



Romanian Agricultural Machinery and Farm Equipment Market

A FRD Center Market Entry Services
analysis



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Introduction

This free analysis is produced by **FRD Center** – www.frdcenter.ro - one of the pioneer privately owned independent *market entry consulting and M&A advisory firms* in Romania as a promotional sample-report.

Since 2000, FRD Center offers tailor-made market research and intelligence, B2B matchmaking and M&A consulting services to foreign organisations interested to enter Romania and the emerging markets in Europe as exporters, consultants, investors or joint-ventures, to relocate their operations, or to source in CE, SE and Eastern Europe.

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As part of the CSR activity, FRD Center endorses the
Sibiu International Theatre Festival FITS (SibFest) - www.sibfest.ro

The Sibiu International Theatre Festival is the most complex festival in Romania. Internationally, it has become the most important performing arts festival in Europe, judging by its ampleness, dimension, and quality of events, before Edinburgh International Festival (Great Britain) and Avignon Festival (France)



Romanian Agriculture

Romania has an agricultural capacity of approximately 14.7 million hectares, of which approx. 10 mha are used as arable land. The soil is fertile and the climate is favourable for agriculture, animal husbandry, vegetable growing, fruit and horticulture.

Almost a third of the total EU agricultural land is owned by Romania: 33,5% of all EU farms. The main locally produced agriculture products in Romania are:

- grains: wheat, corn, barley, rape
- sugar beets
- sunflower seed
- potatoes
- grapes
- pork, poultry
- milk
- wool
- eggs



Romanian Agricultural Output 2017

In 2017, Romanian agricultural outputs reached nine historical records with a total of over 27 million tons of cereals. Romania registered in 2017 the largest wheat production in history: over 10 million tonnes (an average of 4,836 kg/ha.) Similarly, for rapeseed, peas, barley and sunflower.

According to the Romanian Institute of Statistics, Romania's 2017 sunflower seeds output increased by 43% to 2.91 million tonnes, the highest in the EU. In spite of the fact that, the surface of the land cultivated with cereal grains decreased by 6.9% in 2017, the production grew by 12.4% to 24.4 million tonnes compared to 2016.

Maize production in Romania went up 33% to 14.3 million tonnes in 2017 vs. 2016, while the wheat output was 17.2% higher at 9.87 million tonnes. Romanian oilseed crops production increased by 29.5% to 4.65 million tonnes.

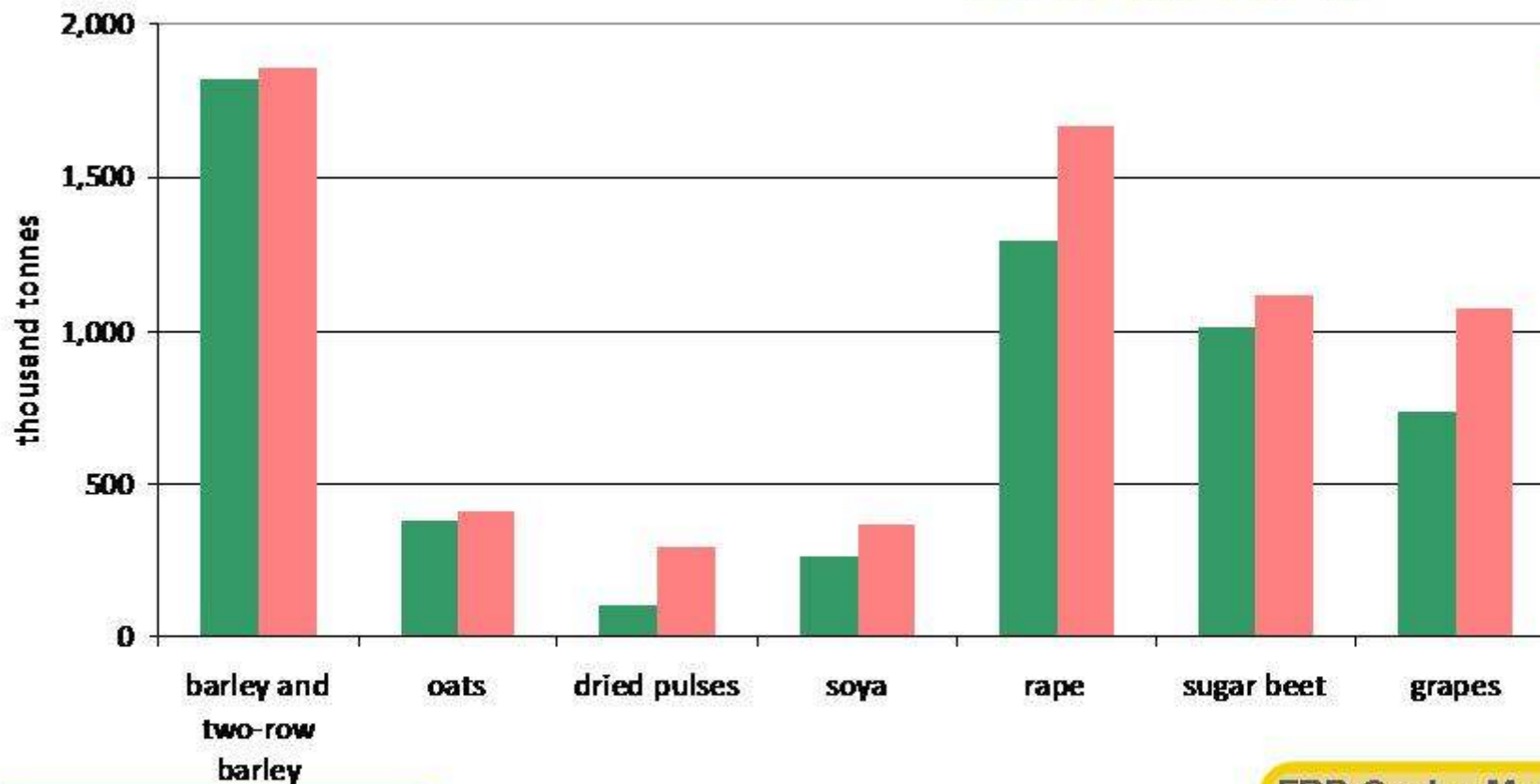
Soya beans production rose by 38.8%, while rape output rose by 29.3% to 1.67 million tonnes in 2017 vs. 2016.

More details in the FRD Center business blog posting at

<http://market-entry-romania.blogspot.ro/2018/03/romanian-agriculture-registers-record.html>

Agricultural Crop Production in Romania 2017 vs. 2016

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In 2017, Romanian
agriculture obtained
record crops

■ 2016 ■ 2017

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Romanian Agricultural Output 2017

Romanian oats production was up by 7.1%, while production of barley rose by 2.2%. In 2017, the production of dried pulses nearly tripled to 291,000 tonnes as a result of both larger cultivated area and higher yield per hectare.

In 2017, Romania harvested 1.11 million tonnes of sugar beet, up by 10.2% compared to 2016.

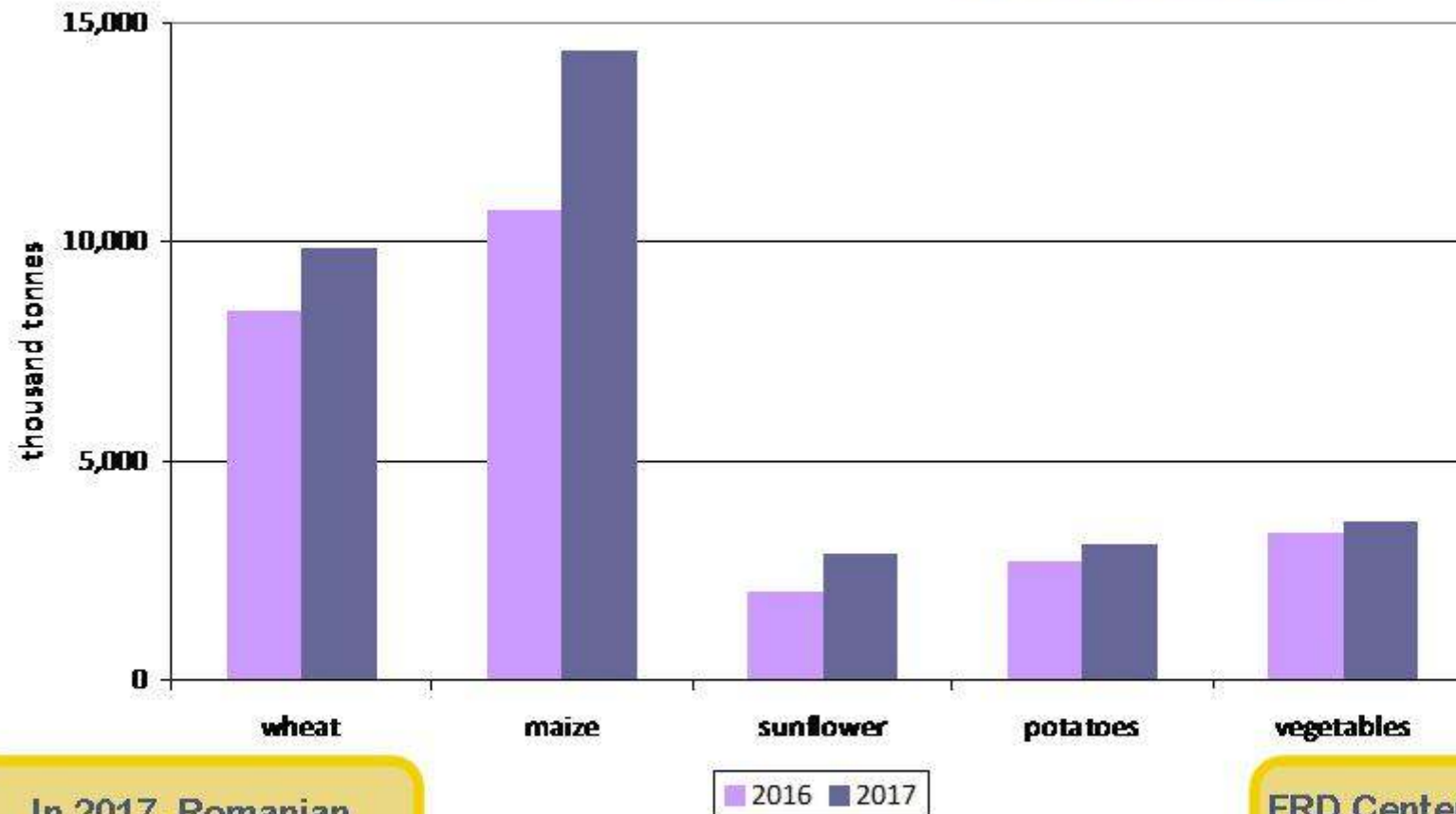
Vegetables production increased by 8.1% to 3.63 million tonnes, although the cultivated area decreased by 1.8%.

What is the potential of the Romanian Agriculture? How to reach the most relevant players such as Romanian farms and farmers associations, Romanian importers and dealers of agricultural equipment and farm machinery?



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Romanian Irrigation System

The irrigation systems are a key element in the Romanian agriculture.

In 2018, the Romanian officials are putting forward programs to assist with the modernization of state-owned irrigation systems and also to encourage farmers to organize Water Users Federations and thus be able to access European funds to create their own irrigation systems.

According to them, 1.3 million hectares will soon benefit from irrigation systems in Romania.

The Romanian National Program for the rehabilitation of the main irrigation infrastructure 2017-2020 aims at an investment of over 1 bnEUR. Being divided into three stages, the program aims to create 86 irrigation facilities on a total area of over 2 million hectares of agricultural land in Romania.

Romanian landowners who organize themselves and set up Federations of Water Users can access up to 1 mEUR non-reimbursable funds from the EU through the Irrigation Subsidiary Rehabilitation Program of Measure 4.3 of NRDP 2014-2020.

More details in the FRD Center business blog posting at

<http://market-entry-romania.blogspot.ro/2018/03/romanian-agriculture-potential.html>

Romanian Imports of Agricultural Machinery

According to the FRD Center analysis based on official statistic data published by Comtrade, the Romanian imports of Agricultural, horticultural or forestry machinery for soil preparation or cultivation, lawn or sports-ground rollers (TARIC 8432) was **24% higher** in 2017 vs. 2016.

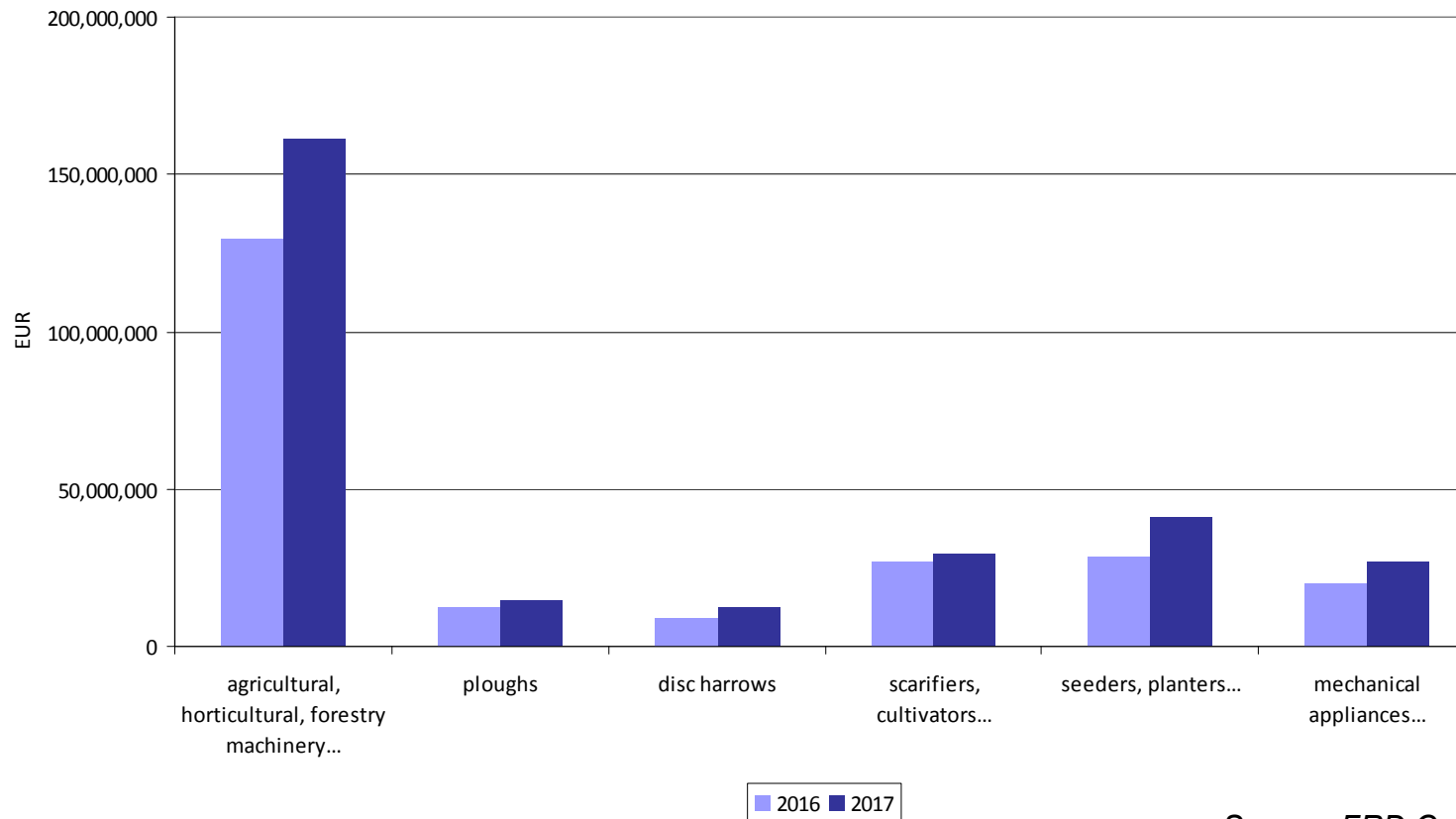
Other Romanian imports dynamics analysed by FRD Center include:

- **45% higher** the imports of Seeders, planters and transplanters (TARIC 843230)
- **35% higher** the imports of Mechanical appliances for projecting, dispersing or spraying liquids or powders for agricultural or horticultural sectors (TARIC 842481)
- **40% higher** the imports of Disc harrows (TARIC 843221)
- **18% higher** the imports of Ploughs (TARIC 843210)



Romanian Imports of Agricultural Machinery

According to the FRD Center analysis, the Romanian imports of agrotechnology and farm machines in 2017 has registered interesting growths.



Source: FRD Center, Comtrade

Romanian Importers of Farm Equipment

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How to find the most relevant local importers and distributors, local buyers and dealers of Agricultural Equipment and Farm Machinery in Eastern Europe?

How to access the Romanian Agrotechnology market?

Who are the most relevant Farm Equipment importers in Romania?



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Romanian Importers of Farm Equipment

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FRD Center is monitoring the market opportunities on the Agricultural Machinery and Farm Equipment market and the export opportunities for international manufacturers of machinery and equipment for the Agricultural Sector.

For over 18 years, FRD Center facilitates commercial relations between foreign manufacturers, investors, exporters with local key decision makers and provides B2B matchmaking, Trade Missions, Inward Buyer Missions, Roundtables etc.

In Romania, FRD Center operates with an exhaustive proprietary database of players in the Agricultural Sector:

- Importer-distributors and dealers of machinery, equipment, installations, feeds, chemicals etc.
- Key-decision makers in large farms and agricultural groups
- Agricultural experts, authorities



Market Entry into the Romanian Agrotechnology and Agribusiness Sector

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Entry onto the Romanian market of agricultural equipment and farm machinery can be done via **acquisition of a local player** (e.g. specialised importer-distributor or local manufacturer with own distribution network).

Also, market entry can be done through **commercial collaboration** with a well-established specialised multi-brand dealer or an importer-distributor of agricultural machinery.

For all market entry options it is recommended that a trusted local **Market Entry Adviser** should be involved.

FRD Center Market Entry Services assists foreign players interested to enter the markets in CE, SE and Eastern Europe with:

- Market opportunity assessment and research
- Deal Origination
- Target Search and Selection
- B2B Matchmaking
- Background checks, In-Depth analysis of Players
- Follow-up, Pursuit of Targets
- Local support and on the ground assistance
- Trade Missions and Commercial Visits
- 1-2-1 liaison with local players and KOLs
- Support for Trade Fairs participation



For tailored Market Research, B2B Matchmaking with local players in the sector, Deal Origination and M&A assistance feel free to contact

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