



FRD Center Market Entry Services

Bucharest, Romania

Consultant to

Governmental and Export Promotion
Agencies

2019



www.frdcenter.ro

FRD Center Market Entry Services

FRD Center (Centrul Regional de Dezvoltare Factor) 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.

With almost 20 years experience in the Romanian and regional markets, **FRD Center** offers - on a commercial basis - tailor-made market entry consulting services to foreign organisations: **governmental agencies, commercial sections of embassies, international trade and export promotion organisations, chambers of commerce** 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** – including large multi-sector ones
- **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**
- Liaison with **local authorities**





International Trade Development Agencies

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**)
- ACC10 (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
- Most of the commercial sections of foreign embassies in Romania





Track record

Trade missions: 2002 – 2010:

- (examples)* Irish Furniture Trade Mission - 11 companies
Irish Electronics Trade Mission - 9 companies
Irish Trade Mission cross sectors - 19 comps
IT&C Irish Trade Mission - 8 companies
Bord Bia Trade Mission - 4 companies
Irish Multi-sector Trade Mission – 18 companies
Irish Multi-sector Trade Mission – 22 companies
Irish State Visit and Multi-sector Trade Mission

2010 – to date:

- Dutch Multi-sector Trade Mission – 30 companies
Murcia region Food Trade Mission - 4 companies
Latvian Food Trade Mission – 4 companies
US Engineering Trade Mission – 7 companies
Murcia region Multi-sector Trade Mission -11 companies
Dutch Food & Beverages Trade Mission - 5 companies
Trade Winds SE Europe - the largest annual U.S. government-
led trade mission
Ankara Technology Cluster Trade Mission – 8 companies
Business Finland / Agrotechnology from Finland – 4 companies





Track record

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

Sector studies / Market briefs:

Over 300

Product / services Presentation Seminars, Roundtables:

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

Networking / Official events:

Over 30

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

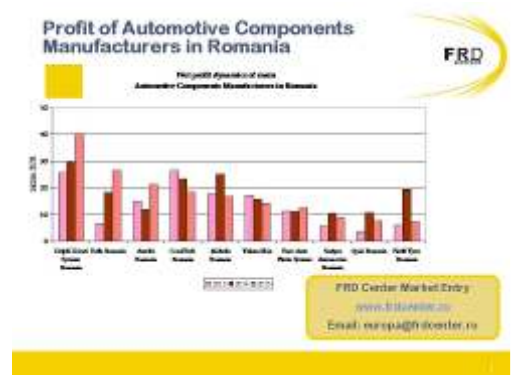
FRD
center



**Market research,
Sector studies
and Market
briefs:**
(examples)

Track record

- 2000 - 2005: For Enterprise Ireland: various
- 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*** <https://www.dutchromaniannetwork.nl/wp-content/uploads/2017/01/Food-Report-Romania-2016.pdf>
- 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***





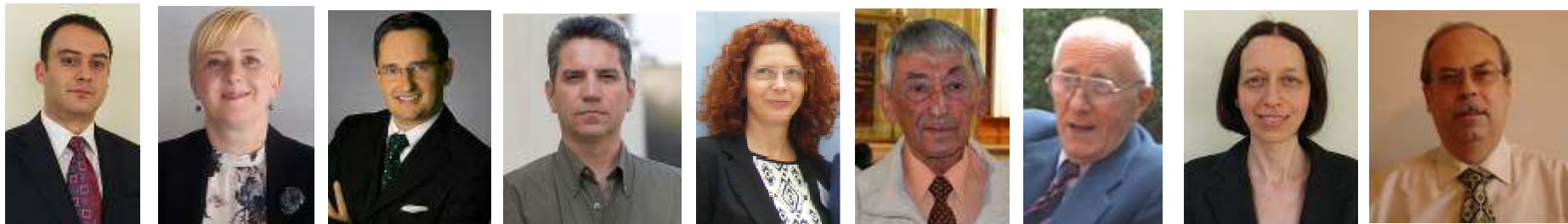
Team

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.

The network of local consultants in main cities of Romania include coverage of Transylvania (Cluj-Napoca, Baia Mare, Timisoara, Brasov), Moldova (Iasi, Bacau), South Romania (Constanta, Craiova, Pitesti).

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



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.

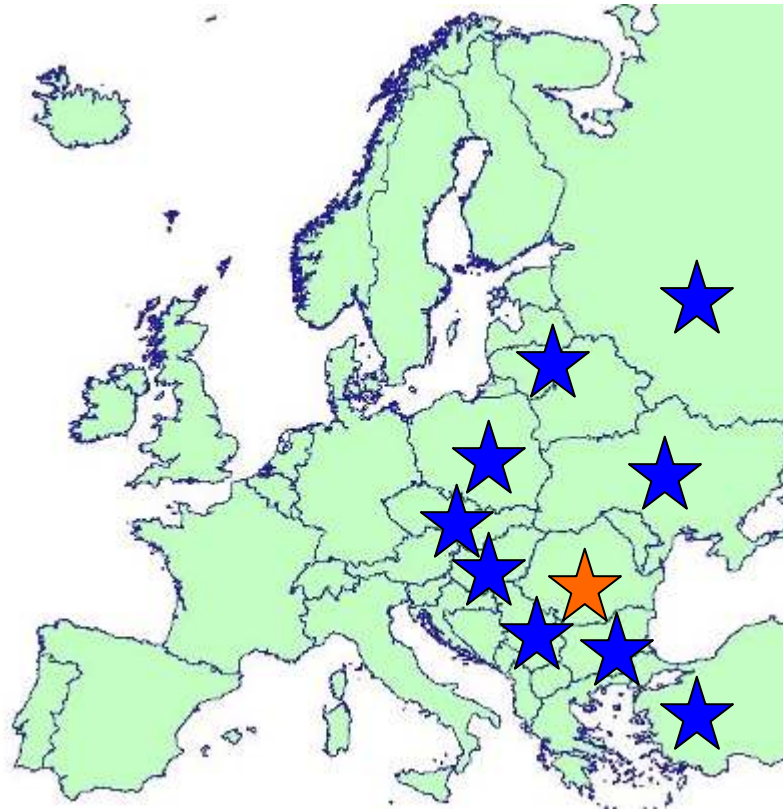
We are familiar with international trade agency **rates** and are prepared to apply similar prices to new projects, as well as to volume work.





Regional Partners

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





Clients and Strategic Partners – Governmental Agencies and official International Trade Organisations



Kingdom of the Netherlands





Photo gallery





Contact



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