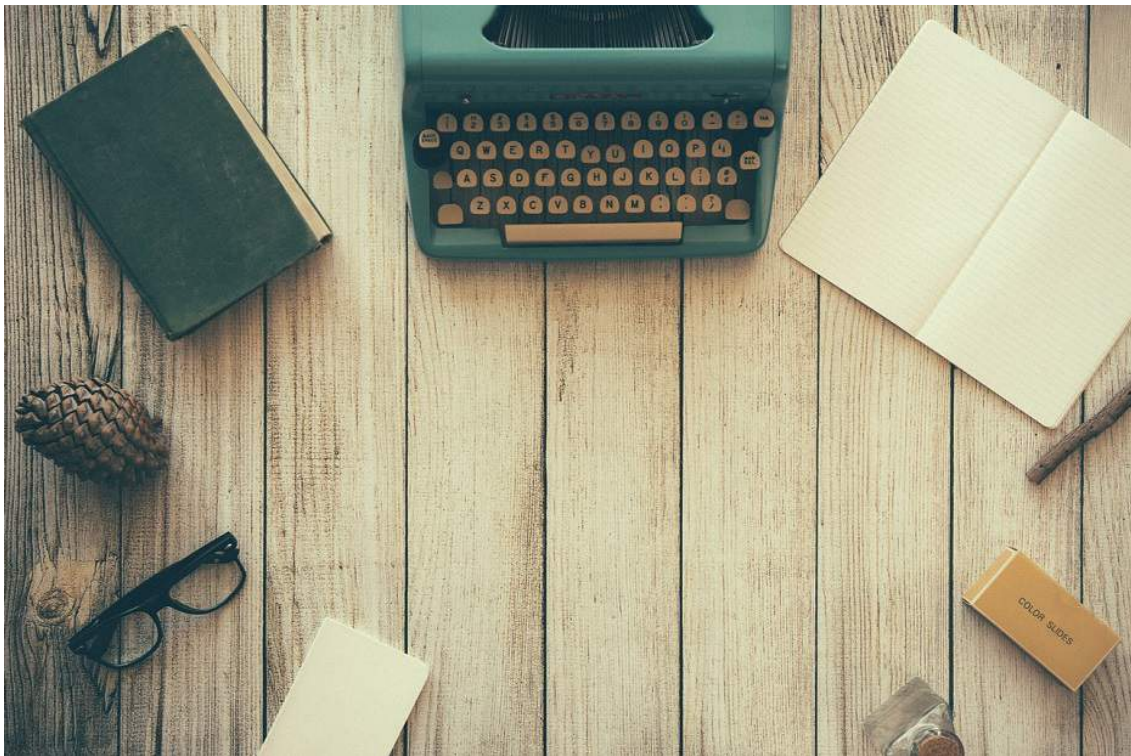


Issue 2/2016  
September

# InvestRomania Newsletter

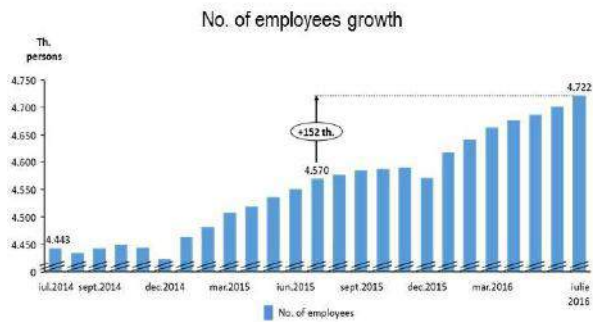
Check out the Exporter's Guide [\(Here\)](#)



## Macroeconomic outlook

### New incentives and measures that will lead to the creation of jobs for Romanians

- A package of measures was approved in September by the Romanian Government, in order to support the job-seekers, the employers, but also Romania's Diaspora considering working in Romania [\(Read more\)](#)
- [FIC](#) (Foreign Investment Council) stated that Romania has the potential to become one of first 10 EU economies in 20 years [\(Read more\)](#)
- In a recent article from [DAS INVESTMENT](#), Romania was described as a country with strong potential in attracting the foreign investors - "The European Tiger, Romania is one of the biggest success stories of the frontier markets" [\(Read more\)](#)
- Forbes reveals why savvy startups like Blend recruit from Romania [\(Read more\)](#)
- About 13% y-o-y increase in cars sales for the first 7 months [\(Read more\)](#)



Macroeconomic indicators as at September, 2016

Macroeconomic indicators	Value	Period
Industry (%)	1,7	S1 2016/S1 2015
Services (%)	7	S1 2016/S1 2015
Agriculture (%)	10,1	S1 2016/S1 2015
Construction (%)	4,8	S1 2016/S1 2015
Public and private consumption (%)	9,1	S1 2016/S1 2015
Investment (%)	7,3	S1 2016/S1 2015
Exports (%)	4,2	S1 2016/S1 2015
Average net salary (%)	12,4	July 2016/July 2015
Average exchange rate	EUR- 4,4594 lei USD- 3,9775 lei	aug.16
Foreign Investment inflows (EUR Bn)	2,339	7 months 2016



## Foreign Investment News

### Automotive companies expand presence in Romania

- Pirelli announced EUR 200 million investments by 2021 in Romania ([Read more](#))
- Faurecia reinvest in our country by opening its second automotive seat covers factory ([Read more](#))

### Selection

- Airbus expands presence in Romania ([Read more](#))
- Specialists in Cloud and Big Data are needed. Adobe is expanding its services ([Read more](#))
- Continental invests EUR 6 million in a new R&D center in Romania ([Read more](#))



### *Testimonial of the month*

"Our experience in Romania has been very positive. We started a decade ago investing in Romania because of the geographic location, as it was a good breeze between Eastern & Western Europe. After phase one and after making the first investment we saw that the cooperation with local people was good, training on people went on successfully and so we moved on to a second and a third phase. Now we are in the fourth phase, meaning that we are looking forward to establishing a future for technology and growth here" - M. Tronchetti Provera, Executive Vice Chairman & CEO Pirelli

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## **Life in Romania. Events & Achievements**

The European Commission announced in September that Timisoara has been selected to be European Capital of Culture in 2021

[\(Read more\)](#)

- The third edition of iMapp Bucharest, one of the world's biggest video mapping shows was this September. Hungary's Limelight won the competition [\(Video\)](#)
- The Bucharest Rising project (a timelapse film set in the bustling capital city of Romania) was recently launched [\(Video\)](#)

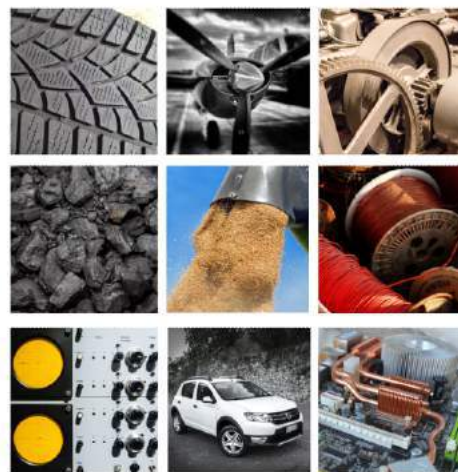
- The 2nd edition of [Creative Est](#) festival will unfold during October 10 – 16 in Bucharest, fostering a diverse learning and discovery space for Romanian and Eastern-European creative industries

## Focus on InvestRomania

### *The Romanian Exporter's Guide launch*

InvestRomania [launched](#) "The Romanian Exporter's Guide 2016" in September. The guide's purpose is to offer information about Romania's exporting potential and how to start the exporting process.

„Lately, the InvestRomania team has assumed the trade department, therefore it is important to provide Romanian exporters as much relevant information as is needed, in terms of goods and destinations. Along with the other tools that our team has created, the Exporter's Guide is another step in the process of normality that Romania should follow", stated [Manuel Costescu](#), Secretary of State, InvestRomania.



Creat în România  
ghidul exportatorului român 2016



## Events

- InvestRomania attended the “Nordic Romanian business meeting” event organized by the Royal Norwegian Embassy. The seminar brought at the same table Nordic companies, foreign investors, embassies and our representatives. Its purpose was to promote foreign investment and to facilitate the matchmaking between international companies and local players.
- [Manuel Costescu](#), Secretary of State InvestRomania, joined Prime Minister Dacian Ciolos on a two-day visit to Munich, Germany where they met with high-ranking dignitaries from the State Government of Bavaria, the board of BMW and with influential business leaders such as members of the Committee of Eastern European Economic Relations and the local IT&C industry
- InvestRomania was present at the 26th Economic Forum, one of the most important event of the CEE countries, exchanging on business opportunities with regional stakeholders. [Oana Bizgan](#), Chief of Staff InvestRomania held a speech about Romania's competitive advantages at the “Developing a Country's Image on the International Stage” ([Read more](#))
- Manuel Costescu, Secretary of State InvestRomania and Oana Bizgan, Chief of Staff InvestRomania attended on September The V-th meeting of the Task- Force for implementation of the *Joint Declaration regarding the Strategic Partnership for XXI Century between Romania and the United States of America*, which took place in Washington ([Read more](#))
- InvestRomania in partnership with the National Council of Private Small and Medium Enterprises launched the first event of the series “Invest in Romania Forum”, which aims at promoting the country regions with focus on their business offer. The first event was in Constanta between 29-30 September.
- Part of the InvestRomania team attended the Official Release of the [Jones Lang LaSalle](#) country report: “Boarding Romania”.
- We have continued the "Meet InvestRomania's Team" project so find out more details about our team on InvestRomania's [Facebook page](#) - all the episodes/videos are Romanian-Only
- This October, InvestRomania is continuing its "Industry of the month" project focusing on the creative industries sector. Therefore, we aim to promote it by highlighting some analyses on the sector, the key players and main events. The sectorial presentation could be find on our [website](#)

## Interviews

- Manuel Costescu, Secretary of State InvestRomania was live at Profit.ro, talking about Romania's competitive advantages and the support of InvestRomania's tools in attracting foreign investors ([Video](#) Romanian-Only)
- InvestRomania's Secretary of State gave an interview to Telecom TV and spoke about Romania's strategic sectors, focusing on ICT ([Video](#) Romanian-Only)
- Manuel Costescu launched his public [Facebook Page](#)



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