

FACTOR Regional Development Center- FRD CENTER

EXAMPLES OF WORKS IN FOODS AND BEVERAGES SECTOR

A - MARKET RESEARCH

B - B2B MATCHMAKING AND TRADE MISSIONS including PRESENTATIONS and WORKSHOPS

A - MARKET RESEARCH

Some of the market researches in the Foods & Beverages field that FRD Center conducted recently are:

1 - 2021: “Romanian Fish and Seafoods Market” Report for the Canadian Embassy in Romania

A 60-pages Report resulting from desk and primary research, from direct interviews with relevant decision makers in the market, fish processing, import & distribution companies, HoReCa and the fish retail sector.

The Report has the following summary:

1. Overview of fish and seafood in Romania

- 1.1 Fish and seafood processing
- 1.2 Fish production
 - 1.2.1 Commercial fishing
 - 1.2.2 Aquaculture
- 1.3 Fish and seafood imports
- 1.4 Top five processing plants

2. Fish and seafood consumption in Romania

- 2.1 Fish and seafood consumption structure
- 2.2 Share of restaurants and hotels in total household expenditure
- 2.3 Labeling and packaging requirements

3. Market and sector challenges

- 3.1 Examples of prices
- 3.2 Overview on consumption and market demand
- 3.3 Overview on competition
- 3.4 Others

4. Key contacts

- 4.1 Top ten importers of fish and seafood in Romania
- 4.2 Top five importers of fish and seafood in Republic of Moldova
- 4.3 Top five Romanian importers of fish and seafood with offices in other EU countries
- 4.4 Most important associations
- 4.5 Useful links

5. Other

Annex 1: Consumer's purchasing habits in Romania

Annex 2: Examples of labels in Romania

2 - 2020: “Guide for importing SAKE into Romania” for Japan External Trade Organization (JETRO)

A 26-pages Report resulting from a market research, including direct interviews with relevant decision makers in the import & distribution sector as well as retail sector.

The structure of the Report was:

1 - Requirements and procedures for registering as an importer of SAKE / alcoholic beverages in Romania

- 1.1. Formalities, certificates, licences, approvals, procedures for obtaining them, issuing authorities, costs
- 1.2. What are the EU regulations for such registration?

2 - Actual import of SAKE into Romania

- 2.1. Full description of the procedures required: ex. sticker
- 2.2. Who is responsible for adding the sticker- exporter or importer? In what conditions?
- 2.3. Full details about the alcohol sticker, including its text / contents, its price etc.
- 2.4. Full details about the taxes for alcohol in Romania
- 2.5. Customs regulations for SAKE import into Romania from Japan
- 2.6. Other formalities are required (i.e. special licence?) and who is responsible - exporter or importer? In what conditions?
- 2.7. What are the EU regulations for imports of SAKE? Certification, taxes, labelling, wrapping etc?
- 2.8. What are the EU regulations regarding the alcohol sticker?
- 2.9 Is the import / receipt of sake allowed only in a free economic zone in Romania?

3 - 2019: “Fresh Fruit and Vegetables Sector in Romania” Market Analysis Report for Serbian Association of Fresh F&V Producers subcontracted by TOMI TOM SRL (TMT PR the Agribusiness & Food Communicators) - funded by USAID

A 40-pages Report resulting from a market research and analysis, including direct interviews with relevant decision makers in the import & distribution sector as well as retail sector.

The structure of the Report was:

1) Top Romanian importers and distributors with their market shares and contacts

Profiles of the top Romanian Fresh Fruit and Vegetables importers and distributors with their estimated market shares and contacts.

2) Fresh F&V import controlling procedures, required documentation, customs rates (for Serbia as exporting country) and other charges/requirements related to import of fresh F&V;
c) Overview of imported quantities of apples and other type of fresh fruit - such as Plums, Raspberries, Peaches, Strawberries and Pears - into Romania for last 5 years, listing the top exporting countries, with quantities and import prices on monthly basis

3) Overview of imported quantities of apples and other fruits into Romania for last 5 years, listing the top exporting countries, with quantities and import prices on monthly basis
Apples – taric 080810

4) Overview of retailers and top fresh F&V distributors in Romania in last 3 years (their names, number of selling outlets/points, store formats/types, regional distribution, price analysis and seasonality, packages - product presentation in wholesale and in retail, volumes sold per each retailer (annually), supply management and logistics data); analysis will also cover required standards (e.g. Global GAP, etc.) to enter retail chains versus wholesale markets and other distribution channels

5) Overview of required standards (e.g. Global GAP etc.) to enter retail chains in Romania versus wholesale markets and other distribution channels;

6) Presentation of top-5 Romanian fresh apple import companies with annual turnover, volumes of imported apples, countries of origin

7) Overview of current (last 3 years) performance of Serbian fresh F&V exporters to Romania, focusing on import of apples from Serbia; attitude of Romanian customers regarding quality of F&V of Serbian origin.

8) Conclusions and Recommendations:

- 8.1. Market barriers
- 8.2. Route-to-the- Market
- 8.3. Recommendations for next steps

Useful contacts in Romania for Serbian producers

Methodology

4 - 2019: “Organic Agri-Food Sector in Romania” Market Analysis Report for The Royal Dutch Embassy in Romania

A 128-pages Report and a 79-slides Powerpoint presentation resulting from a market research, players analysis, store checks and direct interviews with relevant sector experts, players in the market etc.

The structure of the Report was:

Introduction

Executive summary

I. General Overview of Romania 2019

- 1. Basic Country Information
- 2. Economic Indicators

II. Chapter 1 - Romanian Organic Agriculture

- 1. Organic agricultural areas
- 2. Main cultivates, animals, products
- 3. Production dynamics
- 4. Structure and regions

5. Subsidies and non-reimbursable loans
6. Main players in Romanian organic agriculture
7. Certification
8. Marketing means and channels
9. Distribution channels
10. Storage and logistics
11. Import-export dynamics
12. Expected trends, evolution, announced plans

III. Chapter 2 - Romanian Organic Food Sector

1. Market demand dynamics
2. Market preferences and reason
3. Consumption: current and expected evolution in 3-5 years
4. Supply: internal, imported
5. Marketing means and channels, special events, e-marketing
6. Distribution channels, sales channels and e-business
7. Storage and logistics
8. Import-export dynamics
9. Main players profiles: importer-distributors, local producers, retail chains
10. Expected trends, evolution, announced plans

IV. Chapter 3 - Opportunities for Dutch businesses in Romania

- a. Investment and Acquisitions
- b. Export and Sales
- c. Sourcing raw materials

Annex 1 – Producers

Annex 2 – Processors

Annex 3 – Retailers

Annex 4 - Importer-Distributors focused on organic products

Annex 5 - Importer-Distributors which also have some brands of organic products

Annex 6 – Associations & Clusters

Annex 7 – Authorities

Annex 8 - Certification bodies

Annex 9 - Events (fairs, conferences etc)

Annex 10 - Price examples of 5 products within main categories

5 - 2016: “Food Market in Romania: Processing and Retail” report for the Royal Dutch Embassy in Bucharest

A 191-pages Report resulting from an in-depth market and players analysis, direct interviews with relevant sector experts, players in the market, store checks etc.

The report has been published by the Client and can be consulted at this link:

<https://www.dutchromaniannetwork.nl/wp-content/uploads/2017/01/Food-Report-Romania-2016.pdf>

6 - 2016: “Romanian Foods and Beverages Report and Market Assessment for the Finnish foods and beverages in Romania” - for the Finnish Governmental Agency, FINPRO (now Business Finland)

A 25-pages market assessment and players analysis Report, resulting from desk research, direct interviews with relevant players in the market, as well as store checks.

The report has been published and can be consulted at this link:

<http://www.frdcenter.ro/wp-content/uploads/2019/10/FRD-Center-report-for-FINPRO-Romanian-Foods-and-Beverages-Report-2016.pdf>

B - B2B MATCHMAKING AND TRADE MISSIONS, including PRESENTATIONS and WORKSHOPS

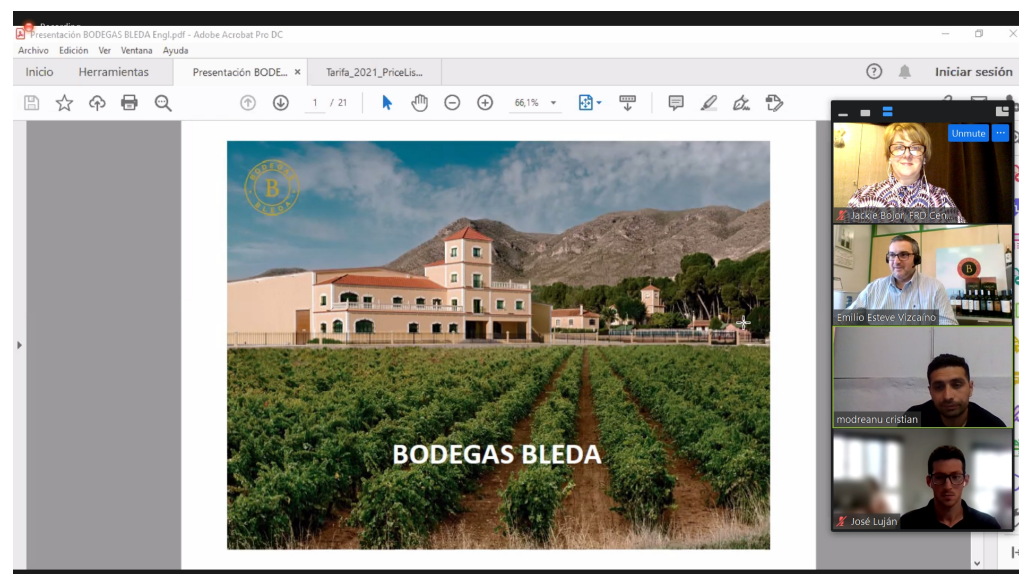
Some of the B2B events in the Foods & Beverages field that FRD Center carried out recently are:

1 - 2021: VIRTUAL TRADE MISSION TO ROMANIA for the Murcia Chamber of Commerce (Spain)

<https://www.camaramurcia.es/evento/mision-comercial-virtual-a-croacia-serbia-y-rumania-2021/>

FRD Center has been sub-contracted by the The Murcia Chamber of Commerce (SPAIN) to organise B2B meetings via zoom / teams with relevant Romanian companies for nine participating companies, including food & beverages:

- **Hispa Group** - specialised in fresh fruit and vegetables export
- **Bodegas Bleda** - specialised in premium wines production and export (*please see below a capture from one of their virtual meetings organised by FRD Center*)



2 - 2019: TRADE MISSION TO ROMANIA by Confederation of Netherlands Industry and Employers (VNO-NCW) and NLinBusiness <https://www.agroberichtenbuitenland.nl/kalender/2019/04/17/business-forum---romania>

At the recommendation of the Royal Dutch Embassy in Bucharest, FRD Center has been sub-contracted by the organisers of the VNO-NCW trade mission and business forum to Romania to provide the B2B matchmaking services for the 7 participating companies. One of these was specialised in veal meat producing: **Vitelco**. ***FRD Center organised for them five relevant meetings with local firms, according to their requirements, and a store visit.***



3 - 2019: SAKE PRESENTATION EVENT AND B2B MEETINGS for JETRO - the Japan External Trade Organization

FRD Center has been sub-contracted by JETRO office in Bucharest to assist with the B2B matchmaking and facilitation of direct contacts with relevant Romanian importers, distributors, retailers and influencers in the alcoholic beverages sector for the Sake Presentation Event organised by the Japan External Trade Organization in Bucharest.



4 - 2017: DUTCH FOOD TRADE MISSION TO ROMANIA for the Royal Dutch Embassy <https://dutchfoodsystems.nl/nieuws/handelsmissie-foodprocessing-bulgarije/>

FRD Center has been sub-contracted by the Royal Dutch Embassy in Bucharest, the Agriculture & Food section, to organise a Trade Mission focusing on Foods and Beverages processing and retail in Romania.

The program organised and managed by FRD Center included:

- briefing by FRD Center to the Dutch participating companies on the food retail and processing in Romania
- B2B meetings with Romanian relevant companies: importer-distributors, retailers
- round-table on the “Food Retail in Romania: challenges and opportunities for the Dutch producers” with presentations from
 - FRD Center
 - The Association of Large Retail Chains in Romania
 - The World Bank representative on Agri-Food in Romania
 - The Food Retail specialist from GfK
 - The Managing Director of “Piata Trade Services” media group
 - The Executive Director of ROMALIMENTA - Romanian Employers' Federation of Food Industry
- guided store visit to Profi - chain of stores
- Reception at the HM Ambassador Residence

The Program Matrix is available for consultation at <https://www.frdcenter.ro/matrix-2-06/>



5 - 2017: TRADE WINDS event in Romania for the US Embassy Commercial Section - <https://ro.usembassy.gov/trade-winds/>

FRD Center has been sub-contracted by the US Embassy Commercial Section in Romania to assist in their efforts and organise B2B matchmaking for a number of 7 participating American companies, including **Max InterAmericas** - specialised in instant soup exporting.

FRD Center approached over 20 relevant Romanian companies and as a result, the representative of **Max InterAmericas** met with **Whiteland Import Export, Firenze Com, Parmafood Group Distribution, Deli Food Distribution and Meredith** - *companies that confirmed interest after the FRD Center approach, presentation and pursuit.*



6 - 2016: INWARD BUYER FOOD & BEVERAGES MISSION from Romania to Finland

FRD Center has been sub-contracted by the Finnish Governmental Agency, FINPRO (now Business Finland) to present the Finnish foods and beverages offering - including through sampling - and assess interest from relevant Romanian importer-distributors and retailers.

The interested ones - four Romanian importing companies - have been invited to Finland to visit the local producers, participate in a local trade fair and have B2B meetings with the Finnish producers of foods and beverages on location.

7 - 2015: FOOD TRADE MISSION to Romania from Latvia

FRD Center has been sub-contracted by a Latvian consulting firm to organise for four Latvian companies - producers of sweets, jams, snacks and sweet beverages - a trade mission to Romania.

The program included:

A - "Romanian Food Market" two hours live presentation, with market entry recommendations and Q&A session during a F2F workshop with the Latvian participants on the Romanian market of sweets, jams, snacks and sweet beverages: challenges, opportunities, market entry. The presentation is available as at this link:

<https://www.frdcenter.ro/the-romanian-food-market-presentation-v2/>

The workshop took place at the Latvian Consulate in Bucharest.

B - individual B2B meetings of the Latvian producers with relevant Romanian importer-distributors and retailers that received from FRD Center their product presentations, price offers, samples etc. and confirmed interest in a meeting

C - individual and group store visits to stores such as Mega Image (Romania), Auchan Militari etc.

More details in the presentation at this link:

<https://www.frdcenter.ro/wp-content/uploads/2021/01/FRD-CENTER-Trade-Mission-Services-2021.pdf>

For a few photos from the events above visit the link:

<https://www.frdcenter.ro/frd-center-photos-from-market-entry-events-and-activities/>

***For tailored Market Research, B2B Matchmaking with local players in the
sector, Trade Missions in Romania and Emerging Europe***

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