# Why to be in Romania in 2026?

by FRD Center







# As part of the CSR activity, FRD Center endorses the Sibiu International Theatre Festival FITS (SibFest) - www.sibfest.ro

The Sibiu International Theatre Festival is the most complex festival in Romania.

Internationally, it is recognised as one of the most important performing arts festivals in Europe, alongside Edinburgh International Festival (Great Britain) and Avignon Festival (France).



#### **ABOUT FRD CENTER**

One of the pioneer privately owned independent market entry consulting firms in Emerging Europe

Covers markets such as Romania, Bulgaria, Poland, Hungary, Czechia, Serbia, Lithuania, Turkey etc.

#### For 25 years, provides assistance to:

- Foreign companies, SMEs, corporations
- Foreign export promotion agencies, international trade organisations, global consulting groups, chambers of commerce, commercial sections of embassies

FRD Center is an Enterprise Ireland trade consultant, an accredited Expert Consultant with: Switzerland Global Enterprise Expert Network, Business Finland Consultants Network, Sweden on the Go Consultants Network, Red de promocion exterior, Instituto de Fomento Region de Murcia and an EU commission approved partner of "EU GATEWAY | BUSINESS AVENUES"

## **FRD Center**

Market entry services to Romania, the CEE and SEE.

Market research, B2B matchmaking, sector studies, trade missions,
investment opportunity research, M&A support,
new supplier identification and selection.



#### Services include

Multi-country market research, sector studies

Local business partners search and selection

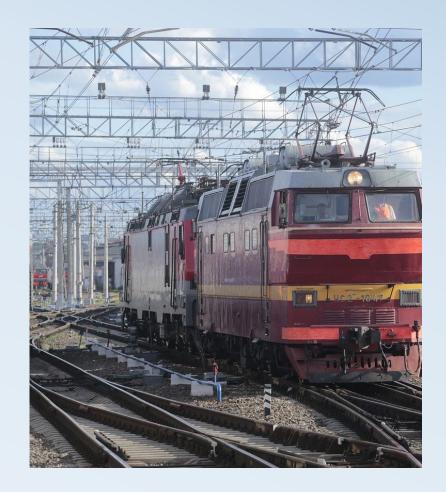
Players identification and detailed profiles

Comparative analysis

Data collection, interviews with KOLs

B<sub>2</sub>B, Trade mission - physical, virtual

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Here are three major opportunities for you to be in Romania in 2026:



- WHEN: May 2026
- WHERE: Romaero, Bucharest, Romania
- a major international exhibition and conference for the Defense, Aerospace and Security industries
- BSDA brings together to Romania worldwide exhibitors, specialized visitors and official military delegations from around the world.



#### How can the FRD Center be of assistance to you in Romania and Emerging Europe?

#### FRD Center

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FRD Center Clients include foreign private companies and corporations, Governmental Agencies, International Trade Development organisations, Consulting Firms, Private Investment Funds, manufacturing companies, SMEs, Chambers of Commerce, Commercial Sections of Foreign Embassies, Export Promotion Agencies.



MARKET STUDY AND RESEARCH

Upon specific request from the Foreign Clients, the FRD Center team identifies relevant opportunities in the Emerging European markets (Romania, Poland, Czechia, Bulgaria etc.), generates sector studies and organises live presentation webinars to present the respective studies and reports.

ACTIT 2025 Conference is an event dedicated to cyber defense, space, information technology and communication

It is organized in partnership with the Cyber Command (CApC) and the Communications & Information Commandment (CCI) and will address the military operational domains: cyber & space, as well as information technology and communications.

IGSEC 2025 Conference is dedicated to the Homeland Security, Emergency Services, Safety & Public Order

It is organized together with the Romanian Ministry of Internal Affairs and will address the law enforcement domains dedicated to ensuring the safety, protection and security of homeland and borders as well as the emergency situations management, medical and information technology domains dedicated to ensuring a safe, prepared and protected environment for civil society.

# How to reach out to the Decision Makers in Engineering companies in Romania and Emerging Europe? In Industrial Manufacturing sector?

Are you looking to acquire a local player in this region or to form a strategic partnership for manufacturing?

Romania's NATO membership, alongside the EU membership, are fundamental dimensions of its foreign policy. The North-Atlantic Alliance is the main guarantor of Romania's security, and the transatlantic bond is the strategic connection that provides coherence and consistency to NATO's actions.

Romania is actively developing its cybersecurity capabilities, focusing on both national strategies and international collaboration. Key entities like the **National Cybersecurity Directorate (DNSC)** play a crucial role in protecting the national cyberspace and responding to incidents. The country also fosters partnerships between public, academic, and private sectors to strengthen its cybersecurity ecosystem and position itself as a competence center in Europe.

Through the <u>Cyber Security Cluster of Excellence</u>, Romania is developing her operational and technical capacity to become a pole of competitiveness in cybersecurity at European and global level.

How to reach out to the Decision Makers in the Romanian software and IT sector and discuss a strategic partnership?

Are you looking to acquire a relevant local player operating in the software solutions development field in Romania or Eastern Europe?

# • WHAT: Green Energy Expo & Romenvirotec & Urban Smart Expo

• WHEN: March 2026

• WHERE: Romexpo, Bucharest, Romania

 the center of innovation for the circular economy and digitalization, being the place where ideas become reality and the communities of tomorrow take shape

- Over 8,800 professionals from the green energy, sustainable technologies, and environmental protection sectors visited GREEN ENERGY EXPO & ROMENVIROTEC 2025.
- The event brought together entrepreneurs, executives, engineers, specialists, and representatives of local authorities—reflecting a highly technical B2B audience with a strong interest in innovative solutions for the green transition in Romania and Southeast Europe.



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FRD

Are you interested to <u>learn more about the opportunities</u> in the Green Energy, Environmental Technologies & Urban Smart Industry in Emerging Europe? In Romania, Poland, Bulgaria, Serbia, Czechia or other emerging economies in Europe?

What are the latest corporate developments in Emerging Europe? The recent crossborder M&A activities?

Who are the main players and the Decision Makers?

How to reach the relevant local partners and how to approach them?

<u>FRD Center</u> is monitoring the activities in Romania. Upon demand can generate information and introductions based on the Client's requirements.

Email: <a href="mailto:europa@frdcenter.ro">europa@frdcenter.ro</a> with your specific request for local support

## Some of the sectors of interest at the Green Energy Expo & Romenvirotec expo include:

- Renewable and Sustainable Energy: technologies for solar, wind, geothermal, and hydro energy production
- Waste Management and Recycling: equipment and technologies for waste collection, sorting, and recycling
- Water and Air Purification: advanced systems for filtering and purifying water and air, ensuring a healthier environment
- Energy Efficiency: products and technologies designed to reduce energy consumption and optimize energy performance in buildings and industries
- Urban Innovations: the latest technologies transforming urban life
- Biodiversity Conservation: innovative projects and solutions aimed at protecting and restoring natural ecosystems

# What is the current situation of the Waste Management Digitalization in Romania - New Opportunities for Foreign Partnerships?

Who are the relevant players in the <u>waste management digitalization in Romania</u>? What are the tips for accessing the opportunities in Waste Management in Romania and in Emerging Europe?

Are you interested to learn more about the opportunities in the East European Circular Market? Who are the main players and decision makers?

How to reach the relevant local partners and how to present your products / services to them? <u>Circular Economy in Emerging Europe – New Opportunities</u>.

Are you interested to learn more about the Green Energy Opportunities in SE Europe: Romania, Bulgaria, Serbia and the Balkans?

According to the market entry consulting firm, FRD Center, there are numerous <u>opportunities</u> for international companies to get involved in the renewable energy projects in Emerging <u>Europe</u>.

Is your company looking for <u>corporate development in the energy sector</u> in Emerging Europe?

In case you are such a player, please do not hesitate to contact FRD Center at email **europa@frdcenter.ro** and we can discuss how we can provide you with customised market entry consulting and assistance for market expansion in the region we cover.

From the National Plan of Resilience and Reconstruction, "Component 1. Water management" the following measures are being financed, alongside others:

- Expansion of water and sewage systems in agglomerations larger than 2,000 equivalent inhabitants, prioritized through the Accelerated Plan for Compliance with European Directives
- Collection of wastewater in agglomerations of less than 2000 population equivalents, which prevents the achievement of good status of water bodies and/or affects protected natural areas

The implementation of digitalization and efficiency projects of regional operators in the Romanian water sector will lead to increased transparency and flexibility of companies in their relationship with customers, organization of activity and reduction of billing times, consumption analysis and verification of system operation in real time, digital communication, are just a few aspects that will find answers during the meetings organized at the Regional Water Forum "Danube - Eastern Europe".

Are you a provider of environmental solutions looking for new leads generation in Emerging Europe? Is you company trying to reach potential clients and strategic partners in the <u>Wastewater Treatment sector</u>?

Contact FRD Center at email <u>europa@frdcenter.ro</u> to assess what type of <u>market entry</u> assistance we can provide to you



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investment opportunity research, M&A support,
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FRD

<u>FRD Center</u> has been monitoring the <u>market opportunities</u> in Romania and other markets in CE Europe, Eastern Europe and SE Europe.

Upon demand, <u>FRD Center</u> identifies and selects the local players according to the Client's criteria, provides In-Depth Analysis and Traget Origination services.

For almost 25 years, FRD Center facilitates commercial relations between foreign producers, investors, exporters with local key decision makers and provides B2B matchmaking at Decision Maker level, Market Research etc.

Email: <a href="mailto:europa@frdcenter.ro">europa@frdcenter.ro</a>
with your specific demand for local support



WHERE: Romexpo, Bucharest, Romania

 the strategic role and constant development of Romanian logistics sector as well as its growing importance within the EU, make Bucharest the perfect host to an international, transport & logistics-related business event



- More than **100 exhibitors** at the previous edition
- Romania's logistics sector naturally accumulates cargo flows and attracts logistics companies not only from the EU but also from the whole region, spanning across the Balkans & Carpathian as well as the Black Sea basin (including Turkey, Ukraine, Russia and the Caucasus)
- Romania is largest logistics market in the region, with biggest seaport and container port in the Black Sea (Port of Constanta) and 36 000 international road carriers registered

Romania, particularly the Port of Constanta, is increasingly recognized as a key logistics hub in the Black Sea area.

Its strategic location, bordering Ukraine and with access to the Black Sea, positions it as a vital gateway for trade and reconstruction efforts in the region, especially regarding Ukrainian reconstruction.

"Romania is well positioned to contribute substantially to Ukraine's reconstruction, through its institutions and business environment, due to its deep knowledge of the region, its geographical position, its rapidly developing energy and logistics interconnection infrastructure, and the security offered by NATO's presence in the Black Sea region," according to the Romanian Minister of Foreign Affairs.

What are the opportunities in the railway sector in Emerging Europe?

According to the market entry consulting firm, <a href="Factor Regional Development">Factor Regional Development</a>
<a href="Center">Center</a> (FRD Center) the railway sector and rail infrastructure in Emerging European markets such as Romania presents <a href="Various opportunities">various opportunities</a> for investment and development.

The 2025-2028 government program includes thirteen highway and expressway projects under priority investments in the field of road transport.

The National Road Investment Company (CNIR) is going through a crucial stage of consolidating and expanding its infrastructure project portfolio, in parallel with the process of progressively taking over projects from CNAIR.

In 2025, the company is managing major strategic investments in motorways and expressways, with a total value of over 52 billion lei, aiming to build 358 km of modern road infrastructure.

In 2025, the National Railway Company "CFR" SA has funds with a total value of almost 11.5 billion lei for the management of the railway infrastructure, of which the largest part, 8.18 billion lei, will be used for investment projects regarding the modernization/rehabilitation and development of the public railway infrastructure.

CFR SA will award through public tender a contract, with an estimated value of 385 million euros for the implementation of the ERTMS system on the Predeal - Bucharest - Constanta railway section and the extension of the GSM-R system on the primary railway transport network.

How to reach out to Decision Makers in the Transport and Infrastructure Sector in Romania and Emerging Europe?

Are you looking for <u>Strategic Business Partners</u> in the local markets such as Romania, one of the most important and dynamic markets in Emerging Europe, a NATO and EU member?

#### www.frdcenter.ro



# FRD Center

For 25 years, provides market entry consulting to:

- Foreign companies, SMEs, corporations
- Foreign export promotion agencies, international trade organisations, global consulting groups, chambers of commerce, commercial sections of embassies
- International companies looking to expand to Romania and the region

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Market research, B2B matchmaking, sector studies, trade missions, investment opportunity research, M&A support, new supplier identification and selection.



# One of the pioneer privately owned independent market entry consulting firms in Emerging Europe, offers:

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



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Are you interested to take advantage of the up-coming opportunities in the Corporate Development in Romania and other markets in Emerging Europe?

Are you trying to get in contact with the relevant Decision Makers?

To analyse the local players and initiate strategic connections?

For tailored Market Research, New leads generation, B2B Matchmaking with local players in the sector, Off-Market Target Origination and M&A assistance in Romania and other markets in Emerging Europe contact

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