

FRD CENTER (Centrul Regional de Dezvoltare Factor)

FRD
center

SERVICES FOR TRADE MISSIONS TO AND FROM ROMANIA - 2017





FRD CENTER: BRIEF RESUME

FRD Center - www.frdcenter.ro - is one of the pioneer privately owned market entry consulting firms based in Romania.

Starting with 2000, FRD Center offers tailor-made market entry services and support for Governmental organisations, International trade agencies, Chambers of commerce, Private foreign companies interested to enter the Romanian market, to source, relocate or invest in Eastern Europe and the CEE and SEE region.

Since 2000, FRD Center has been the local trade consultant for the Irish Governmental Agency, Enterprise Ireland. Since 2010, FRD Center represents in Romania the Development Agency of Murcia Region (Instituto de Fomento Region de Murcia) from Spain.

Other Governmental clients include: Finpro, The Netherlands Embassy in Bucharest, The Polish Embassy in Bucharest, The Canadian Embassy in Bucharest, ACC10 Cataluña (Spain), Innovation Norway, DIBD Denmark.

Our services include:

- market reports, sectorial studies, market briefs
- market opportunity assessment, best routes to the market
- B2B business matchmaking: trade missions, business itineraries, inward buyer missions
- product introduction and assessment of interest from buyers; presentation seminars to target audience(s)
- follow up services

FRD Center operates with extensive in-house d-bases of business contacts at owner and manager level in numerous sectors. Also, the members of the FRD Center team and the external consultants enjoy extensive business networks, contacts in the public and governmental administration, NGOs.

We are a small, efficient and enthusiastic team backed by a pool of experienced Romanian and foreign consultants. Although the official language used by FRD Center is English, our team members also operate in French, Spanish, German and Italian.



TRADE MISSIONS SERVICES

FRD Center, in strong collaboration with its Clients, has designed, organised and implemented to date over 30 in-coming Trade Missions, including multi-sector TMs, the largest being with 30 participating companies.

Several TMs have been led by Ministerial representatives and one was organised on the occasion of the State Visit to Romania by the President of the Republic of Ireland.

Additional to the business matchmaking, company visits and participation to trade fairs, all the TMs required the organising and implementing of high-level networking events, dinners and other formal happenings, such as official contract signing and photo opportunities.

Services related to TMs include:

- B2B business matchmaking: identification, selection, profiling of companies, direct approach and pursuit, meetings agenda setting and reconfirmation
- briefings, presentation seminars
- visits on location, store / shopfloor tours
- RSVP, secretariat services, support on location
- liaison and management of 3rd parties, providers

Other functions designed and organised by FRD Center include:

- Annual St. Patrick's Day Receptions (2001 - 2005)
- Annual Christmas Dinner for Enterprise Ireland clients and the Irish community in Romania (2001 - 2005)
- Charity Business Mixers for the expat community and business professionals (2008 - 2010)
- Business networking cocktails as part of TMs (2002 - to date)



Track record: Examples of Trade Missions designed, organised and implemented by FRD Center (2002 - 2016):

2002	Irish Trade Mission - 11 companies Visit to the BIFE trade fair and 1-2-1 meetings with local companies	Enterprise Ireland	Furniture
2002	Irish Trade Mission - 10 companies 1-2-1 meetings with local target-companies and visit to INTRAROM	Enterprise Ireland	Electronics
2002	Irish Trade Mission - 25 comps Led by Mr. Michael Ahern, Minister of State at the Department of Enterprise, Trade and Employment with responsibility for Trade and Commerce B2B matchmaking, official functions	Enterprise Ireland	Multisector: tools, education, industrial manufacturing, services, software, medical equipment, chemicals.
2003	Inward Buyer Mission to Ireland of Romanian IT&C companies on the occasion of the Enterprise Ireland Tech Show 2003	Enterprise Ireland	IT&C
2003	Irish Trade Mission - 6 companies Business presentation to Romanian target-companies - organized in collaboration with the Romanian Banking Institute	Enterprise Ireland	Banking software
2004	Inward Buyer Mission to Ireland of Romanian IT&C companies on the occasion of the Enterprise Ireland Tech Show 2004	Enterprise Ireland	IT&C
2005	Irish Trade Mission - 11 companies Led by Mr. Michael Ahern, Minister of State at the Department of Enterprise, Trade and Employment with responsibility for Trade and Commerce B2B matchmaking, official functions	Enterprise Ireland	IT&C



2005	Bord Bia Trade Mission - 4 companies Visits to target-companies and 1-2-1 meetings Sector brief in collaboration with the Alcoholic Drinks Producers Association: GARANT	Enterprise Ireland / Bord Bia	Alcoholic drinks
2006	Irish Trade Mission – 20 companies Led by Mr. Michael Ahern, Minister of State at the Department of Enterprise, Trade and Employment with responsibility for Trade and Commerce B2B matchmaking, official functions	Enterprise Ireland	Multisector: software, services, education, medical services, tools, automotive
2007	Irish Trade Mission – 22 companies Led by Mr. Giles O'Neill, Regional Director, Enterprise Ireland B2B matchmaking, official functions	Enterprise Ireland	Multisector: foods, beverages, services, software, machinery, agribusiness, construction, waste and water management
2008	Irish State Visit and Trade Mission - 26 companies On the occasion of the State Visit to Romania by the President of Ireland, Mary McAleese and Dr. Martin McAleese B2B matchmaking, official functions	Enterprise Ireland	Multisector: services, software, construction, environmental technologies, telecom, machinery
2009	Irish Trade Mission - 8 companies Sector brief by Romanian authorities and administration to Irish target-companies Visits to target-companies and 1-2-1 meetings	Enterprise Ireland	Water management
2009	Irish Trade Mission - 12 companies Sector brief and market opportunities presentation to Irish target-companies Visits to target-companies and 1-2-1 meetings	Enterprise Ireland	Construction
2011	Inward Buyer Mission to Spain of Romanian importers of furniture on the occasion of	Instituto de Fomento	Furniture



	The International Furniture Trade fair in Yecla, Murcia Region	Region de Murcia	
2012	Inward Buyer Mission to Spain of Romanian importers of furniture on the occasion of The International Furniture Trade fair in Yecla, Murcia Region	Instituto de Fomento Region de Murcia	Furniture
2013	Inward Buyer Mission to Ireland of Romanian importers of medical devices on the occasion of the Enterprise Ireland's trade fair event "Med in Ireland"	Enterprise Ireland	Medical devices
2014	Dutch Trade Mission - 30 companies led by Minister Lilianne Ploumen. Over 100 one-to-one meetings with relevant local targets, official functions and in-situ support	The Netherlands Embassy	Multisector: water management, agri-business, services, environmental technologies, logistics, ship-building
2014	Spanish Food Sector Trade Mission - 4 companies from the Murcia region had over 25 company visits, 1-2-1 meetings with local buyers and specialised importer-distributors, visit and guided tour of the fresh wholesale market	Instituto de Fomento Region de Murcia	Fresh fruit and vegetables, frozen fish & sea-food, gourmet, cheeses
2015	Inward Buyer Mission to Spain of 6 Romanian importers of furniture on the occasion of The International Furniture Trade fair in Yecla, Murcia Region	Instituto de Fomento Region de Murcia	Furniture
2015	Inward Buyer Mission to Ireland of Romanian importers of medical devices on the occasion of the Enterprise Ireland's trade fair event "Med in Ireland"	Enterprise Ireland	Medical devices
2015	Private Latvian Trade Mission of 4 companies active in the Food Sector. The total selected firms in the longlist was of 65 companies, all of which have been contacted by phone and email and pursued. The number of resulting meetings was of 24.	Private consulting firm in Latvia	Coffee, Snacks, Sweets, Cheeses, Chocolates
2016	Inward Buyer Mission to Finland of 4 Romanian importers of foods and beverages	Food from Finland Growth Program / Finpro	Various types of foods and beverages, including gourmet and functional
2016	Multi-sector Spanish Trade Mission to Romania - 11 companies from the Murcia region had over 70 separate 1-2-1 meetings and company visits with local specialised	Murcia Chamber of Commerce / Instituto de	Multi-sector: agri-technology, foods, electronics, FMCG



	importer-distributors, wholesalers, buyers from the large supermarket chains, resellers	Fomento Region de Murcia	
2016	Inward Buyer Mission to Spain of Romanian importers of furniture on the occasion of The International Furniture Trade fair in Yecla, Murcia Region	Instituto de Fomento Region de Murcia	Furniture
2016	US Trade Mission - 7 companies in the industrial manufacturing technologies and automotive sector from the Confederation of Great Lakes region had over 15 company visits and 1-2-1 meetings with local buyers	Conference of Great Lakes & St. Lawrence Governors & Premiers	Technology, industrial manufacturing technologies and automotive manufacturing
2016	Inward Buyer Mission to Finland of 5 Romanian importers of agri-technology on the occasion of The International Trade Fair KoneAgria	Agrotechnology from Finland Growth Program / Finpro	Agricultural machinery, farm equipment and technology

Activities carried out by FRD Center for the trade missions included:

- B2B matchmaking
- business presentations and sector briefings - development and delivery
- group visit to local companies, factory tours, store checks and guided visits
- matchmaking days: on-site secretariat, facilitation & support
- formal functions: design and management
- design and production of promo materials and visuals
- networking events: reception, sit-down dinner
- communication with participants and invitees: Romanian, Irish, Dutch, Spanish
- liaison with Romanian officials and authorities
- logistic support, PR and media support
- management of external providers
- project management
- communicating and reporting to the Client on a regular basis



EXAMPLES OF LARGE TRADE MISSIONS (2002 - 2014)

FRD Center has been contracted by organisations such as Enterprise Ireland and, respectively, the Netherlands Embassy, to design, organise and manage the implementation of several large Trade Missions and Trade Dinners.

2002

Irish Trade Mission led by Minister Michael Ahearn, Minister of State at the Department of Enterprise, Trade and Employment with responsibility for Trade and Commerce

No of Irish companies: 25
Multisector: tools, education, industrial manufacturing, services, software, medical equipment, chemicals

Official cocktail, Signing ceremony and photo opportunity, Trade & Investment sit-down dinner

2007

Irish Trade Mission led by Mr. Giles O'Neill, Regional Director, Enterprise Ireland

No of Irish companies: 22
Multisector: foods, beverages, services, software, machinery, agribusiness, construction, waste and water management

Official cocktail, Signing ceremony and photo opportunity, Trade & Investment sit-down dinner

2008

Irish State Visit and Trade Mission on the occasion of the State Visit to Romania by the President of Ireland, Mary McAleese and Dr. Martin McAleese

No of Irish companies: 26
Multisector: services, software, construction, environmental technologies, telecom, machinery

Official cocktail, Trade & Investment sit-down dinner

2014

Dutch Trade Mission led by Minister Lilianne Ploumen. Over 100 one-to-one meetings with relevant local targets, official functions and in-situ support.

No of Dutch companies: 30
Multisector: water management, agri-business, services, environmental technologies, logistics, ship-building

Official reception, Trade & Investment sit-down dinner



Example: Dutch Trade Mission (April 2014) in figures

- 30 Dutch participating firms
- 16 Dutch firms requested business matchmaking services
- Over 40 different industries and sub-sectors researched
- A total of 1,800 - 1,850 emails sent in the matchmaking process
- Approx. 2,250 - 2,300 phone calls made for the matchmaking
- 585 local companies and organisations from 62 different categories long-listed
- 327 Romanian target companies and organisations short-listed and contacted
- 22 venues researched for the Trade and Investment Dinner
- Approx. 325 - 350 RSVP telephone-calls made
- Over 170 participants to the Trade and Investment Reception and Dinner
- 85 follow-up interviews carried out with Romanian targets



TEAM

In Romania, FRD Center operates with a team of 4 core senior consultants specialised in Market Research, Business Matchmaking, Market Entry Strategy and M&A Advisory. They operate in English, Spanish, French and Italian. For larger projects, additional consultants and support staff are involved in the team, depending on the size of the in-coming mission

A pool of over 10 experienced sector-specialists cover fields of interest at a particular time. Specialist consultant-partners cover areas such as Management Consulting, Training, Recruitment, Legal Consulting, Marketing etc.

The network of local consultants in main cities of Romania include coverage of Transylvania (Cluj-Napoca, Baia Mare, Timisoara, Brasov), Moldova (Iasi, Bacau), South Romania (Constanta, Craiova, Pitesti).

For Trade Missions, specialised as well as support staff are added to the main team, according to the specific requirements.

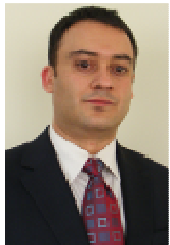


PHOTO GALLERY

Assistance on location:





Business briefing to incoming trade mission participants:





Business-to-Business matchmaking:





Assistance to trade fair visit and 1-2-1 meetings on location:



Group visit to companies, shopfloor visits:





Official functions:





Official Photo opportunity:



For more details and an offer, feel free to contact us directly with your Terms of Reference

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