

FRD CENTER - REFERENCE PROJECTS IN FOOD & BEVERAGES AND AGRICULTURE (2016-2024)

The [FRD Center market entry consulting firm](#) has considerable experience in projects assisting Food & Beverages and Agriculture foreign organisations and companies, Export Promotion and Governmental Agencies with their market expansion activities in Romania and Emerging Europe.

Some of our Clients in the F&B and agriculture sector include

Export promotion organisations:

- Bord Bia - The Irish Food Board (Irish Governmental Agency)
- Food from Finland program (Finnish Governmental Agency)
- Embassy of Canada in Romania
- Instituto de Fomento Region de Murcia (Spanish Regional Governmental Agency)
- Royal Dutch Embassy in Romania
- Serbia Does Fruit Association
- JETRO - Japan External Trade Organization (Japanese Governmental Agency)
- Camara de Comercio Murcia (Spain)
- Business Finland (Finnish Governmental Agency)

Companies:

- **From Spain:** Postres Reina, Sigma Ittica, Aliminter, Reina Green, Guadalen, Bodegas Olivares, Hispa Group, Grupo Hortiberia, Optima Fruit, Central Quesera Montesinos, Bodagas San Isidro, Moyca Grapes, Hortofortini, Catalina Foods
- **From The Netherlands:** Bilal Group, Vitelco, Haverro Hoogwegt, F. Wellink Lekkerkerk, Mr. Farmer, Regillus
- **From Latvia:** NP Foods, Smiltenes Piens, Cesvaines Piens, Melna Coffee
- **From USA:** Max InterAmericas, Willard Agri-Service
- **From Finland:** Helsinki Mills, Myllyn Paras Ltd, Kaskein Marja Oy, Kiantama, Roberts, Linkosuo, Finn Crisp, Hartwall, Antti Teollisuus, JPT Industria, MPH - Tampereen Konepajat, Suokone
- **From Greece:** Elbisco
- **From France:** Teyssier Salaisons

Some Client references and testimonials are available at:

www.frdcenter.ro/English/testimonials.htm

Examples of recent FRD Center Market Researches and Sector Studies in the F&B and Agro-sector

2016 – Market research: **Romanian Agrotechnology Sector** for FINTRA / FINPRO

2016 – **Analysis of the Romanian Food Market, Processing and Retail** for Royal Dutch Embassy in Romania

2016 – Analysis of the **Romanian “Free-From” and Healthy Foods Market** for FINPRO / Food from Finland Program

2018 – **Sector Study: Romanian Organic Agriculture and Food Sectors** for Royal Dutch Embassy in Romania

2019 – **Market opportunity study: Romanian Fresh Fruit Market** in-depth research for USAID / Serbia Does Fruit Association (subcontracted by Romanian partner)

2020 – **Guide to Importing Sake into Romania** for The Japan External Trade Organization (JETRO)

2020 – Analysis of the **Romanian Market of Soil Improvement Products** for Irish Client

2021 – Market study and opportunity research: **Romanian Market of Fish and Seafood** for the Canadian Embassy in Romania

TRADE MISSIONS in Food, Beverages, Agri-business (2016 – 2024)

2016	Inward Buyer Mission from Romania to Finland – group of 4 Romanian importer-distributors travelled to Helsinki to meet local producers of healthy foods and beverages	FINPRO / Food from Finland Program
2017	Dutch Food & Beverages Trade Mission to Romania - group of 5 companies. Program consisted of Sector Briefing, 1-2-1 meetings with local players, Roundtable with Sector experts and KOLs, B2B matchmaking and company visits, Store Group Visit	The Netherlands Embassy in Romania
2018	Organisation of B2B meetings, media relations and general management for the Agrotechnology from Finland Growth Program of the Finnish Governmental Agency, Business Finland at the Joint Country Pavilion at INDAGRA trade fair in Bucharest 4 Finnish companies participating	Agrotechnology from Finland Growth Program

2019	Business Forum from the Netherlands to Romania - 6 Dutch companies out of which two in food and agri-business members of The Confederation of Netherlands Industry and Employers (known as VNO-NCW), the largest employers' organisation in The Netherlands	VNO-NCW - The Dutch Confederation of Industry and Employers
2019	SAKE Event: Product presentation and B2B matchmaking with local importers, distributors, buyers, influencers for 6 Japanese producers and exporters of Sake	The Japan External Trade Organization (JETRO)
2021	Multi-sector Virtual Trade Mission from Murcia to Romania. Nine Spanish companies in sectors such as food processing equipment, premium wines, FMCGs, agrotechnology, fresh fruit&vegetables had e-meetings with over 45 Romanian target-companies	Camara de Comercio Murcia
2021	Multi-sector physical Trade Mission from Murcia to Romania. Eleven representatives of Murcian companies had meetings organized by FRD Center with over 50 Decision Makers in local companies. Sectors included fresh fruit & vegetables, premium wines, packaged foods, agrotechnology	Camara de Comercio Murcia
2023	Inward Buyers Mission from Romania to Generalidad Valenciana. Importer-distributor of gourmet food and beverages was invited to participate in GoGlobal 2023 event in Alicante and meet with local producers.	The Valencian Institute for Business Competitiveness (IVACE)
2024	Trade Delegation with companies from Murcia (Spain) including food producers and exporters such as: Aliminter, Dunia Foods, Faroliva, Salomon Ingredients, Catalina Foods etc.	Camara de Comercio Murcia

Here are some recent FRD Center blog postings on F&B topics:

[The Romanian Food & Beverages Market in 2024 - new opportunities](#)

[Opportunity alert: increasing market demand of foods & beverages FMCGs in Romania and Emerging Europe](#)

[What are the opportunities on the Romanian ice-cream and diary market?](#)

[The Romanian Alcoholic Drinks Market - Opportunities for Foreign Producers](#)

[Analysis on the Opportunities in the Food Processing Industry in Emerging Europe](#)

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