



## Embassy of the Kingdom of Belgium

Bucharest, Romania

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

### Business Newsletter

Year VII – 2/17 27 February 2017



The Belgian Romanian Business Association (BEROBA) and the Embassy of the Kingdom of Belgium in Bucharest will organize together with FIT, AWEX and Wallonie-Bruxelles the 5<sup>th</sup> Belgian Week between the 24<sup>th</sup> and the 28<sup>th</sup> of April 2017 in Hotel Grand Italia in Cluj-Napoca.

This year's theme is "ICT & automation" and will address the transformation in manufacturing described as "Industry4.0" through seminars and B&B meetings. BEROBA will offer a platform for Romanian and Belgian businesses to better know each other, to tie commercial links and to identify investment opportunities.

This four –day event will also be also a culinary experience, with an evening of chocolates and waffles, an evening Belgian cheese and beer tasting and a dinner prepared by a Belgian chef, specially flown in for the occasion.

Interested parties can contact BEROBA at: [info@beroba.com](mailto:info@beroba.com)

### **Mega Image results 2016**



Since the first supermarket opened in 1995, Mega Image became a beloved brand on the Romanian market, with a particularly strong presence in Bucharest as the no.1 supermarket awarded by the clients. For example, just at the end of 2016, Mega Image reached a network of 527 shops, being the most present retailer in Bucharest.

With a team of over 10.000 people working together to bring fresh inspiration to the customers every day and helping them enjoy their life, Mega Image is in Romania a leading supermarket and a responsible retailer.

The year that just passed was an excellent one for Mega Image. In 2016, Mega Image launched the brand communication platform named "Inspiration for the heart of your home", with a unique approach - valuing cooking experiences as the heart of your home, where the kitchen becomes the place that brings families together. In everything Mega Image does, the aim is to be a part of the clients' life, to best integrate in their lifestyle and offer fresh inspiration every day for the 'heart of their homes'. This became the credo and the strong belief of Mega Image.

One of the achievements of the company in 2016, in order to build further excellent relations with the customers, was to extend the customer care support service for clients to

a schedule of 24/7. This meant an increasing availability to customer's questions or complaints.

Also, Mega Image opened a new logistic center in Ștefăneștii de Jos, in the north part of Bucharest.

To build further excellent relations with the customers, the company looked at the lifestyle of the clients beyond the store visits, trying to find their hobbies and preferences to spend free time and created actions and events integrated in their lifestyle.

More info: [www.mega-image.ro](http://www.mega-image.ro)

### **EU Commission - "2017 European Semester Country Report on Romania"**

The EU Commission published on the 22<sup>nd</sup> of February its Country report on Romania. According to the Commission: "The Romanian economy has been on a cyclical upswing for the past two years. Growth hit a post-crisis peak in 2016 (at 4.9 %), fueled by strong domestic demand on the back of pro-cyclical fiscal policies. Growth is set to remain robust over the forecast horizon at 4.4 % in 2017 and 3.7 % in 2018. The current account deficit deteriorated in 2016 and is expected to widen further driven by import growth due to strong domestic demand. Private consumption continued expanding, boosted by wage hikes and indirect tax cuts. While private investment was supported by low interest rates and stable investor confidence, public investment declined in 2016 due to a low implementation of EU funds. The labour market strengthened further driven by robust economic growth. The tightening of the labour market has been associated with robust wage growth. Driven by significant tax cuts and expenditure hikes, the general government deficit increased to 2.8 % of GDP in 2016 and is projected to increase further to 3.6 % in 2017 and 3.9 % in 2018."

"Structural challenges may dampen the medium term outlook. Although Romania made progress, particularly in governance, employment policies and poverty reduction, these reforms are not yet anchored in a sustainable manner. While some of these structural reforms are at risk of being reversed, others have stalled and the irreversibility of progress in the fight against corruption was recently put at risk."

### ***The EU Commission warns Romania ...***

The European Commission recently sent warnings to Romania on issues that concern the business communities. An infringement procedure was started over retail of agricultural produce and food products, Romania is taken to the European Court of Justice concerning landfills and the transposition in Romania on the rules for the free movement of workers needs to be sped up.

### ***... on agricultural procedure***

The Commission decided to send letters of formal notice to Hungary and Romania on the grounds that their national rules on retail of agricultural and food products run against EU law. In Romania, large retailers are required to purchase at least 51% of food and agricultural products from local producers. This raises concerns with respect to freedom of movement of goods. The same law also requires retailers to promote products of Romanian origin, restricting their commercial decision of which products to place on offer, which in turn runs counter to the freedom of establishment (Article 49 of TFEU). According to EU law restrictions of these freedoms are only permitted when there is a justified need to protect an overriding public interest, such as public health, and no less restrictive the measures can be taken.

### **... on landfills**

Despite earlier warnings from the Commission, Romania has failed to take measures against 68 non-compliant landfills, as required by EU Landfill Directive (Council Directive 1999/31/EC). Under the Directive, Member States must recover and dispose of waste in a manner that does not endanger human health and the environment, prohibiting the abandonment, dumping or uncontrolled disposal of waste. Due to insufficient progress in addressing the issue, the Commission sent an additional reasoned opinion in September 2015, urging the Romanian authorities to adequately deal with 109 uncontrolled sites, which – although not in operation – still posed a threat to human health and the environment. Some progress was made, but for 68 landfills the necessary measures – to clean them up and close them – had still not been completed by December 2016. In an effort to urge Romania to speed up the process, the Commission is bringing the Romanian authorities before the Court of Justice of the EU.

### **... on EU citizens working abroad**

The Commission has decided to send reasoned opinions to Austria, Cyprus, the Czech Republic, Estonia, Lithuania, Luxembourg, Portugal and Romania over the failure to notify complete transposition of the Directive concerning EU citizens' right to work in another Member State (Directive 2014/54/EU) into their national legislation. The Directive aims to help people working or looking for a job in another EU country to exercise their right of free movement granted by EU law more easily. It envisages measures to assist and to protect mobile Union citizens, to ensure better access to information on the free movement rights, to tackle discrimination on grounds of nationality as regards access to employment, pay and other working conditions as well as to overcome existing unjustified obstacles to free movement. Furthermore, the European Commission decided to send reasoned opinions to the Czech Republic, Cyprus, Spain, Croatia, Luxembourg, Portugal, Romania, Sweden and Slovenia over the failure to notify the complete transposition into their national legislation of another Directive (Directive 2014/67/EU) setting out measures and control mechanisms necessary for the better and more uniform implementation, application and enforcement in practice of the posting of workers as required by Directive 96/71/EC. Member States' laws, regulations and administrative provisions necessary to comply with the Posting of Workers Enforcement Directive had to enter into force by 18 June 2016 and the Commission had to be informed immediately.

Info: Source: [https://ec.europa.eu/info/publications/2017-european-semester-country-reports\\_en](https://ec.europa.eu/info/publications/2017-european-semester-country-reports_en)

### **March Activities of the Delegation Wallonie-Bruxelles in Bucharest**



March 13-19: International Documentary Film Festival "One World Romania". Presence of the director Jérôme le Maire for the presentation of his film "Burning out" and discussions with the public.

More info on the programme: <http://oneworld.ro>

March 22-25: Presence of the French-speaking Belgian writer Barbara Abel in Bucharest and Iasi for the promotion of her Belgian detective novel and participation in the "Journées de la Francophonie" in Iași.

More info: [www.facebook.com/DelegatiaValoniaBruxelles](http://www.facebook.com/DelegatiaValoniaBruxelles)

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

March 8–10: "Rencontres Européennes de Transylvanie 2017, Santé et territoires: quels enjeux pour demain?" 7th edition. Organized by the French Embassy and the French Institute in Romania. Guest speakers ADR-Vlaanderen and The Open Network. Cluj – Zalău – Oradea. Info: [www.ambafrance-ro.org](http://www.ambafrance-ro.org) / [www.institutfrançais.ro](http://www.institutfrançais.ro)

March 11: Spaghetti-evening to support kids holidays from Effata in Tessengerlo. Info: [raoul.geboers@telenet.be](mailto:raoul.geboers@telenet.be) / [www.limpro.be](http://www.limpro.be)

March 11: Regional training TON "Volunteers for home care" in Tăut-Batar, Bihor county. More information: Johny Suru at [mutualite\\_csro@yahoo.com](mailto:mutualite_csro@yahoo.com)

March 15–17: International days @ Thomas More University college with a focus on Human Rights with the participation and presentations of ADR-TON on campus Geel, Mechelen and Turnhout. Info: [www.thomasmore.be/agenda/13th-thomas-more-international-days](http://www.thomasmore.be/agenda/13th-thomas-more-international-days)

March 16: BEROBA Powerlunch "What is e-invoicing and why is it important for you?", starting 12:30 pm in Hotel Marshall Garden, 50B Calea Dorobantilor. For subscription: [info@beroba.com](mailto:info@beroba.com)

March 18: General Assembly ADR-Vlaanderen in Heusden-Zolder with a focus on population ageing in Romania. Info: [www.adrvlaanderen.be](http://www.adrvlaanderen.be)