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Market Entry and  
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The background is a complex collage of digital and industrial imagery. It includes a hand holding a glowing blue ring, a keyboard with various icons like Wi-Fi, a globe, and a lightning bolt, a blue circuit board, a hand holding a glowing blue ring, and a blue background with binary code and the text "Digital Transformation".

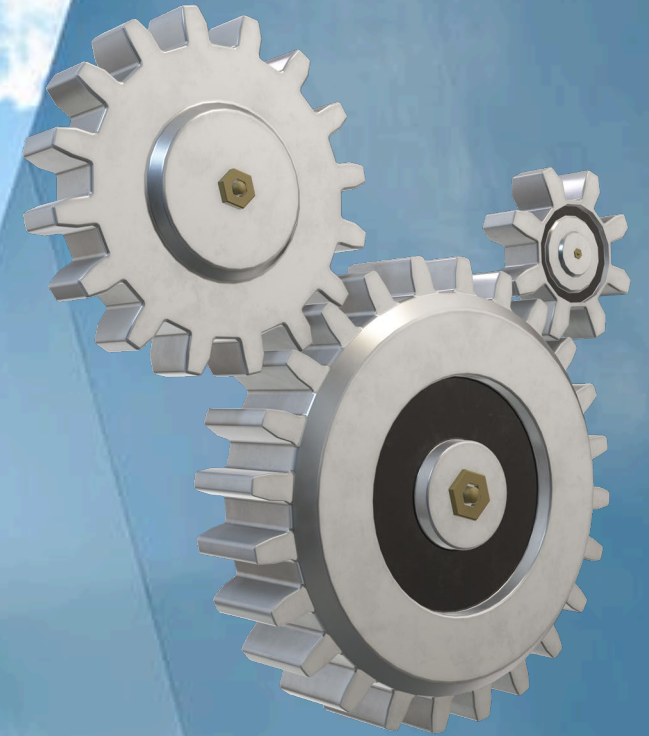
# Opportunities in digitization and industry 4.0 in Romania 2022

This DEMO report is produced by **FRD Center** – [www.frdcenter.ro](http://www.frdcenter.ro) - one of the pioneer privately owned independent market entry consulting firms in Emerging Europe as a promotional document.

Since 2000, **FRD Center** offers upon demand opportunity assessment, new business partners identification and selection services, market research and intelligence, new leads generation, B2B matchmaking, target origination and M&A consulting services to foreign companies and organisations interested to enter Romania and the emerging markets in Europe as exporters, consultants, investors or joint-ventures, to relocate their operations, to find new vendors or to source in CE, SE and Eastern Europe.

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**Sources of info for this report:**

FRD Center intelligence, the Companies, <https://economedia.ro>, <https://www.ttonline.ro>, <https://www.revistabiz.ro>, <https://www.zf.ro>, <https://www.energynomics.ro>, <https://financialintelligence.ro>, <https://www.bursa.ro>

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**with a tradition of 29 editions so far, the Sibiu International Theatre Festival is the most complex festival  
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Europe, alongside Edinburgh International Festival (Great Britain) and Avignon Festival (France).**

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- Multi-country market research, sector studies, business analysis
- Local business partners search and selection, target origination for M&A
- Players identification and detailed profiles
- Comparative analysis, background and reputation checks
- Data collection, interviews with KOLs, Decision Makers
- B2B matchmaking, Trade missions - physical, virtual

# Romanian industrial manufacturing

<https://market-entry-romania.blogspot.com/2022/06/updates-from-industrial-manufacturing.html>



The Romanian industrial manufacturing sector is one of the strongest in the Emerging Europe. New investments in Industry 4.0 are being monitored by the market entry consulting firm FRD Center.

Industrial manufacturing continues to attract foreign investment, growth of orders and requests from overseas clients in search for new suppliers or relocating their production operations from conflict zones in Russia or Ukraine. Players develop their manufacturing facilities using EU funding and corporate finance.

Based on official data from the National Institute of Statistics, the Romanian manufacture of computer, electronic and optical products has increased as gross series by 11.1% in 2021 compared to 2020.

The trend has continued in 2022 with growths as gross series of 12.2% in March 2022 compared to February 2022 and 5.5% in February 2022 compared to January 2022.

The manufacture of electrical equipment in Romania has increased by 13.6% as gross series in 2021 compared to the previous year, according to the National Institute of Statistics.

Furthermore, the manufacture of electrical equipment as gross series has increased by 17.3% in March 2022 compared to February 2022 and by 11.1% in February 2022 compared to January 2022.

# What are the opportunities in digitization and industry 4.0 in Romania in 2022?

<https://market-entry-romania.blogspot.com/2022/07/what-are-opportunities-in-digitization.html>



**What are the opportunities in digitization and industry 4.0 in Romania?**

**The market entry and market expansion consulting firm FRD Center is monitoring the sector and keeping track of the developments.**

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According to Softlead data collected during 1 April - 20 May 2022 from 100 factories in Romania, 84.4% of respondents plan to start digitization processes by the end of 2023 in order to increase their internal efficiency and productivity.

Perhaps some of these companies could become your Clients.

Are you looking for **leads generation** in the Romanian industry market? Are you interested in approaching the **Decision Makers** in the Romanian industrial manufacturing sector to present your automation solutions?

Perhaps the FRD Center team can be of assistance to you. Contact us by email at [europa@frdcenter.ro](mailto:europa@frdcenter.ro)

For over 20 years, FRD Center has been assisting international companies with their market expansion to Romania, providing **target origination**, market opportunity assessment, **strategic business contacts** at decision maker level.

For more details contact us at email: [europa@frdcenter.ro](mailto:europa@frdcenter.ro)

Are you looking to expand to the Romanian Industry 4.0 market? To contact at Decision Maker level the players operating in the Romanian manufacturing industry? Perhaps we could be of assistance to you.



# Investments in digitization in 2022 – Examples: Automotive



One example of digitization development in Romania is the German manufacturer of automotive components **Continental** which targets to continue in 2022 its investments in Romania in innovative technologies, state-of-the-art equipment and new products.

Continental has invested in 2021 in products and technologies for auto vehicles with an increasingly advanced level of assisted and automated driving.



## Investments in digitization in 2022 – Examples: Heavy industry, energy



The rolling stock manufacturer **Astra Vagoane Calatori** announced its plans to acquire industrial welding robots with 800,000 EUR in 2022. Controlled by a Romanian entrepreneur, the company has doubled its net turnover in 2021 compared to 2020, reaching 57 mEUR.

The integrated steel producer **Liberty Galati** has launched in 2021 projects to digitize and automate processes in order to ensure the cyber monitoring. Furthermore, the company has invested in automation equipment for coating pipe lines and to reduce the energy consumption and carbon emission by controlled injecting oxygen in the hot metal production process.

Romania's largest energy producer **Hidroelectrica** has signed in June 2022 a contract for the modernization of the Gogosu dam. The value of the works amounts to approximately 8.4 mEUR and involves the implementation of automation systems and their integration in SCADA, modernization of electrical equipment, replacement of hydromechanical drive installations etc. The Gogosu dam is part of the Iron Gates II Hydropower and Navigation System, located in the SW region of Romania.

## Investments in digitization in 2022 – Examples: Packaging



The Romanian paper packaging manufacturer **Exonia** targets to invest 0.5 mEUR in 2022 to acquire robotic arms for the complete automation of the packaging line. The company aims to continue investing in digitization in the next years.

**Teraplast** will start in 2022 the construction of a stretch film production unit, following an 11.2 mEUR investment co-financed with state-aid. The new facility with two production lines for polyethylene films for industrial use will have equipment with a high degree of robotization and automation. The investment is expected to generate a turnover of 28 mEUR.

The printing house **Rottaprint** has announced in 2022 that the automation and digitization will be its main targets in the next years.

The company has already invested in the robotization of certain repetitive activities and in digital tools for a series of operations.

**Rottaprint** produces self-adhesive labels and flexible packaging.

They have extensive expertise in multiple printing technologies: flexography, screen printing and digital.

The complex park equipped with state-of-the-art machinery allows them to offer tailor-made solutions for each product range.

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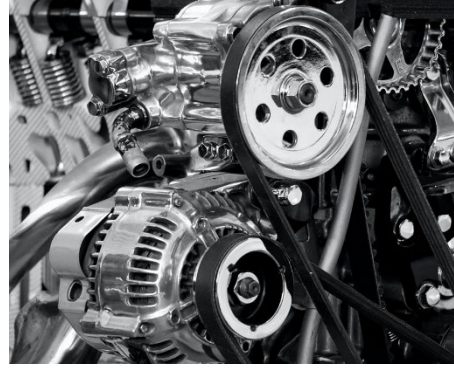
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## Investments in digitization in 2022 – Examples: Furniture, ceramics



The manufacturer of moulded beech veneer elements **Becker Romania** has implemented in 2021 two UR10 collaborative robots to increase the efficiency of the repetitive work processes. These robots handle glue dispensing and pick and place tasks carried out in the company's production unit, where over 10,000 cubic meters of beech wood are processed annually.

The Romanian privately-owned company **BD Lemntech** has completed in 2021 an investment of 1 mEUR in a robotic wood finishing line. The company is a dynamic player in the sector of the wood advertising production.

The porcelain manufacturer **IPEC** is a Romanian family-owned business and one of the main **IKEA** suppliers on the domestic market. Several hundred industrial robots currently operate in its factory, IPEC being in the top of the Romanian companies, taking into account the use of the industrial robots in the production process. IPEC has recorded a net turnover of 28.6 mEUR in 2021, 15% higher compared to 2020.

# What are the opportunities in food processing industry digitization in Romania 2022?

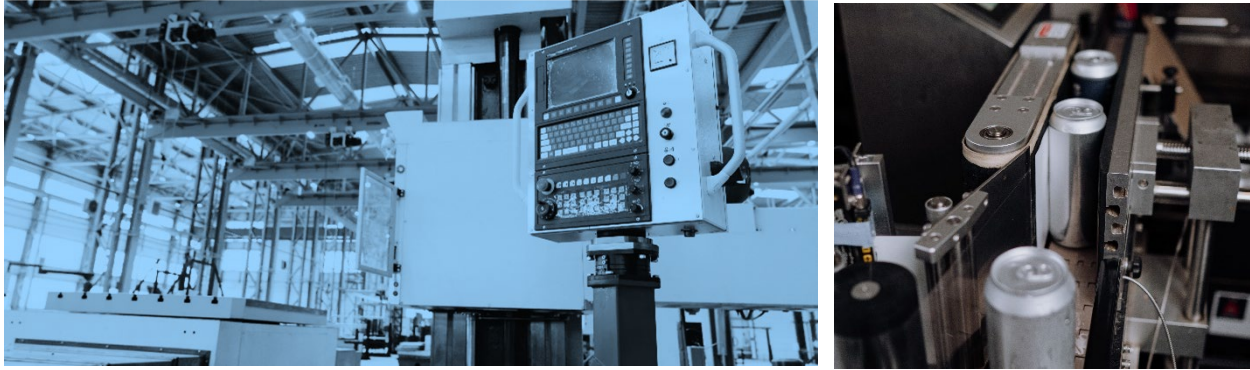
<https://market-entry-romania.blogspot.com/2022/07/what-are-opportunities-in-digitization.html>



**What are the opportunities in the digitization of the food processing industry in Romania?**

**In regards to the food processing sector in Romania, FRD Center has been constantly monitoring the developments and keeps in touch with the Decision Makers in the industry.**

## Investments in digitization in 2022 – Examples: Food processing



In the last three years, the Romanian milling and bakery producer **Boromir** has received from ING Bank Romania successive financing tranches worth over 25 mEUR for the automation of the production processes, the modernisation of the factories, the launching of new product lines and the construction of a new warehouse and production space.

As it results from the FRD Center monitoring, the Romanian milling and bakery producer **Dobrogea Grup** has completed in 2021 an investment of over 1 mEUR in an automated production line of frozen pastry.

**TRANSAVIA**, one of the main chicken meat processors in Romania owns 3 state-of-the-art slaughterhouses and a meat processing factory, where it annually produces over 100,000 tons of the best quality chicken. About 25% is exported mainly to European Union countries. Meat products are produced by using the production lines equipped with cutting-edge technology, where raw materials are transformed into finished products by fully automated operations.

The chocolate manufacturer **Kandia Dulce**, owned by the Austrian Group Julius Meinl, continuously invests in automation and robotization in its plant in Romania. The Magura brand benefits from a fully automated "end-to-end" production line. In 2021, its Managing Director announced that the company was considering an expansion project worth one million euros and investments in technology and automation.

# What are the industry 4.0 developments in Romania in 2022?

<https://market-entry-romania.blogspot.com/2022/07/industry-40-investments-in-romania.html>

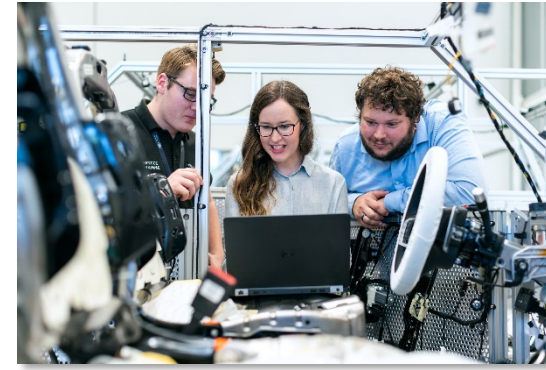
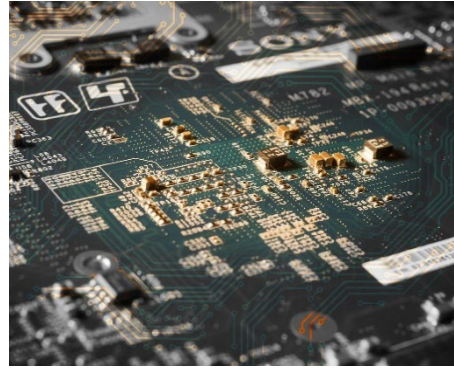


What are the developments and investments in industry 4.0 in Romania?

The market entry and market expansion consulting firm FRD Center is monitoring the players and spotting out potential opportunities.



## Industry 4.0 developments in Romania – Examples



In the automotive manufacturing sector, technology company **Continental** announced the opening of a new building for its R&D centre in Timisoara. The investment was over 33 mEUR, and the new office building has a capacity of 1,700 people. The total built area is over 26,000 square meters.

The **TeraPlast Group** received the financing agreement through the state aid scheme for an investment of 11.2 mEUR in a stretch foil production unit. The technology to be used in the two production lines for polyethylene foils for industrial use has a high degree of robotization and automation of the production flow, enabling a production capacity of over 14,000 tons per year.

The **Barleta** factory in Bacău, one of the major Romanian producers of paper bags and sacks for large supermarket chains, fast food chains or bakery producers, announced 5 mEUR investments in enhancing their production lines, including in modernising their manufacturing process with industrial robots and Industry 4.0. Their turnover in 2021 exceeded the threshold of 20 mEUR, up 11% compared to 2020.

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**Are you looking for targets to be acquired in  
Romania?**

**[europa@frdcenter.ro](mailto:europa@frdcenter.ro)**



**Are you looking for new suppliers in Romania  
and Eastern Europe?**



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