

FRD Center Factor Regional Development Center

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Market Entry and
M&A Advisory

Services for Trade Mission to and from Romania



FRD CENTER: BRIEF RESUME

FRD Center

Market research, Strategic business introductions
at Decision Maker level, pre-M&A assistance,
New Leads generation, Trade Missions,
New Suppliers Search & Selection

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FRD Center - <http://www.frdcenter.ro> - is one of the pioneer privately owned market entry consulting firms based in Romania.

For over 25 years, FRD Center offers bespoke market entry services and support for Governmental organisations, TPOs, International Trade Promotion agencies, Chambers of commerce, Private foreign companies interested to enter the Romanian market, to source, relocate or invest in Eastern Europe and the CEE and SEE region.

Since 2000, FRD Center has been the local trade consultant for the Irish Governmental Agency, Enterprise Ireland. Since 2010, FRD Center represents in Romania the Development Agency of Murcia Region (Instituto de Fomento Region de Murcia) Spain.

Other Governmental clients include: Business Finland / Finpro, The Netherlands Embassy in Bucharest, The Japan External Trade Organization (JETRO), The US Embassy in Romania, DIBD Denmark, The Canadian Embassy in Bucharest, ACC10 Cataluña (Spain), The Polish Embassy in Bucharest, Innovation Norway.

Our services include:

- market reports, sectorial studies, market briefs
- market opportunity assessment, best routes to the market
- B2B business matchmaking: trade missions, business itineraries, inward buyer missions
- product introduction and assessment of interest from buyers; presentation seminars to target audience(s)
- follow up services

FRD Center operates with extensive in-house d-bases of business contacts at Decision Maker level in numerous sectors. Also, the members of the FRD Center team and the external consultants enjoy extensive business networks, contacts in the public and governmental administration, education and research, NGOs.

We are a small, efficient and experienced team backed by a pool of experienced Romanian and foreign consultants. Although the official language used by FRD Center is English, our team members also operate in French, Spanish, German and Italian.

FRD CENTER: INTERNATIONAL MEMBERSHIPS

FRD Center is homologated as an foreign expert consultant with the Spanish governmental organisations: Instituto de Fomento Region de Murcia, Asturex, IPEX, IGAPE, ACCIO.

FRD Center is a member of the Sweden on the Go, Global Consulting Network, of Eurolink Partners, of EMERGY International and the Research Partner for Romania of the Global Intelligence Alliance (GIA).

FRD Center is a listed Business Development Consultant with the U.S. Department of Commerce International Trade Administration, an Evaluated Expert with Business Finland / Finpro and with Switzerland Global Enterprise.

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>



FRD CENTER: TRADE MISSION SERVICES

FRD Center, in strong collaboration with its Clients, has designed, organised and implemented to date some 50 in-coming and out-going Trade Missions, including multi-sector TMs, the largest being with 26 participating companies.

Several TMs have been led by Ministerial representatives and one was organised on the occasion of the State Visit to Romania by the President of the Republic of Ireland.

Additional to the business matchmaking, company visits and participation to trade fairs, all the TMs required the organising and implementing of high-level networking events, dinners and other formal happenings, such as official contract signing and photo opportunities.



Services related to TMs include:

- Strategic B2B business matchmaking: identification, selection, profiling of companies, direct approach and pursuit, meetings agenda setting and reconfirmation
- briefings, presentation seminars, roundtables with local KOLs
- guided visits on location, store / shopfloor tours
- RSVP, secretariat services, support on location
- liaison and management of 3rd parties, providers

Track record: Examples of Trade Missions designed, organised and implemented by FRD Center (2002 - 2006):

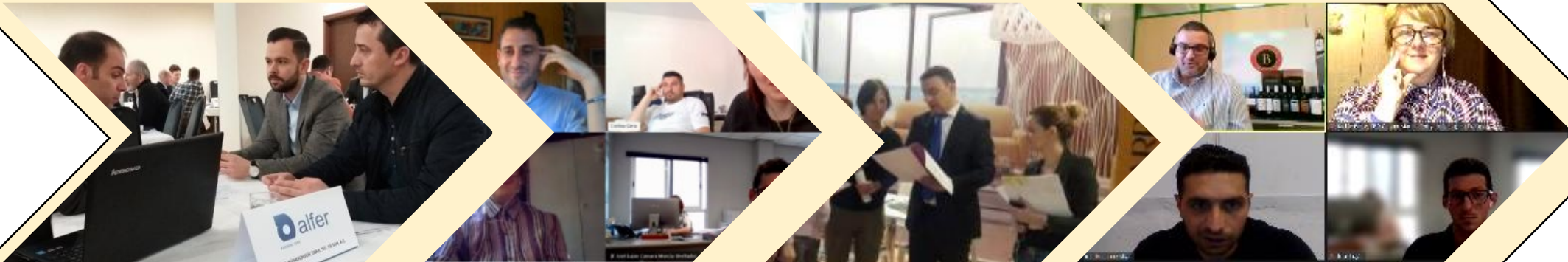
Year	Details	Client	Sector
2002	Irish Trade Mission - 11 companies Visit to the BIFE trade fair and 1-2-1 meetings with local companies	Enterprise Ireland	Furniture
2002	Irish Trade Mission - 10 companies 1-2-1 meetings with local target-companies, sector briefing by local experts and visit to INTRAROM	Enterprise Ireland	Electronics
2002	Irish Trade Mission - 25 compsLed by Mr. Michael Ahern, Minister of State at the Department of Enterprise, Trade and Employment with responsibility for Trade and CommerceGeneral market briefing by local economy experts, meetings with local authorities, B2B matchmaking, official functions	Enterprise Ireland	Multisector: tools, education, industrial manufacturing, services, software, medical equipment, chemicals.
2003	Inward Buyer Mission to Ireland of Romanian IT&C companies on the occasion of the Enterprise Ireland Tech Show 2003	Enterprise Ireland	IT&C
2003	Irish Trade Mission - 6 companiesBusiness presentation to Romanian target-companies - organized in collaboration with the Romanian Banking Institute	Enterprise Ireland	Banking software
2004	Inward Buyer Mission to Ireland of Romanian IT&C companies on the occasion of the Enterprise Ireland Tech Show 2004	Enterprise Ireland	IT&C
2005	Irish Trade Mission - 11 companiesLed by Mr. Michael Ahern, Minister of State at the Department of Enterprise, Trade and Employment with responsibility for Trade and CommerceSector briefing by local experts, B2B matchmaking, official functions	Enterprise Ireland	IT&C
2005	Bord Bia Trade Mission - 4 companiesVisits to target-companies and 1-2-1 meetingsSector briefing in collaboration with GARANT - the Alcoholic Drinks Producers Association	Enterprise Ireland / Bord Bia	Alcoholic drinks
2006	Irish Trade Mission – 20 companiesLed by Mr. Michael Ahern, Minister of State at the Department of Enterprise, Trade and Employment with responsibility for Trade and CommerceGeneral market briefing by local economy experts, B2B matchmaking, official functions	Enterprise Ireland	Multisector: software, services, education, medical services, tools, automotive

Track record: Examples of Trade Missions designed, organised and implemented by FRD Center (2007 - 2012):

Year	Details	Client	Sector
2007	Irish Trade Mission – 22 companiesLed by Mr. Giles O'Neill, Regional Director, Enterprise IrelandGeneral market briefing by local economy experts, B2B matchmaking, official functions	Enterprise Ireland	Multisector: foods, beverages, services, software, machinery, agribusiness, construction, waste and water management
2008	Irish State Visit and Trade Mission - 26 companiesOn the occasion of the State Visit to Romania by the President of Ireland, Mary McAleese and Dr. Martin McAleeseGeneral market briefing by local economy experts, B2B matchmaking, official functions, visits to several local manufacturing companies	Enterprise Ireland	Multisector: services, software, construction, environmental technologies, telecom, machinery
2009	Irish Trade Mission - 8 companiesSector briefing by Romanian authorities, sector experts and administration to Irish target-companiesVisits to target-companies and 1-2-1 meetings	Enterprise Ireland	Water management
2009	Irish Trade Mission - 12 companiesSector briefing and market opportunities presentation by Romanian experts to Irish target-companiesVisits to target-companies, technical institutes and 1-2-1 meetings with local players	Enterprise Ireland	Construction
2011	Inward Buyer Mission to Spain of Romanian importers of furniture on the occasion of The International Furniture Trade fair in Yecla, Murcia Region	Instituto de Fomento Region de Murcia	Furniture
2012	Inward Buyer Mission to Spain of Romanian importers of furniture on the occasion of The International Furniture Trade fair in Yecla, Murcia Region	Instituto de Fomento Region de Murcia	Furniture

Track record: Examples of Trade Missions designed, organised and implemented by FRD Center (2013 - 2015):

Year	Details	Client	Sector
2013	Inward Buyer Mission to Ireland of Romanian importers of medical devices on the occasion of the Enterprise Ireland's trade fair event "Med in Ireland"	Enterprise Ireland	Medical devices
2014	Dutch Trade Mission - 30 companies led by Minister Lilianne Ploumen. Over 100 one-to-one meetings with relevant local targets, market briefing by local economy experts, company visits, official functions and in-situ support	The Netherlands Embassy	Multi-sector: water management, agri-business, services, environmental technologies, logistics, ship-building
2014	Spanish Food Sector Trade Mission - 4 companies from the Murcia region had over 25 company visits, 1-2-1 meetings with local buyers and specialised importer-distributors, group visit and guided tour of the Fresh Vegetables Wholesale Market	Instituto de Fomento Region de Murcia	Fresh fruit and vegetables, frozen fish & sea-food, gourmet, cheeses
2015	Inward Buyer Mission to Spain of 6 Romanian importers of furniture on the occasion of The International Furniture Trade fair in Yecla, Murcia Region	Instituto de Fomento Region de Murcia	Furniture
2015	Inward Buyer Mission to Ireland of Romanian importers of medical devices on the occasion of the Enterprise Ireland's trade fair event "Med in Ireland"	Enterprise Ireland	Medical devices
2015	Private Latvian Trade Mission of 4 companies active in the Food SectorSector briefing and market opportunities presentation by FRD Center 1-2-1 meetings and company visits to local buyers and specialised importer-distributors	Private consulting firm in Latvia	Coffee, Snacks, Sweets, Cheeses, Chocolates



Track record: Examples of Trade Missions designed, organised and implemented by FRD Center (2016 - 2017):

2016	Inward Buyer Mission to Finland of 4 Romanian importers of foods and beveragesIdentification and selection of local importer-distributors, presentation of the Finnish companies and their offer, liaison and logistic support	Food from Finland Growth Program / Finpro	Various types of foods and beverages, including gourmet and functional
2016	Multi-sector Spanish Trade Mission to Romania - 11 companies from the Murcia region had over 70 separate 1-2-1 meetings and company visits with local specialised importer-distributors, wholesalers, buyers from the large supermarket chains, resellers. General market opportunities presentation by FRD Center.	Murcia Chamber of Commerce / Instituto de Fomento Region de Murcia	Multi-sector: agri-technology, foods, electronics, FMCG
2016	Inward Buyer Mission to Spain of Romanian importers of furniture on the occasion of The International Furniture Trade fair in Yecla, Murcia Region	Instituto de Fomento Region de Murcia	Furniture
2016	US Trade Mission - 7 companies in the industrial manufacturing technologies and automotive sector from the Confederation of Great Lakes region had over 15 company visits and 1-2-1 meetings with local buyers.Sector briefing by FRD Center	Conference of Great Lakes & St. Lawrence Governors & Premiers	Technology, industrial manufacturing technologies and automotive manufacturing, tools, equipment
2016	Inward Buyer Mission to Finland of 5 Romanian importers of agri-technology on the occasion of The International Trade Fair KoneAgria	Agrotechnology from Finland Growth Program / Finpro	Agricultural machinery, farm equipment and technology
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	Food ingredients, Beverages, Dairy, Fresh Fruit & Vegetables, Meat
2017	Inward Buyer Mission to Spain of 5 Romanian importers of furniture on the occasion of The 56th edition of the International Furniture Trade fair in Yecla, Murcia Region	Instituto de Fomento Region de Murcia	Furniture
2017	Trade Winds SE Europe - the largest annual U.S. government-led trade missionThe U.S. Embassy in Bucharest, Romania invited FRD Center to prepare B2B meetings with relevant local players, specialised importer-distributors, potential business partners and buyers for 8 American companies participating in the Trade Winds SE Europe event in October 2017.	U.S. Department of Commerce International Trade Administration	Multi-sector: Technology, Medical devices and equipment, Agribusiness, Food processing machinery, Textiles, Equipment & machinery, Food
2017	Inward Buyer Mission to Finland of 4 Romanian importers of agrotechnology on the occasion of The International Trade Fair KoneAgria	Agrotechnology from Finland Growth Program / Finpro	Agricultural machinery, farm equipment and technology

Track record: Examples of Trade Missions designed, organised and implemented by FRD Center (2018 - 2021):

2018	Turkish Trade Mission of the Building Machinery Manufacturers Cluster in Ankara. FRD Center was in charge the B2B matchmaking in Bucharest and Cluj-Napoca for 8 Turkish companies. FRD Center organised more than 80 meetings with relevant and interested local decision-makers	Shedu Consulting / AOSB the Building Machinery Manufacturers Cluster in Ankara	Building and mining machinery and equipment
2018	Inward Buyer Mission to Spain of 3 Romanian interior designers and importers of furniture invited by the FERIA REGIONAL DEL MUEBLE E INDUSTRIAS AFINES DE YECLA	Instituto de Fomento Region de Murcia	Furniture, homedecor
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	Agricultural machinery, farm equipment and technology
2019	Inward Buyer Mission to Spain of 4 Romanian interior designers and importers of furniture invited by the FERIA REGIONAL DEL MUEBLE E INDUSTRIAS AFINES DE YECLA	Instituto de Fomento Region de Murcia	Furniture, home decor
2019	Business Forum from the Netherlands to Romania - 6 Dutch companies 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	Technology, agribusiness, food, circular economy, ITC
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)	Sake / Alcoholic Beverages
2019	Inward Buyer Mission to Istanbul (Turkey) of Romanian buyers - the most important two importers and retailers of home decor and kitchen utensils - at the Turkish Housewares by Invitation Only Istanbul biggest such event with over 50 manufacturers	Private consulting firm in Turkey	Home decor and kitchen utensils
2020	Virtual Inward Buyer Mission to Germany of 13 Romanian specialised med-tech importer-distributors on the occasion of MEDICA 2020 trade fair - organised in collaboration with local private consulting firm for the German Ministry of Economy	Local private consulting firm for the German Ministry of Economy	Medical technology, health equipment and medical devices
2020	Virtual Trade Mission in the Chemicals Sector from Ukraine to Romania for 7 producers of cosmetics, detergents, sanitizers, industrial chemicals, polymers etc. meeting over the ZOOM platform with more than 20 Romanian specialised importer-distributors	Regional private consulting firm based in Turkey	Chemicals sector
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, construction machinery, automation had e-meetings with over 45 Romanian target-companies	Camara de Comercio Murcia	Food processing equipment, premium wines, FMCGs, agrotechnology, fresh fruit&vegetables, construction machinery, automation

Track record: Examples of Trade Missions designed, organised and implemented by FRD Center (2021 - 2025):

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	Camara de Comercio Murcia	Fresh fruit & vegetables, toiletries, sporting equipment, premium wines, packaged foods, agrotechnology
2022	Business Forum and B2B meetings in Bucharest organized by FRD Center for the Turkish Association of Electrical and Electronic Manufacturers and Exporters TET – 10 Turkish companies had over 90 meetings with relevant local counterparts	Turkish Electrical and Electronics Exporters' Association (TET)	Electric and electronic appliances and equipment
2023	Strategic B2B matchmaking for Dutch in-coming Trade Delegation – 4 companies – organized by FRD Center for the Royal Netherlands Embassy in Romania	The Royal Netherlands Embassy in Romania	Med-tech and medical devices
2023	Selected B2B meetings during Business Forum in Bucharest organized by FRD Center for 20 Turkish manufacturers and exporters in the HVAC-R sector – some 120 meetings	Turkish HVAC-R Exporters Association (ISIB)	HVAC-R technologies and equipment
2023	Business Forum and selected B2B meetings in Bucharest organized by FRD Center for the Turkish Association of Electrical and Electronic Manufacturers and Exporters TET – 17 Turkish firms	Turkish Electrical and Electronics Exporters' Association (TET)	Electric and electronic appliances and equipment
2024	Multi-sector Trade Mission from Region de Murcia (Spain) to Romania. Ten representatives of Murcian companies had meetings organized by FRD Center with relevant Decision Makers in local companies	Camara de Comercio Murcia	Agricultural machinery, wines, fresh fruit & vegetables, packaged foods
2024	Portuguese Trade Delegation to Romania – multi sector. Strategic B2B meetings and visits to RO companies organized by FRD Center for private consulting firm in Portugal hired by the Portuguese Government and AEP – Associação Empresarial de Portugal.	Private consulting firm in Portugal	Electric equipment, textiles, dry food
2024	In-coming multi-sector Trade Mission from Murcia (Spain) to Romania. Representatives of ten Spanish companies had F2F and on-line meetings organized by FRD Center with relevant Decision Makers over 50 Romanian companies	Camara de Comercio Murcia	Agricultural machinery, wines, fresh fruit & vegetables, packaged foods, cosmetics, house chemicals
2025	Agro-Food Trade Mission led by Dutch Director for International Agribusiness and Food Security at the Ministry of Agriculture, Fisheries, Food Security and Nature. Strategic B2B matchmaking for Dutch in-coming Trade Delegation – 10 companies – organized by FRD Center for the Royal Netherlands Embassy in Romania. Also, 5 site-visits for two groups – Horticulture and Animal / Livestock – organized by FRD Center to local major players in the sector.	The Royal Netherlands Embassy in Romania / The Dutch Ministry of Agriculture, Fisheries, Food Security and Nature	Horticulture and Animal / Livestock

Activities carried out by FRD Center for the trade missions include



- identification and selection of relevant local targets
- B2B matchmaking, 1-2-1 meetings
- business presentations and sector briefings - development and delivery
- organisation and management of roundtables with local KOLs
- acquisition of expert speakers
- group visit to local companies, factory tours, store checks and guided visits
- matchmaking days: on-site secretariat, facilitation & support
- formal functions: design and management
- selection and management of external providers
- project management
- selection and organization of the event venue
- communicating and reporting to the Client on a regular basis
- networking events: reception, sit-down dinner

FRD CENTER: EXAMPLES OF LARGE TRADE MISSIONS

FRD Center has been contracted by organisations such as Enterprise Ireland, the Royal Netherlands Embassy, TET and ISIB (Turkey) to design, organise and manage the implementation of several large Trade Missions, Business Forums, Company Visits and Trade Dinners.

2002

Irish Trade Mission led by Minister Michael Ahearn, Minister of State at the Department of Enterprise, Trade and Employment with responsibility for Trade and Commerce

No of Irish companies: 25
Multisector: tools, education, industrial manufacturing, services, software, medical equipment, chemicals

Official cocktail, Signing ceremony and photo opportunity, Trade & Investment sit-down dinner

2008

Irish State Visit and Trade Mission on the occasion of the State Visit to Romania by the President of Ireland, Mary McAleese and Dr. Martin McAleese

No of Irish companies in the business delegation: 26

Multisector: services, software, construction, environmental technologies, telecom, machinery

Official cocktail, Trade & Investment sit-down dinner

2014

Dutch Trade Mission led by Minister Lilianne Ploumen. Over 100 one-to-one meetings with relevant local targets, official functions and in-situ support.

No of Dutch companies: 30

Multisector: water management, agri-business, environmental technologies, logistics, ship-building

Official reception, Signing ceremony and photo opportunity, Sit-down dinner

2018, 2022, 2023

Business Forum and selected B2B meetings in Bucharest organized by FRD Center for major Turkish Exporters organisations such as the Building Machinery Manufacturers Cluster in Ankara, the Electrical and Electronics Exporters' Association (TET) and the HVAC-R Exporters Association (ISIB).

No of Turkish participating companies: 10-20

Strategic B2B meetings, Official opening



Example: Dutch Trade Mission (2014) in figures

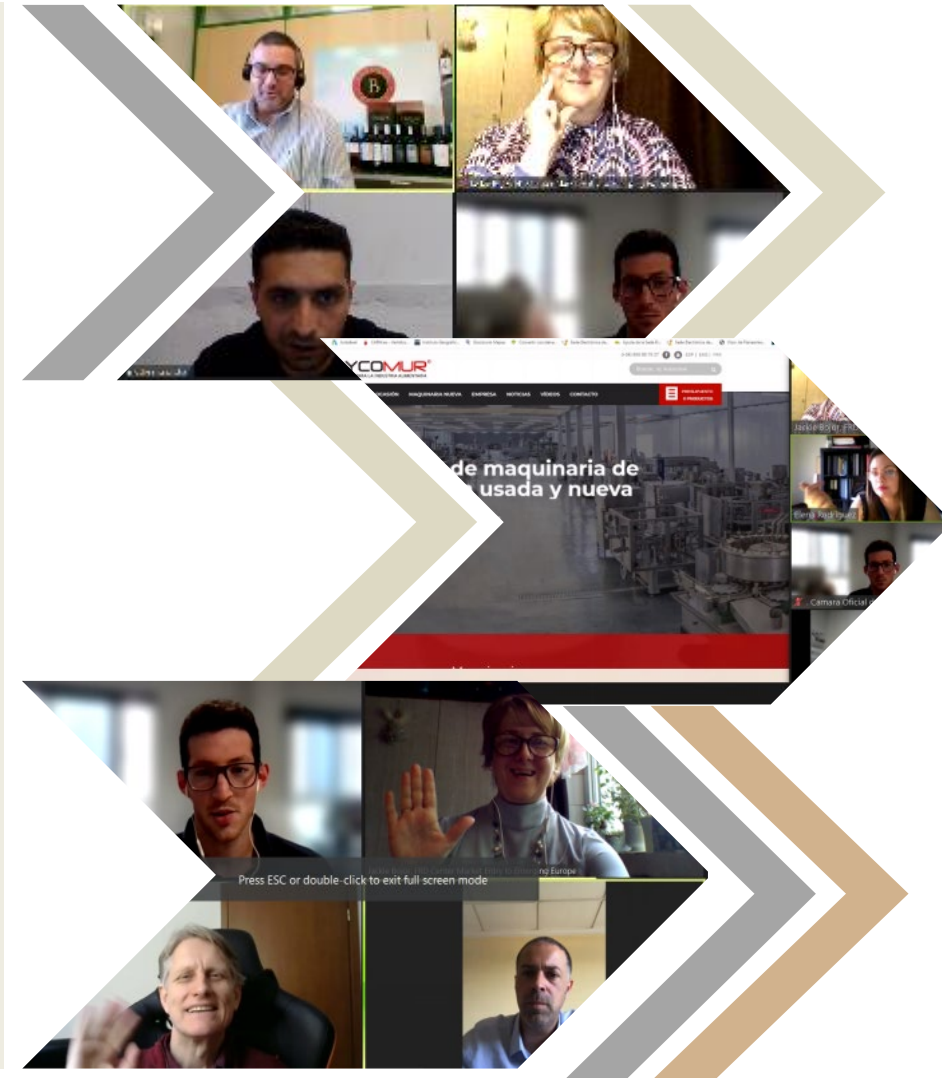


- 30 Dutch participating firms
- 16 Dutch firms requested business matchmaking services
- Over 40 different industries and sub-sectors researched
- A total of 1,800 - 1,850 emails sent in the matchmaking process
- Approx. 2,250 - 2,300 phone calls made for the matchmaking
- 585 local companies and organisations from 62 different categories long-listed
- 327 Romanian target companies and organisations short-listed and contacted
- 22 venues researched for the Trade and Investment Dinner
- Approx. 325 - 350 RSVP telephone-calls made
- Over 170 participants to the Trade and Investment Reception and Dinner
- 85 follow-up interviews carried out with Romanian targets



Example: Virtual Trade Mission from Murcia, Spain (2021)

- Multi-sector Virtual Trade Mission from Murcia to Romania organised during the COVID19 pandemic
- 9 (nine) participating Spanish firms
- sectors included: food processing equipment manufacturing, refurbishment and sales, premium wines production and exporting, FMCGs: cosmetics for hair and beard, balloons for parties and festivals, agrotechnology: irrigation and wastewater treatment technology and equipment, fresh fruit&vegetables from SE Spain, construction machinery and cement / concrete stations, automation for food processing, canning etc.
- e-meetings with over 45 Romanian target-companies
- three months of preparation and implementation of 1-2-1 virtual meetings
- a total of 350-400 emails sent in the matchmaking process
- approx. 800 phone calls made for the matchmaking and reconfirmation of meetings
- over 450 local companies, individual agents identified and selected
- more than 250 Romanian target companies and agents short-listed and contacted



Example: Turkish Exporters Trade Delegations (2018, 2022, 2023)



- An average of 15 Turkish participating firms per event for which FRD Center provided strategic B2B matchmaking services
- Over 30 different industries and sub-sectors researched for local relevant players identification
- Each longlist – customized according to the Client's requirement – consisted of approx. 40 pre-selected local companies
- For each Trade Delegation, over 200 Romanian target companies and organisations short-listed and contacted
- An average of 1,800 emails sent in the matchmaking process per event
- Approx. 2,300 phone calls made per event
- Each Turkish company met with an average of 6 well selected local companies



FRD Center Team for Trade Missions

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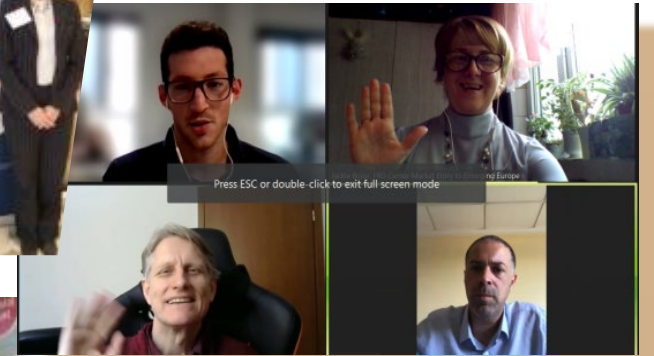
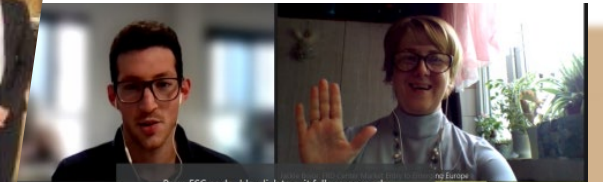
In Romania, FRD Center operates with a team of 4 core senior consultants specialised in Market Research, Business Matchmaking, Market Entry Strategy and M&A Advisory. They operate in English, Spanish, French and Italian. For larger projects, additional consultants and support staff are involved in the team, depending on the size of the incoming 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, Sibiu), Moldova (Iasi, Bacau), South Romania (Constanta, Craiova, Pitesti).

Photo gallery

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FRD Center contact

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For more details and to request an offer for our Trade Missions services, contact us directly with your Terms of Reference at

FRD Center Market Entry Services
Bucharest ROMANIA
www.frdcenter.ro

Contact: Jackie Bojor, Director
Tel: +4021 411 1459
europa@frdcenter.ro

