



## **FRD Center**

### **FACTOR Regional Development Center**

Bucharest, Romania

**Market Entry Consultant to**  
**Governmental and Export Promotion Agencies**  
**International Development Organisations**  
**2021**



## FRD Center Market Entry Services



**FRD Center** (FACTOR Regional Development Center) is a privately owned boutique-type market-entry consulting firm based in Bucharest, Romania. It is one of the pioneer such firms in the region, operating since 1999.

For more than 20 years **FRD Center** assists **governmental agencies, commercial sections of embassies, international trade and export promotion organisations, chambers of commerce, international development organisation** etc. whose client-companies are interested to enter the Romanian market and the CE and SE Europe as exporters, consultants, investors or joint-ventures.

Services include:

- **Market research**, sector studies and analyses
- Organization of in-coming **Trade Missions** – physical and / or virtual
- **Inward Buyer Missions** of local decision-makers to international events
- **Commercial visits** and individual business itineraries
- **B2B matchmaking**: identification and selection of local business partners
- Product introduction, **business presentations**, trade seminars, **roundtables**
- **Introduction** to local authorities and decision makers



## Value added services

At FRD Center, each Client receives **tailor-made** business briefings, **customised** assistance and **personalised** support.

Our management team addresses personally the Clients, aiming to offer the best possible **individual** service

We have an extensive network of **local contacts** in business, marketing, administration, non-governmental, logistic and legal support.

Our main offices are in Bucharest and through our network of **partners** we cover the whole territory of Romania.

We are familiar with international trade agency **rates** and are prepared to apply similar prices to new projects, as well as to volume work.





A high-angle, top-down photograph of a diverse group of seven people (four men and three women) of various ethnicities and ages. They are gathered in a circle on a light-colored floor, with their hands stacked on top of each other in the center, forming a team huddle. The individuals are dressed in casual to business-casual attire. The lighting is bright and even. A semi-transparent white rectangular box is overlaid in the center of the image, containing the text "Clients and Strategic Partners" in a bold, dark blue font.

## Clients and Strategic Partners



## International Trade and Export Promotion Agencies

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Since 2000, FRD Center has been the local trade consultant of the Irish Governmental Agency for Trade and Technology, **Enterprise Ireland**.

Starting with 2004, FRD Center has provided market entry consulting services, market research and trade missions organisation to international trade agencies such as:

- **The Netherlands Embassy** in Bucharest
- **U.S. Department of Commerce**, International Trade Administration
- **Instituto de Fomento Region de Murcia** – the Regional Development Agency of Murcia, **Spain**
- **FINPRO / Business Finland**
- **Switzerland** Global Enterprise – Swiss international trade development agency
- **Innovation Norway**, the Norwegian International Trade Agency, and its clients
- **Dansk Industri** International Business Development Agency
- **Polish** Trade and Investment Promotion Section in Romania
- Commercial Section of the **Canadian Embassy** in Romania
- Conference of Great Lakes & St. Lawrence Governors & Premiers (**USA**)
- ACCIO (Cataluna, **Spain**)
- Camara Oficial de Comercio y Industria de Lorca (**Spain**)
- Camara Oficial de Comercio y Industria de Murcia (**Spain**)

Starting with 2005, FRD Center is registered as a local business consultant with:

- Austrade, CzechTrade, UKTI, Swedish Trade, ProChile etc.
- Most of the commercial sections of foreign embassies in Romania



## International Development Organisations



INTERNATIONAL  
DEVELOPMENT  
IRELAND



**USAID**  
FROM THE AMERICAN PEOPLE



For more than 20 years the FRD Center team has been assisting foreign Governmental Agencies, International Development Organisations and Consulting Firms with their export promotion programmes through Market Researches, B2B matchmaking and Trade Missions.

As an example, between Sept 2017 and February 2018, we have provided Senior Non-Key Expert (Market Assessment Advisory Services) to International Development Ireland as part of their EU-funded Export Capacity Building for SMEs in Kosovo. FRD Center has been subcontracted by IDI to provide Market Entry Opportunities Assessment and Market Entry Consulting services for Kosovar SMEs in Romania.

Similarly, in 2019, we have been sub-contracted in a USAID-funded project for developing the Serbian fruit-growing and exporting sector, to provide market research regarding the Romanian market and potential opportunities for the Serbian fruit exporters.

Also in 2019, FRD Center has been recognised by the European Commission as a Partner Organisation for EU Gateway | Business Avenues managed by Cardno International.

More details at <https://www.eu-gateway.eu/about/partners/factor-regional-development-center>



## Clients and Strategic Partners – Governmental Agencies and International Development Consulting firms



INTERNATIONAL  
DEVELOPMENT  
IRELAND



**USAID**  
FROM THE AMERICAN PEOPLE



**BUSINESS  
FINLAND**



Kingdom of the Netherlands



A photograph of two business professionals in an office setting. A woman in a white shirt is seated at a desk, looking at a laptop. A man in a dark suit is standing and holding a tablet, pointing at a chart. The laptop screen displays a bar chart with six bars labeled ITEM 1 through ITEM 6, with values ranging from 540 to 820. The tablet held by the man shows a similar bar chart with three bars. A semi-transparent white box with the text "Track record" is overlaid on the image.

**Track record**





## Track record - Trade missions

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For a full list of Trade Missions organised by FRD Center to date please consult the link:

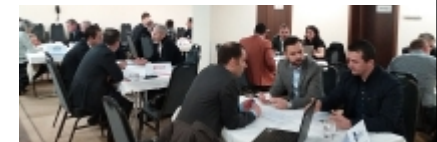
<https://www.frdcenter.ro/wp-content/uploads/2021/01/FRD-CENTER-Trade-Mission-Services-2021.pdf>

### Examples 2002 – 2010:

Irish Furniture Trade Mission  
Irish Electronics Trade Mission  
Irish Trade Mission cross sectors  
IT&C Irish Trade Mission  
Bord Bia Trade Mission  
Irish Multi-sector Trade Mission  
Irish Multi-sector Trade Mission Irish  
State Visit and Multi-sector Trade  
Mission

### Examples 2010 – to date:

Dutch Multi-sector Trade Mission  
Murcia region Food Trade Mission  
Latvian Food Trade Mission  
US Engineering Trade Mission  
Murcia region Multi-sector Trade Mission  
Dutch Food & Beverages Trade Mission  
Trade Winds SE Europe - the largest annual U.S.  
government-led trade mission  
Ankara Technology Cluster Trade Mission  
Business Finland / Agrotechnology from Finland  
Ukraine Chemicals Sector - virtual trade mission  
Medical Technology virtual inward-buyer mission to  
Germany  
Murcia region Multi-sector virtual Trade Mission



## Track record - B2B activities

### **Inward buyer missions:**

Over 30 Inward Buyer Missions of qualified local buyers and decision makers to international trade fairs and exhibitions in sectors such as: medical devices and equipment, ICT, furniture, agrotechnology

### **Store checks, Shop Floor visits:**

Over 40

### **Product showcasing/ Services Presentation Seminars, Roundtables:**

Over 30, in sectors such as: Food retail, Infrastructure development, Smart design, Wasterwater management, Green energies, ICT etc.

### **Networking / Official events:**

Over 30

### **B2B Business itineraries / Commercial visits for individual clients of Trade Agencies:**

Over 300 in sectors such as: agri-business, ICT, automation, banking, FMCG, retail, industrial manufacturing, automotive, furniture, energy, construction, building materials, sourcing, paints and varnishes, plastics, foods & beverages, electronics, energy, pharmaceuticals, laboratory and medical equipment, medical services, cosmetics, tools, automation, chemicals, services



## Track record - Market and Sector Studies

For a full list of Market studies produced by FRD Center to date please consult the link:

<https://www.frdcenter.ro/market-reports-romania-eastern-europe/>

### Examples:

2006: For **Enterprise Ireland**: *The LPG Sector in Romania, Distribution and Players*

2008: For **Dansk Industri International Development (DIBD)**: *The Food Storage and Distribution Sector in Romania*

2011: For **Polish Embassy Commercial Section**: *The Building and Construction Market in Romania* and *The Furniture Manufacturing Sector in Romania*

2012: For **Camara de Comercio Lorca (Murcia, Spain)**: *Sector Cereales en Rumania*

2014: For **Canadian Embassy Commercial Section**: *The Agricultural Machinery Market in Romania* and *The Automotive Manufacturing Sector in Romania*

2014: For **Instituto de Fomento Region de Murcia**: *Sector Vino en Rumania y Bulgaria*

2016: For the **Royal Dutch Embassy**: *Food and Beverages Market in Romania*

2017: For **International Development Ireland (IDI)**: *Plastic Household and Cleaning Products Market in Romania*

2018: For the **Royal Dutch Embassy**: *Organic Agri-Food Market in Romania*

2021: For **Business Finland**: *Romanian Health Investments and Opportunities*

A FRD Center publication - www.frdcenter.ro

### Automotive Components Manufacturing in Romania

Sector turnover registered 11% increase in 2015 vs. 2014, reaching 20 billion EUR

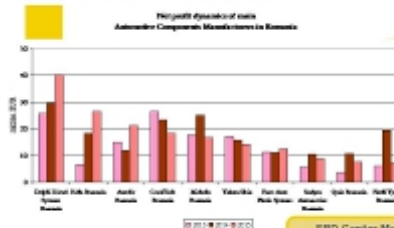
Major players operating in Romania include Autoliv, Continental, Delphi Packard, Takata, Michelin, Hella, Robert Bosch

Recent investments and production facilities expansion have been made by Federal Mogul Motorparts, Yazaki, Faist, Daimler / Star Assembly, TRW etc.



FRD Center Market Entry  
[www.frdcenter.ro](http://www.frdcenter.ro)  
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### Profit of Automotive Components Manufacturers in Romania



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[www.frdcenter.ro](http://www.frdcenter.ro)  
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A high-angle photograph of three people—two women and one man—collaborating around a dark wooden table. The woman on the left has dreadlocks and wears a green jacket. The woman in the center has blonde hair and glasses, wearing an orange patterned sweater. The man on the right has short brown hair and glasses, wearing a grey blazer. They are all looking down at documents on the table. One document features a bar chart titled 'Marketing Histogram 100%' with five bars of increasing height. Another document shows a pie chart titled 'Content Marketing Diagram'. There are also sticky notes, a laptop with a motivational quote on its lid, and a keyboard visible. A semi-transparent white banner with the text 'Team and International Partners' is overlaid across the middle of the image.

## Team and International Partners



## Team

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In Romania, FRD Center operates with a team of 4 core senior consultants specialised in Market Research, Business Matchmaking, Market Entry Strategy and M&A Advisory. For larger projects, additional consultants and support staff are involved in the team, depending on the size of the in-coming mission.

A pool of over 10 experienced sector-specialists cover fields of interest at a particular time.

Specialist consultant-partners cover areas such as Management Consulting, Training, Recruitment, Legal Consulting, Marketing etc.

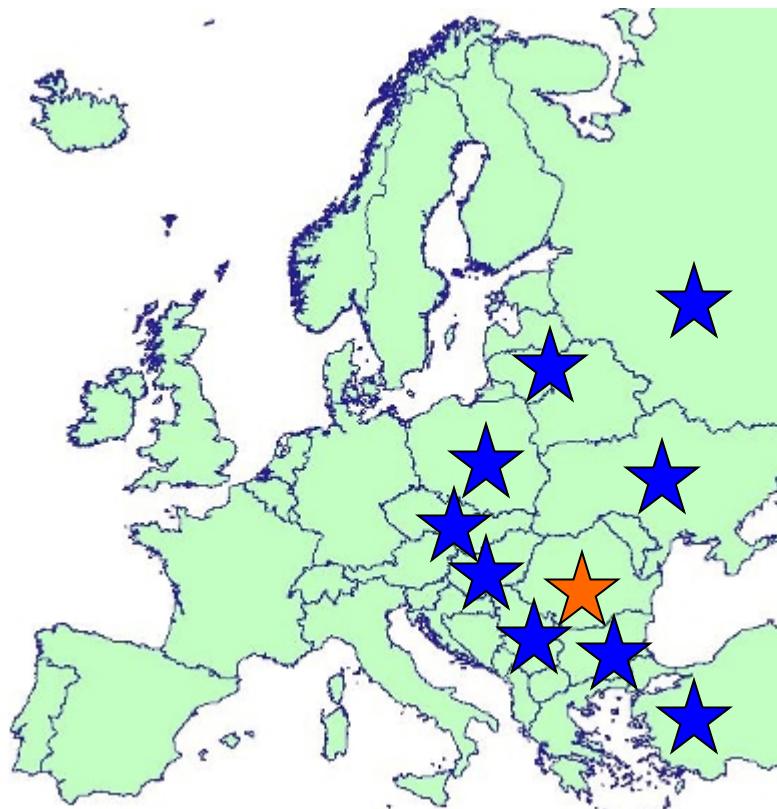
In the region, independent partner-firms with local language capabilities cover their markets in a similar manner.



## Regional Partners

In CE, SE and Eastern Europe, FRD Center collaborates with independent local partner-companies.

These are experienced consulting firms with local language capabilities.





## Photo gallery

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## Contact



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