

FRD Center

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center

Market Entry and
M&A Advisory

Factor Regional Development Center

Market Entry Services



FRD Center is one of the pioneer privately owned boutique-type consulting firms in Emerging Europe.

Since 2000, we provide customised market entry consulting services, search & selection of new suppliers, new leads generation, M&A assistance, deal origination, B2B matchmaking and tailor-made market research.

Our Clients are foreign Governmental and Trade Promotion Agencies, Investment Funds as well as companies interested to enter Romania and the emerging markets in Europe as exporters, investors, producers or joint-ventures, to source production in CE, SE and Eastern Europe, to acquire a local player or to relocate their manufacturing operations in the region.

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Since 2000, FRD Center is the trade consultant for the Irish Government Agency, Enterprise Ireland and of other Export Promotion organisations.

Our clients include SMEs, corporations, export promotion agencies, governmental agencies, PE funds, international trade organisations, chambers of commerce from: Austria, Bulgaria, Canada, China, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, India, Israel, Italy, Japan, Jordan, Latvia, Lithuania, The Netherlands, Norway, Poland, Spain, South Africa, Sweden, UK, USA etc.



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FRD Center is local partner of Sweden on the Go International Network, of the Global Consulting Network-GCN, of the EU Gateway program, of Emnergy International, as well as a local trade consultant of Business Finland / Finpro, of Asturex (Spain), an Expert Consultant of Switzerland Global Enterprise etc.

Since 2010, FRD Center is the local representative of Instituto de Fomento Region de Murcia, Spain.



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SERVICES

Knowledge

The FRD Center market-entry consulting services are tailored to fit the Client's requirements. Our approach is personalised, with a Client Services style similar to the advertising agencies structure.

Support

- market research and multi-country analysis
- identification and selection of new vendors and suppliers
- market opportunity analysis / assessment
- acquisition target search and deal origination
- data collection
- sector studies and market briefs
- business intelligence



CONSULTING

- competitor analysis; company analysis
- background and reputation checks
- roundtables with KOLs
- identification, selection, profiling of M&A / investment targets
- B2B matchmaking, trade missions
- identification of market opportunities: sourcing, sales etc.
- identification of best routes to the market, market barriers
- business development
- product presentation, new leads generation

Experience

Success

Business

Efficiency

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SECTORS COVERED

- furniture, wood processing
- automotive manufacturing, transportation
- software, telecom, IT&C, BPO, call centers
- industrial manufacturing, electronics, tools
- metalworking
- nearshore production outsourcing
- wastewater treatment, waste management
- building and construction
- environmental technologies, cleantech
- food and non-food retail
- metallurgy and mining
- medical supplies, devices, equipment
- health services
- laboratory equipment and substances
- pharmaceuticals
- green energy, bio-fuels, LPG, wind power

- agricultural machinery and equipment
- agri-business, animal nutrition
- oil & gas, lubricants
- paints and varnishes, special coating
- chemicals, fertilizers
- textiles, knitwear
- banking, non-banking financial services
- training, education services
- printing, book publication
- foods & beverages, alcoholic drinks
- FMCGs, retail





TRACK RECORD



- over 300 market reports and sectorial studies
- over 200 business partners search / B2B matchmaking projects
- over 20 new vendors identification and selection projects
- over 50 target origination projects
- over 2200 detailed company profiles, commercial due diligence and financial reports, competitive analysis
- several international franchising projects

- over 50 market briefs and presentations
- 30 trade missions to Romania from Ireland, Finland, Latvia, Spain, Netherlands, Turkey, Ukraine, USA
- over 75 market opportunities assessment projects
- 19 M&As advisory and support projects
- over 250 business itineraries in the target territory
- over 10 inward buyer missions to Ireland, Finland and Spain
- over 10 marketing and brand strategy projects



CASE STUDY ONE



Comprehensive Market Research - Chemical Fertilisers in Romania: trade and logistic aspects

The Challenge:

Our Client was UK-based market research firm operating at global level. They have requested FRD Center's support in covering the local data gathering related to trade aspects of the chemical fertilisers in Romania.

The Solution:

After receiving the specific Market Research Brief from the Client and having established together with the Client their objectives and expectations, FRD Center's team carried out a comprehensive market research and market intelligence gathering using desk research, official statistic data and 1-2-1 interviews with players and KOLs in the sector.

It resulted a 35 page report with comprehensive market data and in-depth profiles and analysis of players active in the Chemical Fertilisers sector in Romania: producers, traders, logistic operators etc.





CASE STUDY TWO



Search and Selection of providers of complex services in technology manufacturing in Romania

The Challenge:

Our Client was a major global automotive manufacturer. Their regional office in Eastern Europe, based in Poland, requested FRD's support in identifying and selecting local companies offering specialised complex 3D CAD supported technology manufacturing process.

The Solution:

Once we clarified with the Client their objectives, selection criteria and expectations, the FRD Center consultants carried out an extensive search & selection process, identifying, selecting and interviewing local services providers and qualifying those that supplied satisfactory services, references and project portfolios.

Resulting from this project, the Client obtained verified contact details and brief profiles of local 3D CAD technology providers, accompanied by comments and recommendations from the FRD consultants. The 2nd stage has been the Client's local visit to Romania and 1-2-1 meetings during visits to the shortlisted local companies.



CASE STUDY THREE



Comprehensive Market Research and Players Analysis - the BPO services in Romania

The Challenge:

The Client was an Italian provider of BPO services with a presence in Romania. The company is looking to further develop its local operations and is researching the market in order to decide on the best strategy for development.



The Solution:

FRD Center provided in depth market research and analysis services which resulted in a comprehensive market report, detailed profiles of the companies active in this market in Romania, examples of salaries, insights from potential local clients, expected trends in the market, estimated evolution of employee pool etc.

The Client was fully satisfied with the outcome and used the analysis in its development strategy.



CASE STUDY FOUR

Target Origination in the LPG sector in Romania



The Challenge:

The Client was an internationally renowned Irish corporate financial organisation looking to expand its operations in Central Eastern Europe through the acquisition of a local player in the LPG sector in Romania.

The Solution:

FRD Center provided market research services which resulted in a comprehensive market report and detailed profiles of the companies active in this market in Romania.

Also, the services provided were the selection of most suitable candidates, direct approach for interest assessment, securing meetings with the target-companies and logistic support during the business itinerary in Romania as well as consultancy during discussions with the candidates.





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CASE STUDY FIVE

In-depth Market Analysis and Target Origination in the Aggregates Sector in Romania



The Challenge:

The Client was a 224.7 million GBP profit (June 2007) construction materials company with headquarters in the UK looking to expand its operations in Central Eastern Europe, most likely through the acquisition of a local player.

The Solution:

FRD Center provided comprehensive market research services which resulted in a detailed market report, market opportunities assessment, players profiles, identification and selection of potential target-companies, market entry strategies assessment.

As follow-up, FRD Center was requested by the Client to deliver also a comprehensive sector presentation in London.



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CASE STUDY SIX

**Comprehensive market opportunities assessment
report in Romania and Bulgaria – NPK fertilisers**



The Challenge:

The Client was a major Middle Eastern company, part of a group of companies looking to expand to the Eastern Europe markets.

The Solution:

FRD Center provided comprehensive market research services which resulted in a detailed market report, market opportunities assessment, in-depth players profiles, suggestions for market entry tactics etc.

As a second stage, a Marketing Strategy has been designed and several B2B matchmaking events in the region have been generated for the Client.



CASE STUDY SEVEN



B2B Matchmaking in the beauty and personal care sector in Romania, Poland and Hungary

The Challenge:

The Client was a Greek producer of beauty and personal care items looking to expand onto the Emerging Markets in Europe, such as Romania, Poland and Hungary . The Client have commissioned FRD Center to carry out comprehensive B2B matchmaking with relevant players in these markets.

The Solution:

FRD Center's team and local partners have developed a comprehensive market scan in each of the markets using desk research, own d-bases in the sector, product presentation to relevant targets, 1-2-1 interviews with players etc.

Thus was generated a multi-country business itinerary with F2F meetings for the Client and the local interested players which resulted in sales into the respective markets.



CASE STUDY EIGHT



Data collection and analysis in Czech Republic and Romania – medical sector

The Challenge:

The Client was a US based major multi-specialty health care company focused on discovering, developing and commercializing innovative pharmaceuticals, biologics and medical devices that enable people to live life to its greatest potential.

Through one of our partners, a British consulting firm, the Client have commissioned FRD Center to collect and analyse market data regarding specific cosmetic and plastic surgery procedures.

The Solution:

FRD Center identified relevant targets, secured one-to-one meetings/telephone calls and carried out 40 interviews – in each country - with plastic surgeons, cosmetics specialists, experts in beauty procedures etc. in the Czech Republic and Romania. The data was centralized, analysed and provided to the consulting company partner for final analysis.





CASE STUDY NINE



Furniture Manufacturers Selection in Romania - new suppliers search & selection

The Challenge:

The Client was a Dutch manufacturer of luxury furniture looking for local qualified manufacturers of specific components and types of furniture in Romania. They hired FRD Center to develop a Supplier Search and Selection project.

The Solution:

FRD Center identified relevant targets, secured one-to-one meetings/telephone calls and carried out 40 interviews – in each country - with plastic surgeons, cosmetics specialists, experts in beauty procedures etc. in the Czech Republic and Romania. The data was centralized, analysed and provided to the consulting company partner for final analysis.



CASE STUDY TEN

B2B Matchmaking in agrotechnology sector and agri-machinery in Romania



The Challenge:

The Client was the Finnish Governmental Agency, Business Finland, Agrotechnology from Finland Growth Programme. The Client are their Joint Stand at the INDAGRA show in Bucharest in 2018 and facilitate B2B matchmaking with local players in Romania.



The Solution:

FRD Center's team have managed the relations with the trade fair organisers (Romexpo) throughout the year, preparing the actual joint stand setting up and contractual formalities. For the B2B meetings with the local potential business partners and clients, FRD Center developed a comprehensive market scan and selection, intro of the Finnish companies' machinery and agrotech solutions and obtaining feedback.

At the Agrotechnology from Finland stand at INDAGRA, FRD Center booked some 40 F2F meetings for the Finnish companies with the local interested players.





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CASE STUDY ELEVEN

Deal Origination in Green Energy in Romania - windfarms projects



The Challenge:

The Client was an Irish private investment fund. The Client was looking to make significant investments in green energy in Romania through the acquisition of a local player / several local players and has commissioned FRD Center to carry out a comprehensive Deal Origination and Target Search process.

The Solution:

FRD Center provided extensive advisory services, market research services, identification and profiling of targets, direct liaison and negotiations with local players, assistance with business itinerary, negotiations and local representation in-between the Client visits. FRD Center's services also included consultancy and Client representation during the due diligence phase.





CASE STUDY TWELVE



B2B Matchmaking in the Medical Devices Sector in Romania, Slovakia and Czech Republic

The Challenge:

The Client was a Israeli firm representing a Chinese manufacturer of orthopedic surgical implants and instruments looking to expand its operations in Central Eastern Europe.



The Solution:

FRD Center and local partners provided comprehensive market scan and selection services which resulted in a detailed players profiles, 1-2-1 meetings with interested local parties and sales presentations.

As follow-up, FRD Center was requested by the Client to facilitate similar services in markets in Northern Africa.



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CASE STUDY THIRTEEN



**Metal sheet parts manufacturers in Eastern Europe -
new vendors and suppliers identification for global
companies**

The Challenge:

The Client's Head of Localization & BCC Sourcing approached FRD Center with a request for support services as they were looking for vendor base for their requirements in Eastern Europe.

Upon receipt of the FRD Center offer of services, the Client hired FRD Center B2B matchmaking and market research services to carry out a new vendor search and selection in Eastern Europe.

The Solution:

Recently, FRD Center successfully delivered to our Client, a major multinational group active in industrial manufacturing sector, the selected local manufacturers of metal parts of metal sheets identified by FRD Center in Romania as potential new vendors for such products.

This was part of a comprehensive new vendor identification process conducted by the FRD Center in Romania. The Client is a major international provider of car body and powertrain process chains in the automotive industry.



CASE STUDY FOURTEEN



New leads generation in the Wastewater Treatment sector in Emerging Europe

The Challenge:

In 2020, the FRD Center team welcomed its new Client, a world leader in providing delegated management of water, wastewater services and renewable energy generation for industrial and municipal clients rather than municipal clients.

The group was looking for market expansion to Europe through Eastern European markets, with a focus on business clients.

The Solution:

The Client hired FRD Center consulting services to provide market research, B2B introduction and lead generation in Romania for the Client's services and technologies. The company, with HQ in Singapore and India, provides wastewater treatment technologies, including: Anaerobic treatment system, Fine Bubble diffuser aeration, jet aeration systems Most advanced membrane bioreactor (MBR) technology, Most advanced anaerobic membrane bioreactor (AnMBR) technology, Physio-Chemical Treatment Systems, Free and Emulsified Oil treatment Systems, High End Tertiary treatment Systems, Ultra filtration technologies, Reverse Osmosis Technology



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CASE STUDY FIFTEEN

Market Development support in the Metallurgical Sector in Romania: cast bronze and brass parts



The Challenge:

Our Client was a Scandinavian industrial manufacturer of cast bronze and brass parts. Their Romanian factory is based in Brasov and they were interested in market development for Scandinavian Metallurgical firm in Romania.

The Norwegian-based Sales Director requested FRD Center's support in researching the Metallurgical sector and the local production of cast bronze and brass parts in Romania.

Also, as a second stage of the business development and client base development in Romania, the Client requested FRD Center to identify new opportunities, approach local potential Clients for their cast bronze and brass parts and meet the Decision Makers in the interested companies, generate new leads.





CASE STUDY FIFTEEN - cont

Market Development support in the Metallurgical Sector in Romania: cast bronze and brass parts



The Solution:

Once we clarified with the Client their objectives and expectations, the FRD Center consultants carried out a comprehensive market research and players analysis, providing also examples of quotations from competitors in the market.

The report also analysed local production of cast bronze and brass parts, Imports and exports of copper alloys: bronze and brass, of bearings, local production of ball and roll bearings, Market demand, Competitor in-depth analysis etc.

The 2nd stage involved a business itinerary organised by FRD Center for the Client's management team to meet with local Decision Makers in potential Client companies that have been validated by FRD Center as genuine leads.



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CASE STUDY SIXTEEN

Trade Missions for Export Promotion - Comprehensive services for Ministerial Dutch Trade Mission to Romania



The Challenge:

Our Client was the Royal Dutch Embassy in Bucharest looking for Trade Mission services and support for organising a major 3-day trade event on the occasion of Minister Lilianne Ploumen visit to Romania. After launching a bid in which participated several local consulting firms with expertise in trade mission organisation, the FRD Center bid has been selected as a provider of Trade Mission services for Export Promotion.

The Solution:

Over a period of 12 weeks, the FRD Center intensively prepared and delivered high-quality B2B meetings with selected relevant local players, organised a 1-2-1 Business Forum for 30 Dutch companies from a multitude of sectors, several PR events, a formal dinner reception etc.

FRD Center managed the local suppliers of services and provided Project Management throughout the 3-day event. After the Trade Delegation departure, the FRD Center carried out a survey and follow up with more than 200 local players that participated in the Dutch business event.

For International Governmental and Export Promotion Agencies, FRD Center has been organising Trade Missions, Business Presentations, Inward Buyer Missions and Business Roundtables in Romania and the region since 2002.



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CASE STUDY SEVENTEEN



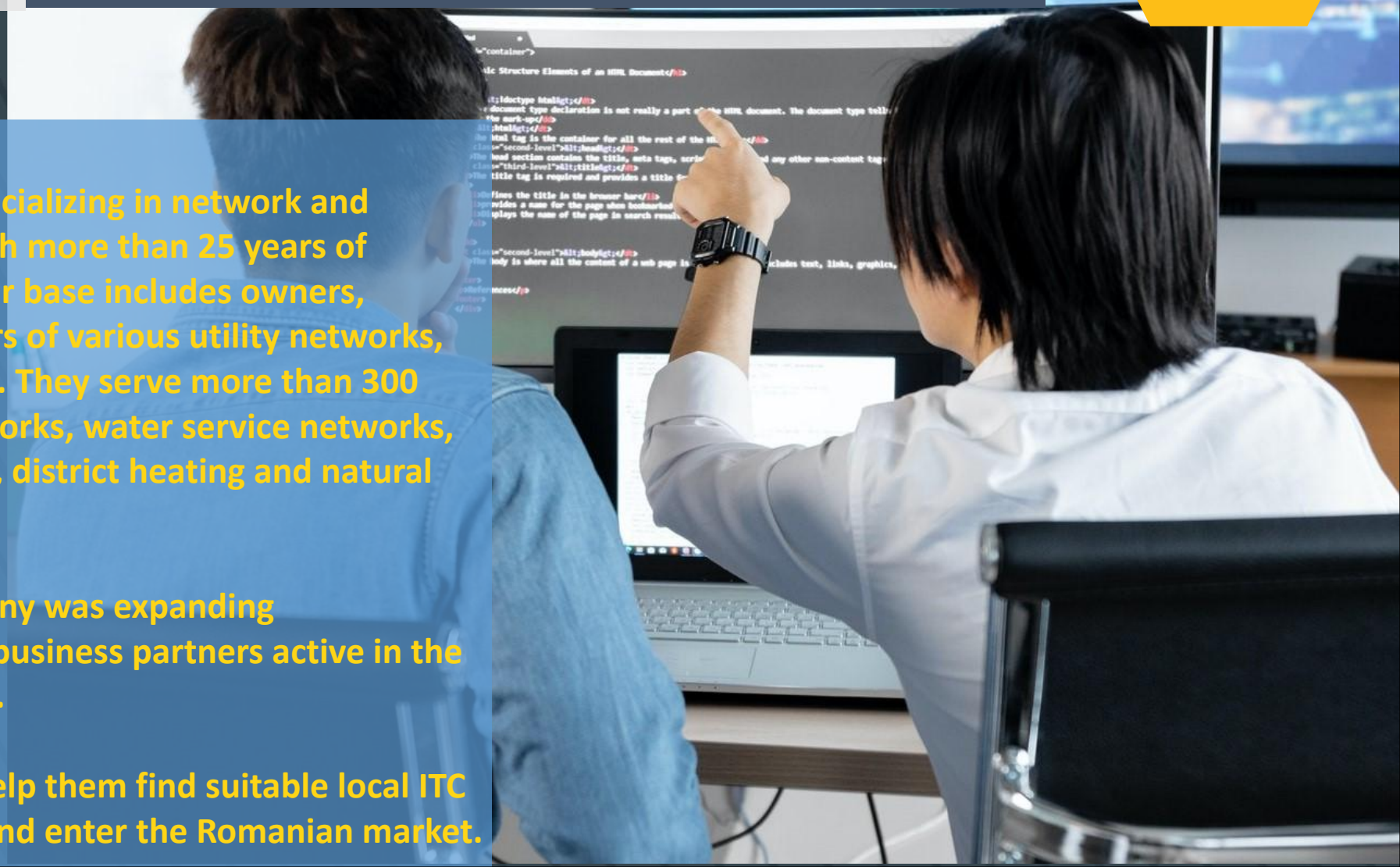
Business Partner Search & Selection for Finnish ITC company

The Challenge:

Our Client was a Finnish company specializing in network and geographic information solutions, with more than 25 years of experience in the field. Their customer base includes owners, contractors, designers and maintainers of various utility networks, both underground and on the ground. They serve more than 300 customers dealing with telecom networks, water service networks, electricity distribution, street lighting, district heating and natural gas.

At the time of the project, the Company was expanding internationally with the help of local business partners active in the ITC and Software development sector.

The Client requested FRD Center to help them find suitable local ITC firms in order to form a partnership and enter the Romanian market.





CASE STUDY SEVENTEEN - cont



Business Partner Search & Selection for Finnish ITC company

The Solution:

Once we clarified with the Client the criteria for the Local Targets, the FRD Center consultants carried out a comprehensive market scanning and players analysis, in order to identify the Romanian software and IT companies that most resembled the ideal local partner criteria.

The Client received a report with the players brief profiles, expertise, technologies used etc. From this longlist, based on the details provided by FRD Center, the Client shortlisted a number of local players, to be contacted by FRD Center in the 2nd stage of the process.

FRD Center verified the shortlisted companies' reputation and checked for any issues related to potential corruption cases or similar. As a next step, we have presented the Client's portfolio, business model and expansion plans for Romania to the shortlisted local players, at Decision Maker level: Owner / GM / CEO and pursued them to obtain their feedback. Those companies whose Decision Makers that expressed interest in a direct discussion with our Finnish Client have been profiled in detail and presented to the Client. Upon the Client's approval, we arranged 1-2-1 e-meetings between the two parties and facilitated their direct contact.

The Client had three direct meetings out of which they have selected two candidates for the Partnership. After one month of discussions and negotiations, they signed off their Romanian Partner.



CASE STUDY EIGHTEEN



Successful Virtual Healthcare Buyers Mission from Romania to Germany - B2B matchmaking between German manufacturers and relevant Romanian importer-distributors of medical devices, healthtech equipment

The Project:

Between August and November 2020, in collaboration with our German partners, FRD Center successfully completed a virtual trade mission in the medical equipment and healthtech sector facilitating B2B business-2-business contacts between German manufacturers and Romanian specialised Importers and Distributors. The Virtual Healthcare Buyers Mission was organised in connection with MEDICA Trade Fair Germany

The project was conducted in partnership with trAIDe GmbH for the German Ministry for Economic Affairs and Trade and the BMWi Mittelstand Global Foreign Market Entry Programme.

From over 100 relevant Romanian players, mainly importers, wholesalers and distributors in the medtech sector identified and selected by FRD Center, 13 companies benefitted from b2b matchmaking with important German producers of medical devices and health technology, organised by our partners in Germany.



RECENT CLIENTS - examples



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REGIONAL PARTNERS

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At international level, FRD Center collaborates with independent partners and partner-companies in countries such as:

- Austria
- the Balkans: Croatia, Serbia, Slovenia, Bosnia etc.
- the Baltic States: Estonia, Latvia, Lithuania
- Bulgaria
- Cyprus
- Czechia and Slovakia
- Germany
- Hungary
- Morocco and N. Africa
- Poland
- Turkey
- Ukraine
- Russia

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TEAM AND CONSULTANTS



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FRD Center was founded by Andrei Bojor and Jackie Bojor



The FRD Center senior consultants are specialised in
Market Research, Business Matchmaking, M&A Advisory,
Market Entry Strategy and Market Development



Sector Experts support the FRD Center team in sectors
such as healthcare, IT&C, manufacturing, procurement,
legal, finance, waste management, marketing etc.

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CONTACT DETAILS



Jackie Bojor
Director

Str Orzari nr. 5
Bucharest

tel: +4021
411 1459

tel: +4021
411 1460

www.frdcenter.ro

email:
europa@frdcenter.ro
[frdcenter@market-](mailto:frdcenter@market-entry.ro)
entry.ro

tel: +4021
411 1461

