



TRADE AND INVESTMENT OPPORTUNITIES IN ROMANIA 2015 - 2016

KEY SECTORS OF POTENTIAL OPPORTUNITY FOR EXPORT TO ROMANIA, FOR SOURCING PRODUCTION AND FOR INVESTMENT

- 1. Agribusiness: Equipment & Machinery, Agricultural crops, Irrigation systems**
- 2. Food & Beverages: Local production, Imports, Consumption**
- 3. Industrial manufacturing & Machine tools import**
- 4. Automotive: Local manufacturing, Imports**
- 5. Furniture: Manufacturing, Imports, Retail**
- 6. Toys: Manufacturing, Imports, Retail**
- 7. Video games: Production**
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- 12. Modern retail development and Domestic consumption dynamics**



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- trade missions, business itineraries, inward buyer missions

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

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GENERAL DATA - In the first nine months of 2015:

- Foreign direct investment (FDI) in Romania has registered 2,514 million EUR, up by 67% compared to the same period of the previous year
- GDP in Romania has registered an increase of 3.7% compared to the first nine months of 2014
- CIF imports in Romania have increased by 7.1% compared to the first nine months of 2014
- Retail turnover volume in Romania (excepting retail of auto vehicles and motorcycles) have registered an increase of 6.9% as gross series compared to the same period of 2014
- Retail sales of food, beverages and tobacco have increased by 16.3% as gross series compared to the same period of 2014
- The volume of construction works has registered an increase of 9.9% compared to the first nine months of 2014

SECTORS

1. Agribusiness: Equipment & Machinery, Agricultural crops, Irrigation systems

a) Sector brief

The agricultural sector has significant growing potential in Romania. There are approximately 3.9 million agricultural holdings in Romania, with the average surface of 3.4 hectares each.

The offer of agricultural machinery in Romania is diversified and the market is dominated by imported brands, such as: New Holland, John Deere, Claas, Fendt, Kuhn, Massey Ferguson, Geringhoff, Case, Horsch, JCB, Hardi, Vatra, Pottinger, Hydrac, Fella, Lemken, Knoche, Rauch etc. The main manufacturer of agricultural machinery on the domestic market is Maschio Gaspardo Romania, part of the Italian Group Maschio Gaspardo.

The Romanian imports of tractors have recorded in 2014 over 445 million EUR, which, according to the FRD Center analysis based on official data, represents an increase of some 27% compared to 2013, while the imports of ploughs have reached almost 11 million EUR in 2014, up by approximately 24% compared to the previous year. The imports of disc harrows have reached almost 8.5 million EUR in 2014 in Romania, up by 36% compared to the previous year, while the Romanian imports of harrows (other than disc harrows), scarifiers, cultivators, rotovators, weeders and hoes have exceeded 22 million EUR in 2014, up by 26% compared to 2013. The imports of seeders, planters and transplanters have recorded almost 26 million EUR in 2014 in Romania, up by 3% compared to 2013. Furthermore, the Romanian imports of agricultural or horticultural mechanical appliances,



whether or not hand-operated, for projecting, dispersing or spraying liquids or powders have registered over 16 million EUR in 2014.

Romania is one of the most important agricultural crops producers in Europe. The agricultural production in Romania has increased by 2.9% in 2014 compared to 2013. The crop production, animal production and agricultural services production have registered increases of 2.9%, 2.5% and 24.3% respectively, in 2014 compared to 2013.

According to the FRD Center analysis based on official data, the Romanian crop production by main crops, has recorded the following increases in 2014 compared to 2013:

- cereals for grains: +3.4%
- oilseed crops: +15.1%
- sugar beet: +31.9%
- potatoes: +7.0%

The Ministry of Agriculture and Rural Development intends to modernise the main irrigation system in Romania by allocating 145 million EUR annually in the next seven years. The secondary infrastructure could benefit from EU funds of over 430 million EUR. The EU funds, which correspond to the 2014 - 2020 programming period, will be allocated through the National Rural Development Programme.

Romanian farmers pressure the Government and the Parliament into supporting the repairs and development of existing irrigation systems, as well as building new irrigation installations to secure more efficient crops. The Romanian authorities aim to approve an investment project of approximately one billion EUR in irrigation system for the next five years.

According to the FRD Center research and analysis, there are approximately 130 importer-distributors of agricultural equipment in Romania. They have recorded a cumulated net turnover of over 413 million EUR in 2014. The trend is expected to continue in 2015 and 2016.

b) Opportunities: TECHNOLOGY, BRANDS, KNOW-HOW, EQUIPMENT, FACILITIES, TOOLS, QUALITY CONTROL, EU FINANCING

2. Food & Beverages: Local production, Imports, Consumption

a) Sector brief

Food production is a very important sector in Romania. According to the FRD Center research, in Romania, there are over 750 companies operating in the sector of the



production, processing and preserving of meat and meat products, over 20 companies specialised in the fish processing and approximately 500 processors of milk and dairy products.

In September 2015 compared to September 2014, the number of slaughtered animals in Romania has recorded the following increases:

- cattle: +9.4%
- pigs: +14.2%
- poultry: +6.4%

In the first nine months of 2015 compared to the similar period of 2014, the production of dairy products in Romania has recorded the following increases:

- cream: +13.4%
- acidified milk (yogurt, drinking yogurt and others): +8.5%
- cheese products: +7%
- drinking milk: +2%
- butter: +1.7%

The CIF imports of food, beverages and tobacco have recorded approximately 3,855 million EUR in the first nine months of 2015 in Romania.

Starting with June 2015, the VAT for foods and non-alcoholic beverages in Romania has been reduced from 24% to 9%. This Government measure has boosted the consumption of foods and non-alcoholic beverages in Romania.

The consumption of food, beverages and tobacco in Romania has recorded the following increases:

- June 2015 vs. June 2014: +22%
- July 2015 vs. July 2014: +23.1%
- August 2015 vs. August 2014: +24.2%
- September 2015 vs. September 2014: +27.6%

The Romanian consumers increasingly look towards speciality and gourmet foods, their tastes become more sophisticated as their purchasing power increases.

According to the FRD Center research and analysis, some of the main importer-distributors of food and beverages in Romania are:

- Interbrands Marketing & Distribution



- Macromex
- Whiteland Import Export
- Luzan Logistic
- Elgeka Ferfelis Romania
- Marathon Distribution Group
- Heinrig Distribution
- Licurici Impex
- Seca Distribution
- Simba Invest

In 2014, they have registered a cumulated net turnover of over 830 million EUR.

b) Opportunities: BRANDS, INGREDIENTS, TECHNOLOGY, KNOW-HOW, MACHINERY, FACILITIES, TOOLS, QUALITY CONTROL, PACKAGING, TEMPERATURE CONTROLLED STORAGE, RETAIL, MERCHANDISING, LOGISTICS, EU FINANCING

3. Industrial manufacturing & Machine tools import

a) Sector brief

The industrial manufacturing sector in Romania has continued to grow in 2015, with main productive industries such as metal working, automotive, oil equipment, naval and shipbuilding, agricultural equipment and machinery etc.

In the first nine months of 2015 compared to the same period of 2014, the industrial production in Romania has increased by 3% as gross series, as result of the rises in manufacturing industry (+3.6%) and in the production and supply of electricity, gas, steam and air conditioning (+2.3%).

The industrial manufacturing in Romania represents one of the main sectors of opportunity in the region due to the low cost labour market, the availability of resources and facilities, as well as of the proximity to end-user / buyer.

In the first nine months of 2015 compared to the similar period of 2014, the turnover in industry in Romania has increased in nominal terms by 2.5%, mainly due to rises in manufacturing sector (+2.7%). By main industrial groups, turnover increases have been recorded for the following sectors: capital goods industry (+7.9%), durable goods industry (+6.2%), intermediate goods industry (+4%) and non-durable goods industry (+2.3%).



The new orders in the manufacturing sector in Romania have increased by 2.9% in the first nine months of 2015 compared to the first nine months of 2014.

In 2014, the Romanian imports of machine tools have recorded over 187 million EUR, out of which:

- imports of machining centres, unit construction machines (single station) and multi-station transfer machines, for working metal: over 33 million EUR
- imports of lathes (including turning centres) for removing metal: approximately 39 million EUR, up by some 21% compared to 2013
- imports of machine tools (including way-type unit head machines) for drilling, boring, milling, threading or tapping by removing metal, other than lathes: over 21 million EUR, up by around 22% compared to 2013
- imports of machine tools for deburring, sharpening, grinding, honing, lapping, polishing or otherwise finishing metal or cermets by means of grinding stones, abrasives or polishing products, other than gear cutting, gear grinding or gear finishing machines: almost 17 million EUR
- imports of machine tools for planing, shaping, slotting, broaching, gear cutting, gear grinding or gear finishing, sawing, cutting-off and other machine tools working by removing metal or cermets: over 15 million EUR
- imports of machine tools (including presses) for working metal by forging, hammering or die-stamping; machine tools (including presses) for working metal by bending, folding, straightening, flattening, shearing, punching or notching, presses for working metal or metal carbides: almost 62 million EUR, up by approximately 49% compared to 2013

According to FRD Center research and analysis, some of the main companies that use Plastic Injection and Plastic Extrusion in Romania are:

Euro Auto Plastic Systems (part of Faurecia Group) - www.faurecia.com

Set up year: 2002

Products: plastic automotive components (dashboards, internal trims)

Net turnover: 115.1 million EUR (in 2014)

No of employees: 623 (in 2014)

Examples of clients: Dacia, Renault

Elba - www.elba.ro

Set up year: 1921 (under Dura name)



Products: lighting products & systems, including automotive headlamps and light signalling devices

Net turnover: 42.7 million EUR (in 2014)

No of employees: 1,030 (in 2014)

Example of clients: Skoda

Romcarbon - www.romcarbon.com

Set up year: 1952 (under Fabrica Chimica name)

Products: plastic automotive filters (air, cabine, fuel, oil filters), plastic compounds, plastic packages, plastic bags, plastic foils, active carbon

Net turnover: 36.1 million EUR (in 2014)

No of employees: 743 (in 2014)

Example of clients: Dacia

Martplast - www.martplast.ro

Set up year: 1994

Products: bathtubs, shower trays, washbasins, mini-pools, furniture, doors

Net turnover: 9.6 million EUR (in 2014)

No of employees: 210 (in 2014)

Fibrex Co - www.fibrexco.ro

Set up year: 1997

Products: bathtubs, shower enclosures, shower trays, pools, mini-pools (jacuzzi)

Net turnover: 3 million EUR (in 2014)

No of employees: 97 (in 2014)

Belform Prod - www.belform.ro

Set up year: 1992

Products: bathtubs, shower trays, shower enclosures, mini-pools, metallic confections, wooden terraces, furniture

Net turnover: 2.2 million EUR (in 2014)

No of employees: 37 (in 2014)

Production capacity: 60,000 bathtubs per year

b) Opportunities: BRANDS, TECHNOLOGY, KNOW-HOW, EQUIPMENT, FACILITIES, TOOLS, QUALITY CONTROL



4. Automotive: Local manufacturing, Imports

a) Sector brief

The production and assembly of auto vehicles in Romania has recorded 298,355 units in the first nine months of 2015, up by 3.8% compared to the first nine months of 2014.

The biggest producer of auto vehicles in Romania is Automobile Dacia, owned by Renault Group. Automobile Dacia has sold 511,465 auto vehicles in 2014, up by 19% compared to 2013. Dacia has a market share of over 31% on the Romanian market. In 2014, Dacia has exported auto vehicles mainly to France, Germany, Spain and Italy.

The manufacturing of automotive components is a dynamic sector in Romania, benefitting from ongoing foreign investments, an educated and productive labour force and a long tradition of industrial manufacturing, metal working and casting.

Romania is an attractive market for the foreign manufacturers of auto components. The domestic market of auto components is dominated by big foreign companies that have manufacturing facilities in Romania, such as: Michelin, Continental, Autoliv, Takata, Schaeffler, Johnson Controls, Pirelli, Delphi, TRW Automotive, Leoni, Yazaki, Draxlmaier etc.

Key foreign manufacturers of automotive components have been attracted in Romania by the investments made by the domestic manufacturers of auto vehicles - Automobile Dacia (part of Renault Group) and Ford Romania.

The imports of auto vehicles in Romania have recorded 61,888 units in the first nine months of 2015, out of which 46,549 passenger cars, 14,217 commercial vehicles and 1,122 buses. The Romanian imports of auto vehicles have increased by 13.4% in the first nine months of 2015 compared to the same period of 2014.

b) Opportunities: BRANDS, TECHNOLOGY, KNOW-HOW, EQUIPMENT, FACILITIES, TOOLS, QUALITY CONTROL

5. Furniture: Manufacturing, Imports, Retail

a) Sector brief

The furniture sector has had a share of 1.48% in the GDP in 2014 in Romania.

The furniture manufacturing in Romania has a long tradition. The strong points of the Romanian furniture producers are:



- availability of resources
- low labour costs
- high level of technical qualifications

The production of furniture and furniture parts in Romania has recorded 2,227.5 million EUR in 2014, up by 10% compared to the previous year. The main ranges of furniture manufactured on the domestic market are: living room furniture, bedroom furniture, kitchen furniture, upholstered furniture, mattresses, sofas, small furniture, chairs, tables, bookcases, office furniture.

The Mobexpert Group is the leader of the furniture market in Romania. It includes nine furniture plants and a network of ten hypermarkets and 20 stores located all over Romania

The imports of furniture and furniture parts in Romania have recorded 440.6 million EUR in 2014, up by 12.2% compared to 2013.

The sales of furniture and furniture on the domestic market have recorded 783.5 million EUR in 2014, up by 5.8% compared to 2013.

Ikea is a main furniture retailer in Romania. In the period September 2014 - August 2015, the Ikea store in Romania has recorded sales of 424,479,000 RON (without VAT), up by 12.37% compared to September 2013 - August 2014. The Ikea store has sold 14,167,573 products (out of which the furniture has represented 58%) and has been visited by 3,248,974 persons during September 2014 – August 2015.

According to the FRD Center research and analysis, some of the most important producers and exporters of furniture in Romania are:

- Aramis Invest
- Mobexpert Group
- Taparo
- Italsofa Romania
- PGS Sofa & Co
- Ecolor
- Cotta International
- Sortilemn
- ADA Fabrica de Mobila
- Plimob



In 2014, they have registered a cumulated net turnover of over 660 million EUR and approximately 13,000 employees.

b) Opportunities: MATERIALS, COMPONENTS, ACCESSORIES, BRANDS, TECHNOLOGY, EQUIPMENT, FACILITIES, KNOW-HOW, QUALITY CONTROL, STORAGE, RETAIL

6. Toys: Manufacturing, Imports, Retail

a) Sector brief

The toys and games market is one of the most dynamic sectors in Romania. The main factors that have contributed to the increase of the toys and games sales in the recent years in Romania are:

- economic recovery (real GDP growth rate of 2.9% in 2014 and of 3.4% in 2013)
- higher expenditure per child
- growing offer of toys and games
- improved access to distribution channels
- focus of the specialised stores on expansion, special offers and advertising campaigns
- growth and expansion of the private Play Locations where also kids' parties are organised

There is a strong competition on the Romanian market of toys and games. The market is characterised by the presence of big international brands (such as Lego, Chicco, Disney, Hasbro etc), cheap products coming from Asia and domestically manufactured brands (such as D-Toys, Burak, Noriel etc).

The Romanian market of toys and games is dominated by imports. Over 90% of the toys and games sold in Romania are imported. The imports of toys, games, sports requisites, parts and accessories have recorded almost 250 million EUR in 2014 in Romania, up by approximately 18% compared to 2013. In 2014, Romania has imported toys, games, sports requisites, parts and accessories mainly from: China, Hungary, Germany, Austria and Greece.

The Romanians prefer both modern, hi-tech toys and games and traditional toys and games (such as “Nu te supara frate”, “Pacalici”, toys and games in the Romanian language or that incorporating elements of the national culture). Furthermore, the Romanians prefer to buy licensed toys (such as Disney, Batman or Spiderman).



Examples of specialised toys and games retailers in Romania are: Noriel, Jumbo, Lego, Maxi Toys etc. Other retailers with large toys and games departments include Carrefour, Auchan or Cora.

The sales of toys and games in Romania are forecasted to continue the growing trend during the next years. Some of the factors contributing to the increase of demand for toys and games in Romania are:

- child welfare has been doubled starting with 1st June 2015
- increasing purchasing power of the Romanians
- estimated real GDP growth rate of 3.4% in 2015
- parents' increasing desire for developing a creative lifestyle for their children

According to the FRD Center research and analysis, some of the most important retailers of toys in Romania are:

- Intertoy Zone (part of Noriel Group)
- Jumbo
- Lego Romania
- Maxi Toys (Nicoro Trading)

They have registered a cumulated net turnover of approximately 54 million EUR in 2014.

b) Opportunities: BRANDS, TECHNOLOGY, KNOW-HOW, EQUIPMENT, FACILITIES, TOOLS, QUALITY CONTROL, PACKAGING, RETAIL, MERCHANDISING, LOGISTICS,

7. Video games: Production

a) Sector brief

The five biggest video games producers in Romania are Ubisoft, Electronic Arts, Gameloft, King Digital Entertainment and MavenHut. They have recorded cumulated revenues of approximately 84 million EUR, up by 27% year-on-year. Over 3,000 people have worked in 2014 for the five biggest video games producers in Romania, some 400 more compared to 2013.

In 2014, the French video game developer Ubisoft has reached a net turnover of approximately 30 million EUR and a net profit of 1.2 million EUR in Romania, with a team of over 1,300 employees. By the end of 2015, it plans to have over 1,500 employees.



The video games producers in Romania develop or test products mainly for users abroad. For example, the local producer of games for social networks and mobile area MavenHut manufactures in Romania video games mainly for clients from Germany and UK.

b) Opportunities: BRANDS, KNOW-HOW, EQUIPMENT, FACILITIES, QUALITY CONTROL

8. IT&C, Call Centers and BPO

a) Sector brief

The IT&C market is one of the most dynamic sectors in Romania. It is characterised by skilled specialists, advanced technology standards, active presence of large international corporations (such as Oracle, IBM, Microsoft or Intel) and well-developed education system focused on IT technologies and software applications.

The contribution of the information and communication sector to the nominal value of the GDP in Romania in 2014 has been of 6%. The volume of activity in the information and communications sector on the domestic market has increased by 11% in 2014 compared to 2013.

The Romanian BPM industry (including BPO and SSC sectors) is a fast growing and attractive investment destination. The costs efficiency with the employees, the country's geographical location, the size of the domestic market, the adequate quality of the education system and the solid knowledge of foreign languages make Romania one of the best destinations for companies operating in the BPO and SSC sectors.

In regards to the ITO potential, Romania is one of the best countries in the CEE for near-shore outsourcing, taking into account the low costs and the IT resources to be involved in sophisticated projects requiring access to innovative skills and technologies.

The most frequent services provided by the BPO centres in Romania are: Finance & Accounting, Procurement, HR, Customer Support, Order Administration, IT, Logistics, Call Center, Research & Analytics, Legal and other services.

The players active in the Romanian BPM industry are characterised by continuous business process improvement, high quality of services, technological and process innovation and ability to meet the market new requirements.



According to the FRD Center research and analysis some of the main providers of call center services in Romania are: Genpact, Computer Generated Solutions, Accenture, Comdata, Webhelp, Wipro Technologies, Arvato or Sykes.

It is estimated that the players in the BPO sector in Romania will focus during the next years on the stabilisation and the optimisation of their current activities and also on the extension of their activities (new customers and new activities).

b) Opportunities: SERVICES, EXPERTISE, EMPLOYMENT, TECHNOLOGY, TRAINING, BUSINESS DEVELOPMENT, M&A

9. Constructions, BMS and Energy efficiency in buildings

a) Sector brief

The constructions sector in Romania is a quite dynamic, registering some of the highest growths in Europe. The volume of the construction works in Romania has registered an increase of 9.9% in the first nine months of 2015 compared to the first nine months of 2014.

30,540 construction permits have been released for residential buildings in the first nine months of 2015 in Romania, a 5.2% increase compared to the first nine months of 2014.

The real estate developers plan to launch new office buildings, malls and industrial parks in Romania in 2016, with the cumulated surface of over 700,000 sqm, following total investments of over 800 million EUR. For 2016, it is announced the inauguration of five new malls in Romania, out of which two in Bucharest, with a cumulated surface exceeding 200,000 sqm and total investments of almost 400 million EUR.

The improvement of the energy efficiency, including of the buildings, is a strategic goal of the national energy policy in Romania. Increasingly, the topic of energy efficiency in buildings is taken into account when building new residential parks, office buildings, commercial and industrial facilities.

Most developers are currently investing in smart buildings with modern HVAC systems. According to the FRD Center research some recent projects with integrated BMS are:

- Amera Tower in Cluj Napoca
- Hermes Business Campus Bucharest
- Hypermarket Cora Constanta
- Arion Green Bucharest
- RC Office Park Pitesti



- Floreasca Park Bucharest
- City Business Centre Timisoara

b) Opportunities: FACILITIES, TECHNOLOGY, EQUIPMENT, TOOLS, SERVICES, QUALITY CONTROL, EU FUNDING, M&A

10. Fitness and healthy lifestyle

a) Sector brief

According to the FRD Center analysis of the sector, Romania undergoes a boom of the fitness and healthy living trends. The gyms and sports centres market has been rapidly expanding in the recent years in Romania. With the increasing of the Romanian buyer's purchasing power and the general trend for a healthier lifestyle, the dynamics is expected to continue in the next 3 - 5 years.

The fitness market is a developing sector in Romania, mainly due to factors such as:

- increasing purchasing power of the local end-consumer
- consumer confidence returning and disposable income levels rising
- for entrepreneurs, increasing of availability of loans to start, develop and expand their fitness-related business
- demand from the end-consumer for more high quality fitness facilities and equipment
- considerable growth of new hotels being built and refurbishment / up-grading of older ones, especially for business travel
- dynamic economy with constant influx of foreign business people demanding access to modern fitness facilities

There are over 500 fitness centres in Romania. Apart from the major fitness and spa centres on the domestic market, there are a multitude of smaller fitness centres, thus leading to a fragmented market.

According to the FRD Center analysis, some examples of services provided by the fitness centres in Romania are: Aerobics, Cycling, Body Balance, Yoga, Pilates, Body Combat, Body Step, Spinning, Dance, Fight Club, Stretching, Personal Training or SPA.

Some major operators of fitness centres in Romania are: World Class, Club Sport Fitness Center MV, Pure Health & Fitness, Body Effects (Body Time), Sporting Club etc.



World Class has the largest network of fitness centres in Romania. The first World Class centre on the domestic market has been opened in 2000 in Bucharest. Currently, World Class operates 17 fitness centres in Romania.

The Romanian market of the nutritive supplements for fitness centres is characterised by a diversified offer. According to Euromonitor, the sales of sports nutrition products on the domestic market rose by 15% in 2014, similar to the growth recorded in the previous year. The rapidly expanding gyms and sports centres contribute to the rapid growth of the category. The powder format of sports nutrition is the largest category with 45% of the total category sales, although this format is clearly losing ground to other types of products.

b) Opportunities: FITNESS FACILITIES, FITNESS NUTRITIVE SUPPLEMENTS & DRINKS, FITNESS EQUIPMENT, BRANDS, BUSINESS DEVELOPMENT

11. Private medical services, Private dental services and Medical devices imports

a) Sector brief

The market of the private medical services is one of the fastest developing sectors in Romania, supported by the increasing number of Romanians who choose private hospitals, clinics and laboratories instead of public facilities.

The number of private hospitals in Romania has increased by 20% in 2014 compared to 2013, reaching 161 units. In Romania, there are over 280 privately owned clinics and polyclinics and over 270 speciality medical centres.

Apart from the major providers of private medical services in Romania, such as Medlife, Central Medical Unirea (Regina Maria), Sanador, Synevo and Gral Medical, there are several smaller healthcare providers, thus leading to a rather fragmented market.

At present, the Romanian market of privately owned dental centres is very fragmented, consisting of over 13,000 dental practices located all over the country.

During the past years, the private sector of the cosmetic dentistry treatments has recorded a significant development in Romania, the most popular procedures provided by the private dental clinics including: tooth whitening (bleaching), porcelain veneers, gum re-contouring, bonding, dental jewels etc.

Romania is a fast growing destination for the dental services tourism, the main factors being the low prices and the high quality of the services provided. The most popular treatments



provided to foreign patients are: dental implant procedures, dental whitening and root canal treatments.

The Romanian market of private medical services is expected to continue its growth in the next years. This forecast is based on the increasing overall demand and the need to align with the European healthcare spending average.

The Romanian health services - both private and public - rely almost 90% on imported medical devices and equipment.

Examples of imports of medical equipment and apparatus in Romania in 2014 are:

- electrocardiographs: over two million EUR, up by some 10% compared to 2013
- ultrasonic scanning apparatus: 14.5 million EUR, up by approximately 31% compared to the previous year
- magnetic resonance imaging apparatus: 7.4 million EUR
- scintigraphic apparatus: exceeded 300 thousand EUR, up by approximately 16% compared to 2013
- ultraviolet or infra-red ray apparatus: approximately 900 thousand EUR, this representing an increase of almost 100% compared to 2013
- ophthalmic instruments and appliances: approximately 7.4 million EUR, up by 5% compared to 2013
- mechano-therapy appliances, massage apparatus and psychological aptitude-testing apparatus: almost ten million EUR, up some 15% compared to the previous year
- ozone therapy, oxygen therapy, aerosol therapy, artificial respiration or other therapeutic respiration apparatus: approximately eight million EUR, up by 37% compared to 2013
- pacemakers for stimulating heart muscles: almost 4.4 million EUR, up by some 73% compared to the previous year
- computed tomography apparatus: approximately six million EUR, up by some 58% compared to 2013

According to the FRD Center research and analysis, there are over 180 independent importer-distributors of medical equipment and devices operating in Romania.

Some of the major importer-distributors of medical equipment and devices on the domestic market are:

- Sof Medica
- Gemedica



- Gadagroup Romania
- Tehno Electro Medical Company
- Sante International
- Medical Technologies International
- Medist Imaging & POC
- Silva Trading
- Three Pharm
- Medical Ortovit

Their cumulated sales figure in 2014 was of approximately 116 million EUR.

b) Opportunities: FACILITIES, EQUIPMENT, DEVICES, CONSUMABLES, LABORATORY, PRIVATE HEALTH INSURANCE, TENDERS, BRANDS, LOGISTICS

12. Modern retail development and Domestic consumption dynamics

a) Sector brief

In October 2015 compared to October 2014, Romania has registered the highest retail trade growth in the EU, of 12.1%.

In the first nine months of 2015 compared to the same period of 2014, the retail turnover volume (excluding the trade with auto vehicles and motorcycles) in Romania has increased by 6.9% as gross series, due to the growths registered by the sale of food, beverages and tobacco (+16.3%), by the retail of automotive fuels in specialised stores (+5.4%) and by the sale of non-food products (+0.6%).

The major modern retail supermarket and hypermarket chains operating in Romania are:

Company / Brands	No. of stores (total)
Mega Image (Mega Image, Shop&Go, AB Cool Food, Mega Drive)	447
Profi Rom Food	347
Lidl	188
Carrefour (Carrefour, Market, Express, Contact)	179
REWE Romania (Penny Market, XXL Mega Discount)	over 170
Kaufland	103



Billa	86
Auchan	33
Metro Cash & Carry	32
Selgros Cash & Carry	19
Romania Hypermarche (Cora)	12
Real	4

Source: FRD Center

The retail chains such as Auchan, Kaufland, Carrefour or Profi have more economical prices, including for food products. Chains such as Mega Image and Billa have more gourmet type of products and also private labels focusing on Romanian traditional foods.

The modern trade is expected to increase in 2015 and to reach 55% of total turnover, compared to 45% generated by traditional trade.

In the first semester of 2015 compared to the same period of 2014, the private consumption (the main GDP component) has increased by 5.4% in Romania, supported by the VAT reduction for foods and non-alcoholic beverages, the rising wages and the lending revival in RON. In terms of the GDP use, the increase has been influenced by the final consumption expenditure of households (+5.4%), with a contribution of 3.5% in the GDP growth and the gross fixed capital formation, with a contribution of +1.5% as a result of the activity volume increase by 8.1%.

b) Opportunities: BRANDS, PACKAGING, TEMPERATURE CONTROLLED STORAGE, RETAIL, MERCHANDISING, LOGISTICS

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