Romania - Reimagining the future of Southeastern Europe

I

against a backdrop of geopolitical uncertainty, Romania says its energy independence, stable foreign direct investment (FDI), and economic resilience have seen its GDP soar to almost 7% this year. In 2022, global recognition and growing confidence in Romania has taken the form of a Strategic Partnership with the US in 2021, the promotion of it to ‘emerging market’ status in 2020, and FTSE Russell, and lately, the lifting of the Criteria of Convergence and Verification Mechanism by the EU following judicial and anti-corruption reforms.

For Romanian private railway company Grampet, Romania’s progress in the past decade has enabled them to become one of Southeastern Europe’s leading railway companies. “Now that Romania’s economy is stable, foreign companies have started to respect us more; much more; they understand that we’re thinking as businessmen here. In the manufacturing sector, Grampet and Group Polyflon have become well known and highly respected,” says its president, Gruia Stoica. Meanwhile, Romania’s strategic location on the Black Sea, extensive natural resources, and low cost of doing business make it ideal for international companies looking to make the most out of their investments. “I believe in our country, which is why we have invested all our profits in Romania. We are setting trends throughout the region in its development, and we have gained a deeper understanding of what it can offer the world. We have so much to offer, and that’s why we need to be aware of our own strength, now is our second renaissance,” says Stoica.

Romania has abundant resources, and investments are less expensive than in other European countries. “Still, more work needs to be done to help the international business community recognize Romania’s potential. I think the country looks to reinvent its traditional strengths for the new day,” says Kanani. “I think of Agicover - a leading Agriculture 4.0 digital ecosystem - are using their vast resources to boost its global presence. Romania has a lot to say - it’s a great story. It’s the role of the government, entrepreneurs, and businesses like us to continue communicating that story to international investors,” says Jabbar Kanani, Agicover’s chairman.

Kanani’s sentiment is echoed by virtually all Romanian business leaders: “The country looks to reinvent its traditional strengths for the new day.” Since 2007, global recognition and growing confidence in Romania has taken the form of a Strategic Partnership with the US in 2021, the promotion of it to ‘emerging market’ status in 2020, and FTSE Russell, and lately, the lifting of the Criteria of Convergence and Verification Mechanism by the EU following judicial and anti-corruption reforms.

For Romanian private railway company Grampet, Romania’s progress in the past decade has enabled them to become one of Southeastern Europe’s leading railway companies. “Now that Romania’s economy is stable, foreign companies have started to respect us more; much more; they understand that we’re thinking as businessmen here. In the manufacturing sector, Grampet and Group Polyflon have become well known and highly respected,” says its president, Gruia Stoica. Meanwhile, Romania’s strategic location on the Black Sea, extensive natural resources, and low cost of doing business make it ideal for international companies looking to make the most out of their investments. “I believe in our country, which is why we have invested all our profits in Romania. We are setting trends throughout the region in its development, and we have gained a deeper understanding of what it can offer the world. We have so much to offer, and that’s why we need to be aware of our own strength, now is our second renaissance,” says Stoica.

Romania As against a backdrop of geopolitical uncertainty, Romania says its energy independence, stable foreign direct investment (FDI), and economic resilience have seen its GDP soar to almost 7% this year. In 2022, global recognition and growing confidence in Romania has taken the form of a Strategic Partnership with the US in 2021, the promotion of it to ‘emerging market’ status in 2020, and FTSE Russell, and lately, the lifting of the Criteria of Convergence and Verification Mechanism by the EU following judicial and anti-corruption reforms.

For Romanian private railway company Grampet, Romania’s progress in the past decade has enabled them to become one of Southeastern Europe’s leading railway companies. “Now that Romania’s economy is stable, foreign companies have started to respect us more; much more; they understand that we’re thinking as businessmen here. In the manufacturing sector, Grampet and Group Polyflon have become well known and highly respected,” says its president, Gruia Stoica. Meanwhile, Romania’s strategic location on the Black Sea, extensive natural resources, and low cost of doing business make it ideal for international companies looking to make the most out of their investments. “I believe in our country, which is why we have invested all our profits in Romania. We are setting trends throughout the region in its development, and we have gained a deeper understanding of what it can offer the world. We have so much to offer, and that’s why we need to be aware of our own strength, now is our second renaissance,” says Stoica.

Romania As against a backdrop of geopolitical uncertainty, Romania says its energy independence, stable foreign direct investment (FDI), and economic resilience have seen its GDP soar to almost 7% this year. In 2022, global recognition and growing confidence in Romania has taken the form of a Strategic Partnership with the US in 2021, the promotion of it to ‘emerging market’ status in 2020, and FTSE Russell, and lately, the lifting of the Criteria of Convergence and Verification Mechanism by the EU following judicial and anti-corruption reforms.

For Romanian private railway company Grampet, Romania’s progress in the past decade has enabled them to become one of Southeastern Europe’s leading railway companies. “Now that Romania’s economy is stable, foreign companies have started to respect us more; much more; they understand that we’re thinking as businessmen here. In the manufacturing sector, Grampet and Group Polyflon have become well known and highly respected,” says its president, Gruia Stoica. Meanwhile, Romania’s strategic location on the Black Sea, extensive natural resources, and low cost of doing business make it ideal for international companies looking to make the most out of their investments. “I believe in our country, which is why we have invested all our profits in Romania. We are setting trends throughout the region in its development, and we have gained a deeper understanding of what it can offer the world. We have so much to offer, and that’s why we need to be aware of our own strength, now is our second renaissance,” says Stoica.

Romania As against a backdrop of geopolitical uncertainty, Romania says its energy independence, stable foreign direct investment (FDI), and economic resilience have seen its GDP soar to almost 7% this year. In 2022, global recognition and growing confidence in Romania has taken the form of a Strategic Partnership with the US in 2021, the promotion of it to ‘emerging market’ status in 2020, and FTSE Russell, and lately, the lifting of the Criteria of Convergence and Verification Mechanism by the EU following judicial and anti-corruption reforms.

For Romanian private railway company Grampet, Romania’s progress in the past decade has enabled them to become one of Southeastern Europe’s leading railway companies. “Now that Romania’s economy is stable, foreign companies have started to respect us more; much more; they understand that we’re thinking as businessmen here. In the manufacturing sector, Grampet and Group Polyflon have become well known and highly respected,” says its president, Gruia Stoica. Meanwhile, Romania’s strategic location on the Black Sea, extensive natural resources, and low cost of doing business make it ideal for international companies looking to make the most out of their investments. “I believe in our country, which is why we have invested all our profits in Romania. We are setting trends throughout the region in its development, and we have gained a deeper understanding of what it can offer the world. We have so much to offer, and that’s why we need to be aware of our own strength, now is our second renaissance,” says Stoica.

Romania As against a backdrop of geopolitical uncertainty, Romania says its energy independence, stable foreign direct investment (FDI), and economic resilience have seen its GDP soar to almost 7% this year. In 2022, global recognition and growing confidence in Romania has taken the form of a Strategic Partnership with the US in 2021, the promotion of it to ‘emerging market’ status in 2020, and FTSE Russell, and lately, the lifting of the Criteria of Convergence and Verification Mechanism by the EU following judicial and anti-corruption reforms.

For Romanian private railway company Grampet, Romania’s progress in the past decade has enabled them to become one of Southeastern Europe’s leading railway companies. “Now that Romania’s economy is stable, foreign companies have started to respect us more; much more; they understand that we’re thinking as businessmen here. In the manufacturing sector, Grampet and Group Polyflon have become well known and highly respected,” says its president, Gruia Stoica. Meanwhile, Romania’s strategic location on the Black Sea, extensive natural resources, and low cost of doing business make it ideal for international companies looking to make the most out of their investments. “I believe in our country, which is why we have invested all our profits in Romania. We are setting trends throughout the region in its development, and we have gained a deeper understanding of what it can offer the world. We have so much to offer, and that’s why we need to be aware of our own strength, now is our second renaissance,” says Stoica.

Romania As against a backdrop of geopolitical uncertainty, Romania says its energy independence, stable foreign direct investment (FDI), and economic resilience have seen its GDP soar to almost 7% this year. In 2022, global recognition and growing confidence in Romania has taken the form of a Strategic Partnership with the US in 2021, the promotion of it to ‘emerging market’ status in 2020, and FTSE Russell, and lately, the lifting of the Criteria of Convergence and Verification Mechanism by the EU following judicial and anti-corruption reforms.

For Romanian private railway company Grampet, Romania’s progress in the past decade has enabled them to become one of Southeastern Europe’s leading railway companies. “Now that Romania’s economy is stable, foreign companies have started to respect us more; much more; they understand that we’re thinking as businessmen here. In the manufacturing sector, Grampet and Group Polyflon have become well known and highly respected,” says its president, Gruia Stoica. Meanwhile, Romania’s strategic location on the Black Sea, extensive natural resources, and low cost of doing business make it ideal for international companies looking to make the most out of their investments. “I believe in our country, which is why we have invested all our profits in Romania. We are setting trends throughout the region in its development, and we have gained a deeper understanding of what it can offer the world. We have so much to offer, and that’s why we need to be aware of our own strength, now is our second renaissance,” says Stoica.
AAylex ONE (Cocorico)

Romania’s stable FDI and EU funding flow and minimal exposure to Ukrainian and Russian markets have gifted it economic resiliency and a robust platform for future growth. One of Romania’s most competitive economic sectors is its poultry industry. In March this year alone, Romania slaughtered over 27 million birds - an 8% year-over-year increase - the majority of which in specialised industrial units, according to its National Institute of Statistics (INS).

With more than four decades of industry experience, AAylex ONE is Romania’s largest poultry exporter, with its 100% natural chicken sausages under the Cocorico brand, now the preferred choice for millions of consumers worldwide. Cocorico, the All-Natural Chicken Brand won Pâta’s ‘Best new product in the meat category’ award in 2020 and last year received the George G. Assan prize for the ‘Romanian Brand of the Year’, being well-nominated in the specific competitions of world food innovations in London, Milan, or Paris. As Romania opened its economy in the 1990s, its markets became flooded with low-quality imports. Ayalux founder, Bogdan Stanca set up the company to offer premium-value-added products, a health-focused message. “We built the company step-by-step and always maintained ONE vision: to offer top quality products, natural food, that I would offer to my children and the generations to come” says Stanca in 2008. Ayalux invested over EUR 60 million to expand its operations and strengthen its vertical and horizontal integration, including optimising its slaughterhouse - now the most modern and competitive in Europe - and launching supply chain, ensuring the constant quality of its products. Many investments followed (> 50 million euro only in the past 3 years) for improving its chicken feed and breeding capabilities, creating innovative 100% clean label chicken products, within 2 new state-of-the-art plants, producing chicken sausages, pastrami, and baked ranges, all ready-to-eat natural products.

The company is also a pioneer in the organic food segment in Romania, with around 60 partners and the integrated range of around 20 such products. “As Romania’s main horizontally and vertically integrated healthy food company, having a strong focus on achieving the full capacity in the new factories with innovative ‘Clean Label-All Natural chicken products’, Ayalux ONE represents a unique, high-potential investment opportunity,” says Bogdan Stanca, CEO and Chairman. “We are a younger economy, and while we are still experiencing a transformation of the country’s burgeoning agro-food industries, this capitalise on the world’s greatest land, a favourable climate, and a skilled workforce.”

Microfruits - Romania’s Agro-Food Leader

With EU membership indicating stability to investors and offering all the benefits of the single market, and NATO membership providing a security guarantee, Romania is in a strong position despite recent geopolitical turmoil, global professional services company KPMG has noted. With the EU providing nearly €30bn of grants and loads under its recovery and resilience facility alone, enhanced fund absorbance could power the country’s next wave of growth.

In December 2022, the European Commission approved Romania’s €14.0bn plan for agriculture and rural development. The programme includes investments in farming and processing, and aims to increase the value-added of Romania’s agricultural output. The funding will help finance the transformation of the country’s burgeoning agro-food industry, which capitalises on the world’s greatest land, a favourable climate, and a skilled workforce.

Microfruits is a leader in the field, as a major distributor of fruit and vegetables. It has a high profile and to reduce the food waste through its unique packs. Cocorico also operates a ‘no touch’ system, which means the consumer can open the packaging, without touching the unique packs. Cocorico also offers a ‘no touch’ system, which means the consumer is only touching its products, when opening the pack; together with the other ready-to-eat specialties, such as Platinum or Baked, all the products are appreciated for their great taste and costs usage, reducing resources waste. Currently, 30-40% of Cocorico products are exported to international markets, boosted in the first five years, Microfruits aims to increase its production and packaging capacity of around 20,000 tonnes of juice and 8000 ready-cut fruit menas a day on automatic and semi-automatic packaging stations, with a lot of machinery for using eco-friendly packaging materials. We are also implementing a photovoltaic project to reduce pollution. We are updating our plant and reducing the quality of the products, while not compromising on flavor and quality. In November 2022, Microfruits launched an integrated range of around 30 such products. "We are a younger economy, and while we are still experiencing a transformation of the country’s burgeoning agro-food industries, this capitalise on the world’s greatest land, a favourable climate, and a skilled workforce. Partners work with us because we offer complete solutions, and we choose to deliver the highest quality and the best tasting fruit and vegetables. We’re also always reducing our environmental impact, as customers, partners, and investors rightly demand.”

Adrian Racovita is proud of his highly-skilled, dedicated, and united team of around 170 people, which is strongly customer-focused. Their combined expertise has supported the company’s growth and the complex projects it has successfully executed, benefitting customers and clients. Romania’s talent pool is one of its great strengths, and a number of competitive advantages that make the country an exciting investment destination.

“With EU membership indicating stability to investors and offering all the benefits of the single market, and NATO membership providing a security guarantee, Romania is in a strong position despite recent geopolitical turmoil, global professional services company KPMG has noted. With the EU providing nearly €30bn of grants and loads under its recovery and resilience facility alone, enhanced fund absorbance could power the country’s next wave of growth.”
The visionary business model redefining Romanian agribusiness

Agricover

Agricover

Agricover

The visionary business model redefining Romanian agribusiness

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover

Agricover
In the last five years, Romania’s GDP per capita has increased by 3.9% annually, according to analysis by Harvard University, and currently sits at US$3,400 per capita. By 2028, Romania’s GDP per capita is forecast to rise to 6417 US$, according to Statista, to reach almost US$5,000. According to PwC’s latest Global & Entertainment Media Outlook report, Romania is home to the second-fastest growing media and entertainment industry in Central and Eastern Europe (CEE), with annual growth estimated at 6.9%, until 2026.

In partnership with entrepreneur and TV host Nora Seroussi. J&N Entertainment is a production and entertainment company based in Romania. Having lived previously in Los Angeles and attended Harvard University, outpacing its regional neighbours. By 2028, Romania’s GDP per capita is forecast to rise to 6417 US$, according to Statista, to reach almost US$5,000. According to PwC’s latest Global & Entertainment Media Outlook report, Romania is home to the second-fastest growing media and entertainment industry in Central and Eastern Europe (CEE), with annual growth estimated at 6.9%, until 2026.

Seroussi is also keen to integrate the project into our day-to-day business. This has helped us win the long-term loyalty of our clients. Moreover, this partnership is proof that our innovative projects, which include TV, writing – she is currently penning an English and aimed at an international audience. She is currently seeking a distributor for the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the light. It’s about promoting the country’s image and talent internationally,” says Seroussi.

Seroussi is also keen to integrate the project into our day-to-day business. This has helped Seroussi is also keen to integrate the project into our day-to-day business. This has helped us win the long-term loyalty of our clients. Moreover, this partnership is proof that our innovative projects, which include TV, writing – she is currently penning an English and aimed at an international audience. She is currently seeking a distributor for the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the light. It’s about promoting the country’s image and talent internationally,” says Seroussi.

Seroussi is also keen to integrate the project into our day-to-day business. This has helped us win the long-term loyalty of our clients. Moreover, this partnership is proof that our innovative projects, which include TV, writing – she is currently penning an English and aimed at an international audience. She is currently seeking a distributor for the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the light. It’s about promoting the country’s image and talent internationally,” says Seroussi.

Seroussi is also keen to integrate the project into our day-to-day business. This has helped us win the long-term loyalty of our clients. Moreover, this partnership is proof that our innovative projects, which include TV, writing – she is currently penning an English and aimed at an international audience. She is currently seeking a distributor for the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the light. It’s about promoting the country’s image and talent internationally,” says Seroussi.

Seroussi is also keen to integrate the project into our day-to-day business. This has helped us win the long-term loyalty of our clients. Moreover, this partnership is proof that our innovative projects, which include TV, writing – she is currently penning an English and aimed at an international audience. She is currently seeking a distributor for the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the light. It’s about promoting the country’s image and talent internationally,” says Seroussi.

Seroussi is also keen to integrate the project into our day-to-day business. This has helped us win the long-term loyalty of our clients. Moreover, this partnership is proof that our innovative projects, which include TV, writing – she is currently penning an English and aimed at an international audience. She is currently seeking a distributor for the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the light. It’s about promoting the country’s image and talent internationally,” says Seroussi.

Seroussi is also keen to integrate the project into our day-to-day business. This has helped us win the long-term loyalty of our clients. Moreover, this partnership is proof that our innovative projects, which include TV, writing – she is currently penning an English and aimed at an international audience. She is currently seeking a distributor for the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the light. It’s about promoting the country’s image and talent internationally,” says Seroussi.

Seroussi is also keen to integrate the project into our day-to-day business. This has helped us win the long-term loyalty of our clients. Moreover, this partnership is proof that our innovative projects, which include TV, writing – she is currently penning an English and aimed at an international audience. She is currently seeking a distributor for the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the light. It’s about promoting the country’s image and talent internationally,” says Seroussi.

Seroussi is also keen to integrate the project into our day-to-day business. This has helped us win the long-term loyalty of our clients. Moreover, this partnership is proof that our innovative projects, which include TV, writing – she is currently penning an English and aimed at an international audience. She is currently seeking a distributor for the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the light. It’s about promoting the country’s image and talent internationally,” says Seroussi.

Seroussi is also keen to integrate the project into our day-to-day business. This has helped us win the long-term loyalty of our clients. Moreover, this partnership is proof that our innovative projects, which include TV, writing – she is currently penning an English and aimed at an international audience. She is currently seeking a distributor for the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the light. It’s about promoting the country’s image and talent internationally,” says Seroussi.

Seroussi is also keen to integrate the project into our day-to-day business. This has helped us win the long-term loyalty of our clients. Moreover, this partnership is proof that our innovative projects, which include TV, writing – she is currently penning an English and aimed at an international audience. She is currently seeking a distributor for the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the light. It’s about promoting the country’s image and talent internationally,” says Seroussi.

Seroussi is also keen to integrate the project into our day-to-day business. This has helped us win the long-term loyalty of our clients. Moreover, this partnership is proof that our innovative projects, which include TV, writing – she is currently penning an English and aimed at an international audience. She is currently seeking a distributor for the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the light. It’s about promoting the country’s image and talent internationally,” says Seroussi.

Seroussi is also keen to integrate the project into our day-to-day business. This has helped us win the long-term loyalty of our clients. Moreover, this partnership is proof that our innovative projects, which include TV, writing – she is currently penning an English and aimed at an international audience. She is currently seeking a distributor for the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the production, with the ultimate goal for Dream Makers to be picked up by a large streaming platform and support an international cast whilst being produced in Romania. “The show will not only capture the audience but put Romania in the light. It’s about promoting the country’s image and talent internationally,” says Seroussi.