% in 2014 to 11.4% in 2015 and the no. of active companies increased by 3.5% showing no major changes in the distribution of the market share.

Sources: Ministry of Public Finance, Media Fact book, InvestRomania
## Top companies in Media

<table>
<thead>
<tr>
<th>Company</th>
<th>Total turnover [EUR]</th>
<th>No. of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) SOCIETATEA ROMANA DE RADIODIFUZIUNE</td>
<td>92,654,123.73</td>
<td>2,168</td>
</tr>
<tr>
<td>2) CINEMA CITY ROMANIA S.R.L.</td>
<td>40,945,779.30</td>
<td>160</td>
</tr>
<tr>
<td>3) KIDDY SRL</td>
<td>13,256,434.64</td>
<td>34</td>
</tr>
<tr>
<td>4) GRUPUL MEDIA CAMINA (G.M.C.) SRL</td>
<td>5,670,344.43</td>
<td>39</td>
</tr>
<tr>
<td>5) ABIS STUDIO SRL</td>
<td>5,477,175.70</td>
<td>15</td>
</tr>
<tr>
<td>6) GPV MAIL SERVICES S.R.L.</td>
<td>5,189,224.74</td>
<td>48</td>
</tr>
<tr>
<td>7) OPTICAL DISC SOLUTIONS S.R.L.</td>
<td>4,311,986.50</td>
<td>88</td>
</tr>
<tr>
<td>8) MOVIEPLEX CINEMA S.R.L.</td>
<td>3,523,308.88</td>
<td>48</td>
</tr>
<tr>
<td>9) BIVOLUL ADVERTISING S.R.L.</td>
<td>2,452,390.10</td>
<td>14</td>
</tr>
<tr>
<td>10) STUDIOSET PRODUCTION SRL</td>
<td>2,399,211.02</td>
<td>6</td>
</tr>
</tbody>
</table>

Sources: DoingBusiness.ro, InvestRomania
In 2014, the Advertising market started recovering after 5 years of crisis and its mobile sector registered the most spectacular growth.

- Total turnover [EUR]  
  
  - % Change: -29%

- Labour productivity [EUR per employee]  
  
  - % Change: +6%

- Within this sub-sector, the Digital branch recorded the biggest annual growth (+12% in 2014 against 2013)
- Television remained the branch with the biggest contribution in Romanian Advertising investments (63.5%) and it is forecasted to maintain its position in the next year.
In 2014 the printed press captured only 6% of the total investments in Advertising and it was followed by the radio with 5.8%.

- The massive decrease in the no. of employees registered in 2009 is explained as a consequence of the Economic Crisis when employees have quit their jobs in Advertising for better paid jobs in other sectors.
- Similarly, the fall in the total turnover was due to the switch between printed and online press which quickly became more popular and less costly, thus optimizing the consumption within the sub-sector.
- In terms of Advertising, cinema captures a very small amount of 0.4% out of the total investment in the sub-sector.

Sources: Ministry of Public Finance, Zenith Romania Advertising Expenditure Forecast, InvestRomania
## Top companies in Advertising

<table>
<thead>
<tr>
<th>Company</th>
<th>Total turnover [EUR]</th>
<th>No. of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) B.V. MCCANN-ERICKSON S.R.L.</td>
<td>25,878,384.02</td>
<td>77</td>
</tr>
<tr>
<td>2) LION COMMUNICATION SERVICES SA</td>
<td>13,578,081.88</td>
<td>46</td>
</tr>
<tr>
<td>3) MEDIA GROUP SERVICES INTERNATIONAL S.R.L.</td>
<td>9,663,644.31</td>
<td>65</td>
</tr>
<tr>
<td>4) OGILVYACTION ROMANIA SRL</td>
<td>8,141,006.29</td>
<td>5</td>
</tr>
<tr>
<td>5) TOTAL DISPLAY GLOBAL SERVICES SRL</td>
<td>7,561,087.51</td>
<td>18</td>
</tr>
<tr>
<td>6) BT PRODUCTION GROUP S.R.L.</td>
<td>7,432,901.01</td>
<td>18</td>
</tr>
<tr>
<td>7) LEO BURNETT &amp; TARGET SA</td>
<td>6,907,217.32</td>
<td>26</td>
</tr>
<tr>
<td>8) VIDEO PUBLICITATE S.R.L.</td>
<td>6,426,782.67</td>
<td>10</td>
</tr>
<tr>
<td>9) FEDERAL MEDIA PARTNER SRL</td>
<td>5,987,364.22</td>
<td>3</td>
</tr>
<tr>
<td>10) CENTRADE INTEGRATED SRL</td>
<td>5,947,309.78</td>
<td>35</td>
</tr>
</tbody>
</table>

Sources: DoingBusiness.ro, InvestRomania
Two Romanian advertising campaigns won Cannes Lion awards in 2016, “Pay with Blood” and “Le Paul Patisserie”

- GMP Advertising won the Gold trophy at AD Stars 2015, a commercial festival in South Korea with Domo commercial.

- Four creative Romanians will participate on the jury side at the ADCE festival (The Best in European Design and Advertising). Each will be part of different jury teams.

- Jorg Riommi, the Chief Creative Officer of Publicis Romania will be a jury member for the Golden Drum Festival, one of the most important competitions in advertising for Central and South-Eastern Europe.

- Two campaigns of Universal McCann were awarded by AdWeek Magazine. The campaign for Le Paul Patisserie won at the Alternative Media Category and the campaign Pay with Blood won at International Category. They were both winners at Cannes Lion Awards.

Sources: Paginademedia.ro, InvestRomania
The awarded advertising companies have contracts with large multinationals and national companies

- Publicis Romania: Carrefour; OMV; Guinness; JTI; Nestle; Toortitza; Renault; Orange
- McCann: Vodafone, The Coca-Cola Company; Nestle; MasterCard; KFC; Pizza Hut; Mega Image; L’Oréal; Unilever; Heineken;
- Leo Burnett: P&G; McDonald's; Kellogg’s; Samsung; Fiat; Pfizer
- GMP Advertising: Volkswagen Golf; Romtelecom; Gandul; BaumaX; Posta Romana
- Graffiti BBDO: Microsoft; Petrom; Henkel; Lay’s; MountainDew; Artmark; Bayer; Airwaves; Pepsi

Sources: Publicis.ro; McCann.ro; LeoBurnett.com; GMP.ro; Graffiti BBDO.ro
In 2013, the local market for Architecture reached 200 mil. €, a drop of more than 50% compared to the level of 2008.
In 2015, the number of companies for Architecture declined and so did the number of employees while labor productivity increased.

Sources: Ministry of Public Finance, InvestRomania
## Top companies in Architecture

<table>
<thead>
<tr>
<th>Company</th>
<th>Total turnover [EUR]</th>
<th>No. of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) WEATHERFORD ATLAS GIP SA</td>
<td>25,042,933.18</td>
<td>266</td>
</tr>
<tr>
<td>2) EMERSON PROCESS MANAGEMENT ROMANIA S.R.L.</td>
<td>20,250,511.58</td>
<td>73</td>
</tr>
<tr>
<td>3) EPTISAROMANIA SRL</td>
<td>11,417,556.35</td>
<td>145</td>
</tr>
<tr>
<td>4) AKKA ROMSERV SRL</td>
<td>8,518,177.50</td>
<td>268</td>
</tr>
<tr>
<td>5) ASCON CONSULTING 2004 SRL</td>
<td>4,080,204.04</td>
<td>12</td>
</tr>
<tr>
<td>6) GISCAD S.R.L.</td>
<td>2,043,055.11</td>
<td>10</td>
</tr>
<tr>
<td>7) ARCHITECT-SERVICE SRL</td>
<td>1,970,606.74</td>
<td>13</td>
</tr>
<tr>
<td>8) ASCO CONSTRUCTII S.R.L</td>
<td>1,808,896.28</td>
<td>53</td>
</tr>
<tr>
<td>9) I.C.P.V. S.A.</td>
<td>1,132,484.13</td>
<td>38</td>
</tr>
<tr>
<td>10) ARGIF PROIECT SRL</td>
<td>757,136.33</td>
<td>12</td>
</tr>
</tbody>
</table>

Sources: DoingBusiness.ro, InvestRomania
The total turnover for the Printing sector increased since 2013 but it did not overcome the pre-2012 level.

- These results can be explained by the low ranking Romania has in the EU regarding the book industry.
- In the last 5 years 2/3 of the publishing houses disappeared.
- The number of employees has dropped by more than 50% in 2009 against 2008.
- Overall, the book industry alone does not value more than 90-100 million euros.

- In 2009, the no. of active companies dropped by 6% against the level of 2008.
- In 2015, it dropped by 4%, after a 1% increase in 2014, following the downwards slopping trend of all the other indicators.
Also, labor productivity constantly increased after 2009. In 2015, each employee contributed with more than EUR 44k in the Printing sector.

**Labor productivity [EUR th. per employee]**

- 2008: 39.1
- 2009: 19.4
- 2010: 25.8
- 2011: 27.7
- 2012: 38.9
- 2013: 37.9
- 2014: 42.6
- 2015: 44.3

**No. of employees [#]**

- 2008: 37,400 (−50%)
- 2009: 55,926
- 2010: 42,586
- 2011: 39,227
- 2012: 27,450
- 2013: 25,571
- 2014: 24,480
- 2015: 23,830 (−3%)

Sources: Ministry of Public Finance, InvestRomania
## Top companies in Printing

<table>
<thead>
<tr>
<th>Company</th>
<th>Total turnover [EUR]</th>
<th>No. of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) COMPANIA NATIONALA IMPRIMERIA NATIONALA SA</td>
<td>93,780,307.31</td>
<td>468</td>
</tr>
<tr>
<td>2) MONITORUL OFICIAL RA</td>
<td>15,427,498.76</td>
<td>336</td>
</tr>
<tr>
<td>3) BEST PRINT SERVICES SRL</td>
<td>7,906,975.92</td>
<td>170</td>
</tr>
<tr>
<td>4) FED PRINT SA</td>
<td>4,086,387.17</td>
<td>133</td>
</tr>
<tr>
<td>5) EDITURA PARALELA 45 SA</td>
<td>3,840,002.02</td>
<td>74</td>
</tr>
<tr>
<td>6) INFORM MEDIA S.R.L.</td>
<td>3,686,609.44</td>
<td>143</td>
</tr>
<tr>
<td>7) HUMANITAS SA</td>
<td>3,522,324.85</td>
<td>72</td>
</tr>
<tr>
<td>8) DESTEPTAREA SA</td>
<td>3,062,336.33</td>
<td>59</td>
</tr>
<tr>
<td>9) UDVARHELYI HIRADO S.R.L.</td>
<td>2,499,155.90</td>
<td>281</td>
</tr>
<tr>
<td>10) ADI CENTER S.R.L.</td>
<td>2,441,681.21</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Sources: DoingBusiness.ro, InvestRomania
## Top companies in Publishing

<table>
<thead>
<tr>
<th>Company</th>
<th>Total turnover [EUR]</th>
<th>No. of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>BURDA ROMANIA SRL</td>
<td>14,139,561.97</td>
<td>103</td>
</tr>
<tr>
<td>GPV MAIL SERVICES S.R.L.</td>
<td>5,189,224.74</td>
<td>48</td>
</tr>
<tr>
<td>C.D. PRESS SRL</td>
<td>2,005,198.42</td>
<td>33</td>
</tr>
<tr>
<td>BAUER MEDIA SCS</td>
<td>1,916,402.92</td>
<td>15</td>
</tr>
<tr>
<td>TIPO-REX SERVICE S.R.L.</td>
<td>794,085.71</td>
<td>25</td>
</tr>
<tr>
<td>ATIP DESIGN S.R.L.</td>
<td>518,058.94</td>
<td>2</td>
</tr>
<tr>
<td>SMART ORGANIZATION S.R.L</td>
<td>440,484.58</td>
<td>15</td>
</tr>
<tr>
<td>EDITURA CARIERE SRL</td>
<td>323,711.58</td>
<td>18</td>
</tr>
</tbody>
</table>

Sources: DoingBusiness.ro, InvestRomania
The fall in both labour productivity and total turnover registered in 2009 against 2008 were also reflected in a 20.3% drop in net profit.

- In 2009, there has been a huge drop in the Sports turnover due to Economic Crisis. Since 2009, the sports industry has been growing due to important sports events and increased media coverage.
- Despite the increasing appetite of fans for live competitions and many major competitions played top grosser, there are concerns about the balance between sports competition and mass entertainment, which led to increased ticket prices, making some sports events dedicated exclusively to high-income strata.

Sources: Ministry of Public finance, 9am.ro, InvestRomania
After the crisis the number of employees has increased at a record level in 2015, almost 9300

- Due to the the funds available in Sports, the media coverage and the revenues from passive and active fans, the number of companies has increased steadily since 2009;
- In 2009, the number of employees in Sports dropped by 9%;
- Since 2009, the trend is ascendant due to high revenues and investments in sports competitions;
- In 2015, the number of employees increased by 10 % against the level in 2014.

Sources: Ministry of Public finance, 9am.ro, InvestRomania
## Top companies in Sports

<table>
<thead>
<tr>
<th>Company</th>
<th>Total turnover [EUR]</th>
<th>No. of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) MEDUSA HOTEL INTERNATIONAL SRL</td>
<td>5,002,064.56</td>
<td>124</td>
</tr>
<tr>
<td>2) CLUB SPORT FITNESS CENTER MV S.R.L.</td>
<td>3,298,775.70</td>
<td>87</td>
</tr>
<tr>
<td>3) LIVING WELL S.R.L.</td>
<td>1,362,861.86</td>
<td>10</td>
</tr>
<tr>
<td>4) MURESUL-DRAMBAR S.R.L.</td>
<td>1,830,637.12</td>
<td>12</td>
</tr>
<tr>
<td>5) FIRESHOW S.R.L.</td>
<td>1,529,169.40</td>
<td>17</td>
</tr>
<tr>
<td>6) PURE HEALTH &amp; FITNESS SRL</td>
<td>1,358,860.74</td>
<td>51</td>
</tr>
<tr>
<td>7) AQUALAND S.A.</td>
<td>1,358,851.74</td>
<td>75</td>
</tr>
<tr>
<td>8) CENTRUL DE FOTBAL MOGOSOAIA S.R.L.</td>
<td>965,395.50</td>
<td>33</td>
</tr>
<tr>
<td>9) MSPORT PRO SRL</td>
<td>845,541.73</td>
<td>7</td>
</tr>
<tr>
<td>10) ENVIRONMENT &amp; SPORT DEVELOPMENT SRL</td>
<td>660,782.45</td>
<td>4</td>
</tr>
</tbody>
</table>

Sources: DoingBusiness.ro, InvestRomania
Government facilities & financing options
Legal Framework concerning the protection of intellectual property rights, copyrights and other regulations for IP enforcement

Romanian Laws protecting Intellectual Property Rights

1. Law no. 8/1996 on copyright and related rights, (“Copyright Law”).


Romanian State Authorities

- Copyright Office (ORDA) is the sole state authority for regulation, surveys, arbitration and technical-scientific expertise in the copyright and related rights field:

- Romanian State Office for Inventions and Trademarks (SOIT) is the main state institution that is in charge for granting protection for inventions, trademarks and others.

- In addition, IP rights are also protected by the customs authorities in cases where they may retain goods infringing the IP rights.
- Generally, the IP rights of an owner may be enforced both in civil and criminal proceedings.
Romania accessed European Funds to develop and create CCI opportunities and encourage entrepreneurs to invest in the sector

“Romania Creativa“
- Romanians who want to open small businesses in creative sectors such as software, film production, crafts, music production and other such business, may request European funds of up to 25,000 euros.

“POCU” (Human Capital Operational Programme)
- It grants financing for setting up new non-agricultural enterprises in the urban area. The enterprises will be able to be set up by individuals – unemployed, abeyant, employed and freelancers.
- The sums available are up to 25,000 euro.

“CultIn Programme“
- This programme was launched by the Ministry of Culture and it targets the entrepreneurs who work in the field of Creative and Cultural Industries.
- The total amount that is available for funding cultural actions/projects within the CultIn Programme rises to RON 500,000.
Thank you!

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