



Embassy of the Kingdom of Belgium

Bucharest, Romania

<https://www.facebook.com/BEEmbassyBucharest>

Business Newsletter

Year VI – 5/16 26 May 2016



Francophone business meetings in Sibiu



The Francophone Business Club of Sibiu organizes the first francophone B2B event in Romania on the 7th and 8th of June in hotel Ramada Sibiu. Companies from Romania, France, Belgium and Switzerland will participate in the event in order to tie potential business relations and find new partners.

The Francophone Business Club of Sibiu also organizes workshops aimed at presenting business opportunities in Romania with the contribution of experts in the field. This is a perfect occasion to forge new relations between companies from francophone countries and to highlight the French language in business. Around 30 companies are expected to attend this first edition, from different sectors such as: agriculture, industry, automobile, cosmetic, health, IT, finance, bank, services etc.

Further information : www.rencontres-francophones-affaires.com

Open doors day at Euro Sensolab Romania



On the 18th of May 2016, Euro Sensolab Romania (Euro Consultants Romania) opened its gates, presenting to the Romanian public one of the six sensorial analysis laboratories which the mother-company owns globally. Part of the Belgian group Euro Consultants, Euro Consultants Romania has one sensorial analysis laboratory equipped with 12 tasting cabins, built in accordance with the norms of ISO 8589.

The Open doors day is addressed to all representatives of the companies active in the food industry - producers, importers, distributors, retailers, HORECA professionals – and offers the participants the unique chance to experiment the sensorial analysis of food products themselves, as they will be invited to enter the tasting cabins and participate in a real tasting panel.

The sensorial analysis is a scientific discipline which measures, analyses and interprets the characteristics of food, drinks and materials, based on the reactions perceived through the senses. It has proved its usefulness in new product development, food production, product launching, after-sale services, etc. Euro Sensolab Romania uses specific methods such as triangular tests, pair tests, duo-trio tests, sensorial profile or Preference Mapping. Also, the statistic interpretation of the data is performed using the Friedman, Wilcoxon or Anova tests.

Euro Consultants Group is specialized in the continuous improvement of the quality of organisations (management consulting). The group counts 14 subsidiaries all over the globe and it's mainly active in the agro-food sector providing a complete range of services in: catering, hotels & tourism, food industry, retail, institutional and international cooperation.

Euro Consultants Group intervenes on 5 levels: audit & control, research studies, trainings, consultancy & support, operational assistance. The head-quarters of the group are located in Wavre, Belgium.

More info: www.euroconsultants-group.com

Romanian Government launches platform for foreign investors



InvestRomania launched a new website dedicated to foreign investors. Its purpose is to offer information about the Romanian economic outlook and the country's investment opportunities: www.investromania.gov.ro.

It has English language content and is divided into seven sections as follows: "Why invest", "Business in Romania", "Government Support", "Life in Romania", "Newsroom", "About us" and "Contact", each one split into sub-sections. All of them are meant to guide the potential foreign investor to information on macroeconomic indicators, education, cost of living, priority sectors, state aid, traditions, culture, details about InvestRomania's work etc.

Another component of the platform intends to present this year's key sectors, so investors have access to information such as market size, major players, available workforce, export capacity, potential suppliers and partners. The six key sectors are: IT&C, Automotive, Aerospace, Creative Industries, Agribusiness and Bio-Economy. Over the coming months, the platform will be updated with new analyses on strategic sectors, more information about industrial parks and financing instruments.

InvestRomania is the government organization dedicated to providing professional support and advice to foreign investors in Romania. Its purpose is to attract and facilitate foreign direct investment in Romania and support new or existing Romanian companies leverage their capabilities to expand to new markets.

More info: www.investromania.gov.ro

Belgian technology attracts interesting investors



In the European ranking, Belgium takes a striking 5th place according to the amount of deals per country. With 8 tech-deals landed in January, our country performs better than the Netherlands, Italy, Denmark and Finland.

A European comparison by Omar Mohout, technology and venture capital specialist at Agoria, shows that Belgian technology raised last month an exceptionally large amount of money because of venture capital funds. If this trend continues, Belgium will soon be a top tier player in the international investment market.

Only major parties, such as United Kingdom and France, closed more deals in January. In order to be ranked, companies have to raise a minimum of 1 million euros. In 2014, Belgium landed 8th place with more than EUR 232 million.

Source: *Economic & Business News from Belgium*

Cultural agenda: Wallonie-Bruxelles



1-5 June: The comic strips artist Flore Balthazar will participate in the International Book Fair Bookfest in Bucharest where she will deliver two comic strips workshops. Info: www.bookfest.ro

10-19 June: Participation of Wallonia-Brussels in the Sibiu International Theatre Festival: The theater company Les P'tits Bras et Mungo asbl with the show "The Smell of Sawdust" (circus), scheduled on the 14th and 15th of June on the Small Square in Sibiu / MéliMélo & Company with "Périples Motionless" show (intimate theater without words - object manipulation), scheduled on the 14th, 15th and 16th of June in the yard of Teutsch House / The group of musicians Kermesz à l'Est (Balkan and rock music mix), scheduled on 12th and 13th of June on the pedestrian area of Nicolae Bălcescu and the Small Square. Info: www.sibfest.ro

24 June: During the Night of Cultural Institutes in Bucharest the Wallonia-Brussels Delegation will present a dialogue in comic strips with the artists Octav Ungureanu and Alexandru Ciubotariu projected live on the walls of the Balassi Institute (8 Gina Patrichi) at 22:00 hours. A group of percussionists will animate the event. For more info follow the facebook page of the event: www.facebook.com/NoapteaInstitutelorCulturale.

More info: www.wbi.be/bucarest

Strengthening communities: TON-ADR activities June



June 3-5: The national conference "Strategic development through European collaborations" organized by The Open Network for community development (TON) and EUROPANET will take place in Iași. This event focuses on the potential of European projects for local and regional social organizations and brings together local groups and European project evaluators next to public and private organizations. Info: cristina.chert@theopennetwork.ro.

June 7-9: The European Fire Service Colleges Association (EFSCA) annual conference with the theme "Building cooperation in the field of Research & Development for Fire Safety, Firefighting and Civil Protection" will take place in Bucharest. ADR-Vlaanderen and The Open Network for community development will present a potential Erasmus+ project in which Belgium and Romania take the lead in developing training programs and exchanges for voluntary and professional fire brigades. Info: <http://www.efsc.org/SitePages/Home.aspx>

June 8: The Belgium Embassy in Bucharest will host a press conference to promote the TON project elderly homecare for the rural settings of Romania: "Active Rural Communities in providing and monitoring of homecare services - Increasing the access to medical-social services for the elderly in 5 rural communities". Besides working to effectively deliver home care services in rural settings, this project also has an advocacy component, aiming to extend the lessons learned into a wider policy making process. The project amounts to an overall value of CHF 82300.00 and is co-financed by a grant from the Swiss Contribution to the enlarged European Union. More info: cristina.vladu@theopennetwork.ro.

.....Flash & Agenda.....

May 24-June 6: Application process open for the summer school for personal development 'Joyful Teaching' addressed to primary school teachers and counsellors in Argeș, Brașov, Dâmbovița and Mureș. The program is provided by the Association 'Hai cu noi în Horă', founded in Romania by Belgian Charlotte Van Den Abeele and will take place between July 11-15, 2016 in Mălâncrav, Sibiu. Hora is working under the patronage of the Belgian Embassy in Bucharest with the support of Carmeuse Foundation, the Educational Academy of Belgium, the Romanian Ministry of Education, the Institute for Research in Education and is funded by: Carmeuse Romania, EY Romania, GDM Electronics, VPK Packaging, Dacris SRL, Belexport, IKEA, SAB Miller (Ursus), De Banier, Absolute Jobs and Leonidas. More info: www.asociatiahora.ro*

May 26 – June 30: Bucharest BIENNALE with curator Belgian Niels Van Tomme. More info: www.bucharestbiennale.org*

May 28: Celebration 25 years of collaboration Dilbeek – Cehu Silvaniei at 18:00 hours in the community hall Dilbeek. More information: Hilde Maes, adr.dilbeek@telenet.be; TON-trainings women organization (OLF) in Slatina-Timiş, trainings men organization (OLB) in Armeniş and local development (CLD) in Ciurarna: info@theopennetwork.ro; BBQ Vatra Hooikt, Parochiezaal Familia in Berlaar-Heikant, between 18:00–22:00 hours. Info: lucien.herijgers@pandora.be*

May 31: Romanian writer Claudiu M. Florian, European Union laureate for literature in 2016, will receive the prize for his book 'Vârstele jocului. Strada Cetății' in Brussels. The next day he will participate, together with several other laureates, in a debate moderated by the Belgian writer Isabelle Wery. More info at: www.icr.ro*

June 3-4: Theater Performance 'Hoop sterft laatst!' (Hope dies last!) by Roemeniëcomité Diest, at 20:00 hours in CC Diest (Begijnhof) Reservations: devierdewand@gmail.com*

June 5: Romanian festival of Flanders in Aalst, at Begijnhof, 41A, Aalst between 13:00–18:00. Info: constantinos10@gmail.com*

June 5-12: 17 mountain bike racers from KWB-Larum, Geel, will ride through the epical tracks of the South Carpathians around Slatina-Timiş. More info at: www.slatina-timis.be*

June 8-15: Study and work visit ADR Nijlen to Hodora and the first meeting around the project Homecare. Info: lieve.verelst@pandora.be*

June 9: Violin recital of Belgian classical music under the patronage of the Belgian Embassy by soloist Prof. Dr. Daniel Mihai at 18:00 hours in Sergiu Celibidache hall of "Regina Maria" National College of Arts, Constanța. Info: www.cnareginamaria.ro*

June 25-26: The organization 'Cross to Romania' De Panne participates in the historical evocation *Cabour '14-'18* at Domein Cabour, Moeresteenweg 141, De Panne, Belgium, between 10:00-18:00 hours. Info at: www.depanne.be and cultuur@depanne.be*

Call for support: TON organizes yearly regional trainings for a sustainable community, based on the principle of solidarity. You can support their activity through donations, sponsoring or the 2% rule. More info: <http://theopennetwork.ro/campania-redirectioneaza-2>.