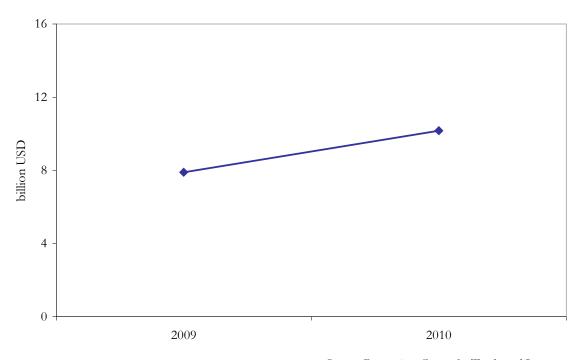
## A FRD Center Market Entry Services Publication www.market-entry.ro



## TRADE OF ELECTRICAL AND ELECTRONIC ITEMS IN ROMANIA

The imports of the electrical and electronic equipment in Romania recorded a growth by 29% in 2010 compared to 2009, reaching some 10 billion USD.

## Imports of electrical and electronic equipment in Romania

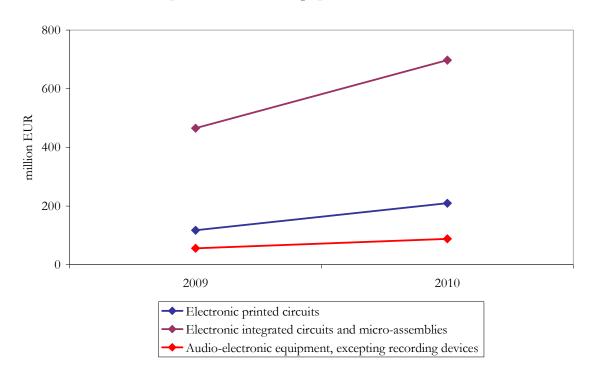


Source: Romanian Center for Trade and Investment

The imports of electronic equipment in Romania recorded significant growths in 2010 compared to 2009, by approx 79% in case of electronic printed circuits, 50% for electronic integrated circuits and micro-assemblies and 57% for audio-electronic equipment, excepting recording devices.



### Imports of electronic equipment in Romania



Source: Romanian Center for Trade and Investment

In 2010 compared to the previous year, significant increases of the Romanian imports of devices were recorded for the following categories: optical devices, appliances and instruments n.e.s. (approx. 235%), semiconductor devices, not light sensitive or emitting (156%), indicator panels incorporating electronic displays (116%) and semi-conductor media, solid-state non-volatile storage devices, for the recording of sound and of other phenomena (approx. 113%).

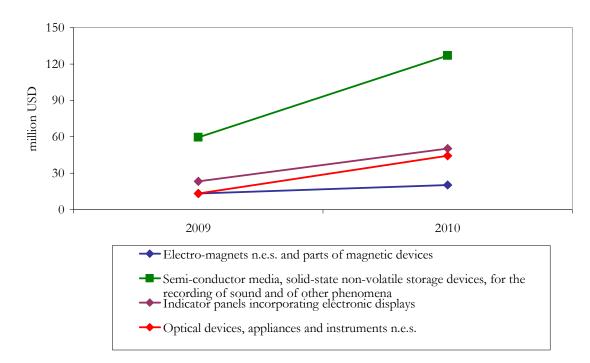
Other increases of the imports in Romania in 2010 compared 2009 were recorded for: other instruments and apparatus especially designed for telecommunications, with a recording device (approx. 93%), electro-magnets n.e.s. and parts of magnetic devices (approx. 53%), thyristors, diacs and triacs, except photosensitive device (approx. 20%), other instruments and apparatus, for measuring or checking voltage, current, resistance or power, without a recording device (approx. 19%).

## A FRD Center Market Entry Services Publication www.market-entry.ro



The imports of the instruments and apparatus for measuring or checking semiconductor wafers or devices in Romania recorded a slight decrease of approx. 5% in 2010 compared to 2009.

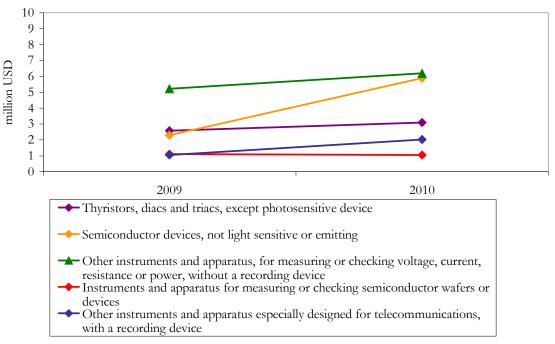
## Imports of devices in Romania



Source: Romanian Center for Trade and Investment



### Imports of instruments, apparatus, other devices in Romania



Source: Romanian Center for Trade and Investment

In 2011, imports of electric and electronic items in Romania have continued the growing trend, mainly due to:

- increasing industrial manufacturing
- increasing demand from end-users
- growing purchasing power
- diversification of needs for components

It is expected that the Romanian market of electric and electronic items will continue its growth in the years.

\*\*\*\*

This demo report is produced by FRD Center Market Entry Services – www.frdcenter.ro - a privately owned market entry consulting firm based in Romania.

FRD Center offers tailor-made market intelligence, B2B matchmaking and market access consulting services to foreign organisations interested to enter the emerging markets in

# A FRD Center Market Entry Services Publication www.market-entry.ro



Europe as exporters, consultants, investors or joint-ventures, to relocate their operations, or to source in CE, SE and Eastern Europe.

Since 2000, FRD Center has been the trade consultant for the Irish Governmental Agency, Enterprise Ireland. Other clients are Commercial Sections of Embassies, Export Councils, Trade Governmental Agencies, Chambers of Commerce, private companies, corporations, SMEs from: Argentina, Austria, Canada, Czech Republic, Denmark, Germany, Greece, Ireland, Israel, Jordan, Lithuania, Norway, Poland, UK, USA, South Africa, Spain, Switzerland etc.

### Our services include:

- market research, investment opportunities assessment, sectorial studies, market briefs
- identification and qualification of B2B distributors, importers, suppliers etc.
- product presentation and assessment of interest from clients / partners
- pre-M&A business support and research
- identification of market opportunities: exports, sourcing, B2B sales etc.
- trade missions, business itineraries, inward buyer missions

FRD Center is the Global Intelligence Alliance Research Partner for Romania, a member of the Global Consulting Network-GCN, of the Expansion Alliance Group, of International Subsidiary Development Inc. and of EMERGY International network.

#### Disclaimer:

Whilst every care is taken in compiling this report, no responsibility is taken for errors or omissions. FRD Center guarantees that this information, collected and generated, has been operated in a professional manner and best efforts were applied with a view to offering accurate and complete results. However, FRD Center will not be held liable for any damage or loss resulting from the use of the information contained herein.

Sources consulted for this report: business mass media, the companies, official sources

FRD Center Market Entry Services Romania

Bucharest ROMANIA www.market-entry.ro

Contact: Jackie Bojor, Director europa@frdcenter.ro