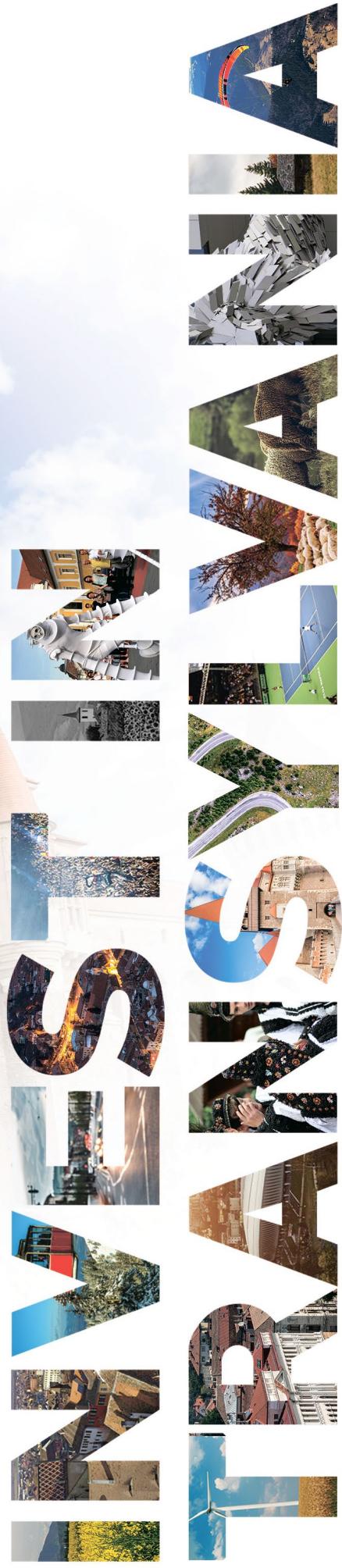




EUROPEAN Entrepreneur

Special



Europe's Regions in Focus



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EUROPEAN
Entrepreneur



Yours, Lilia Heitz,

General Manager & Editor in Chief

Romania should always be an attractive target for foreign investment. The country's geographical position is destined to serve as a trade gateway between Asia and Europe. Romania continues to be one of the fastest growing economies in the EU and has repeatedly ranked itself among the highest achievers for the past two decades. It is however important to remember that the economic development of the country widely varies. While some districts and parts of the country have a well-developed infrastructure and are the target of numerous foreign investments, other regions are almost completely untapped. It is Transylvania that is the most successful economic region, particularly the areas of Sibiu, Brasov and Cluj. In addition, there is a strong academic and cultural environment.

With the help of EU-IMF schemes, the Romanian economy stabilised shortly following the 2009 crisis. Since 2013, it has seen even stronger growth with domestic demands overtaking net export, the drivers of growth switching gradually from net exports to domestic demand. Furthermore, labour costs remain of good value and workers, generally speaking, are of good education standards. Overall, the labour market conditions have not hindered progress but structural inconsistencies are still ongoing and must be rectified in the future. Private consumption regained its pinnacle, matching those fantastic results seen after 2008, this was thanks to higher household disposable income bolstered by strong wage growth twinned with negative inflation.

Investment experienced a delayed recovery, but has now reacquired its growth rate experienced before the crisis. The tax system is to the advantage of commerce and growth. It must however not be forgotten that there still remains under developed chances in tourism, agriculture, construction and of course in the growing IT sector, as well as in many other areas.

The country boasts a rapidly growing digital and software industry, and the fastest internet in the EU. Transylvania has good universities and also industrial technology parks which have been set up in Brasov, Cluj and Sibiu. IT companies have regarded Romania as a number one destination to do business in the sector thanks to: substantially lower costs compared to the USA and Western Europe, as well as a wealth of highly qualified IT experts and young graduates. It is thanks to these factors that a thriving digital entrepreneurial culture exists in the country. However, there are certain obstacles to be surmounted if Romania is to become a true tech centre. These issues include the high amount of state bureaucracy, a lack of access to capital and funding, as well as a general reluctance to take risks.

The biggest investors in Romania today are: the Netherlands, Austria, Germany and France. However, businesses from Asia and the USA are discovering the great advantages of investing in this country and its people. The start-up sector, particularly in the field of technology, can be a promising business opportunity in addition to the classic investments in production sites.

Cityscape view of Main Square (Piața Mare) in **Sibiu**

Belvárosi látkép, Nagyszeben
Vedere spre Piața Mare din Sibiu



Manfred Weber

«For years, the EPP Group has been very consistent in promoting the interests of SMEs in our policymaking. Our business association, SME Europe, plays a crucial role in this matter. I hope you will find this edition of the European Entrepreneur interesting. This time it focuses on SMEs which are playing a key role in Central and Eastern Europe»

[read more on page 7](#)



Elżbieta Bieńkowska

«This year we have not only seen Europe's SMEs starting to expand their businesses, but an increase in hiring. We will continue to encourage this trend by removing barriers in the Single Market and helping SMEs exploit its full potential, stimulating investment and together with the Member States working to create the best possible environment for SMEs»

[read more on page 19](#)

Dr. Horst Heitz

«Invest in Transylvania SME Edition» is the very first of its kind. It reflects the view of our political organisation, which in addition to its main task, contributing to the interests of small and medium-sized enterprises and influencing European legislation accordingly, is also a practical aid to our SMEs and thus to the European Union»

[read more on page 11](#)



Dr. Christoph Leitl

«Ultimately it is clear that the voice of private firms needs to be heard in the discussion on how to facilitate private sector investment growth — they are the ones deciding where to invest and how much to invest»

[read more on page 21](#)



Bendt Bendtsen

«As President of SME EUROPE I am delighted that we have such strong regions in the European Union, and I hope that our European SMEs have the possibility to take advantage of these widespread benefits in Europe, so that they may grow and achieve prosperity. I would be very contented if we as a political business association, could contribute to this»

[read more on page 13](#)

Iuliu Winkler

«The economy of this region, as it is the case across the country, witnesses a strong presence of large enterprises or entities affiliated to multinational companies and state firms, these having the most significant share of the overall economic activity. However, the SME sector is the one that brings a noteworthy added-value and an important contribution to Romania's GDP, while also coming with a significant contribution in terms of job creation and innovation»

[read more on page 24](#)



Ivan Štefanec

«One of the factors important to investors who are deciding where to park their capital in the central and southeast regions of Europe is the location's potential for continuing development. That no longer means just having good road and rail connections to other European countries — it also means having a fast, reliable internet with high penetration»

[read more on page 33](#)



Dr. Paul Rübig

«I have always had a strong family connection with Romania, my grandfather founded a company in Romania a long time ago. After a while, he returned to Austria and started the Rübig Company in Wels (Upper Austria). Initially, the company dealt in dental instruments and only later specialised in drop forging»

[read more on page 32](#)



Dr. Ingo Friedrich

«Internationalisation is a challenge and also a chance for SMEs in today's global economy. Small and medium-sized businesses are in a great position to profit from globalisation and the European Single Market. However, SMEs of all varieties, should examine whether internationalisation can contribute to company growth. The more specific the products, the more foreign business can be a sensible option»

[read more on page 34](#)

Baron Rolf von Hohenhau

«Romania, with its flat tax of 16%, has taken the right path to the prosperity of the Transylvanian region, thus creating the basis for investment. It should however be remembered that the wise use of taxpayers' money, the legally stable framework and above all the full commitment and the hard work of the people there have ultimately cultivated economic success»

[read more on page 36](#)



Michael Jäger

«The private sector in Romania has experienced huge changes in the private sector, this has been mainly thanks to access to external sources of funding, this access to finance has in turn led to a noticeable increase in employment and sales. It is also clear that there is a large correlation between financing from banks and the profits made by SMEs, this was something I personally noticed during the visit»

[read more on page 37](#)



Christian Mainka

«The European Economic Conference was marked by an exchange of knowledge and new ideas. The high-profile lectures also provided a deeper and more differentiated insight into Romania and the region of Transylvania. The discussions after the lectures as well as at the dinners contributed to a suitable environment in which new contacts could be made. The choice of Sibiu as the location for the European Economic Conference was fantastic from a communication point of view, as many different European languages are spoken everywhere»

[read more on page 39](#)



Misty morning over the **village of Biertan**, Sibiu County

Ködös reggel Berethalom felett, Szeben megye
Dimineață cețoasă peste satul Biertan, județul Sibiu



Manfred Weber

**Member of the European Parliament,
Chairman of the European People's Party Group**

In the EPP Group, we believe that the number One priority of the European Union should be to promote jobs and growth. And for us, this means that small and medium-sized enterprises (SMEs) should be at the heart of our policies. SMEs represent indeed 99% of all businesses in the EU. They create 85% of new jobs and provide two-thirds of private sector employment in the EU. They truly are the backbone of Europe's economy. This is why EU laws should not only support and promote them but also reduce the burdens that might prevent them from developing.

We also believe it is the EU's role to help SMEs explore new markets. In this regard, we believe that the EU-Canada Comprehensive Economic and Trade Agreement (CETA), which has just been finalised, and the EU-US Transatlantic Trade and Investment Partnership (TTIP), which is currently under negotiation, represent a huge potential for growth for European SMEs. Indeed CETA and TTIP could contribute to reducing many of the barriers and costly processes which have so far discouraged European SMEs to export, thus creating the conditions for the further development of SMEs.

For years, the EPP Group has been very consistent in promoting the interests of SMEs in our policy-making. Our business association, SME Europe, plays a crucial role in this matter. I hope you will find this edition of The Entrepreneur interesting. This time it focuses on SMEs which are playing a key role in Central and Eastern Europe.

I hope you enjoy reading it.

Winding **Transfăgărășan Road** in the Transylvanian mountains

A transzfogarasi-út, Fogarası havasok

Traseul șerpuit al Transfăgărășanului





Dr. Horst Heitz

Executive Director of SME Europe of the EPP

The European Entrepreneur magazine «Invest in Transylvania SME Edition» is the very first of its kind. It reflects the view of our political organisation, which in addition to its main task, contributing to the interests of small and medium-sized enterprises and influencing European legislation accordingly, is also a practical aid to our SMEs and thus to the European Union. We want to give the European SMEs a non-abstract concrete opportunity, which can now be exploited and lived to its full potential. For us this means providing SMEs with practical assistance (initial aid), bringing European entrepreneurs together (B2B), launching joint projects (European funding), providing first point contacts in the member states (using the European and business networks), increasing publicity of SMEs and Start-ups (SME Star Awards), as well as promoting regions as business hubs (distribution channels and investments).

The magazine is not only intended to attract attention and provide information, but also serves as an offer from us to provide you with the relevant contacts if you are interested in the available opportunities. Furthermore, if you are an entrepreneur from the Transylvania region, you can always rely on us to provide the right information and contacts for Europe. In the event we are not able to help directly, we usually know a network, an association or an institution which can provide you with the correct information or the appropriate contact.

At this point I would like to take the opportunity to thank our First Vice President Iuliu Winkler MEP. It was on his initiative that SME EUROPE was able to host its first and successful economic conference in Sibiu (Romania) which featured substantial participation from European speakers on the issues of politics, economics, administration and research. It was here that the idea of an innovative and widely distributed magazine promoting successful European economic regions was born. The fact that we were able to implement this idea is thanks to the active support of Mr. Winkler MEP and his team, without whom, this magazine would not have been possible.

Please accept my best wishes for you and your businesses and the greatest of success in your investment in Europe.



The town of **Brașov**

Brassó madártálatból

Vedere panoramică asupra Brașovului



Bendt Bendtsen

Member of the European Parliament, President of SME Europe

The arguments for Europe as an investment objective are many. The high productivity and qualification of employees play a vital role in the current development. Furthermore the sound infrastructure (in which more investment is needed) and the high strength of innovation which is achieved through research and training, are serious advocates for the «old» continent. However it is not just the favourable location factors which will win the day for Europe; in many BRIC countries and emerging economies, economic growth has slowed down and the forecasts for the future have also clearly lost their enthusiasm.

In the last few years, Eastern Europe has experienced a difficult phase in the wake of the various economic and financial crises, as is the case throughout most of Europe. However, there are growing signs that a stable upturn in the Eastern European countries has returned and investment as a whole is rising as well as productivity.

Romania is an attractive investment location for foreign investors for a variety of reasons, including the following: the favorable production conditions, the availability of qualified personnel, the geographical proximity to Central Europe and the size of the sales market as the largest member state of the EU in Eastern Europe. In 2007, the country joined the EU and fully implemented EU legislation. In terms of taxation, Romania, with its flat tax rate of 16 percent, is a very attractive corporate taxation in comparison to other European countries.

Transylvania is the most famous and well known area of Eastern Europe, Siebenbürgen twinned with Herrmanstadt is of a good size and a German-speaking area. It is the most successful region in Romania with optimal conditions and a highly educated population, especially in the future-oriented IT sector. Tourism and the construction sector are among many other strengths in the region.

As President of SME EUROPE I am delighted that we have such strong regions in the European Union, and I hope that our European SMEs have the possibility to take advantage of these widespread benefits in Europe, so that they may grow and achieve prosperity. I would be very contented if we as a political business association, could contribute to this.

Windmills in the **Astra Museum**, Sibiu

Szélmalomok, Astra Múzeum, Nagyszeben

Mori de vânt în Muzeul Astra din Sibiu





Red cable cabin Poiana Brașov – a **famous ski resort in Carpathians**

Drótkölpályás felvonó Brassópojánán – Erdély egyik legjelentősebb téli üdülőközpontja a Déli-Kárpátokban
Telecabină, Poiana Brașov



View on a foggy valley from **Rodna Mountains**

Tájkép, Radnai-havasok
Vale acoperită de ceată în Munții Rodnei



The Drăgan Floroiu Dam on Drăgan Lake in Cluj county

A Dregán-völgyi víztározó, Kolozs megye, Erdély
Lacul de acumulare Drăgan-Floroiu din județul Cluj



Colza fields and electricity power line along the Carpathian Mountains, Transylvania

Magasfeszültségi áramvonal repcemezőn, Erdély
Linii de înaltă tensiune traversând un câmp de rapiță într-o depresiune din Transilvania



Traditional **Saxon** village in Transylvania

Hagyományos szász település, Erdély
Sat tradițional săsesc din Transilvania



Late summer rural landscape in **Transylvania countryside**

Erdélyi vidéki tájkép késő nyáron

Vară târzie în Transilvania



Elżbieta Biękowska

Commissioner for Internal Market, Industry, Entrepreneurship and SMEs

SMEs are crucial to the EU's economy — they create new jobs and drive economic growth. That's why SMEs are at the heart of our policy making. The Capital Markets Union, the Digital Single Market and the Single Market Strategy were all designed with the needs of SMEs in mind, to help SMEs exploit the single market's full potential.

In spring 2016 the Commission made several proposals to make life easier for SMEs. The VAT Action Plan will make the system simpler and more user friendly. The e-commerce package will boost e-commerce in the EU by tackling geoblocking and making cross-border parcel delivery more affordable and efficient. The European agenda for the collaborative economy will help businesses and consumers benefit from new business models.

Within the Single Market Strategy, the Start-up Initiative will help businesses grow and go cross-border. We are currently running a public consultation to collect new ideas and feedback on starting-up and scaling-up a company in the EU. Under the 2015 Better Regulation Agenda, the SME dimension is central to EU policy-making. The Commission has put in place tools to listen to the concerns of entrepreneurs and to ensure swift follow-up on feedback. To avoid negative impact of EU legislation on SMEs, the SME Test looks closely at how rules could affect small businesses.

The EU COSME programme aims to improve SME access to finance. More than 51,000 SMEs already received financing under the COSME loan guarantee facility. Small business can also benefit from the EU Horizon 2020 programme and the European Structural and Investment Funds.

This year we have not only seen Europe's SMEs starting to expand their businesses, but an increase in hiring. We will continue to encourage this trend by removing barriers in the Single Market and helping SMEs exploit its full potential, stimulating investment and together with the Member States working to create the best possible environment for SMEs.



Cluj Arena – the largest football stadium in Transylvania –
a 31,000 seat UEFA Elite stadium in Cluj-Napoca

Kolozsvári Aréna – Erdély legnagyobb futballstadionja – 31.000 férőhelyes UEFA
Elite kategóriás stadion, Kolozsvár, Erdély

Cluj Arena, cel mai mare stadion de fotbal din Transilvania cu 31.000 de locuri, omologat de UEFA



Dr. Christoph Leitl

President of the Austrian Federal Economic Chamber

Investments are currently experiencing a global shortage, even though they are crucial for sustainable economic growth. Various international organizations and supranational governments are focusing a substantial amount of their resources on promoting investment growth. For example, one of the three pillars of the European Union's economic policy strategy is to increase investments — both private and public. Furthermore, the G-20 community reiterated its commitment to advance its investment agenda during its recent summit meeting in China.

The Austrian economy is not exempted from this global phenomenon. The Austrian Federal Economic Chamber (WKÖ) represents more than 492,000 member companies and is committed to improving the framework conditions for businesses and to future-oriented policies in Austria. In order to achieve this goal the chamber follows a three pillar approach: Incentives for investment — Access to finance — Competitive financial market. Among the priorities are the introduction of new methods for depreciation allowance of fixed assets that reflect the true lifespan of investment goods, a higher limit for immediate write-off of low-value assets to EUR 1,500 and the reduction of the corporate tax rate. The creation of an investment tax credit for private investors and the elimination of additional burdens for

financial institutions are further important measures that need to be implemented in Austria. Recently the Chamber has set up a working group with the intent to provide concrete policy suggestions on how to encourage private firms to invest more and therefore make the domestic economy more competitive again and more prepared for the future. Given the fact that private investments constitute about 90% of overall investments in Austria, the private sector is the natural place to start thinking about facilitating growth.

The working group used two specific approaches: first, a survey was sent out to WKÖ members (all companies in Austria) in order to hear from businesses themselves about which measures they need and want. The survey results indicate the need for immediate change: 70% of companies in Austria are convinced that there are not enough incentives to invest. Furthermore, 60% of companies consider the investment climate in Austria to either be hardly or not at all investment-friendly. In this kind of environment, about half of all companies said that they were unsure whether their investment would pay off or not. While the situation appears to be bleak, everyone in the private sector is aware of just how important investments are: 90% of employees believe that investments are either important or very important for the workplace itself, the competitiveness of their firm and of the economy in general, and ultimately also for creating new jobs. 84% of employees believe that their firms' investments made a lot of sense for their company and future growth. Two thirds of respondents were able to name specific causes for the shortage in investments: «bureaucracy», «tax burden», «non-wage labor costs» were the top three keywords. In addition, the Austrian Federal Economic Chamber contracted a study to develop a set of evidence-based policy measures which would help increase private sector investments.

For instance, lowering the effective average tax rate from 23% to 21% (21% being the effective average tax rate of comparable EU states) would free EUR 120 million in additional investments in the manufacturing sector and EUR 470 million in the service sector. Including flexible amortization methods in the Austrian tax code would be an incentive for the entire private sector to conduct additional investments. With the ongoing digitalization of the economy, investments in intangibles are clearly on the rise. According to recent research, investments into intangibles amount to at least 5% of GDP in every single OECD country. Setting correct policy measures to include this type of investment on balance sheets would result in an additional boost to GDP of 0.3 percentage points. Evidence has also shown that companies actually prefer tax incentives rather than direct investment subsidies.

Ultimately it is clear that the voice of private firms needs to be heard in the discussion on how to facilitate private sector investment growth — they are the ones deciding where to invest and how much to invest. Successful representation of business interests vis-a-vis the Austrian government requires the combination of both surveys and academic research as well as associated policy suggestions to have an effective influence in the policy making process.



Large crowds in front of the main stage at an Armin van Buuren concert
at **Untold Festival**, Cluj-Napoca



Tömeg Armin van Buuren koncertjén az Untold Fesztiválon, Kolozsvár, Erdély
Concert Armin van Buuren la UNTOLD Festival din Cluj-Napoca

SMEs of Transylvania — a strong potential for future economic development

Iuliu Winkler

Member of the European Parliament,
First Vice-President of SME Europe

Amulticultural and multilingual space, Transylvania is a truly representative region of the Central European civilization and the strongest region in Romania in terms of economic significance. As concerns its economic structure, Transylvania resembles the economies of Central and Eastern Europe, and, similarly to the rest of the European Union, here too, SMEs are successfully filling the role of catalysts of the economy.

The economy of this region, as it is the case across the country, witnesses a strong presence of large enterprises or entities affiliated to multinational companies and state firms, these having the most significant share of the overall economic activity. However, the SME sector is the one that brings a noteworthy added-value and an important contribution to Romania's GDP, while also coming with a significant contribution in terms of job creation and innovation.

Certainly, there is a large difference between the type of SMEs in Transylvania and the ones found in the EU's developed economies, but similarly to the overall situation throughout Europe, here too, complex bureaucratic frameworks represent one of the most relevant hindering factors for the development and growth of SMEs. Yet, other pertinent obstacles further encumber the local SME sector. SMEs are facing intricate procedures, in terms of legislation, through administrative and financial regulations, which hamper their daily work. Add to this the difficulties caused by poor levels of computerization of the administration, the difficult access to the public procurement system, as well as the daunting procedures in financial reporting. Difficult access to finance, for SMEs, is a problem throughout the



Union, but the situation in Romania is even more complex, given that banks require collateral deposits that are sometimes overwhelming for an SME to submit. In addition, guarantee funds for SMEs are at a beginning stage, being subject to greater bureaucracy than in the rest of Europe.

A strong connection to Europe is essential for SMEs in Transylvania, as this enables them to benefit fully from the advantages of the common market, while being aware of a wider range of business opportunities in the EU, as well as understanding and accessing various possibilities of financing under Union programs and supporting schemes.

In fact, the most important mission of SME Europe is precisely this, the establishment of good operational links between the SME sector and Europe as a whole. SME Europe aims to pave the way for a heightened activity for interested stakeholders and facilitate cooperation between SMEs, while aiding the flow of information and initiating and fostering concrete partnerships. The conference titled «Time to re-think the Modern SME Policy for Europe» organized by SME Europe this spring in Sibiu had, firstly, the purpose of informing European partners about business opportunities in Transylvania. Despite some already mentioned

obstacles, Transylvania sees promising business opportunities and a more favorable environment for the development of SMEs, than the rest of Europe. Romania is a country with a growth rate of 5% that targets major investments and partnerships in the development of the transport infrastructure, in the fields of communication technology, energy, renewables, the environment, as well as agriculture and agricultural products.

Transylvania is a region characterized by economic and cultural dynamism, benefiting not only from rich natural resources but also from skilled and highly skilled labor. The cities of Cluj and Timisoara are centers of excellence in IT, with global perspectives, who understand that success is guaranteed by applying the European model of cooperation between business, academia and local government. Sibiu and Oradea, other regional hubs, are also relevant in this sector, still in their incipient stages, but with great potential. Also in Transylvania, Hunedoara has witnessed the establishment of partnerships in high-end areas such as robotics and the construction of drones.

This issue of the «European Entrepreneur» magazine aims to, in fact, further support the strive for development of the SMEs of Transylvania, while considering an overview of the economic potential one could benefit from in the various Transylvanian counties.



Young Romanian dancers in traditional costume, **Banat region**

Fiatal táncosok népviseletben, Bánság
Tinere din regiunea Banatului în costume populare



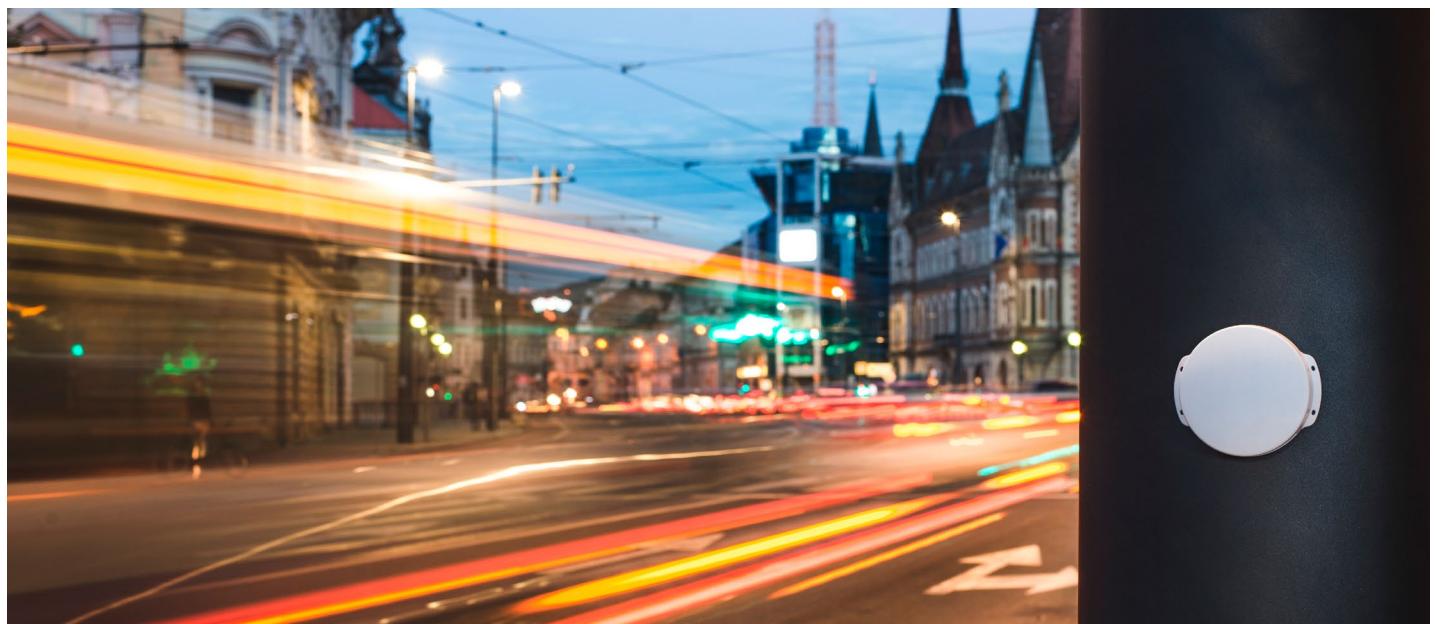
Harvesting **vineyard** in the autumn season, Transylvania

Őszi szüretelés, Erdély
Recoltarea strugurilor într-o vie transilvăneană

A 'Bluetooth Beacon' device fitted on a bus stop to digitally guide passengers in Cluj-Napoca, installed under the **Smart City program**

Bluetooth jeladó (Smart City program) egy kolozsvári buszállomásban, mely digitális útmutatást nyújt az utasoknak, Kolozsvár

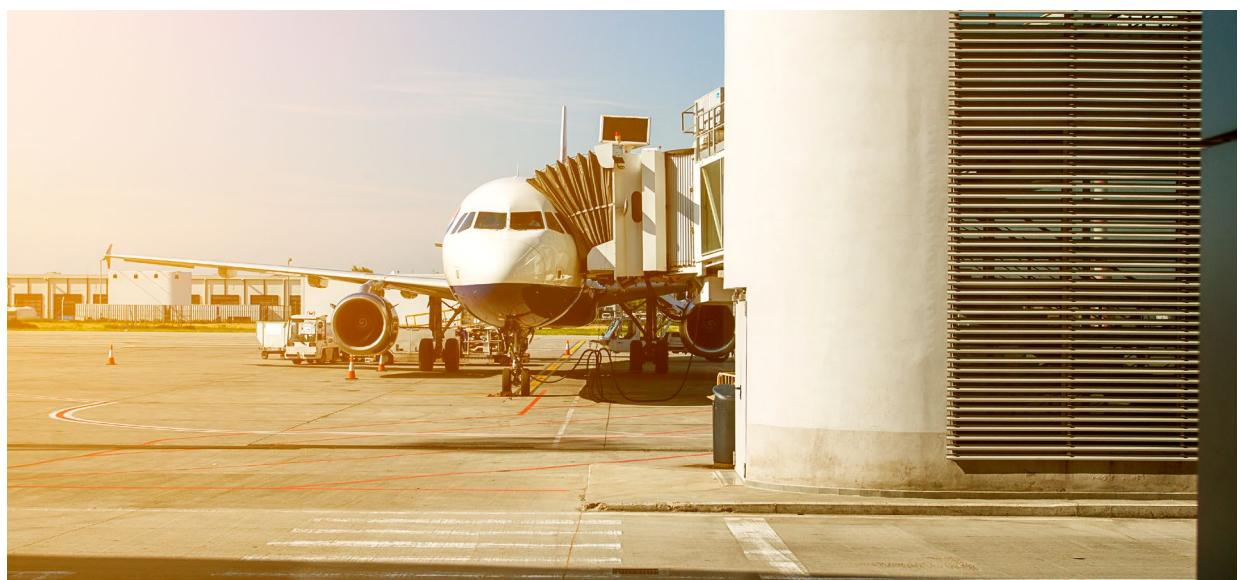
Un dispozitiv bluetooth montat, în cadrul programului Smart City, într-o stație de autobuz pentru a ghida pasagerii în Cluj-Napoca



Transylvania has four **major international airports** located in Cluj, Timișoara, Sibiu and Târgu-Mureş, operating Austrian Airlines, Lufthansa, Tarom, Ryanair, Blue Air and Wizzair

Erdélyben több nagyméretű nemzetközi repülőtér üzemel, Kolozsváron, Temesváron, Nagyszebenben és Marosvásárhelyen, melyekről az Austrian Airlines, Lufthansa, Tarom, Ryanair, Blue Air és WizzAir légitársaságok indítanak járatokat

Transilvania are patru mari aeroporturi internationale la Cluj, Timisoara, Sibiu și Târgu-Mureș pe care operează Austrian Airlines, Lufthansa, Tarom, Ryanair, Blue Air și Wizzair





The Sibiu European Economic Conference

The **Sibiu European Economic Conference**, titled «***Time to re-think a modern SME Policy for Europe***», which took place between **21-23 April**, was an opportunity for European entrepreneurs to meet and exchange views, particularly on the investment climate in Romania, as regards the field of **Small and Medium-sized Enterprises** (SMEs). Notably, this Sibiu Conference, whose main organizer was SME Europe, the European People's Party lobbying organization for SMEs, has enjoyed the patronage of European Commissioner Elzbieta Bieńkowska.

The discussions that took place portrayed the political and economic environment for SMEs in various regions of Europe, from Hannover and Bavaria to Sibiu, aiming to illustrate the challenges for sustainable growth and prosperity in Europe and the global market. A special emphasis was given to administrative burdens, grants, taxes and fair competition.

The conference saw the participation of various distinguished speakers, including the high-level contributions of MEPs **Paul RÜBIG** (Austria), **Ivan ŠTEFANEC** (Slovakia) and **Iuliu WINKLER** (Romania), along with the former Vice-President of the European Parliament, currently President of the European Economic Senate, **Ingo FRIEDRICH**. From the Romanian economic environment, **Agnes NAGY**, Board Member of the National Bank of Romania, Chief Inspector of the Territorial Labor Inspectorate Sibiu, **Francis SZOMBATFALVI** and **Zoltán Nagy-BEGE**, President of the Bucharest branch of the Association of Hungarian Economists in Romania, further facilitated the debate. It is noteworthy here to mention the valuable appearance by **Carmen MĂRCUŞ**, economic analyst – Europe 2020 Strategy and economic governance – of the European Commission Representation in Bucharest. The event saw the support of the mayor of Sibiu, **Cora Astrid FODOR**, the County Council, represented at the time by **Constantin ȘOVĂLĂ**, and the Sibiu Chamber of Commerce, Industry and Agriculture, represented by its Director General, **Eugen IORDĂNESCU**.

The conference occasioned direct contact between members of an important delegation of business- and professional associations from Germany and Austria and representatives of the business environment in Sibiu. The proceedings surpassed the theoretical level, as the participants also aimed to discuss and review the economic environment in Romania and had the opportunity to share their experiences. Several SME case studies from Romania were considered, reaching out to practical analyses, with **Business-to-Business** (B2B) exchanges and **field trips** to a number of local factories and plants that benefit from foreign investment.

The high-level attendees have presented the public with the latest observations and studies in their respective fields, spreading awareness about the most up-to-date developments from the SME sector and the *European economy*.

The **key message** of most participants made an emphasis on the need for **closer cooperation between SMEs and other key stakeholders** such as academia or civil society, in order to foster innovation and promote their needs in terms of skills, resources and competencies.

Lutheran cathedral tower and 'Piața Mică' Square, aerial view of the **Old Town of Sibiu**

Evangélikus székesegyház tornya a nagyszebeni Kis-piac téren – madártávlati felvétel az óvárosi részről, Nagyszeben
Vedere aeriană Turnul Catedralei Lutherane din Piața Mică, Sibiu





The link between the academic and professional dimensions has been tackled, with the key caveat being in the lack of interconnectedness; at many east European universities little real-life practical activities take place up to the Bachelor certificate. Only few SMEs are working together with universities on innovative products or solutions. It has been suggested that one could integrate said levels by establishing '**innovation cells**', sponsored by SMEs, where students will be confronted with practical challenges. While these small-scale **Research and Development** (R&D) centres could focus on any specific field, the '**Denube Innovation Lab**' project ambitions to foster such practical cooperation in computer technology, digital communication and electrical machinery. Based on this concrete example, it was argued that in order to reach any advancement, one would require a strong cooperation among different university bodies, civil society, business community and other relevant stakeholders. The key to success is a comprehensive collaboration between academic and the public-private spheres, bridging the societal differences and levels of specialisation. Should said strategy be implemented, one could benefit from a better coordination and pooling of resources and capacities, enhancing the innovation potential and promoting well-integrated skillsets.

Additionally, various interventions from incoming representatives have presented an overview of Romania's overall attractiveness for foreign business, while tackling some of the observations of investors already present in the country. Romania is the one of the **largest markets in Eastern Europe**, a region where Austrian and German (Bavarian) companies are particularly active, benefiting from very favourable prerequisites in a variety of sectors. Socio-culturally speaking, Romania also stands out given its rather close cultural proximity to said countries and the good language proficiency of its workforce. Additionally, Romania witnesses ambitious modernization plans, with an abundance of projects and opportunities, financing through EU structural funds and an attractive tax regime. Nonetheless, several shortcomings were also signalled, linked to the political stability in the country, the transparency of public tenders, issues with illicit labour, poor infrastructure and a modest absorption of EU funds.

The **National Bank of Romania** aimed to strengthen the country's positive situation and outlook, maintaining its solid macroeconomic environment. In order to keep this, however, certain conditions ought to be looked after. Romania needs responsible budgetary policies, predictable legislation, and a continuous pursuit of stability and economic equilibrium. Sectorial reforms should be enhanced, alongside efforts to restructure various elements of public administration. Overall, the income per capita has witnessed a steady growth, as have the minimum income, the competitiveness of exports and the potential for innovation. The complexity and volatility of external factors must not be mirrored in internal instability.

The **County Council** presented in great detail the added value and incentives the Sibiu County can offer for foreign investors. Its competitive advantage is primarily found in the County's favourable geographical position, being situated in the centre of Romania, with prime accessibility and an optimal infrastructure in continuous modernization. Additionally, when considering its potential for human resources, the Council emphasized the efficient education system present in the county, this resulting in a highly qualified and distinctly skilled labour force. Another attractive point for investors spurs from the county's diversified economy, with activity in performing industry, agriculture and tourism. An effective sustainable development policy, with a balanced position as concerns new businesses, coupled with a friendly public administration and business environment, with minimal bureaucracy (especially after the establishment of a One-Stop-Shop), and a strong support for public-private partnerships only facilitates the cementing of a very suitable atmosphere for investments.





Dr. Paul Rübig

Member of the European Parliament, President of SME Global

On 22th of April SME Europe in cooperation with Iuliu Winkler MEP organised a 3-day Business Trip to the one of the most eminent economic centres of Romania — Transylvania. The Sibiu Economic Conference collected MEPs and officials from various associations of the economic environment of Europe.

I have always had a strong family connection with Romania, my grandfather founded a company in Romania a long time ago. After a while, he returned to Austria and started the Rübig Company in Wels (Upper Austria). Initially, the company dealt in dental instruments and only later specialised in drop forging. With the drop forged dismountable chains as well as the safety pins, the company was able to achieve particularly good results and considerable export success.

At the conference, I named some conditions for an investor and SME friendly environment: A flat tax system, investments in education, and low trade barriers for SMEs. An environment fulfilling these conditions will bring prosperity to all citizens.

I was very surprised of the developments in this area, there were many big changes and opportunities available to all in this rich environment. I am convinced by the success of a fast growing economy twinned with honesty and loyalty from the whole population. It is only when people trust each other through close teamwork, that the outcome can be positive in a reunited Europe. It is these Christian ethical values making entrepreneurs successful in the world right now. Putting faith in strong and successful small and medium entrepreneurs and supporting them, will in turn also give them the self-confidence and freedom to engage. I am delighted to see the SME scene in Europe experiencing the full growth it deserves.



Ivan Štefanec

Member of the European Parliament, Vice-President of SME Europe

One of the factors important to investors who are deciding where to park their capital in the central and southeast regions of Europe is the location's potential for continuing development. Groundwork must be laid for high-quality infrastructure to create an attractive investment environment. That no longer means just having good road and rail connections to other European countries — it also means having a fast, reliable internet with high penetration. This is because in the not-too-distant future the digital economy and the Internet of Things will be an increasingly important part of production and commerce processes. Romania, particularly Transylvania, has made great strides in this area over the last several years. By supporting the development of internet connections, Romania now has the third fastest download speed in the world. Over half of the top 15 cities with the fastest broadband internet are located in Romania, among them Timisoara, Cluj-Napoca and Brasov. Connection is also one of the cheapest in the European Union. That sets a good stage for growing startups and small and medium-sized companies, but it also creates good conditions for existing companies to make the leap to digitalised production and operations. One of the top priorities of the European Commission and the European Parliament is to break down existing barriers to digital services, modernise networks, and move to a 5G connection. We can expect that with the introduction of the Digital Single Market, those states and regions that have already set up high-quality connections will have a leg up on everyone else.

A qualified workforce is just as much of an advantage as a high-quality digital infrastructure. Romania is earning a reputation in the European Union for having an educational system that produces well-trained IT specialists who are able to find good professional opportunities in other Member States. In fact, their number is the highest in the entire EU. A digitalised economy brings new meaning to the word "worker". It will no longer mean just a labourer, but a person who must be skilled in operating sophisticated equipment and able to make critical decisions in an automated production process. Because Romania understood early on the implications of the development of digital skills in the school system, potential investors will find no shortage of qualified workers in this country who can be quickly retrained for new technologies and production processes.

Romania, Transylvania in particular, is well prepared for the big changes in the economy coming in the next decade, and it can serve as a role model for the other states of the European Union.

European Business Networks as a Key to Investment

Ingo Friedrich

Honorary Member of European Parliament, Honorary President of SME Europe, President of European Economic Senate

Internationalisation is a challenge and also a chance for SMEs in today's global economy. This term however means far much more than just the mere sales of products and services overseas; the wealth of ideas, flexibility and agility which are classic traits of SMEs, are necessary in a globalised world and should be rewarded. In light of this, small and medium sized businesses are in a great position to profit from globalisation and the European Single Market. Nevertheless, many SMEs continue to rely exclusively on regional and national markets. SMEs of all varieties, should therefore examine whether internationalisation can contribute to company growth. The more specific the products, the more foreign business can be a sensible option.

There are a multitude of cross-border activities, which are now summarised under the word internationalisation, from the setup of a small distribution network, to the establishment of an international research and development team or an investment in Production structures. Companies use their international network to acquire knowledge and competences as well as to use cost advantages in order to create new services and products, which are individually adapted to the respective market or to optimise them for their own sales market through outsourcing. The first and simplest step is economic activity in the cross-border region and later in the whole of the European single market, but this is not so easy for SMEs.

The EU internal market includes an undeveloped growth potential of 300 billion euros. The reason for this, is for the simple cause that there are still too many existing national barriers; this is because many Member States are still introducing extra rules when transposing EU law into national law, which in turn leads to additional bureaucratic hurdles, which particularly hinder SMEs in cross-border entrepreneurial activities. In addition, the entry into foreign markets poses a number of additional challenges for SMEs, both financially and in terms of manpower.

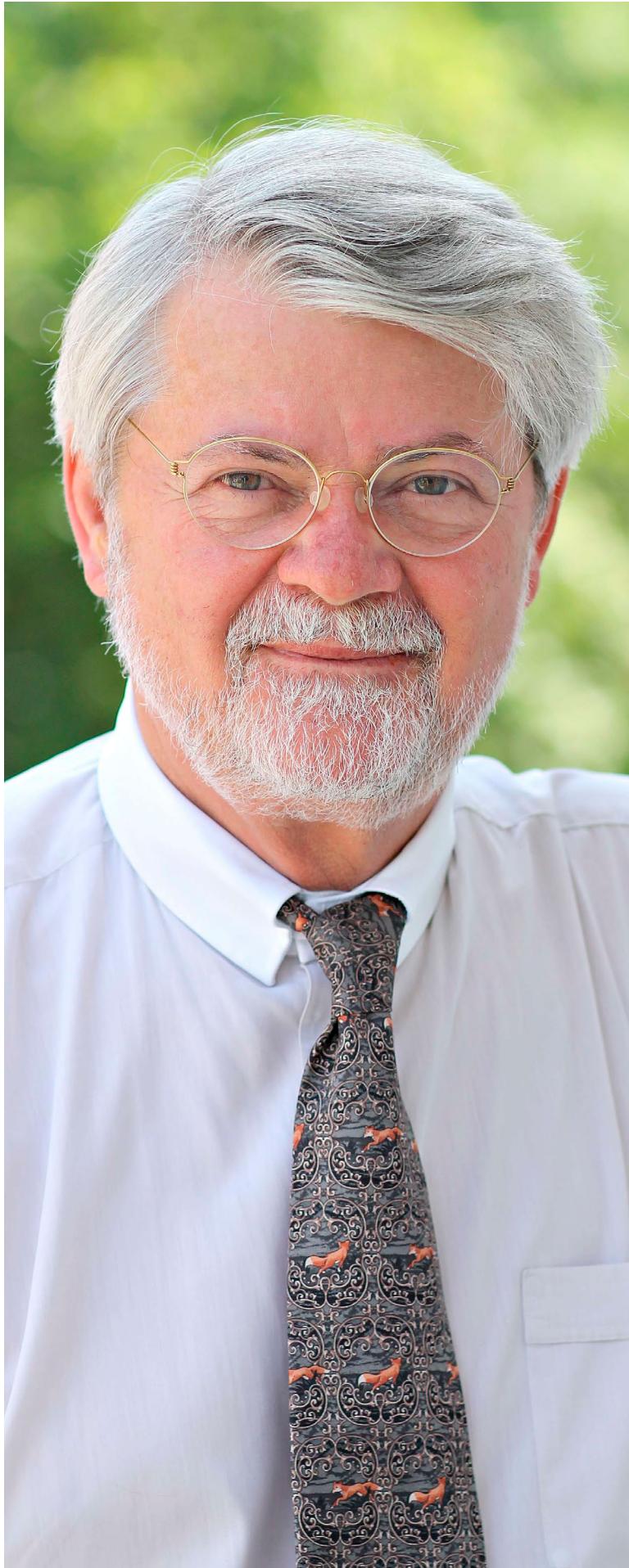
When small and medium-sized enterprises are concerned with the international market, they often misjudge the barriers in the target countries; this can under or over assess the financial and legal requirements, as well as the problems of market access. Large companies or «global players» however, have the human and financial resources to make the best use of

the competences and potential in different countries, SMEs on the other hand, rarely have the means to initiate a sustainable internationalization process. Even the absence of a suitable internationalization strategy, the lack of appropriate information on foreign markets or no local contact can make an SME fail at this stage. However, as soon as initial experiences with the foreign business are collected, access to information and sales channels is made easier. International networking of the company's own business is therefore a crucial instrument for facilitating and speeding up the company's business in international markets. For example, the costs for market search information and cooperation partners can be reduced, and furthermore dead ends and bad investments can be avoided.

The prerequisite for establishing or participating in such networks is that management and employees have competencies and communicative skills that enable them to participate in these networks in the long term. Teamwork, cross-border cooperation, language competence and open-mindedness towards other cultures are important success factors. Never forget that trust also plays an important role.

In the EU there are a large number of business networks, cluster initiatives, regional and European partner projects. These find out about existing networks, invest in research and later represent a personal presence in such a network. It will pay off for you in the medium term if your company is to grow beyond borders, but please don't forget that taking is also giving. Therefore, ensure that the relationships you maintain and use in these networks do not remain unilateral. This would not only be unfair, but also fall back on you, because uncooperative behavior is a popular subject in these networks, Europe is also a small area in a big world. I would wholeheartedly recommend contacting the team at SME EUROPE and inquiring about how European networks can help you in achieving your goals.





Baron Rolf von Hohenhau

President of Bavarian Taxpayers Association

The type and amount of Tax as a cost factor plays a particularly large, of course not the only, but an important role when making an investment decision on a business location. This doesn't just concern the taxing of the business, but also the employees. The international competition for high-quality workers and their increasing mobility is also of great importance for the tax burdens of both the business and these highly-skilled workers.

Cost advantages and better market presence are important drivers for foreign investments. Tax is one of the most motivating cost factors encouraging businesses to calculate a move overseas. Enterprises need to rely on efficient structures at the cross-border stage if they want to maintain their position in an increasingly intensifying competitive environment. As a result, tax policy has become location policy which not only attracts investment but also ensures investment stays in the region.

It was at the SME conference in Sibiu that this issue of tax was closely examined; matters such as the roles played by tax in investments, the effects of tax competition in Europe, and the fairness of tax up till now and the effects on social harmony in society. Such a discussion is however only complete if one also takes into account the efficient and appropriate use of taxes in the deliberations, as well as consequently, the fight against excessive bureaucracy and corruption. Taxes should always represent the right balance between the necessary resources of the state to promote the framework for a positive economic development, but at the same time should not strangle the entrepreneurial self-interest and still ensure social solidarity.

Romania, with its flat tax of 16%, has taken the right path to the prosperity of the Transylvanian region, thus creating the basis for investment. It should however be remembered that the wise use of taxpayers' money, the legally stable framework and above all the full commitment and the hard work of the people there have ultimately cultivated economic success. I kept a very open mind during the discussions at this conference, where I felt that the pragmatic and non-ideological opinions were exchanged and judged objectively. I must say that I felt my trip to Sibiu proved invaluable, and I hope that this initiative of Iuliu Winkler MEP continues to successfully develop this region.



Michael Jäger

Secretary General of Taxpayers Association of Europe

I found the Economic Conference in Sibiu, an extremely positive and productive experience. Whilst giving my impression on the conference, I feel that I should examine the matter of finance and credit and what this means for Romanian SMEs. A lack of access to finance and credit is certainly one of the main hurdles for SMEs in Europe today. It has however been clear that since over the past two decades, the private sector in Romania has experienced huge changes in the private sector, this has been mainly thanks to access to external sources of funding, this access to finance has in turn led to a noticeable increase in employment and sales. It is also clear that there is a large correlation between financing from banks and the profits made by SMEs, this was something I personally noticed during the visit.

Since 2014, I have been delighted to witness the implementation of the joint initiative developed by the European Commission and the European Investment Bank; The SME Initiative for Romania is the fifth initiative of this kind to be adopted in Europe and is expected to have invested 100 million EUR worth of finance in Romanian SMEs by 2020. The value of this initial investment is expected to increase to 400 million EUR as a result of private investment in SME loans. The effects of this investment can already be seen, and Transylvania as a region serves as a good example of this.

Furthermore, the European Regional Development Fund (ERDF) intends to strengthen economic and social understanding by combatting disparity among the European regions in general. The ERDF is now in the process of investing 200 billion EUR throughout the European regions up until 2020, this is fantastic for the regions of Romania which have been observed to economically develop at very different rates to one another. Despite these steps in the right direction by the EU, many eastern European countries fail to fully absorb their allocation of the total 454 billion EUR budget from the European Structural and Investment funds (scheduled from 2014 to 2020). Even though the EU may have called out these countries for their lack of strategy when it comes to fund extraction, countries such as Romania still fail to develop strategies to deal with this.

I would also like to mention that Romanian international trade is undergoing a transition period. Internal European trade with Germany, France and Italy has boosted in recent years, especially in the field of technology, this is because of Romania's boom in the IT field and the need for acquiring material in order to develop its position as a key software producer. In return, Romania's main exports include telecommunications equipment and printing machinery amongst a wealth of raw products. From my point of view, it looks as if there is a bright future for international trade in Romania, and I would encourage it to look more on a global scale, especially in a view to trade with India and China.





Christian Mainka

Secretary for Economic Development and Project Management for the City of Wennigsen, Germany

The three-day European Economic Conference of small and medium-sized enterprises took place in April 2016 in one of the most dynamic economic regions in Eastern Europe. As a strategic point of departure for the development of Eastern European markets as well as those outside the EU, Sibiu is a shining example of the excellent location factors on offer in the heart of Transylvania. The city boasts a modern infrastructure which is nestled in the magnificent Carpathian mountain landscape, the city offers a wonderful mix of culture, historical tradition and modernity. The multi lingual population are friendly to visitors and open to new ideas. The rich academic population of more than 20,000 students from the three universities shape the cityscape, and a spirit of new growth is everywhere. This was also noticed by the company visitors, where we were presented the latest products and companies in the region. We were all very impressed and proud of the economic and structural transformation in preparation of the coming of a new age.

In addition to getting to know the companies, the European Economic Conference was marked by an exchange of knowledge and new ideas. The high-profile lectures also provided a deeper and more differentiated insight into Romania and the region of Transylvania. The discussions after the lectures as well as at the dinners contributed to a suitable environment in which new contacts could be made. New networks with the most important actors were quickly developed between the much valued entrepreneurs as well as association representatives. Politicians and authorities were also present. The choice of Sibiu as the location for the European Economic Conference was fantastic from a communication point of view, as many different European languages are spoken everywhere.

The Old Town, which is characterised by Danubian architecture, is very well preserved and has been extensively restored after Sibiu's award as the European Capital of Culture in 2007, with over 100 million euros being invested in the restauration. With a 3% unemployment rate in Sibiu, there is almost full employment in the city. Furthermore, since 2000, the city has had a successful mayor in Klaus Johannis, who was elected President of Romania in 2014. His successor, Mrs. Astrid Fodor, promised the conference participants to support every investment in the region financially, organisationally and legally.



Front view of **Hunyad Castle / Corvin's Castle** in Hunedoara

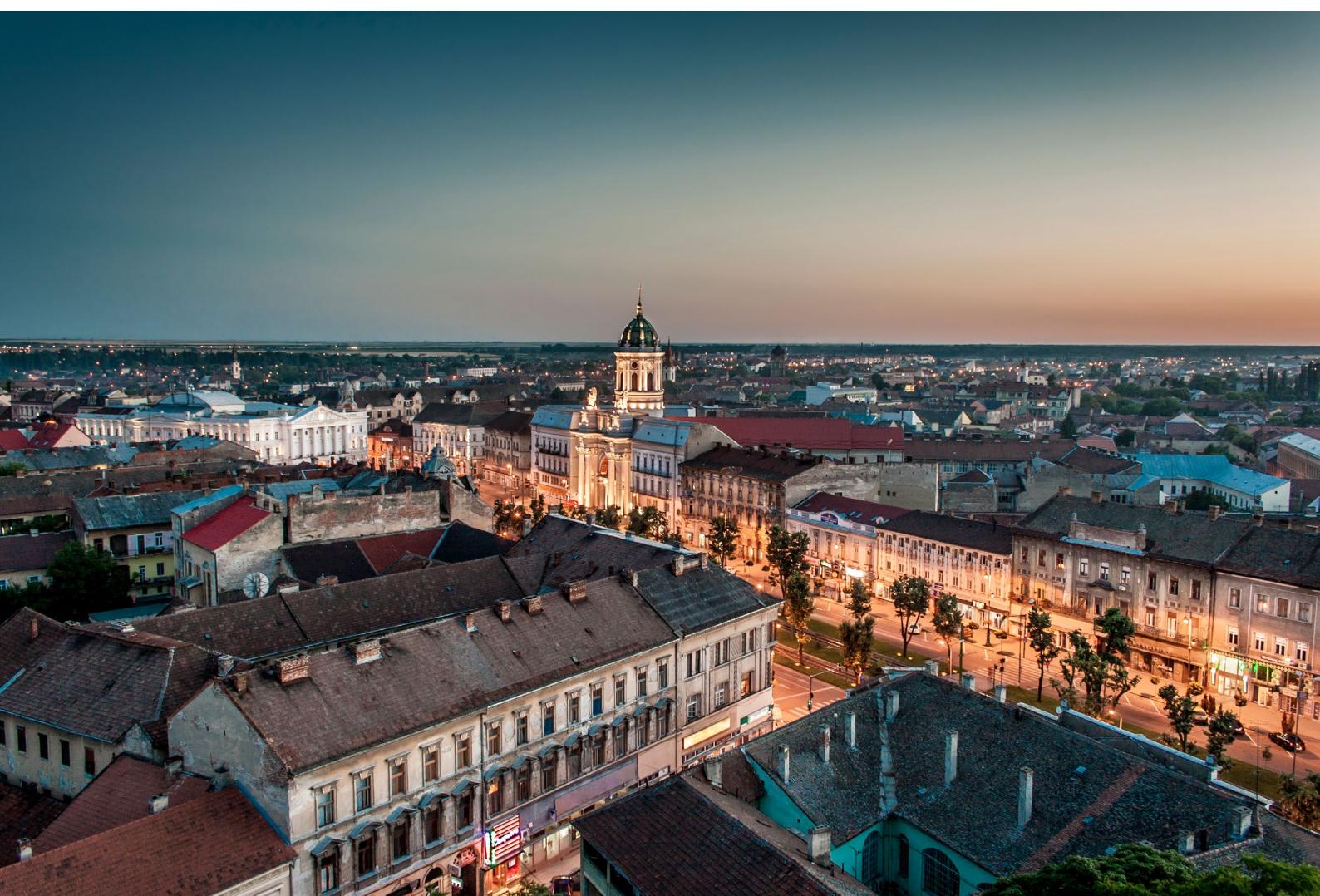
A Vajdahunyadi vár látképe, Vajdahunyad

Intrarea principală în Castelul Huniazilor din Hunedoara



**INVEST IN
TRANSYLVANIA**

ARAD



Area: 7.754 km² (3,25% of Romania's surface)

Population: 409.072 (54,52% urban, 45,48% rural)

County residence: Arad

Cities: Pecica, Chișineu Criș, Sântana, Lipova, Ineu, Nădlac, Curtici, Pâncota, Sebiș

For additional information:

Arad Chamber of Commerce and Industry — <http://www.ccia-arad.ro/>;

e-mail: ccia@ccia-arad.ro; tel: 004 0257 208.800

Arad County Council — <http://www.cjarad.ro/>;

e-mail: consiliu@cjarad.ro; tel: 004 0357 731111



Situated in the west of Transylvania, Arad County has a balanced topography, with hilly, mountainous and lowland relief. Situated on the Pan-European Corridor IV, this county represents Romania's entrance gate from the West. Its territory further houses the Lunca Mureșului Natural Park and NATURA 2000 sites.

Some of the most noteworthy agricultural lands from Romania are in Arad County, with the most fertile ground in the country (category I, cernoziom). Additionally, the automotive and rolling stock industries are key in the county. Thanks to the developed state of the automotive industry, in every car in Europe, one can find components made in Arad. The passenger- and cargo train wagon factory is considered one of the most significant ones in Europe. In Chișineu Criș city, one finds the Maschio Gaspardo Italian company, a European leader in agricultural machinery manufacturing. The single tram factory from Romania is also located in Arad.

In terms of accessibility, a highway crosses the county from Nădlac border crossing (HU) to Timișoara, and the distance between Traian Vuia International Airport (next to Timișoara) and Arad municipality is approx. 50 km.

Arad County is one of the most developed counties from Romania with an unemployment rate of approx. 2,5% in the county and 1% in the municipality.

In Arad, one finds two universities: Aurel Vlaicu University, a state institution, and a private university, Vasile Goldis. The number of students is approx. 15.000.

The main tourist attractions: In the city of Arad, the monument of 13 Generals in the Park of «Reconciliation» and, throughout the county, the Maria Rodna and Hodoș-Bodrog Monasteries, respectively, and several vineyards called collectively, The Wine Road.

Arad is Timișoara's city partner, which in 2021 will serve as European Cultural Capital; hence, the former is included in the cultural events calendar organized in the preparatory years as well as in 2021.

The main investments opportunities:

- Tourism, in special cultural and historical, balneary tourism (Moneasa resort is nationally renowned)
- Car parts production, train wagon building industry



ARAD

Románia nyugati határán található megye, a Partium része. Domborzata kiegyensúlyozott, dombos, hegyes és sík vidék is található. Itt halad át a IV. páneurópai közlekedési folyosó, ilyen értelemben Arad megye Románia nyugati kapuja. A megye területén a Maros Ártér Természetvédelmi Park mellett több NATURA 2000-es terület található.

a fejlett romániai megyéknek, ahol a munkanélküliségi arány megyei szinten megközelítőleg 2,5%, a megyeszékhelyen alig 1%.

Aradon két felsőfokú tanintézmény működik: az állami finanszírozású Aurel Vlaicu Egyetem, és a magánegyetemként működő Vasile Goldiș Egyetem. Az egyetemisták hozzávetőleges száma 15 000 fő. A fontosabb



Területe: 7754 km²
(az ország területének 3,25%-át teszi ki)

Lakossága 2011-ben:
409 072 (54,52%-a
városi lakosság,
45,48%-a vidéki
lakosság)

Megyeszékhely: Arad

Municípiumok/

Városok: Pécska,

Kisjenő, Újszentanna,

Lippa, Borosjenő,

Nagylak, Kürtös,

Pankota, Borossebes

További információk és elérhetőség:

Arad Megyei Kereskedelmi és Ipari Kamara

<http://www.ccia-arad.ro/>
e-mail: ccia@ccia-arad.ro
tel: 004 0257 208.800

Arad Megyei Tanács

<http://www.cjarad.ro/>
e-mail: consiliu@cjarad.ro
tel: 004 0357 731.111

Románia egyik legfontosabb termővidéke, a legjobb termőtalajjal (I. kategória, csernozjom). A megye legfontosabb iparága az autóalkatrészeket gyártó ipar, különösen a gördülőállomány gyártása. Ennek köszönhetően minden Európában közlekedő járműben található Aradon gyártott alkatrész. A vasúti személy- és teherkocsikat gyártó vállalat, a vagongyár a szakágazat egyik legfontosabb európai képviselőjének számít. Kisjenőben (Chișineu Criș) működik az olasz érdekeltségű Maschio Gaspardo vállalat, amely európai vezetőnek számít a mezőgazdasági gépek gyártása terén. A megyeszékhelyen működik Románia egyetlen villamosokat gyártó üzeme.

Autópálya halad át a megye területén, a nagylaki (Nădlac) határátkelőtől indulva egészen Temesvárig, a Traian Vuia nemzetközi repülőtér és a megyeszékhely közötti távolság megközelítőleg 50 km. Egyike azoknak

turisztikai látnivalók a megyeszékhelyen a Megbékélési Park a Szabadság-szoborral, az Aradi tizenhárom vörstanú emlékműve; a megyében további látnivalók: a máriarendnai kegytemplom és kolostor, bodrogi kolostor, a Bor útja (Arad volt a Habsburg Császári Ház ellátója).

Arad partnervárosa Temesvárnak, amely 2021-ben megkapja az Európa Kulturális Fővárosa címet, így az aradi megyeszékhely is bekapcsolódik a felkészülésbe és a program lebonyolításába.

A főbb befektetési lehetőségek:

- A turizmus, különösen a kulturális és történelmi turizmus, gyógyturizmus (Menyháza – Moneasa országos érdekeltségű üdülőhely)
- Autóalkatrészek és részegységek gyártása, vagongyártó ipar

Suprafață: 7.754 km²
(3,25% din teritoriul
țării)

**Populație conform
recensământului din
2011:** 409.072 (54,52%
urban; 45,48% rural)

Reședință de județ:
Arad

Municipii/orașe:

Pecica, Chișineu Criș,
Sântana, Lipova, Ineu,
Nădlac, Curtici, Pâncota,
Sebiș

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Consiliul Județean Arad
<http://www.cjarad.ro/>;
e-mail: consiliu@cjarad.ro;
tel: 004 0357 731.111



ARAD

Așezat în vestul Transilvaniei, județul Arad are un relief echilibrat, îmbinând structurile colinare cu cele montane și cu șesul. Așezat pe Coridorul IV Pan-Européan, este poarta de intrare în România dinspre Occident. Pe teritoriul său se află Parcul Natural Lunca Mureșului și situri NATURA 2000.

Este unul dintre cele mai importante bazine agrare din România, cu pământul cel mai fertil din țară (categoria I, cernoziom). Principalele industrii din județ sunt: industria de piese și subansamble auto, cea de material rulant. Datorită industriei dezvoltate în domeniul producției de piese și subansamble auto, în fiecare autoturism care rulează în Europa există componente realizate la Arad. Fabrica de vagoane călători și vagoane marfă este una dintre cele mai importante din Europa. În orașul Chișineu Criș funcționează compania italiană Maschio Gaspardo, lider european în domeniul producției de utilaje agricole. Singura fabrică de tramvaie din România este la Arad.

Autostrada străbate județul de la punctul de trecere a frontierelor Nădlac până la Timișoara, distanța dintre Aeroportul Internațional «Traian Vuia» și municipiul Arad fiind de aprox. 50 km.

Județul Arad este unul dintre cele mai dezvoltate județe din România, cu o rată a șomajului de aprox. 2,5% în județ și 1% în municipiu.

În Arad funcționează două universități: «Aurel Vlaicu», universitate de stat, și «Vasile Goldiș», universitate privată. Numărul studenților este de aprox. 15.000.

Principalele puncte turistice sunt: în municipiul Arad, Parcul Reconciliierii, cu statuia Libertății, Monumentul Celor 13 Generali; în județ, Mănăstirea Maria Radna, Mănăstirea Hodoș-Bodrog, Drumul Vinului (Aradul a fost furnizorul Casei Imperiale de Habsburg).

Aradul este oraș partener al municipiului Timișoara, care în anul 2021 va fi Capitală Europeană a Culturii, fiind cuprins în calendarul evenimentelor culturale organizate în anii pregători și în 2021.

Principalele oportunități de investiții:

- turism, în special turism cultural și istoric, turism balnear (stațiunea Moneasa este de interes național)
- producția de piese și subansamble auto, industria constructoare de vagoane



BIHOR

Area: 7,544 km² (3.16% of the country)

Population: 575 398 inhabitants (approx. 50.9% urban; 49.1% rural)

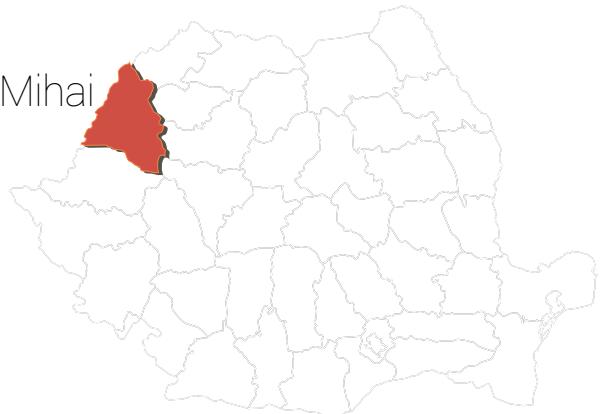
County residence: Oradea

Cities: Beiuș, Marghita, Salonta, Aleșd, Valea lui Mihai

Further information and contact details:

Bihor County Chamber of Commerce and Industry: <http://ccibh.ro/index.php>;
e-mail: secretariat@ccibh.ro; tel: 004 0259 417807

Bihor County Council: <http://www.cjbihor.ro>;
e-mail: registratura@cjbihor.ro; tel: 004 0259 410181

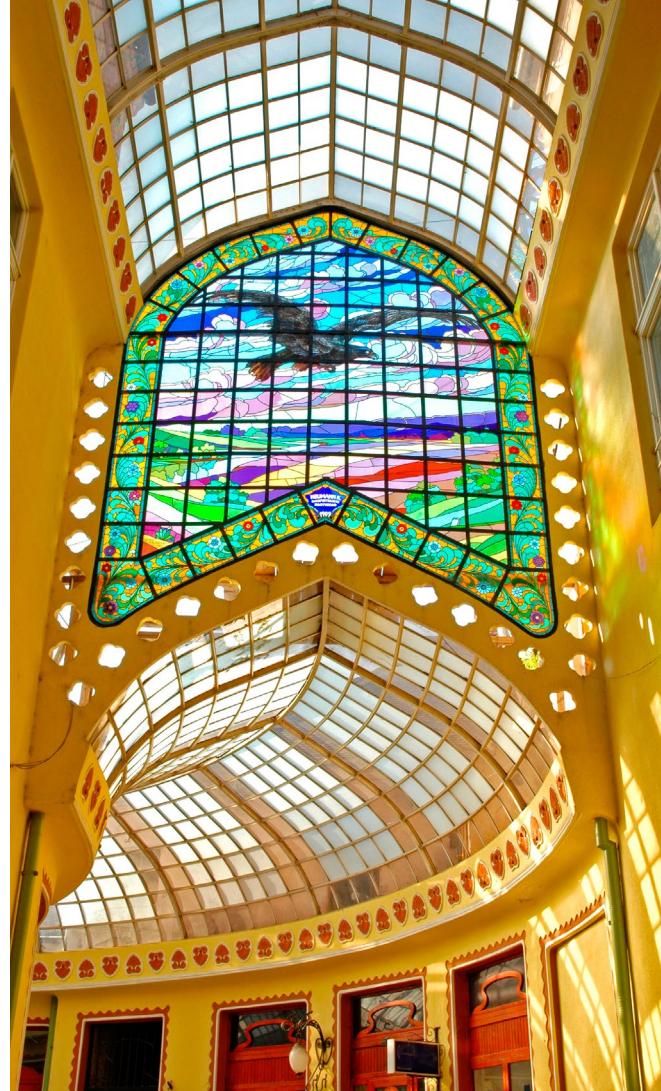


Bihor County's advantageous position, on the border with Hungary, gives it several opportunities in terms of labor mobility and easy access to foreign markets. It has a high potential as concerns connectivity to Central and Western Europe, given its auto transport network, rail network and soon through the launching of international flights.

Well-defined areas of specialization with national significance, either already established or undergoing development, are the ITC industry, the footwear industry and tourism.

Bihor County benefits from rich and varied natural resources, including a diverse landscape and climatic conditions that are appropriate to different agricultural and / or industrial activities.

The County has developed an academic center with diverse specializations, along with undergraduate schools that offer an extensive and qualified labor force in various fields. The prospect for further development of the tourism industry is very high, given the abundant natural resources and heritage appropriate for tourist and leisure activities. In the county's proximity, there is a widespread potential for incoming tourists



(ex. Cluj-Napoca, Timisoara, Budapest and other urban areas in Hungary and Romania). Analyzing the past 5 years, one can observe a steady and significant increase in the number of tourists. There is also a possibility to correlate multiple types of tourist activities, based on various resources, maximizing the length of stay and revenue that could be generated from these.

Recent investments in road infrastructure, respectively the highway connecting Transylvania with the M4 and M35 motorway in Hungary, would offer, by 2018, even greater accessibility for the county.

There is opportunity to win significant grants for the preservation and enhancement of natural and built heritage resources and for further expanding the tourism infrastructure. Both the national and the EU tourism markets are growing, the most significant areas of interest being the spa tourism, adventurous activities or alpine tourism.

Bihor County wants to be recognized as a connecting gate towards Western Europe, where entrepreneurship is actively supported by public institutions, through high quality public services and a proper infrastructure. Additionally, the county wants to be recognized as an attractive tourist destination, both nationally and regionally. Its natural environment, strategic position and cultural diversity are the bases for the county's future development.

BIHAR

Bihar megye a magyar határ közelégenek köszönhetően kedvező földrajzi helyzettel rendelkezik, biztosított ezáltal a külföldi piacok könnyű elérése is, ugyanakkor magas a munkaerő-mobilitás. Könnyen kapcsolódhat a közép- és nyugat európai államokhoz a már meglévő közúti- és vasúti közlekedési hálózatok által, illetve a hamarosan beinduló nemzetközi légi járatokon keresztül.

Jól meghatározott, folyamatos vagy növekvő tendenciát mutató, országos vonatkozású szakterületek: a számítástechnikai ipar, a cipőgyártás és a turizmus.

Területe: 7544 km²
(az ország területének 3,16%-át teszi ki)

Lakossága 2011-ben:
575 398 fő (kb. 50,9%
város lakosság; 49,1%
vidéki lakosság)

Megyeszékhely:
Nagyvárad
Municipiumok/
Városok: Belényes,
Margita, Nagyszalonta,
Elesd, Érmihályfalva

További információk és
elérhetőség:
**Bihar Megyei
Kereskedelmi és
Iparkamará**
<http://ccibh.ro/index.php>
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secretariat@ccibh.ro;
tel: 004 0259 417.807
Bihar Megyei Tanács
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Gazdag és változatos természeti erőforrásokkal, eltérő táj- és éghajlati viszonyokkal rendelkezik, így alkalmas helyszín a különböző mezőgazdasági és/vagy ipari tevékenységeknek.

Különböző szakterületekkel rendelkező fejlett egyetemi központ, amely a szakközépiskolákkal együtt képzett humán erőforrást biztosít. A turizmus fejlesztésére számtalan lehetőség nyílik. A meglévő természeti erőforrásoknak és a gazdag kulturális örökségnek köszönhetően ajánlata számos idegenforgalmi és szabadidős tevékenységgel bővíthető. A megye vonzáskörzete nagyszámú potenciális turistával rendelkezik (mint például Kolozsvár, Temesvár, Budapest, illetve egyéb romániai és magyarországi nagyvárosok). Az elmúlt öt év adatait tekintve, azt látjuk, hogy folyamatosan és

jelentősen nőtt a turisták száma, ugyanakkor lehetőség nyílik több turizmustípus összehangolására, mely pozitívan befolyásolhatja a vendégéjszakák számát és ennek következményeként a bevételek növekedését.

A meglévő és a most zajló közúti infrastrukturális beruházásoknak köszönhetően könnyebben és gyorsabban elérhetővé válik a megye. Ezt biztosítja majd a 2018-ra elkészülő M35-ös és M4-es autópályák összekapcsolódása az észak-erdélyi autópályával.

Jelentős vissza nem téritendő támogatás elnyerésére van lehetőség a természeti, illetve épített örökség megőrzése

terén, ezek révén tovább bővíthető a turisztikai infrastruktúra is. A hazai és európai turisztikai piac állandó növekedésének köszönhetően nagy az érdeklődés a termálvizes fürdők, a hegyvidéki- és a kalanturizmus iránt, amely turisztikai lehetőségekkel Bihar megye bőven rendelkezik.

Bihar megye Románia nyugati kapuja kíván lenni, ahol a köztézmények minőségi közszolgáltatások révén aktívan támogatják a vállalkozói kezdeményezéseket, megfelelő infrastrukturális körülményeket biztosítva. Ugyanakkor Bihar megye országos és nemzetközi szinten is elismert és jelentős turista célpont kíván lenni. Az elkövetkező időszak fejlődésének alapjait a megye természeti adottságai, stratégiai helyzete, illetve kulturális sokszínűsége képezheti.

BIHOR

Pozitia favorabilă a județului Bihor, la granița cu Ungaria, conferă județului oportunități pentru mobilitatea forței de muncă și accesarea ușoară a pietelor externe. Are un potențial de conectare ridicat către statele din centrul și vestul Europei asigurat de rețeaua de transporturi auto, rețeaua feroviară și în curând prin curse aeriene internaționale.

Arii de specializare bine conturate, stabile sau în creștere, și cu relevanță la nivel național sunt industria ITC, industria de încălțăminte și turismul.

asemenea posibilitatea de a corela mai multe tipuri de turism, bazat pe resurse variate, maximizând durata de sedere și veniturile ce ar putea fi generate din acestea.

Investiții recente în infrastructura rutieră, respectiv conectarea autostrăzii Transilvania, în 2018, la autostrada M4 și M35 din Ungaria, va oferi județului un grad și mai mare de accesibilitate.

Există posibilitatea de a se câștiga finanțări nerambursabile însemnate pentru prezervarea și valorificarea resurselor de patrimoniu natural și construit, respectiv,

Suprafață: 7.544 km²
(3,16% din teritoriul țării)

Populație conform recensământului din 2011: 575.398 locuitori
(aprox. 50,9% urban;
aprox. 49,1% rural)

Reședință de județ:

Oradea

Municipii/orășe:

Beiuș, Marghita,
Salonta, Aleșd, Valea
lui Mihai

Informatii și contact:
Camera de Comerț și Industrie Arad
<http://ccibh.ro/index.php>;
e-mail:
secretariat@ccibh.ro;
tel: 004 0259 417807

Consiliul Județean Arad
<http://www.cjbihor.ro>;
e-mail:
registratura@cjbihor.ro;
tel: 004 0259 410181



Județul Bihor dispune de resurse naturale variate și bogate, inclusiv în materie de diversitate a reliefului și condițiilor climaterice ce sunt adecvate diferitelor activități agricole și/sau industriale.

Județul are un centru universitar dezvoltat cu specializări diverse, care împreună cu unitățile de învățământ preuniversitar oferă un bazin de forță de muncă extins și calificat în diverse domenii. Potențialul de dezvoltare a turismului este foarte ridicat, date fiind numeroasele resurse naturale și de patrimoniu adecvate activităților turistice și de agrement. În proximitatea județului există un bazin extins de potențiali turiști (ex. Cluj-Napoca, Timișoara, Budapesta și alte zone urbane din Ungaria și România). Analizând ultimii 5 ani, se constată o creștere constantă și însemnată a numărului de turiști. Există de

extinderea infrastructurii turistice. Atât piața turistică națională, cât și cea europeană este în creștere, cel mai mare interes fiind pentru turismul balnear, dar și montan/de aventură, resurse turistice de care Bihorul dispune din belșug.

Bihorul își dorește să fie recunoscut ca o poartă de intrare și ieșire către vestul Europei, în care inițiativele antreprenoriale sunt susținute activ de instituțiile publice prin servicii publice de calitate și infrastructură corespunzătoare. Complementar, județul își dorește să fie cunoscut ca o destinație turistică importantă, atât în România, cât și în țările vecine. Potențialul natural, poziția strategică și diversitatea culturală constituie baza pentru dezvoltarea județului în perioada următoare.



BISTRIȚA-NĂSĂUD

Area: 5355 km² (2,24% of Romania's surface)

Population: 286 225 people (36,7% urban; 63,3% rural)

County residence: Bistrița

Cities: Beclean, Năsăud, Sângeorz-Băi

For additional information:

Bistrița City Mayor's Office: <http://www.primariabistrita.ro/>

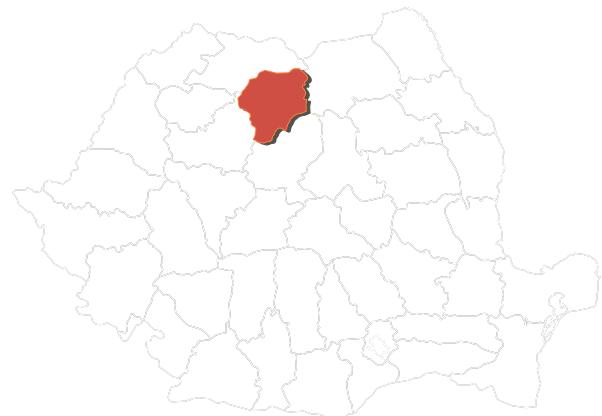
The new Industrial Park: <http://www.bizpark.ro/>

Bistrița-Năsăud County Council: <http://www.portalbn.ro>

Leoni Company: <https://www.leoni.ro/ro/>

Metal Fitness Company: <http://www.metalfitness.ro/>

Spa Tourism: <http://www.bailefiga.com/>



Bistrita-Nasaud County is located in the eastern part of Transylvania. Neighboring counties are Suceava County (East), Cluj County (West), Maramures County (North), Mures County (South).

The county residence, Bistrita (Bistritz, Nösen, Beszterce) is a municipality in northwestern Romania, the largest in its county both in terms of population and surface area (14.547 ha). The Bistrita River flows through the city, giving it its name; this is derived from the Slavic word Bistra, meaning a crystal-clear stream. The first official mentioning of the city comes from 1264. In the aftermath of the Mongol invasion, the city became a Saxon colony, this significantly contributing to its spiritual and physical development, giving birth to typical Medieval Germanic characteristics.

The main industries in the county are the following: automotive parts manufacturing, including cables, batteries and cooling equipment (international companies such as LEONI, ROMBAT, COMELF and RAAL), building parts: PVC pipes, PVC windows (international companies: Teraplast Group, Goldpast), woodworking, fitness equipment manufacturing (MetalFitness), steel wire and wire manufacturing (Dan Steel Group).

Moreover, a new industrial park was built in late 2015, in order to facilitate investment in the southern part of Bistrita.

Priority areas of investment:

Tourism

- In particular, the Bistrita city historic downtown, with its main buildings (the Lutheran Church, the Silversmith's House etc.)
- Near Bistrita city, the WONDERLAND recreation center (with a ski resort, swimming pools, water parks, etc.).
- The Figa spa resort next to the city of Beclean

Production of car parts (cables, batteries, radiators)





Területe: 5355 km²
(az ország területének 2,24%-át teszi ki)

Lakossága 2011-ben:
286 225 fő (36,7%-a
városi lakosság; 63,3%
a vidéki lakosság)

Megyeszékhely:

Beszterce
Municípiumok/
Városok: Bethlen,
Naszód, Oláhszent-
györgy

További információk és
elérhetőség:
Beszterce Polgármesteri
Hivatala: <http://www.primariabistrita.ro/>
Ipari park: <http://www.bizpark.ro/>
Beszterce-Naszód
Megyei Tanácsa: <http://www.portalbn.ro/>
Leoni: <https://www.leoni.ro/>
MetalFitness: <http://www.metalfitness.ro/>
Fügei fürdőkomplexum:
<http://www.bailefiga.com/>

cégek: TERAPLAST GROUP, Goldpast), fafeldolgozás (Frasinul), fitness gépek gyártása (MetalFitness), acél-sodrony és drót gyártása (DAN STEEL GROUP).

A beruházásokat elősegítendő Beszterce déli részén megépült egy új ipari park, melyet 2015 őszén adtak át.

Kiemelt beruházási területek:

Turizmus

- különösen Beszterce város főtere és az itt található történelmi épületek (evangélius templom, Búzasor, az ezüstművesek háza stb.), illetve a Beszterce szomszédságában levő, WONDERLAND névre keresztelt rekreációs központ (sípálya, úszómedence, aqua park stb.)
- a Bethlen város melletti fügei fürdőkomplexum

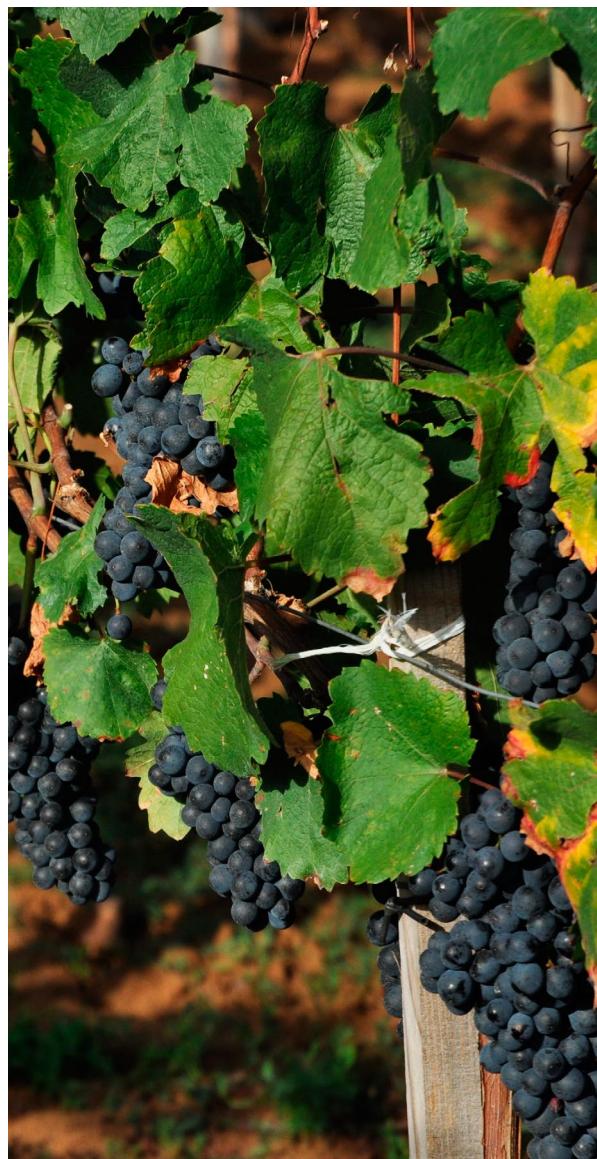
Autóalkatrész gyártás (kábelek, akkumulátorok, hűtőberendezések)

BESZTERCE-NASZÓD

Beszterce-Naszód megye Románia északi részén helyezkedik el, Erdélyben. Székhelye Beszterce (83 039 lakosa van a hozzá rendelt településekkel együtt). Szomszédos megyék: keleten Suceava megye, nyugaton Kolozs megye, északon Máramaros megye, délen Maros megye.

Beszterce (Bistritz, Nöszen, Bistrița), Románia észak-nyugati részén elhelyezkedő megyei jogú város. Beszterce-Naszód megye székhelye, egyszersmind legnagyobb városa is, úgy a lakos számot, mint az elfoglalt területet tekintve (14 547 hektár). A városon keresztül folyik a Beszterce folyó, ahonnan a nevét is kapta, mely a szláv bistra szóból származik, jelentése kristálytiszta, gyorsfolyású patak. Az első hivatalos említése 1241-ből származik. A tatárpusztítások során kiirtott magyar lakosság helyébe szászokat telepítettek, ennek kulturális öröksége ma is érezhető.

A legfontosabb iparágak autóalkatrészek gyártása, ezen belül kábelek, akkumulátorok és hűtőberendezések gyártása (a megyében jelenlevő nemzetközi cégek: LENO, ROMBAT, COMELF és RAAL), műanyagipar: PVC csövek, PVC ablakok (a megyében jelenlévő nemzetközi



Suprafață: 5.355 km²
(2,24% din teritoriul
țării)

**Populație conform
recensământului din
2011:** 286.225 locuitori
(36,7% urban; 63,3%
rural)

Reședință de județ:
Bistrița
Municipii/orașe:
Beclean, Năsăud,
Sângerorz-Băi

Informații și contact:
Primăria Municipiului
Bistrița: <http://www.primariabistrita.ro/>
Parc industrial:
<http://www.bizpark.ro/>
Consiliul Județean
Bistrița-Năsăud:
<http://www.portalbn.ro/>
Compania Leoni:
<https://www.leoni.ro/>
Compania Metalfitness:
<http://www.metalfitness.ro/>
Pagină web de
promovare turistică:
<http://www.bailefiga.com/>



Cele mai importante industrii: producția de piese auto (producție de cablaje auto, producție radiatoare din aluminiu, acumulatoare — firme internaționale: LEONI, ROMBAT, COMELF și RAAL), articole PVC (țevi, fitinguri, profile extrudate pentru amenajări interioare și exterioare, granule — firme internaționale TERAPLAST GROUP, Goldpast), prelucrarea lemnului (Frasinul), producția aparatelor fitness (MetalFitness), producția și comercializarea de produse metalurgice (sârmă cuie, produse din sârmă — DAN STEEL GROUP).

Pentru a facilita investiții, în partea sudică a municipiului Bistrița, s-a construit un nou parc industrial, care a fost predat în anul 2015.

Principalele oportunități de investiții:

Turism

- în special privind centrul istoric al municipiului Bistrița, monumentele istorice deosebit de valoroase — biserică evanghelică, Ansamblul «Sugălete», Casa Argintarului.
- centru de recreație WONDERLAND în apropierea municipiului Bistrița (părte de schi, bazin de înot, aquaparc)
- turism balnear în complexul de băi din Figa, lângă Beclean

Producție de piese auto (cablaje, acumulatoare, radiatoare)

BRAŞOV



Area: 5.363 km²

Population: 630.800 (73,4% urban; 26,6% rural)

County residence: Brașov

Cities: Făgăraș, Săcele, Codlea

Further information and contact details:

Brașov Chamber of Commerce and Industry — www.ccibv.ro; e-mail: ccibv@ccibv.ro; tel: 004 0268 547084

Brașov County Council — www.judbrasov.ro; e-mail: relatii.publice.cj@judbrasov.ro; tel: 004 0268 410077

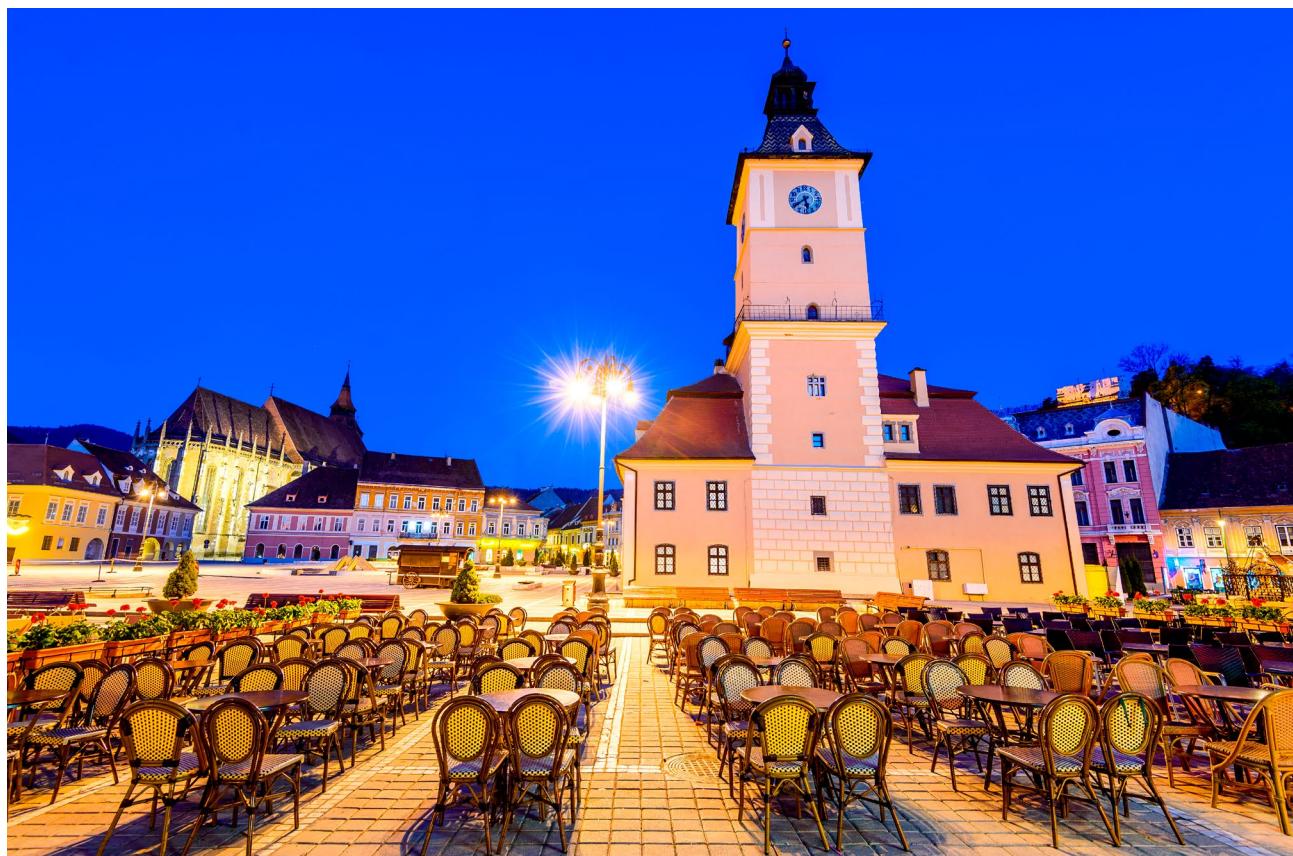


Brașov County has a varied topography: high mountains, hills and hollows, excellent for agricultural production. On the southern frontier are the Bârsei Mountains, Piatra Craiului, Bucegi and the Făgăraș Mountains, with the highest peaks in Romania (Moldoveanu and Negoiu peaks). The Bârsei and Făgăraș hollows are at the feet of the mountains. The county houses two national parks — Piatra Craiului and Bucegi National Parks, respectively.

Approx. 215.000 ha are covered by forests, representing 39% of the integral area of the county. Most of them are very valuable, beech and fir forests. Besides, approximate 50% of virgin forests of Romania -280.000

In the county, 23.000 active companies offer jobs to 132.100 employees, whereas the employees in the public sector reach 25.000. In these conditions it is understandable that the unemployment rate is under 4,5%. In terms of distribution of activity, 44% of companies are in the service industry, 31% of companies are working in trade, 11% in constructions and just 3% in agriculture. 40% of employees are working in industry, 31% in services, 18% in trade and 8% in constructions.

Moreover, Brașov County gathers around 1 million tourists per year with its natural beauties, historical monuments, winter sport facilities, gastronomic delicacies and the wide variety of high quality accommodations.



ha- are situated in this county. 52% of the county's area -282.000 ha- are for agriculture: 44% represent arable land, 34% pastures and 21% meadows.

Economically speaking, Brașov County is well developed. The county's GDP in 2015 was 9,2 billion euro. 46% of the GDP was produced by industry, 32% by trade, 14% by services, 5% by construction and 3% in agriculture. The highest added value was created by trade and industry, which proves that the county has a high-quality technical level. The aeronautic industry and the auto parts industry are the most dynamic sectors, while the chemical and woodworking industries are recording positive evolutions as well.

The county benefits from a 106.500-strong representation of youngsters, from which 16.000 in high schools, 2.000 in traineeships, 2.400 in non-university higher education and 21.600 in university colleges. Considering the county's needs of industrial labour force, the focus in specialization is of a technical nature. Transylvania University has a strong mechanical engineering department, along with its automobile and woodworking departments. There are also forestry, medicine and music departments as well.



Területe: 5363 km²
 (az ország területének
 2,2 %-át teszi ki)
Lakossága 2016-ban:
 630 800 fő (73,4 %
 városi lakosság; 26,6 %
 vidéki lakosság)
Megyezékhely: Brassó
Municípiumok/
Városok: Fogaras,
 Négyfalu, Feketehalom

További információk és
 elérhetőség:
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Kereskedelmi és
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 e-mail: ccibv@ccibv.ro
 tel: 004 0268 547.084
Brassó Megyei Tanács
www.judbrasov.ro
 e-mail: relati.publice.
 cj@judbrasov.ro
 tel: 004 0268 410.777

BRASSÓ

Brassó megye felszíne változatos: magas hegyek, lankás dombok és a mezőgazdaság szempontjából kitűnő talajú medencék váltják egymást. A megye déli határán húzódnak a Barcasági hegyek (Csukás, Nagykő-havas, Keresztyén-havas), a Királykő és a Bucsecs, valamint a Fogarasi havasok, az ország legmagasabb csúcsaival (Moldoveanul és a Negoj). Ezek lábainál terülnek el a Barcasági-, valamint a Fogarasi-medencék, majd északra a Hortobágy-fennsík és a Küköllő-hátság déli nyúlványai. Két nemzeti természetvédelmi parkja — a Királykő és a Bucsecs Nemzeti Parkok —, valamint 26 tájvédelmi körzet övja, védi természeti szépségeiket.

Több mint 215 000 hektáron erdő borítja, ami a megye összterületének 39%-a. Ezek nagy része igen értékes bükk és fenyves erdő. Egyébként Brassó megyében található az ország kb. 280.000 hektárnnyi érintetlen, érintetlen erdejének közel 50%-a. A megye területének 52%-át, 282.000 hektáron megművelik, a földterületek 44%-a szántó, 34%-a legelő, 21%-a kaszáló.

Brassó megye gazdaságilag igencsak fejlett. GDP-je 2015-ben elérte a 9,2 milliárd eurót. Ennek 46%-t az ipar, 32%-t a keresedelem, 14%-t a szolgáltatások, 5%-t az építkezések és 3%-t a mezőgazdaság állította elő. A legmagasabb hozzáadott érték a keresedelemben és az iparban

tapasztalható, ami a megye iparának magas műszaki színvonalát bizonyítja. Húzóágazata a megének az autó-alkatrészek gyártása és a repülő-ipar (repülőgép-alkatrészek, valamint helikopterek gyártása). Ezenkívül fejlett a vegyipar és a fafeldolgozás is.

23 000 aktívan működő vállalkozás biztosít munkát kb. 132 100 munkavállalonak, míg a közalkalmazottak száma eléri a 25 000-et. Mindezek mellett érthető, hogy a munkanélküliségi ráta 4,5% alatt mozog. A vállalkozások 44%-a szolgáltatói, 31%-a kereskedelmi, 11%-a ipari tevékenységet folytat, míg 11%-a építkezésben és 3%-a mezőgazdaságban tevékenykedik. Az alkalmazottak 40%-a az iparban, 31%-a a szolgáltatásokban, 18%-a a keresedelemben, míg 8%-a építőiparban dolgozik.

Brassó megye természeti szépségei, történelmi műemlékei, a téli sportok kedvelőinek nyújtotta kiváló kikapcsolódási lehetőségek, valamint gazdag gasztronómia kínálata és számtalan, színvonalas szolgáltatást nyújtó szálláshelye évente közel 1 millió turistát vonz.

A 2016/2017-es tanévben összesen 106 500 gyermek és fiatal részese az oktatás különböző formáinak: ebből 16 000 középiskolás, 2000 szakiskolát végez, 2400 posztliceális tanulmányokat folytat vagy mesterképzőben tanul, 21 600 felsőoktatásban részesülő egyetemi hallgató. Tekintettel a megye ipari fejlettségére, a hangsúly a felsőfokú műszaki képzésen van: a Transilvania Egyetem elsősorban gépészeti, autóipari és fafeldolgozó szakon jeleskedik. De erdészmérnöki, tanári- és orvosképzés, valamint zeneoktatás is zajlik.



Suprafață: 5.363 km²
(2,2% din suprafața totală a țării)

Populație conform recensământului din 2011: 630.800 locuitori (73,4% urban; 26,6% rural)

Reședință de județ:
Brașov

Municipii/orase:
Făgăraș, Săcele, Codlea

Informații și contact:
Camera de Comerț și Industrie Brașov
www.ccibv.ro; e-mail:
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Consiliul Județean Brașov
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tel: 004 0268 410077

BRAȘOV

Relieful județului Brașov este foarte variat: munți înalți, dealurile domoale alternează cu depresiuni excelente pentru agricultură. La granița de sud a județului se întind munții Tării Bârsei (Ciucăș, Piatra Mare, Postăvarul), Piatra Craiului, Bucegi și Munții Făgărașului, cu cele mai înalte vârfuri ale țării (Moldoveanu și Negoiu). La poalele lor se întind depresiunile Bârsei și Făgărașului, care — la nord — se învecinează cu Podișul Hârtibaciului și dealurile sudice ale Podișului Târnavelor. În județ există 2 parcuri naționale — Parcul Național Piatra Craiului și Bucegi — și 26 de arii naturale protejate.



Aproximativ 215.000 ha sunt acoperite de păduri, ceea ce reprezintă 39% din suprafața totală a județului. Marea lor majoritate sunt păduri foarte valoroase, de fag și brad. De altfel, circa 50% din pădurile virgine ale țării — aproximativ 280.000 ha — se găsesc în județul Brașov.

52% din suprafața județului — 282.000 ha — sunt ocupate de agricultură: 44% reprezintă terenul arabil, 34% sunt pășuni, iar 21% fânețe.

Din punct de vedere economic, județul Brașov este unul bine dezvoltat. În 2015, PIB-ul județului a atins nivelul de 9,2 miliarde euro. 46% din PIB a fost produs de industrie, 32% de comerț, 14% de servicii, 5% în construcții și 3% de către agricultură. Cea mai mare valoare adăugată a fost creată în comerț și industrie, ceea ce dovedește că industria județului dispune de un nivel tehnic foarte înalt.

Cele mai dinamice sectoare industriale sunt cel aeronautic (pieșe pentru aeronave și fabricație de elicoptere) și al pieselor auto. Bine dezvoltate sunt și industria chimică și cea de prelucrare a lemnului.

23.000 de societăți comerciale active oferă locuri de muncă pentru aprox. 132.100 de angajați, în timp ce numărul angajaților din sectorul public ajunge la 25.000. Rata soma-

jului este mai mică de 4,5 procente. 44% din totalul firmelor își desfășoară activitatea în sfera serviciilor, 31% în comerț, 11% în industrie, alte 11% în construcții și doar 3% în agricultură.

40% din totalul angajaților muncesc în industrie, 31% în servicii, 18% în comerț, iar 8% pe săntierele de construcții.

Județul Brașov, cu frumusețile sale naturale, monumentele istorice, posibilitățile oferite pentru practicarea sporturilor de iarnă, dar și cu oferta sa gastronomică, cu numeroasele sale locuri de cazare de înaltă clasă, atrage anual aproape 1 milion de turiști.

Populația școlară din județ, în acest an școlar, reprezintă 106.500 de copii și tineri, care participă la diverse forme de învățământ: 16.000 sunt în învățământul liceal, 2.000 în formare profesională, 2.400 participanți la învățământul postliceal și de maiștri, în timp ce în învățământul superior sunt cuprinși 21.600 de tineri. Având în vedere nevoile pieței muncii din industria județului, accentul este pus pe pregătirea superioară de profil tehnic. Universitatea Transilvania dispune de departamente de inginerie mecanică, automobile și prelucrare a lemnului. Dar sunt prezente și profilul de silvicultură, medicină și educația muzicală.

CLUJ



Area: 6.674 km² (2.8% of Romania's surface)

Population: 701.196 (65,76% urban, 34,23% rural)

County residence: Cluj-Napoca

Cities: Câmpia Turzii, Dej, Gherla, Turda, Huedin

For additional information:

Cluj Chamber of Commerce and Industry — www.ccicj.ro;

e-mail: office@ccicj.ro; tel: 004 0364 730980

Cluj County Council — www.cjcluj.ro;

e-mail: cjc@cjcluj.ro; infopublic@cjcluj.ro; tel: 004 0372 640000





Cluj County is situated in northwestern Romania; a third of its surface being mountainous areas. The Gilau Mountains are situated in the southwestern part of the county and the highest peaks are around 1.800 m. The most important rivers in the county are Someșul Mic, Crișul Repede and Arieș.

Services are the most important economic sector, followed by the construction industry. In Cluj-Napoca, one finds numerous multinational companies mainly in the IT sector and customer support. In these segments of the economy, the number of employees increases by approx. 30% each year. Tourism also has an important role in the county's economy. As regards the industrial sector of Cluj County, one can identify the non-ferrous metal industry, the metallurgical industry, chemical industry and synthetic fibres manufacturers, as well as the paper and paperboard industries.

The county is well connected through its road infrastructure to other European and national destinations. Cluj County has a total of 232 km of train tracks. In 2015, Avram Iancu National Airport, the third international airport of the country, has accounted for nearly 1,5 million passengers, of which 1,3 million have used international flights.

In 2014, the average number of employees in the county was 196.234 people.

In 2015, the unemployment rate was 2.3%. On 1 January 2016, the county saw a total number of 41.116 registered companies, with 3.103 of these companies being newly established enterprises. Cluj is on the first place, nationally, in terms of the number of start-ups.

Cluj County is one of the most important cultural centres in the country with four operas and theatres: the «Lucian Blaga» National Theatre, the Hungarian National Theatre, the Hungarian National Opera from Cluj-Napoca and the National Theatre of Turda. The 'Puck' Puppet Theatre and the «Transylvania» National Philharmonic are renowned for their contributions to the regional and national cultural scenes. The cultural arena of the county further witnesses numerous independent cultural institutions, such as the 'Paintbrush Factory', with a large number of civil organizations, active in the planning of a great variety of cultural events.

Cluj County has a diverse ethnic population; in addition to the majority population (Romanian), there is a large presence of Hungarians, Germans and Saxons. Throughout history, the county also saw a significant Armenian population.

In the county, there are 11 institutions of higher education and a lot of high schools, technical colleges and post-secondary schools. Cluj-Napoca houses some of the most prestigious universities from Romania. One of them is «Babes-Bolyai» University with faculties teaching in Romanian, Hungarian, German and English. The «Iuliu Hațegani» University of Medicine and Pharmaceutical Studies, the University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca, as well as the Technical University of Cluj-Napoca are all enjoying a very good reputation. The universities of Cluj teach annually approx. 80,000 students, making a significant contribution to the local economy, labour market and the cultural life of Cluj-Napoca. It is noteworthy here, that in 2015 Cluj-Napoca was the European Youth Capital.



Területe: 6674 km²
(az ország területének 2,8 %-át teszi ki)

Lakossága 2016-ban:
701 196 fő (65,76 %-a
városi lakosság,
34,23 %-a vidéki
lakosság)

Megyeszékhely:
Kolozsvár
Municípiumok/
Városok: Aranyos-
gyéres, Déz, Kolozsvár,
Szamosújvár, Torda,
Bánffyhunyad

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e-mail: office@ccicj.ro
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Kolozs Megyei Tanács
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KOLOZS

Kolozs megye Románia északnyugati részén helyezkedik el, területének egyharmada hegyvidék, mely a megye délnyugati részén helyezkedik el: Gyalui-havasok (Erdélyi-középhegység), 1800 méternél magasabb csúcsokkal. A legfontosabb folyói a Kis-Szamos, az Aranyos és a Sebes-Körös.

A legfontosabb gazdasági szektor a megyében a szolgáltatások jelentik, számottevő ugyanakkor az építőipar is. Az IT szektor és az ügyfélszolgálat terén jelentős multinacionális nagyvállalatok működnek Kolozsváron, ezeken a területeken évente kb. 30%-al nő az alkalmazottak száma. Fontos iparág a turizmus, míg az ipari termelés esetében pedig kiemelkedő a színesfémipar, a kohászat, vegyipar, illetve a cellulóz, papír és karton-termelés.

Infrastruktúráját tekintve országutak és nemzetközi utak is áthaladnak a megyén, vasúthálózata 232 km hosszú, és érinti a megye településeinek jelentős részét. A kolozsvári Avram Iancu repülőtér a harmadik legnagyobb nemzetközi légitársaság az országnak, 2015-ben utasforgalma megközelítette a másfél milliót, 1,3 millió utas nemzetközi járattal utazott.

2014-ben 196 234 alkalmazott szerepelt a nyilvántartásban, 2015 decemberében a munkanélküliség aránya 2,3% volt. 2016 január 1-én

a megyében 41 116 aktív vállalkozás létezett, ebből 3103 kezdő vállalkozás (SRL-D), ebben a tekintetben Kolozs megye országos első helyen áll.

Kulturális szempontból az ország egyik legfontosabb megyéje, négy színház/opera működik: a Lucian Blaga Kolozsvári Nemzeti Színház, a Kolozsvári Magyar Opera, a Kolozsvári Állami Magyar Színház, illetve a Tordai Nemzeti Színház; ugyanakkor a Puck Bábszínház és a Transilvania Állami Filharmonia is nagy elismerésnek örvend a kulturális intézmények sorában. Az államilag finanszírozott intézmények mellett a kolozsvári kulturális életet gazdagítja több független színház és művész-társulat, mint például az Ecsetgyár köré szerveződő közösség, illetve egy rendkívül aktív, kulturális téren tevékenykedő civil szféra.

A lakosság nemzetiségi összetétele rendkívül sokszínű, a román többségi etnikum mellett jelentős a megyében a magyarok, németek, szászok aránya. A történelem során jelentős örmény és zsidó kisebbség élt a megye településein.

Kolozs megyében 11 felsőfokú oktatási intézmény és számos középiskola található. Kolozsváron található Románia egyik éllovas egyeteme, a Babeș-Bolyai Tudományegyetem, ahol magyar, román, német és angol nyelven folyik az oktatás; érdemes megemlíteni ugyanakkor a Iuliu Hațeganu Orvosi és Gyógyászeti Egyetem, a Kolozsvári Agrártudományi és Állatorvosi Egyetem, illetve a Kolozsvári Műszaki Egyetem is. A kolozsvári egyetemeken kb. 80 000 diák tanul, jelentősen felpezsdítve a város gazdaságát, munkaerőpiacát, illetve kulturális és ifjúsági életét (2015-ben Kolozsvár volt Európa Ifjúsági Fővárosa).



CLUJ

Județul Cluj este așezat în nord-vestul țării, o treime din suprafața sa fiind reprezentată de zona montană. Munții Gilău situati în partea sud-vestică a județului au culmi de până la 1.800 m. Cele mai importante râuri din județ sunt: Someșul Mic, Crișul Repede și Arieș.

Cel mai important sector economic în județ este cel al serviciilor, urmat de cel al construcțiilor. În Cluj-Napoca sunt prezente companii multinaționale, în special în domeniile IT și customer support. În aceste două domenii, numărul angajaților este într-o creștere anuală de aproximativ 30%.

În economia județului, un loc important este ocupat de turism. În privința sectorului industrial, în județ sunt prezente industria metalelor nemetalifere, industria metalurgică, industria chimică și a fibrelor sintetice sau artificiale, respectiv industria celulozei, hârtiei și cartonului.

Județul este bine conectat prin drumuri europene și naționale cu celelalte puncte ale țării și ale Europei. Județul dispune de 232 km de cale ferată. Aeroportul «Avram Iancu» este cel de al 3-lea aeroport internațional al țării, în 2015, înregistrând aproape un milion și jumătate de pasageri, din care 1,3 milioane au folosit cursele internaționale.

Suprafață: 6.674 km²
(2,8 % din teritoriul țării)

**Populația rezidentă
în anul 2016:** 701.196
locuitori (65,76 % urban;
34,23 % rural)

Reședință de județ:

Cluj-Napoca

Municipii/orășe:
Câmpia Turzii, Dej,
Gherla, Turda, Huedin

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În 2014, efectivul mediu de salariați din județ era de 196.234 de persoane. În 2015, rata șomajului a fost de 2,3%. La 1 ianuarie 2016, în județ erau înregistrate 41.116 de firme, din care 3.103 întreprinderi debutante. Clujul este pe primul loc la nivel național din punct de vedere al procentului întreprinderilor debutante.

Clujul este unul dintre cele mai importante centre culturale din țară, având 4 opere/teatre: Teatrul Național «Lucian Blaga», Teatrul Maghiar de Stat Cluj, Opera Maghiară din Cluj-Napoca și Teatrul Național din Turda. Teatrul de Păpuși «Puck» și Filarmonica Națională «Transilvania» se bucură de renume în viața culturală clujeană și națională. În viața culturală a județului sunt prezente numeroase instituții culturale independente, precum Fabrica de Pensule, existând și un număr mare de organizații civile care au în portofoliu o mare varietate de evenimente culturale organizate.

În județul Cluj, distribuția etnică a populației este una diversă, pe lângă populația majoritară se regăsesc în număr mare maghiari, germani și sași. Pe parcursul istoriei în județ a trăit și o populație însemnată de armeni.

În județ funcționează 11 instituții de învățământ superior și o mulțime de licee, colegii tehnice și școli postliceale. În Cluj-Napoca, se regăsește una dintre cele mai prestigioase universități din țară, Universitatea «Babeș-Bolyai», cu secții cu predare în limba română, maghiară, germană și engleză. Universitatea de Medicină și Farmacie «Iuliu Hațieganu», Universitatea de Științe Agricole și Medicină Veterinară și Universitatea Tehnică Cluj-Napoca se bucură de o bună reputație. În universitățile clujene învață, anual, cca. 80.000 de tineri, care aduc un aport semnificativ la economia, piața forței de muncă, respectiv la viața culturală a municipiului Cluj-Napoca. În 2015, Cluj-Napoca a fost Capitala Europeană a Tineretului.



COVASNA

Area: 3.710 km² (1,56% of Romania's surface)

Population: 228.732 (50,46% urban, 49,54% rural)

County residence: Sfântu Gheorghe

Cities: Târgu Secuiesc, Covasna, Baraolt, Întorsura Buzăului, Sfântu Gheorghe

For additional information:

Covasna County Council <http://www.covasna.info.ro/index.php?>;
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tel: 004 0267 311190; 004 0367 403900





Geographically, Covasna is located in the centre of Romania, inside the Carpathian arch. The county is bordered, to the east, by Vrancea and Bacău Counties, respectively, to the southeast by Buzău County, to the south and southwest by Brașov County, and to the north by Harghita County. In terms of altitude, its topography varies between 468 m (near the town of Augustine) and 1.777 m (Lăcăuți Peak).

The economic life of Covasna County is characterized by open competition for economic operators — individual entrepreneurs, family associations, businesses, small and medium-sized enterprises (SMEs) and large companies, alongside multinationals. The county is principally engaged in industry, trade, services, tourism, agriculture, transport and mining activities, respecting the fundamental principles of supply and demand based market economies.

In recent years, Covasna County set up several garment factories. As a result, the county was named «Trousers Valley». There are good results in manufacturing as well. In addition, the wood, furniture and timber

manufacturing industry, printing industry, packaging industry and food industry are among the sectors of success. The textile industry is, in fact, a major factor behind the development of the Tinutul Secuiesc region. Besides manufacturing, an important role is reserved for the mining, agriculture and forestry sectors. The reinstated forestry complexes are essential for the good management of future woodland resources in the region. Key segments of the agricultural production focus on the animal feed and livestock sectors.

The county's economic development strategy also provides for a restoration of the economic and social balance. Researchers, engineers, economists and specialized committees of the local government system, the elite intellectuals of the county, are looking for ways to ensure the evolution of opportunities for economic and social progress. Tourism remains however a key sector of Covasna County's future economic development; this fact is applicable for entire country as well. The touristic attractiveness of the region spurs from its untouched natural landscapes in the Carpathian Mountains, the therapeutic mineral water springs, pits, resorts, and protected natural areas. The county is believed to be breathing the cleanest air in the European Union, while witnessing a rich flora and fauna. Visitors of Covasna County's can choose from a wide range of cultural and leisure activities — «Days of the City» festivals, concerts, traditional festivals, fairs, youth events, programs for children and exhibitions — a series of events taking place throughout the year.

According to the last census of 2011, 71.6% of the county's population is of Hungarian ethnicity, and 21.4% of Romanian ethnicity.

Területe: 3 710 km²
(az ország területének 1,56%-át teszi ki)

Lakossága 2016-ban:
228 732 fő (50,46 %-a
városi lakosság;
49,54 %-a vidéki
lakosság).

Megyeszékhely:
Sepsiszentgyörgy
Municipiumok/Városok:
Kézdivásárhely,
Kovászna, Barót,
Bodzaforduló

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KOVÁSZNA

Földrajzi értelemben Kovászna megye Románia közepén helyezkedik el, a Keleti-Kárpátok ívének belsejében. Szomszédai: keleten Bákó, Vrancsa és Buzău megyék, délen és nyugaton Brassó, északon pedig Hargita megye. Domborzata változatos, legalacsonyabban fekvő területe 468 méteren van Ágostonfalva mellett, legmagasabb csúcsa 1777 méteren található a Lakóca-tetőn.

Kovászna megye gazdasági életét, a gazdasági szereplők — egyéni vállalkozók, családi vállalkozások, kereskedelmi társaságok, kis- és közepes vállalatok, valamint a multinacionális nagy vállalatok — nyitott piaci szabad versenye jellemzi. A nyugati típusú piacgazdaság alapvető törvényszerűségeinek, azaz a gazdaság működésében spontán módon megnyilvánuló kereslet és kínálat szabályainak tiszteletben tartásával, nyitott rendszerben szerveződő, többnyire ipari, kereskedelmi, szolgáltatási, turisztikai, mezőgazdasági, szállítási és bányászati tevékenységeket folytatnak.

Az elmúlt években Kovászna megye területén több készruhagyárat is létesítettek. Ilyen megvilágításban joggal nevezik Kovászna megyét a nad-rágok völgyének. Jó eredmények vannak a feldolgozó iparban is. Szintén a sikeres ágazatokhoz tartoznak a fa-, bútor- és fűrészipar, a nyomdaipar, csomagolóanyag- és az élelmiszeripar. A textilipar különben az egész Székelyföld fejlődésének húzóágazataitól vált híressé. A feldolgozóipar mellett fontos szerep jut a kitermelőiparnak, de hasonló jelentőséggel bír a mező- és erdőgazdálkodás. Működőképesek a visszaállított közbirtokosságok, melyek által jelentős mértékben biztosítva van a térség erdővagyonának jövője. Számottevő a mezőgazdasági termelés két kiemelkedő ágazata: a növénytermesztés és az állattenyésztés.

A megye gazdaságfejlesztési stratégiája a gazdasági és társadalmi egyensúly helyreállítását is előirányozta, az értelmiség elitje, kutatók, mérnökök, közgazdászok és a megyei, valamint a vidéki önkormányzatok szakbizottságai keresik a fejlődés új útjait, a gazdasági és társadalmi felemelkedés lehetőségeit, melyeket remélhetőleg a közeljövőben meg is találnak. Kovászna megye — de az egész ország — gazdaságának jövő ágazata azonban a turizmus. A vidék turisztikai vonzerejét a Kárpátok hegyláncolatának érintetlen tájai, a földből feltörő gyógyító ásványvizek (borvizek), mofetták, gyógyfürdők, természetvédelmi területek jelentik. Mérések igazolják, hogy az EU-n belül a megyében a legtisztább a levegő, és gazdag a természetes flóra és fauna állomány. A Kovászna megyébe látogatót igényes kulturális és szabadidős események széles választéka várja, városnapok, fesztiválok, koncertek, hagyományőrző ünneppek, vásárok, ifjúsági rendezvények, gyerekprogramok, kiállítások sokasága zajlik az év minden időszakában.

Az utolsó népszámlálási adatok szerint a megye lakosságának 71,6%-a magyar nemzetiségű, 21,4%-a pedig román.



Suprafață: 3.710 km²
(1,56% din teritoriul
țării)

**Populația rezidentă
în anul 2016:** 228.732
locuitori (50,46% urban;
49,54% rural)

Reședință de județ:
Sfântu Gheorghe
Municipii/orășe:
Târgu Secuiesc,
Covasna, Bărcălat,
Întorsura Buzăului

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COVASNA

Din punct de vedere geografic, județul Covasna este situat în centrul României, în interiorul Carpaților de Curbură. Județul se învecinează la est cu județele Vrancea și Bacău, la sud-est cu județul Buzău, la sud-vest și vest cu județul Brașov, iar la nord cu județul Harghita. Din punct de vedere al altitudinii, relieful acestuia variază între 468 m (lângă localitatea Augustin) și 1.777 m (Vârful Lăcăuți).

Viața economică a județului Covasna este caracterizată printr-o concurență deschisă a operatorilor economici – antreprenori individuali, asociații familiale, societăți comerciale, întreprinderi mici și mijlocii, precum și întreprinderi mari, multinaționale.

În cadrul județului, se desfășoară în principal activități în industrie, comerț, servicii, turism, agricultură, transport și activități miniere, în sistem deschis, respectând legile fundamentale ale tipului occidental de economie de piață, și anume: regulile cererii și ale ofertei, mecanisme care apar spontan în funcționarea economiei.

În ultimii ani, pe teritoriul județului Covasna au fost înființate mai multe fabrici de confecții. În această lumină, județul Covasna a fost numit, pe bună dreptate, «valea pantalonilor». Există rezultate bune și în domeniul industriei prelucrătoare. De asemenea, industria lemnului, mobilei și industria producătoare de cherestea, industria tipografică, industria de ambalaje și industria alimentară se numără printre sectoarele de succes. De altfel, industria textilă reprezintă un sector major în dezvoltarea întregului Ținut Secuiesc. Pe lângă industria prelucrătoare, un rol important îl are industria extractivă, dar o semnificație similară o au și agricultura și silvicultura. Compozitele reînființate sunt funcționale, prin acestea viitorul resurselor oferite de păduri fiind asigurat într-o măsură semnificativă. Sectorul vegetal și cel zootehnic sunt două ramuri importante ale producției agricole.

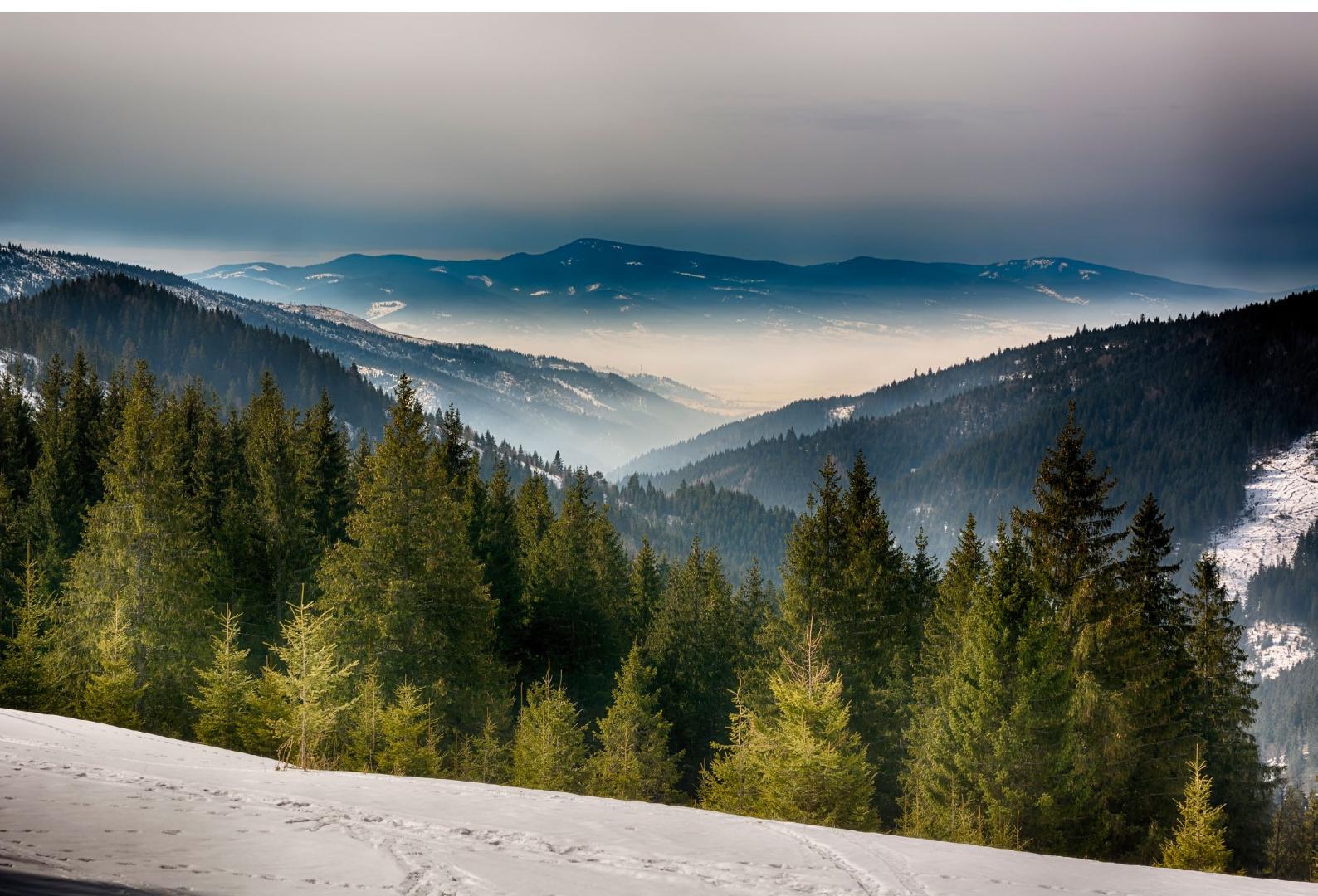
Strategia de dezvoltare economică a județului prevede, de asemenea, restabilirea echilibrului economic și social. Intelectualii de elită ai județului, cercetători, ingineri, economisti, precum și comisiile de specialitate din sistemul administrației publice locale sunt în căutarea căilor de dezvoltare, a unor oportunități de progres economic și social.

Turismul este un sector de viitor în economia județului Covasna, precum și pentru întreaga țară. Atractivitatea turistică a regiunii constă în peisajele neatinsse de mâna omului din lanțul muntos al Carpaților, izvoarele de ape minerale terapeutice, mofete, stațiunile balneare, ariile naturale protejate. Măsurările efectuate demonstrează că în județ se respiră cel mai curat aer din Uniunea Europeană. Zona are o floră și faună bogată. Vizitatorii județului Covasna pot alege dintr-o gamă largă de evenimente culturale și activități de agrement – zile ale orașelor, festivaluri, concerte, sărbători tradiționale, târguri, evenimente pentru tineret, programe destinate copiilor, precum și expoziții – o serie de evenimente care se desfășoară pe tot parcursul anului.

Conform ultimului recensământ din 2011, 71,6% din populația județului este de etnie maghiară, iar 21,4% (45.021) de etnie română.



HARGHITA



Area: 6.639 km² (2,78% of Romania's surface)

Population: 335.058 (50,46% urban, 49,54% rural)

County residence: Miercurea Ciuc

Cities: Miercurea Ciuc, Odorheiu Secuiesc, Gheorgheni, Toplița

For additional information:

Harghita Chamber of Commerce and Industry
www.ccihr.ro; e-mail: office@ccihr.ro;
tel: 0040266 371802
Harghita County Council — <http://judetulharghita.ro/consiliul-judetean-harghita.html>
Development Agency of Harghita County
www.adehar.ro;
e-mail: office@adehar.ro;
tel: 004 0266 207 701; 004 0266 207 784



Harghita County is located in Eastern Transylvania, in the mountains of the Eastern Carpathians. One third of the county is covered with pine forests, so one could argue that Harghita is an evergreen county.

Due to its fertile lands (agricultural land almost 400,000 ha, of which 23% arable land, 37% pastures and 40% hayfields), the high quality forestry terrain in the county, agriculture and woodwork are the dominant economic sectors in Harghita County. Forests act as a sustainable source not only for the industry, but also for processing berries and forest fruit. Most of these fruits and mushrooms cannot be grown artificially, but in the wild, these grow in abundance. The county is also rich in natural resources: salt mines (the Prajd mine contains one of the highest amounts of salt in Europe), numerous mineral springs, medicinal waters and thermal springs, forests, and just as many legends related to their origin. The area is rich in spectacular caves with stalactites, but also ski resorts with wonderful vistas.

The labour force is guaranteed by the presence of several renowned universities («Sapientia» University, «Lucian Blaga» and «Babes-Bolyai» University with faculties in Miercurea Ciuc, alongside the College of Modern Business Studies) and other higher education institutions in the county. In addition, vocational schools are becoming increasingly popular by establishing classes with different profiles from year to year in order to accommodate the needs of the labour market. An effective functioning of many organizations and agencies provides for adult vocational specialisation, as well as retraining opportunities.



Investment opportunities:

- Due to volcanic activity in the Harghita Mountains, there are many mineral springs in the county. Several worldwide renowned bottling factories were established, such as Perla Harghitei, Tușnad, Borsec, etc. However, there are many springs awaiting investors. Mineral water, besides it being ideal for drinking, can also be used for the opening of spa centres.
- Tourism: The only volcanic lake in Central and West Europe, Cheile Bicazului-Hăşmaş National Park and the unique natural formation: Roşu Lake, Şugău Cave;
- Medical tourism: the vaporizing sulphur and carbon dioxide can be used in special pits
- Sport tourism: ski slopes, bike paths etc.;
- Gastronomy: Local products prepared according to traditional recipes, meat and milk processing — there are several positive examples of setting up milk processing factories in the county, but one would need more initiatives in this direction;
- Textile, wood, metallurgy and production of automotive components industries, respectively;
- Brownfield investments

Területe: 6639 km²
 (az ország területének 2,78%-át teszi ki)
Lakossága: 335 058 fő (44,47% városi lakosság, 55,53% vidéki lakosság)

Megyesékhely:
 Csíkszereda
Municípiumok/Városok:
 Székelyudvarhely,
 Gyergyószentmiklós,
 Maroshévíz

További információk és elérhetőség:
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HARGITA

Erdély keleti részén, a Keleti-Kárpátok központi vonulatain és a köztük levő medencében, hegymedence környezetben fekszik Hargita megye. Területének egyharmada főként fenyőerdő, ezért méltán beszélhetünk ebben az értelemben örököld Hargita megyéről.

A kiváló termőföldeknek (közel 400 000 hektárnyi agrárterület, ebből 23% szántóföld, 37% legelő, 40% kaszáló) és az erdős területeknek köszönhetően a mezőgazdaság mellett a fafeldolgozás a megye egyik húzóágazata. A rengeteg erdő állandó nyersanyagot szolgáltat nemcsak a faipar, hanem az erdei-gyümölcs-feldolgozók számára is. Az itt megtermő gomba- és gyümölcsfélék jó részét nem is lehet termeszteni mesterségesen, itt azonban természetes környezetükben óriási mennyiségben megteremnek.

Kaprázatos sóbányák (a parajdi sóbánya Európa egyik legnagyobb sótartaléka) és cseppkőbarlangok, síparadicsomok gyönyörű látképpel, számtalan ásványvízforrás, gyógy- és termálvizek, erdőségek és az ezek keletkezéséről szóló legendák várják az ide látogatókat.

Hargita megyében a magasan képzett munkaerőt ma már több neves egyetem és felsőfokú intézmény helyi jelenléte garantálja (Sapientia Erdélyi Magyar Tudományegyetem, Lucian Blaga Egyetem csíkszeredai kirendeltsége, a Babes-Bolyai Tudományegyetem kirendelt karai, a Modern Üzleti Tudományok Főiskolája). Ugyanakkor egyre népszerűbbek a

szakiskolák, amelyek évről évre újabb osztályok létrehozásával próbálnak igazodni a munkaerőpiaci kereslethez. A felnőttképzést, illetve átképzést több szer vezet és ügynökség összehangolt működése biztosítja.

Beruházási lehetőségek:

- A vulkáni tevékenységek köszönhetően több mint kétezer ásványvízforrás (borvízforrás) található a megyében. Több település is a gyógyvizeiről ismert, mint például Tusnádfürdő, Zsögöd és Borszék. Az ásványvíz felhasználható egyrészt ivóvízként (palackozás) és gyógyfürdők létesítésére is. Habár számos híres ásványvíz-palackozó működik a térségben (Borsec, Hargita gyöngye), nagy számban vannak források, melyek befektetőkre várnak.

Turizmus:

- gyógyturizmus: a mofetták adta lehetőségek kiaknázása
- sportturizmus: sípályák kialakítása és működtetése, kerékpárutak kiépítése stb.
- látványturizmus (Közép-Kelet Európa egyetlen épen maradt vulkáni krátertava, Nagyhagymás Nemzeti Park, Gyilkos-tó, mint egyedülálló természeti képződmény, Békás szoros, Sugó barlang stb.)
- Élelmiszeripar: hagyományos receptek és módszerek által készített helyi termékek (Székely termék védjegy), hús- és tejfeldolgozás — sikeres tejfeldolgozó üzem létrehozására már van példa a megyében, és továbbiakra van szükség, ehhez azonban tőkeerő befektetőre van szükség.
- Textilipar, faipar, fémpipar és alkatrészgyártás
- Barnamezős beruházási lehetőségek



Suprafață: 6.639 km²
(2,78% din teritoriul tării)

Populația la recensământul din anul 2011:
335.058 de locuitori
(44,47% urban, 55,53% rural)

Reședință de județ:

Miercurea Ciuc

Municipii/orășe:
Miercurea Ciuc,
Odorheiu Secuiesc,
Gheorgheni, Toplița

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Camera de Comerț și Industrie

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office@coihrr.ro;
tel: 004 0266 371802

Consiliul Județean Harghita

<http://judetulharghita.ro/consiliul-judeetean-harghita.html>;
e-mail:
info@judetulharghita.ro;
tel: 004 0266 207700

Agenția de Dezvoltare Județeană Harghita

[www.adeharghita.ro;](http://adeharghita.ro/)
e-mail: office@adeharghita.ro;
tel: 004 0266 207 701;
004 0266 207 784

HARGHITA

Județul Harghita se află în partea estică a Transilvaniei, în zona montană a Carpaților Orientali. O treime din suprafața județului este acoperită cu păduri de conifere, astfel că putem spune că județul Harghita este veșnic verde.

Datorită terenurilor agricole (aproape 400.000 ha teren agrar, din care: 23% teren arabil, 37% pășuni, 40% fânețe) de o calitate foarte bună și a pădurilor din județ, agricultura și prelucrarea lemnului sunt sectoarele economice dominante în județul Harghita. Pădurile oferă o sursă continuă nu numai pentru industria lemnului, ci și pentru procesarea fructelor de pădure. Majoritatea acestor fructe și ciuperci nu pot fi cultivate în mod artificial, însă în mediul lor natural cresc în abundență. Județul este bogat în resurse naturale: mine de sare (mina de la Prajd conține una dintre cele mai mari cantități de sare din Europa), numeroase izvoare de apă minerală, ape medicinale și termale, și păduri. Zona este bogată în peșteri cu stalactite spectaculoase, dar și în stațiuni de schi cu priveliști minunate.

Forța de muncă cu o calificare înaltă este garantată de prezența mai multor universități renumite (Universitatea «Sapientia», Universitatea «Lucian Blaga» și «Babeș-Bolyai» cu filiale la Miercurea Ciuc, Colegiul de Științe Moderne de Afaceri) și de alte instituții de învățământ superior în județ. De asemenea, școlile profesionale devin din ce în ce mai populare prin înființarea de clase cu diferite profiluri de la an la an, cu scopul de a se adapta nevoilor existente pe piața forței de muncă.

Formarea profesională a adulților și recalificarea sunt asigurate de funcționarea eficientă a mai multor organizații și agenții.

Oportunități de investiții:

- Datorită activităților vulcanice, în Munții Harghita, există multe izvoare de apă minerală în județ. S-au înființat mai multe fabrici de îmbuteliere, renumite la nivel internațional, cum ar fi: Perla Harghitei, Tușnad, Borsec etc. Totuși, mai există multe izvoare care așteaptă investitorii. Apa minerală, pe lângă faptul că e ideală ca apă potabilă, poate fi folosită și pentru înființarea centrelor de spa.
- Turism (unicul lac de origine vulcanică în Europa Centrală și de Vest, Parcul Național Cheile Bicazului-Hășmaș, formațiunea naturală unică: Lacul Roșu, Peștera Șugău etc.)
- Turism medical: evaporarea sulfului și dioxidului de carbon poate fi utilizată prin așa numitele mofete
- Turism sportiv: părți de schi, trasee de biciclete etc.
- Industria alimentară: produse locale pregătite după rețete tradiționale, prelucrarea cărnii și a laptelui – există exemple pozitive de înființare a fabricilor de prelucrare a laptelui în județ, dar ar fi nevoie de mai multe inițiative în această direcție.
- Industria textilă, industria lemnului, industria metalurgică și producția de componente auto
- Investiții de tip brown-field

HUNEDOARA



Area: 7.063 km² (3% of Romania's surface)

Population: 403.554 inhabitants (74,61% urban; 25,39% rural)

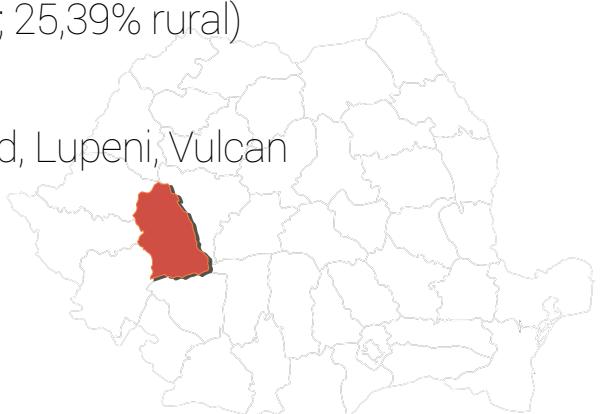
County residence: Deva

Cities: Deva, Hunedoara, Petroșani, Orăştie, Brad, Lupeni, Vulcan

For additional information:

Hunedoara Chamber of Commerce and Industry
<http://www.ccihunedoara.ro/>
e-mail: office@ccihunedoara.ro;
tel: 004 0254 212924

Hunedoara County Council
<http://www.cjhunedoara.ro/>
e-mail: cjh@cjhunedoara.ro; cjhunedoara@cjhunedoara.ro;
tel: 004 0254 211350; 004 0254 211624



Seated in southwestern Transylvania, the county has a predominantly mountainous topography (68% of the area). It is the fourth most wooded county in Romania, its territory hosting three national parks: the Retezat, Grădiștea Muncelului-Cioclovina and Jiu Valley Natural Parks, respectively, 41 natural reserves and monuments, 21 NATURA 2000 sites. The county is further rich in mineral resources: coal; gold and silver ores; copper pyrites; ferrous complex ores; bauxite; bentonite, talc; dolomite; gypsum; quartz sand; limestone; travertine; marble; carbon dioxide; mineral and thermal waters.

Hunedoara is the most urbanized county in Romania, having seven larger municipalities and seven relatively smaller cities. A vast network of roads and railways crosses it, while additionally being well connected to national and European roads westwards and southwards.

In April 2016, the number of employees was 114,728, while the unemployment rate was 4.52%, most of those unemployed being registered in the Jiu Valley mining basin.

Of the 10 606 companies that submitted balance sheets for 2015, 7652 are active with a turnover of approx. 10.774 billion lei, the highest turnover being listed by

industrial companies: 42.46%, trade: 29.89% and construction: 10.27%.

The most important industries are mining, manufacturing, the production of electricity and heat, manufacturing of automotive parts and wiring, bicycle production, wood processing industry, and food industry. Agriculture and forestry contributes only 3.80% of turnover in Hunedoara County. The total agricultural terrain of the county represents approx. 280,350 ha.

Hunedoara County benefits from 34 high schools, technical colleges, and 2 higher education institutions; the Petroșani University and the Hunedoara Engineering Faculty, the latter belonging to the Polytechnic University of Timișoara. In the 2014–2015 academic year, the county has witnessed a schooling population of 69.078, from which 4.427 were university students.

Primary opportunities for investment:

- Tourism, especially cultural and historic tourism, spa tourism and skiing resorts
- Manufacturing of automotive parts and sub-parts, as well as the home appliance industry
- Computers & Robotics



Területe: 706 267 hektár (az ország területének 3 %-át teszi ki)

Lakossága 2016-ban:
403 554 fő (74,61%-a
városi lakosság;
25,39%-a vidéki
lakosság)

Megyeszékhely:

Déva, Vajdahunyad,
Petrozsény, Szászváros,
Brád, Lupény, Vulkán

További információk és
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tel: 004 0254 211.350;
004 0254 211.624

HUNYAD

Erdély dél-nyugati részén helyezkedik el, domborzata túlnyomórészt (68 %-ban) hegységi. Az erdőterület nagysága szempontjából negyedik helyen van Romániában, három nemzeti park is a területén található: a Retyezát Nemzeti Park, a Gredistye-Csoklovinai Nemzeti Park és a Zsil-völgy Nemzeti Park, továbbá 41 rezervátum és természeti emlék, valamint 21 Natura 2000-es természetvédelmi terület tartozik Hunyad megyéhez.

Gazdag ásványi kincsekben: szén, arany- és ezüstérc, kalkopirít, színesfémek, bauxit, bentonit, dolomit, gipsz, kvachomok, mész, travertin, márvány, szén-dioxid, ásvány- és termálvizek egyaránt megtalálhatóak.

Hunyad megye az ország legurbanizáltabb térsége, hét municípiuma és hét városa van, kiterjedt közúti és vasúti hálózattal rendelkezik, európai és országutak haladnak át rajta. 2016 áprilisában 114 728 alkalmazott szerepelt a nyilvántartásban, a munkanélküliség aránya 4,52%, ez a probléma leginkább a Zsil-völgyét, a bányászvidéket érinti.

2015-ben 10 606 cég tette le éves mérlegét, ebből 7652 aktív vállalkozás, a forgalmuk elérte a 10,774 milliárd lejt, a legnagyobb szelet, 42,46% az ipar területén tevékenykedő vállalatoké, a kereskedelem az üzleti forgalom 29,89%-át adja, az építőipar pedig 10,27%-ot.

A legfontosabb iparágak: bányászat, feldolgozó ipar, elektromos és hőenergia előállítás, autóalkatrészek és csatlakozók gyártása, bicikligyártás, fafeldolgozás és élelmiszeripar. A mezőgazdaság és erdőgazdálkodás minden össze 3,8%-kal járul hozzá a megyében regisztrált üzleti forgalomhoz, 280 350 hektár mezőgazdasági területet művelnek meg.

Hunyad megyében 34 középfokú tanintézmény van: líceumok, szakképzők, de posztliceális képzést biztosító iskolák is, két felsőfokú tanintézmény működik:



a Petrozsényi Egyetem és a Temesvári Műszaki Egyetem Vajdahunyadi Mérnöki Kara. A 2014-2015-ös tanévben 69 078-an végezték tanulmányait, ebből 4427-en felsőfokú tanintézményben tanultak.

Legfontosabb beruházási területek:

- turizmus – különösen a kulturális és gyógyturizmus, aktív turizmus – síziséi lehetőségek
- autóalkatrész-gyártás, háztartási gépek gyártása
- informatika, robotika



Suprafață: 7.063 km²
(3 % din teritoriul țării)
Populația rezidentă
în anul 2016: 403.554
locuitori (74,61% urban;
25,39% rural)
Reședință de județ:
Deva
Municipii/orășe:
Hunedoara, Petroșani,
Orăștie, Brad, Lupten,
Vulcan, Hațeg

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004 0254 211624

HUNEDOARA

Așezat în sud-vestul Transilvaniei, are un relief preponderent montan (68% din suprafață). Este al IV-lea cel mai împădurit județ din România, pe teritoriul său aflându-se trei parcuri naționale: Retezat, Grădiștea Muscelului Cioclovina și Defileul Jiului, 41 de rezervații și monumente ale naturii, 21 de situri NATURA 2000. Este bogat în resurse minerale: cărbuni (huilă); minereuri auroargintifere; pirite cuprifere; minereuri complexe neferoase; bauxită; bentonită; talc; dolomită; ghips; nisipuri cuarțoase; calcar; travertin; marmură; bioxid de carbon; ape minerale și termale.

Hunedoara este cel mai urbanizat județ din România, având 7 municipii și 7 orașe. Este străbătut de o vastă rețea de drumuri și căi ferate, fiind bine conectat prin drumuri europene și naționale de vestul și sudul țării.

În aprilie 2016, efectivul de salariați era 114.728 de persoane, rata șomajului fiind de 4,52%, cei mai mulți șomeri înregistrându-se în bazinul minier din Valea Jiului.

Din cele 10.606 firme care au depus bilanțul pentru anul 2015, 7.652 sunt active cu o cifră de afaceri de aprox. 10,774 miliarde lei, ceea ce reprezintă 42,46% din totalul de afaceri înregistrându-se în industrie: 29,89% și construcții: 10,27%.

Cele mai importante ramuri industriale sunt: industria extractivă, cea prelucrătoare și producția de energie electrică, termică, producția de piese și cablaje pentru autovehicule, producția de biciclete, industria de prelucrare a lemnului, industria alimentară. Agricultura și silvicultura contribuie cu doar 3,80% la cifra de afaceri înregistrată în județ. Suprafața agricolă totală este de aprox. 280.350 ha.

În județul Hunedoara funcționează 34 de licee, colegii tehnice și școli postliceale și 2 instituții de învățământ superior: Universitatea din Petroșani și Facultatea de Inginerie Hunedoara a Universității Politehnice din Timișoara. În anul școlar 2014-2015 populația școlară a fost de 69.078, din care 4.427 studenți (învățământ superior).

Principalele oportunități de investiții:

- turism, în special turism cultural și istoric, turism balnear, schi
- producția de piese și subansambluri auto, industria de electrocasnice
- informatică și robotică.



MUREŞ

Area: 6714 km² (2,8% of Romania's surface)

Population: 550 846 (51,9% urban; 48,1% rural)

County residence: Târgu-Mureş

Cities: Sighișoara, Reghin, Tânăveni

For additional information:

Mures County Chamber of Commerce: <http://www.cciams.ro/>

e-mail: office@cciams.ro; tel: 004 0265-269218

Mures County Council: <http://www.cjmures.ro/>

e-mail: cjmures@cjmures.ro; tel: 004 0265-263.211





Mureş County is situated in central Romania, with an area of approximately 6714 km², making it the 13th largest administrative unit in the country. Geographically it is located between the mountainous areas of Caliman and Gurghiu, spreading until the Târnave Plateau and the Transylvania Plains. Here one can locate the Caliman National Park, which is a highly significant nature reserve, alongside 14 other such natural reservations.

Thirty-one percent of the area is covered by forests, the most important mineral resources being methane gas and salt. From the total methane production of Romania, 39% comes from 37 sites in the Mureş County. A strong tradition in salt mining has resulted in saltwater lakes that are increasing the tourist potential of the region.

The number of active earners reaches 43%, while in 2015 the registered unemployment rate was 4.66%, witnessing a downward slope. A total number of

43 companies in the gas, electric-city and water management fields, are operating with more than 250 employees each. Twenty-five percent of the products manufactured or produced for exports in the county are chemical products, while agricultural products and raw materials are just below 2%.

In the county, there are about 221,507 ha of arable land, 108,994 ha of pasture, 73,960 ha hayfields and 7226 ha vineyards and orchards. Cereal production is focused upon on 61% of the cultivated arable land.

Due to its central location, Mureş County is in a beneficial position in terms of infrastructure, being crossed by an important European road corridor and a section of the 'Transylvania' highway. The County residence further operates an international airport, and the city is also an important railway junction.

The county is seen as a major medical center in Romania, having nine public hospitals and multiple private clinics in addition to the internationally renowned Institute of Cardiology and Transplantation.

Mureş also has much to offer in terms of cultural heritage; there are 1015 historical monuments in the county, among these the Medieval Târgu Mureş Castle, Szászkézdi Castle, Sighisoara Castle and the manuscripts of the Teleki- Bolyai Library, and Palace of Culture from Târgu Mureş.

Mures County operates the nationally and internationally renowned University of Medicine and Pharmacy, the Petru Maior University, the University of Dramatic Art, and the Sapientia University.

Priority areas of investment:

- Tourism — especially medical tourism and rural tourism,
- Health Services
- IT

Területe: 6714 km² (az ország területének 2,8 %-át teszi ki)

Lakossága: 550 846 fő (51,9% városi lakosság; 48,1% vidéki lakosság)

Megyezékhely:

Marosvásárhely

Municípiumok/

Városok:

Segesvár, Szászrégen,

Dicsószentmárton

További információk és elérhetőség:

Maros megyei

Kereskedelmi és

Iparkamarai

<http://www.cciams.ro/>

e-mail: office@cciams.ro

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Maros Megyei Tanács

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cjmures.ro

tel: 004 0265 263.211

MAROS

Az ország 13. legnagyobb közigazgatási egysége, Románia közép-északi részén helyezkedik el, a történelmi Erdély közepén. Déli részét a Nyárád-menti hegycsoport, keleti részét Görgényi-havasok, északi részét a Kelemen-havas foglalja el, Maroson túli része a Mezőséghez tartozik. Legmagasabb hegysége a Kelemen-havasok, ami egyben kiemelt természetvédelmi terület is, itt található a Kelemen-havasok Nemzeti Park egy része. Emellett a megyében még 14 természetvédelmi övezetet jelöltek ki.

A területének 31%-át erdő borítja, legfontosabb altalajkincse a földgáz és a só. A teljes romániai földgáz kitermelés mintegy 39%-át, a Maros megye területén feltárt 37 lelőhely adja. A sóbányászat eredményeként létrejövő sósvízű tavak kiemelt turistikai potenciállal rendelkeznek.

A megyében az aktív lakosság aránya 43 %, míg a 2015 évben regisztrált munkanélküliek aránya 4,66 % volt, és csökkenő tendenciáról beszélhetünk.

Összesen 43 olyan cégt működik, amelynek 250 főnél több alkalmazottja van, ezek a vállalatok a gázipar, áramszolgáltatás és vízügy területén tevékenykedik. A megyében gyártott vagy exportra termelt termékek 25%-át a vegyipari termékek adják, és csak 2% alatt van az exportált mezőgazdasági termékek és elsődleges nyersanyagok aránya. A megyében mintegy 221 507 ha szántóterület, 108 994 ha legelő, 73 960 ha kaszáló, 7226 ha szőlős és gyümölcsös van. A megművelt szántóterületek 61%-át gabonatermesztésre használják.

Maros megye központi elhelyezkedéséből adódóan kedvező helyzetben van, hiszen infrastruktúra szempontjából átszelik fontos európai utak, közutak, valamint az erdélyi autópályának egy szakasza is áthalad. Marosvásárhely mellett nemzetközi repülőtér működik, és a város egyben fontos vasúti csomópont is, áthaladó nemzetközi járatokkal.



A megye jelenleg is jelentős gyógyászati központ az országban, hiszen kilenc közkórház mellett számos magánklinika és a nemzetközi hírű Kardiológiai és Transplantációs Intézet is itt található. 1015 történelmi műemlék van a megyében, ezek közül is kiemelt fontosságú és értékű a marosvásárhelyi vár, a szászkézdi vár, a segesvári vár és középkori óváros együttese, a marosvásárhelyi Teleki Téka és a Kultúrpalota.

Maros megyében működik az országos és nemzetközi szinten is elismert Orvosi és Gyógyszerészeti Egyetem, a Petru Maior Egyetem, a Művészeti Egyetem, a Sapientia Egyetem is.

Kiemelt beruházási területek:

- turizmus – ezen belül is a gyógyturizmus és falusi turizmus
- egészségügyi szolgáltatások
- informatika



Suprafață: 6.714 km²
(2,8% din teritoriul țării)

**Populație conform
recensământului din
anul 2011:** 550.846
locuitori (51,9% urban;
48,1% rural)

Reședință de județ:

Târgu-Mureș
Municipii/orășe:
Sighișoara, Reghin,
Târnăveni

Informații și contact:
**Camera de Comerț și
Industria Mureș**
<http://www.cciams.ro/>;
e-mail: office@cciams.ro;
tel: 004 0265 269218
**Consiliul Județean
Mureș**
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tel: 004 0265 263211

MUREŞ

Județul Mureș este situat în zona central-nordică a țării, fiind cel de al 13-lea județ ca mărime din România. Se întinde între culmile muntoase ale Călimanului și Gurghiului până în Podișul Târnavelor și Câmpia Transilvaniei. În județ se află o parte din Parcul Național Călimani, pe lângă acesta mai existând încă 14 rezervații naturale.

Suprafața împădurită a județului este de 31%, iar cele mai importante resurse minerale sunt gazul metan și zăcămintele de sare. Aproximativ 39% din totalul producției de gaz metan la nivel național este extrasă pe teritoriul județului Mureș cu 37 de locuri de extracție. Ca urmare a mineritului de sare s-au format lacuri sărate ce constituie potențial ridicat pentru dezvoltarea turistică.

Populația activă este de 43%, în 2015, șomerii înregistrați reprezentând 4,66%. În județ sunt 43 de societăți cu peste 250 de angajați fiecare, acestea lucrează în domeniul gazelor naturale, energie electrică și administrarea apelor. 25% din producție – pentru uz intern sau export – sunt produse chimice, iar produse agricole sau materii prime sunt sub 2%.

În județ sunt 221.507 ha teren arabil, 108.994 ha pășune, 73.960 ha fâneță, 7.226 ha vie și livadă. 61% din terenul arabil se cultivă cereale.

Județul Mureș, având o locație centrală, este într-o situație bună din punct de vedere al infrastructurii, fiind traversat de drumuri europene importante, o secțiune a autostrăzii din estul Transilvaniei străbătând județul. Municipiul Târgu-Mureș dispune de un aeroport internațional, iar orașul este și un important nod feroviar cu curse internaționale.

Județul este un centru medical important, unde funcționează, pe lângă 9 spitale publice, mai multe clinici private, aici având sediul și renomului Institut de Urgență pentru Boli Cardiovasculare și Transplant.

Județul are un bogat patrimoniu construit, având 1.015 monumente istorice, printre care cele mai importante Cetatea medievală din Târgu-Mureș, Cetatea Țărănească din Saschiz, centrul istoric din Sighișoara, colecțiile de carte veche din Biblioteca Teleki-Bolyai și Palatul Culturii din Târgu-Mureș.

În reședința de județ funcționează renomata Universitatea de Medicină și Farmacie, Universitatea «Petru Maior», Universitatea de Arte și Universitatea «Sapientia».

Principalele oportunități de investiții:

- turism – în primul rând turism medical (de sănătate) și rural,
- servicii medicale
- informatică

SĂLAJ



Area: 3.864 km² (1,62% of Romania's surface)

Population: 220.000 (38,5% urban, 61,5% rural)

County residence: Zalău

Cities: Cehu Silvaniei, Șimleul Silvaniei, Jibou

For additional information:

Sălaj Chamber of Commerce and Industry:

e-mail: ccisalaj@ccisalaj.ro; tel: 004 0260 661030

Sălaj County Council: www.cjsj.ro/

e-mail: office@cjsj.ro; tel: 004 0260 614120





Multi-ethnic diversity — the coexistence of several ethnic groups at county level — Romanian, Hungarian, Roma, and Slovaks, reflects the strong inter-cultural character of the county.

Zalău is the county residence and largest urban centre of Sălaj County, located in northwestern Romania. The city has a remarkable history, being documented in 1210, in the writings of Bela IV, King of Hungary.

Concerning SMEs, most of these are engaged in trade, followed by those operating in manufacturing, construction, real estate transactions, rentals, transportation, storage, ITC, and other services. The num-

ber of economic agents in Sălaj are above 14.000.

Sălaj County benefits from 2,381 km² of agricultural land and 410 km² of inhabited area. The county's agricultural potential is favourable for fruit cultivation, growing linseed and hemp fibre production. Sălaj has a medium potential for viticulture, for the cultivation of cereals, soybean, sugar beet and potato, although the potential for vegetable farming is rather low.

Throughout history, Zalău was an important centre at county and regional level. Situated near the eastern border of the country, the city has benefited from a solid tourism potential and natural resources; as such, at the end of 1990s Zalău's economic situation has significantly improved due to the interest shown by some local, but primarily foreign investors. These include firms such as Tenaris, who purchased a unit for manufacturing seamless pipes and Michelin for the production of tires.

The education system is represented in the county at all levels of specialisation: 219 preschool units, 109 elementary education, 89 secondary education, 23 high school education, and four higher education units can be found in the county.

The main investment opportunities are:

- enhancement of existing investments and developing untapped deposits of resources;
- processing plants for raw materials resulting from higher crop and animal production;
- investment in wood, wood products, and construction materials;
- investment in industry and agriculture
- investment in infrastructure and spa tourism (hostels, hotels, guest houses);
- exploitation of mineral and thermal waters in localities: Boghiș, Bizusa, Jibou, Zalnoc-Zăuan, Crișeni, Simleul Silvaniei, Meseșenii de Sus;
- establishment of further small and medium-sized companies



Területe: 3864 km²
(az ország területének 1,62%-át teszi ki)

Lakossága 2011-ben:
220 000 fő (38,5%-a
városi lakosság; 61,5%
a vidéki lakosság)

Megyeszékhely:

Zilah
Municípiumok/
Városok:
Szilágycséh,
Szilágysomlyó, Zsibó

További információk és
elérhetőség:

**Szilágy Megyei
Kereskedelmi és
Iparkamará**

e-mail:
ccsalaj@ccsalaj.ro;
tel: 0260 661 030

Szilágy Megye Tanács
<http://www.cjsi.ro>
e-mail: office@cjsi.ro,
tel: +40 0260 614.120

SZILÁGY

A megyében több nemzetiség él egymás mellett — románok, magyarok, romák, szlovákok — ez jól tükrözi a vidék interkulturalitását. Zilah a megye legnagyobb városa, Románia észak-nyugati részén fekszik. A város jelentős történelmi múlttal rendelkezik, első írásos említése 1210-ből való, IV. Béla, Magyarország királya jegyzőjének írásai szerint.

A KKV-ék legtöbbje a kereskedelem terén tevékenykedik, nagyságrendben ezt követi a feldolgozóipar, az építkezések, az ingatlaniügynökségek, bérbeadások és más szolgáltatói tevékenységek, valamint szállítási, raktározási és távközlési tevékenységek. Szilágy megyében mintegy 14 000 gazdasági vállalkozás működik, ebből 7500 jogi személy, 6500 egyéni vállalkozó.

A megye mezőgazdasági lehetőségei elsősorban a gyümölctermesztsések kedveznek, és alkalmas az

olajat adó len, és a rostos kender termesztésére. A szőlőtermesztsére, gabonatermesztésre, szója, cukorrépa és burgonya termesztésére a talaj közepesen alkalmas, zöldségtermesztésben a lehetőségek alacsonyak. A megye 2.381 hektár mezőgazdasági területtel rendelkezik.

A történelem folyamán Zilah a régió és a megye fontos központja volt. Az ország nyugati határához közel előnyt jelentenek a turisztikai lehetőségek és az erőforrások, ezért az 1990-es évek végére a megye gazdasági helyzete javult elsősorban a hazai és külföldi befektetők érdeklődése következtében, ezek között említhetjük a Tenarist, amely megvette a hegesztés nélküli csöveket gyártó üzemet, vagy a Michelint, amely megvásárolta a gumiabroncsgyárat.

Az oktatási hálózat minden formája megtalálható: 219 óvoda, 109 elemi, 89 általános iskolai, 23 líceumi

és szakoktatási középiskola és 4 felsőoktatási intézmény működik a megyében.

Fontosabb befektetési lehetőségek:

- a kiaknázatlan altalajkincsek értékesítése, és a meglévő beruházások fejlesztése;
- üzemek létesítése a növényi és állati eredetű termékek magas szintű feldolgozására;
- fabfeldolgozási és építőipari alapanyagokat előállító üzemek létesítése;
- mezőgazdasági beruházások;
- beruházások a turizmus és a gyógyturizmus terén (panziók, motelek, szállodák);
- az ásványvizek és termálvizek kiaknázási lehetőségei Bagoson, Büdöspatakon (Bizusa), Zsibón, Zálnokon, Zoványon, Cigányiban (Crișeni), Szilágysomlyón, Felsőkecelben (Meseșenii de Sus);
- kisebb vállalkozások létesítése, amelyek át tudnák venni a nagy cégek kiszervezett tevékenységeit.



Suprafață: 3.864 km²
(1,62% din teritoriul țării)

Populația rezidentă:
220.000 locuitori (38,5% urban; 61,5% rural)

Reședință de județ:

Zalău

Municipii/orașe:
Cehu Silvaniei, Șimleul Silvaniei și Jibou

Informatii și contact:
Camera de Comerț și Industrie Sălaj

e-mail:
ccisalaj@ccisalaj.ro;
tel: 004 0260 661030

Consiliul Județean Sălaj

<http://www.cjsj.ro/>;
e-mail: office@cjsj.ro;
tel: 004 0260 614120

SĂLAJ

Diversitatea multietnică — convețuirea mai multor etnii la nivel de județ — români, maghiari, rromi, slovaci, reflectă interculturalitatea specifică celor mai multe zone ale județului cu particularități bine conturate.

Orașul Zalău este reședința și cel mai mare centru urban al județului Sălaj, situat în nord — vestul României. Orașul are o vechime istorică apreciabilă, fiind atestat documentar pentru prima oară în jurul anului 1210 în scrisorile notarului regelui Bela al IV — lea al Ungariei.

Dintre IMM-uri, cele mai multe desfășoară activități de comerț, fiind urmate de cele care activează în industria prelucrătoare, a construcțiilor, a tranzacțiilor imobiliare, închirierilor și alte activități de servicii, precum și cele cu activitate în transport, depozitare și comunicații. Numărul agenților economici la nivelul județului Sălaj este de peste 14.000 din care peste 7.500 persoane juridice și peste 6.500 persoane fizice autorizate.

Din suprafața totală a județului, cea agricolă este de 2.381 km² și întravilan 410 km². Potențialul agricol al județului este favorabil pomiculturii, culturii de în pentru ulei, în și cânepă pentru fibră. Pentru viticultură, cultura cerealelor, soia, sfecla de zahăr și cultivarea cartofilor, județul Sălaj dispune de un potențial mediu.

De-a lungul istoriei, Zalăul a fost un centru important la nivel regional și județean. Apropierea de granița vestică a țării, potențialul turistic și resursele s-au dovedit a fi avantaje, astfel că la sfârșitul anilor 1990, situația economică a Zalăului s-a îmbunătățit îndeosebi datorită interesului manifestat de unii investitori privați autohtonii și mai ales străini, printre care se numără Tenaris, care au achiziționat o unitate de fabricare a țevilor fără sudură, ori Michelin, pentru producția de anvelope.

Sistemul educațional este reprezentat în județ la toate nivelurile de formare: 219 în învățământul preșcolar; 109 în învățământul primar; 89 învățământul gimnazial; 23

învățământul liceal și profesional; 4 unități învățământ superior.

Principalele oportunități de investiții:

- punerea în valoare a zăcămintelor neexploatace și dezvoltarea investițiilor existente;
- construirea de fabrici de prelucrare superioară a materiilor prime rezultate din producția vegetală și animală;
- investiții în prelucrarea lemnului și produselor din lemn, fabricarea materialelor de construcții;
- investiții în sectoarele industriei și agriculturii;
- investiții în infrastructura de turism și turism balnear (pensiuni, moteluri, hoteluri);
- exploatarea resurselor de ape minerale și termale care se situează în localitățile: Boghiș, Bizușa, Jibou, Zalnoc-Zăuan, Crișeni, Șimleul Silvaniei, Meseșenii de Sus;
- înființarea de firme mici și mijlocașe care pot prelua activități ce le externalizează marile corporații ce își desfășoară activitatea în județ;



SATU MARE

Area: 4.418 km² (1,85% of Romania's surface)

Population: 363.040

County residence: Satu Mare

Cities: Carei, Negreşti- Oaş, Tăşnad, Ardud

For additional information:

Satu Mare Chamber of Commerce and Industry

<http://www.cciasm.ro/>;

e-mail: cameradecomert.satumare@yahoo.com;

tel: 004 0261 710 790

County Council Satu-Mare

<http://www.cjsm.ro/>;

e-mail: office@cjsm.ro;

tel:0040261710651





One of the most important assets of Satu Mare County is multiculturalism, with the harmonious coexistence of Romanians and Hungarians, Swabians, Roma and Ukrainians.

The county offers numerous interesting and unique tourist attractions, such as Károlyi Castle from Carei, the fortress of Ardud, Medieșu Aurit Castle, Dacian Ovens from Ardud, Luna Șes resort, and the thermal pools in Tășnad, Mihăieni, Satu Mare or Acâș.

Plains are extended westwards and towards the southeast of the county, being crossed by the Someș and Crasna rivers. The mountainous areas occupies the northeast of the county, and are represented by the Oaș Mountains and the Gutâi Mountains. The hydrographic network of Satu Mare consists of the Someș (with a length of 60 km in the county), Tur (66 km) and Crasna (57 km) rivers. In Satu Mare, the climate is continental-temperate, with hot summers, cold winters and high rainfall.

The county has a rich tradition as regards cultural life and a well-established network of cultural institutions – the 'Nord' Theatre (with Romanian and Hungarian sections) or the «Dinu Lipatti» Philharmonic. In addition, the county has multifunctional culture institutes, 17 museums (including one dedicated to preserving the heritage of the German population), two art galleries and a centre to promote artistic creation.

The educational system of the Satu Mare city is well developed, with 274 schools and high schools, while in the last 15 years, the city saw the establishment of several higher education institutions (branches of state or private universities and other academic centres) that enable young professionals to conduct comprehensive research and scientific studies in various fields.

The main investment opportunities:

- tourism
- agriculture
- industrial parks





Területe: 4418 km²
(az ország területének 1,85%-át teszi ki)

Lakossága 2011-ben:
363 040 fő (44%-a városi lakosság; 56% vidéki lakosság)

Megyeszékhely:

Szatmárnémeti
Municipiumok/
Városok: Nagykároly,
Avasfelsőfalu, Erdőd,
Sárkózújfal, Tasnád

További információk és elérhetőség:

Szatmár Megyei Kereskedelmi és Iparkamara
<http://www.cciasm.ro/>
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cameradecomert.satu-mare@yahoo.com
tel: 004 0261 710.790

Szatmár Megyei

Tanács

<http://www.cjsm.ro/>
e-mail: office@cjsm.ro
tel: 004 0261 710.651

Suprafata: 4.418 km²
(1,85 din teritoriul ţării)

Populație conform recensământului din 2011: 363.040 locuitori (44% urban; 56% rural)

Reședință de județ:

Satu Mare
Municipii/orășe: Carei,
Negrești-Oaș, Tășnad,
Ardud

Informații și contact:
Camera de Comerț și Industrie Satu Mare
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Consiliul Județean

Satu Mare
<http://www.cjsm.ro/>; e-mail: office@cjsm.ro; tel: 004 0261 710651

SZATMÁR

Szatmár megye egyik legjelentősebb erőssége, hogy különböző nemzetiségek: románok, magyarok, svábok, ukránok harmonikus együttélése jellemzi. A megye számos egyedi és érdekes turisztikai attrakciót ajánl az ide látogató turisták számára. Ide sorolhatjuk: a Károlyi grófok kastélyát Nagykárolyban, az erdődi várát, az aranyosmeggyesi várát, a dák kemencéket Aranyosmeggyesen, a Luna Ses üdülőövezetet, a szatmárnémeti, tasnádi, krasznamihályfalvi és ákosi termál strandokat.

A megye nyugati és délkeleti részén húzódó síkságot a Szamos és a Kraszna folyók keresztezik. A megye északkeleti oldalán helyezkednek el az Avasi Hegyek és a Gutin. Szatmár megye hidrográfiai hálózatát a 60 kilométeren kígyózó Szamos, a Túr (66 km) és a Kraszna (57 km) folyók alkotják. Éghajlata mérsékelt kontinentális, meleg nyarakkal, hideg és csapadékban bőséges telekkel.

Szatmárnémeti kulturális élete gazdag hagyománnal rendelkezik, legmarkásabb kultúrintézménye az Északi Színház, amely magyar és román társulattal is büszkélkedik, valamint a Dinu Lipatti Filharmonia. Van négy, több funkciót betöltő kultúrháza, 17 múzeuma (az egyik a német eredetű lakosság hagyományőrzését szolgálja), két képzőművészeti galériája és egy művészeti alkotóháza. A megyeszékhely oktatási rendszere erősen fejlett megyei viszonylatban, 274 iskolája és líceuma van, az utóbbi 15 évben több felső oktatási intézmény is nyitott itt fiókot (ezek egy része magánegyetem, de működnek állami egyetemi és akadémiai központok fiókjai is a városban), lehetőséget biztosítva a fiataloknak, felsőfokú tanulmányok végzésére, számos tudományágban való továbbképzésre.

Kiemelt beruházási területek:

- turizmus
- mezőgazdaság
- ipari parkok

SATU MARE

Unul dintre cele mai importante atuuri ale județului Satu Mare este multiculturalitatea, convițuirea împreună în armonie atât a românilor, cât și a maghiarilor, șvabilor, rromilor, ucrainenilor.

Județul oferă numeroase atracții turistice interesante și unice, cum ar fi Castelul Károlyi din Carei, Cetatea de la Ardud, Castelul de la Medieșu Aurit, Cuptoarele Dacice de la Ardud, Stațiunea Luna Șes, strandurile termale din Tășnad, Mihăieni, Satu Mare sau Acăș.

Zona de câmpie se întinde în partea de vest și sud-est a județului și este brăzdată de râurile Someș și Crasna. Zona montană ocupă partea de nord-est a județului și este reprezentată de Munții Oașului și Munții Gutâi. Rețeaua hidrografică a județului Satu Mare se constituie din râurile Someș cu o lungime de 60 km pe teritoriul județului, Tur (66 km) și Crasna (57 km). În județul Satu Mare, clima este temperat continentală, cu veri călduroase, ierni friguroase și precipitații bogate.

În ceea ce privește viața culturală, Satu Mare are o tradiție bogată și o rețea de instituții de cultură – Teatrul de Nord (cu secțiile română și maghiară), Filarmonica „Dinu Lipatti”. În plus, aici găsim 4 case de cultură multifuncționale, 17 muzei (inclusiv unul dedicat păstrării tradițiilor populației de origine germană), 2 galerii de artă și un centru de promovare a creației.

Sistemul educațional al orașului este bine dezvoltat în județ, existând 274 de școli și licee, iar în ultimii 15 ani, la Satu Mare s-au înființat mai multe instituții de învățământ superior (filiale ale universităților particulare sau de stat din alte centre academice), care oferă posibilitatea studiilor superioare și aprofundate în diverse domenii științifice.

Principalele oportunități de investiții:

- turism
- agricultură
- parcuri industriale

TIMIŞ



Area: 8.697 km² (3,6% of Romania's surface)

Population: 687.377 (58% urban, 42% rural)

County residence: Timișoara

Cities: Lugoj, Buziaș, Ciacova, Deta, Făget, Gătaia, Jimbolia, Recaș, Sânnicolau Mare

Further information and contact details:

Timiș Chamber of Commerce and Industry; www.cciat.ro
e-mail: office@cciat.ro; tel: 004 0372 185285; 004 0256 300130
Timiș County Council: www.cjtimis.ro
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Timiș is a county located in western Romania, situated in the historical region Banat, on the border with Hungary and Serbia. It is the largest county in Romania in terms of land area. The predominant topography is represented by plains, covering the western and central areas of the county. Contrastingly, the valleys of Timiș and Begăi are hilly. The highest peaks are in the Poiana Rusca Mountains.

The agricultural potential of Timiș County is remarkable because of the large agriculturally viable plains and the high quality soil. Hilly areas are suitable for livestock. Due to its topography, and the landscaping activity of the locals, Timiș proved to be conducive to high productivity in agricultural investment. The tendency of the last few years, shows a development of the agricultural processing sector, and the food industry, which is strongly supported by the local authorities.

The county's economic indicators exceed the national average, due to the strong industrial output of urban areas and the powerful agricultural yield. Statistics show that Timiș has the second highest GDP in Romania.

Due to the strong and diversified industrial sector, and a highly qualified labour force, the presence of foreign investments is particularly high. Of the 23,000 companies registered in the Trade Register, 4,000 foreign capital companies are listed in Timiș County. Relying on local entrepreneurs and cross-border trade, the SME sector has experienced a strong growth. Besides the food industry, good results have been witnessed in the textile industry, chemical industry and automotive industry. The service sector recorded a strong growth; this area is strongly supported by local and national authorities. Timiș has many SMEs and subsidiaries of multinational companies that can provide services at regional or national level. Trade is present in the county, extended by the highway network linking the region to major European road infrastructure.

Timiș County, especially Timișoara is a nationally renowned educational centre, which operates many higher education institutions, and, as such, can offer a highly qualified and professional workforce.

Ten percent of the county population belongs to various national communities, be it Romanians, Hungarians, Swabian, Serbs or Bulgarians. Peaceful coexistence is a strong tradition of this region, acting as one of the key assets that has forged regional unity and fostered economic and social prosperity.

The main investment opportunities are:

- agriculture
- various fields of industry
- IT sector





Területe: 8697 km²
(az ország területének 3,6%-át teszi ki)

Lakossága 2016-ban:
687 377 fő (kb. 58% városi lakosság, 42% vidéki lakosság)

Megyeszékhely:
Temesvár
(egyben a nyugati fejlesztési régió központja)

Municipiumok/Városok:
Lugos, Buzásfürdő, Csák, Dette, Facsád, Gátalja, Zsombolya, Temesrékás, Nagyszentmiklós

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TEMES

Temes megye, Románia legnagyobb megyéje, a történelmi Bánság régió központja, az ország nyugati felében helyezkedik el, Magyarországgal és Szerbiával határos. Domborzata túlnyomórészt síkság, nyugati része az Alföld síksága, kelet felé pedig a domborzat fokozatosan emelkedik és a keleti határán található a Ruszka-havas. Jó minőségű termőföld jellemzi a síksági részeket, míg a dombvidék állattenyésztésre alkalmas területeket biztosít. A domborzati jellemzőknek köszönhetően, illetve a történelem során elvégzett területrendezési munkálatokra alapozva Temes megye magas termelékenységű mezőgazdasági befektetésekre alkalmas. Az utóbbi évek tendenciái továbbá azt mutatják, hogy fejlődésnek indult a mezőgazdasági feldolgozási szektor, illetve a élelmiszeripar, amelyeknek a fejlődését a helyi hatóságok is jelentősen támogatják.

Temes megye gazdasági mutatói, tekintettel a mezőgazdasági termelés fejlettségére, illetve a városokon jelenleg is működő iparra, rendszerint meghaladják az országos átlagot és a legtöbb éves statisztika azt mutatja, hogy Bukarest után a legnagyobb egy főre eső GDP-vel rendelkező megye. A változatos ipari lehetőségeknek és a magasan képzett munkaerőnek köszönhetően Temes megyében kiemelkedően magasabb a külföldi befektetések aránya. A jelenleg nyilvántartott 23 ezer vállalkozásból több mint négy ezer külföldi befektetés. Ugyanakkor, a helyi vállalkozási szellemre alapozva, illetve a határ menti kereskedelemben lehetőséget kihasználva, különösen erőteljes fejlődésnek indult a KKV szektor. A már említett élelmiszeripar mellett jól teljesít a textilipar, a vegyi ipar, illetve az autóalkatrészeket előállító szakipar.

Az utóbbi években szintén fejlődési ívre helyezkedett a szolgáltatási szektor is, amelynek szintén erőteljes helyi és országos kormányzati támogatása van. Számos helyi KKV és nemzetközi cég hazai leányvállalata országos és regionális színvonalú szolgáltatások biztosítására alkalmas. Emellett a kereskedelem hagyományos módon meghatározó része a megye gazdaságának, melynek potenciálját tovább fokozza a nemrég átadott autópálya-szakasz, amely összekötí Temes megyét az európai gyorsforgalmi úthálózattal.

Temes megye és különösképp Temesvár országosan elismert oktatási központ, ahol közép- és felsőoktatási intézmények széles tematikai palettán állnak rendelkezésre a munkaerő képzésére. Az utóbbi években ezen oktatási intézmények egyre szorosabban működnek együtt a gazdasági szereplőkkel a megfelelő képzési programok kidolgozásának érdekében. Emellett a megye lakosságának közel 10 százalékát nemzeti közösségek teszik ki, románok, magyarok, németek, szerbek, bulgárok stb. hagyományosan békés együttélésben fejlesztették a régiót. A hagyományos több nemzetiségi Bánság a történelem során folyamatosan felhasználta a nemzeti közösségek alkotóerejét és a nemzetiségek kapcsolatai ma is serkentő hatással vannak a megye gazdasági fejlődésére befektetési és kereskedelmi szempontból.

Kiemelt beruházási területek:

- mezőgazdaság
- változatos ipari szakágak
- IT

Suprafață: 8.697 km²
(3,6% din teritoriul țării)

Populație în 2016:
687.377 de locuitori
(aprox. 58% urban,
aprox. 42% rural)

Reședință de județ:
Timișoara

Municipii/orășe:
Lugoj, Buziaș, Ciacova,
Deta, Făget, Gătaia,
Jimbolia, Recaș,
Sânnicolau Mare

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TIMIȘ

Județul Timiș este centrul regiunii istorice Banat situată în vestul României, la granița cu Ungaria și Serbia. Din punct de vedere al suprafeței, este cel mai mare județ al României. Câmpia este forma predominantă de relief, care acoperă zonele vestică și centrală ale județului. Pe văile Timișului și Begăi relieful este deluros. Înălțimile cele mai mari corespund culmilor nord-vestice ale masivului Poiana Ruscă.

Potențialul agricol pe care îl are județul Timiș este remarcabil datorită suprafetelor agricole întinse și solurilor de foarte bună calitate, iar zonele deluroase sunt potrivite pentru creșterea animalelor. Mulțumită reliefului, dar și a lucrărilor de amenajare a teritoriului, de-a lungul istoriei, județul s-a dovedit a fi propice pentru investiții agricole de înaltă productivitate. Tendința ultimilor ani arată o dezvoltare a sectorului de prelucrare a produselor agricole, respectiv a industriei alimentare, acestea fiind puternic sprijinite și de autoritățile locale.

Indicatorii economici ai județului — mulțumită industriei puternice în mediul urban, cât și a producției agricole bogate — depășesc, de obicei, media națională. Statisticile ultimilor ani arată că în ceea ce privește PIB-ul pe cap de locuitor, județul Timiș este pe locul 2, după capitală.

Datorită sectorului industrial diversificat și puternic, precum și a forței de muncă înalt calificate, prezența investițiilor străine este deosebit de mare. Dintre cele peste 23.000 de firme înregistrate la Registrul Comerțului, în județul Timiș sunt prezente mai mult de 4.000 de firme cu capital străin. Sectorul IMM a înregistrat o puternică creștere, bazându-se pe tradiția întreprin-

zătorilor locali și pe comerțul transfrontalier. Pe lângă industria alimentară, au rezultate bune și industria textilă, chimică și producția pieselor de auto. În sectorul serviciilor s-a înregistrat o puternică creștere, acest domeniu fiind puternic sprijinit de autoritățile locale și naționale. Județul are multe IMM-uri sau filiere ale companiilor multinaționale care pot oferi servicii de calitate la nivel regional sau național. Comerțul este în mod tradițional prezent în județul Timiș, potențialul acestuia fiind amplificat și de autostrada care leagă județul de rețeaua drumurilor europene.

Județul Timiș, în special Timișoara, este un centru educațional cu renume la nivel național, unde funcționează numeroase instituții de învățământ superior, dar și școli care pot forma la orice nivel profesional forța de muncă. În ultimii ani, aceste instituții de învățământ colaborează din ce în ce mai mult cu reprezentanții sectorului economic pentru a dezvolta programe de formare profesională corespunzătoare.

10% din populația județului aparține diferitelor comunități naționale. În județ trăiesc, alături de români, maghiari, svabi, sârbi, bulgari etc. Convietuirea pașnică este o puternică tradiție a Banatului. De-a lungul istoriei, în Banat s-a folosit forța creatoare a diferitelor națiuni, iar relațiile interetnice au efect benefic asupra dezvoltării economice a județului în privința investițiilor și comerțului.

Principalele oportunități de investiții:

- agricultura
- diverse domenii din industrie
- IT



International **dog sled competition**, Ciumani, Harghita County

Nemzetközi kutyaszánhajtó verseny, Gyergyócsomafalva, Hargita megye

Competiție internațională de sanie trasă de câini, Ciumani, județul Harghita



