



**AMBASADA REGATULUI BELGIEI**  
**EMBASSY OF THE KINGDOM OF BELGIUM**  
 Bd. Dacia 58 - 020061 Bucharest  
 tel: 0040 21 210 29 69 - e-mail: [ambabuc@clicknet.ro](mailto:ambabuc@clicknet.ro)  
**BUSINESS NEWSLETTER**  
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The 2015 Belgian spring in Romania shall be marked by a multitude of activities starting by paying tribute to women filmmakers, the female drive behind the center for Belgian literature in Cluj and last but not least on the 8<sup>th</sup> of March to all ladies related to the Belgian link. With the increase of female engineers in its staff, **Contec Romania** with seat in **Ploiești** will be one of the companies that shall offer more roses this year to its female collaborators. The increasing technical capacity in Romanian human resources is a general phenomenon which provides private investors stimulating opportunities to further expand their business. One of these Belgian companies that has found the right drive is **Samdam**, inaugurating in **Baia Mare** at the occasion of the 20<sup>th</sup> anniversary of the establishment of the company a new entity that will operate as **Sprint Textile Decorations**. Another expansion is the opening of **Alpha Parking** in **Bucharest** by **Interparking Group** which consolidates as such its position as market leader. With the new shareholder Kingspan, **Megaprofil** in **Buziaș** expects to strengthen its position in the market of steel-based construction materials for roof and wall applications. In March the fourth Belgian Day will take place in **Chișinău**, while preparations are on their way to make the third **Belgian Week** a success in April. Fine menus and even a take away card, seminars, a Belgian Business Day and a gala event including, in collaboration with **TON**, a first social economy award, are on the agenda, and hopefully also in your agenda. **Philippe Beke**  
**Ambassador of Belgium**

*Third Belgian Week at the Crowne Plaza Hotel Bucharest  
 from Monday 20 till Sunday April 26*



The **Belgian Romanian Business Association**, the **Belgian Embassy**, **FIT** and **AWEX** are organizing a third **Belgian Week** from Monday 20 till Saturday April 26 in **Crowne Plaza Hotel Bucharest**. Food lovers will recall the **tasty dishes** that could be enjoyed in 2014 with thanks to chef Ashley Dias and product provider Mega Image. This year a new Belgian menu will be available in the restaurant but for those that prefer the cozy environment of the living room, a **take away service** will be organized. Staying at the hotel will be very advantageous for **BEROBA** members who will pay the **exclusive price of 85 Euro per night** during the Belgian Week. Also this year **BEROBA** members will have the opportunity to organize **seminars** with the **meeting room free of charge**. For first contact and availability mail to [Charlotte.VanDenAbee@diplomel.fed.be](mailto:Charlotte.VanDenAbee@diplomel.fed.be). The closing date is set at the 15<sup>th</sup> of March. On **Thursday 23<sup>rd</sup> of April** an **Open Business Day Event** is scheduled at 16:00 ending with reception that will shade off in a welcome reception for the **Gala Evening**. The 2015 **exhibition** in the hotel lounge and adjacent corridors has a humoristic undertone with **Nero**, a typical Belgian comic strip figure created by **Marc Sleen**. The inauguration of the exhibition will be part of the **opening event** of the Belgian Week scheduled for on Monday 20<sup>th</sup> of April at 18:30. The Belgian Week will end with an abundant **brunch** on **Sunday 26<sup>th</sup> of April**. Apart from **Crowne Plaza Hotel Bucharest**, also for this year **Stella Artois** as beer partner ([simona.popi@molsoncoors.com](mailto:simona.popi@molsoncoors.com)) and **Oprisor** ([iliuta.cucu@crama-oprisor.ro](mailto:iliuta.cucu@crama-oprisor.ro)) as wine partner confirmed their participation. All **programme updates** on the business and culinary event which is the Belgian Week can be checked at [www.beroba.com](http://www.beroba.com), the official website of the event.



**Interparking market leader with opening of Alpha Parking in the center of Bucharest**



**Square Parking** was established in **2010** as a subsidiary for **Romania** of **Interparking Group** ([www.interparking.com](http://www.interparking.com)). In **October 2012** a first underground parking for **400 car parks on 13.000 m<sup>2</sup>** in concession from the Bucharest municipality, was inaugurated underneath the Piața Universității in **Bucharest**, allowing direct access to the Bucharest historical center. **Next March** the **Alpha Parking** will welcome cars in a new state of the art environment. This new investment of the **Brussels based company** in an existing location next to Piața Universității can accommodate **960 cars on 28.000 m<sup>2</sup>**. End of the 1960's the site served the *National Theatre*, *Intercontinental hotel* and the neighbourhood. After 1990 when the car park and the hotel were privatized, the space was reconsidered as a garage with parking permits only yielding 15% in hours rotation. In 2013 **Square Parking** ([www.interparking.ro](http://www.interparking.ro)) took over the place and transformed it in a **fully equipped public parking** with two new ramps serving the access area, an elevator, ventilation, new electrical network and single space management system. The charging facilities for electrical cars is a new device for high-end clients. With this investment **Interparking** consolidates its leaders' position in the Bucharest parking world. For info or special company rates: Cezar Ionescu [cionescu@interparking.com](mailto:cionescu@interparking.com)





### Samdam Gifts Romania celebrates its 20th anniversary with new printing facility in Baia Mare

**Samdam Gifts Romania** ([www.samdam.ro](http://www.samdam.ro)) invested over **2.5 million Euro** in state of the art equipment for screen printing up to 18 colors, embroidery and other types of printing machinery. The screen printing department can achieve a daily production of 60.000 pieces, while the newest Tajima embroidery machine is able to produce more than 32.000 pieces per day. A lot of attention was paid to reduce the negative impact on the environment. The Kornit DTG machine sPrint is not only using **eco-friendly** inks but the company also invested in a full automatic cleaning installation for the screens that recuperates the water and neutralizes detergents. With this highly performing technical equipment, **Sprint Textile Decorations**, the new company based in **Baia Mare**, ([www.sprint-romania.com](http://www.sprint-romania.com)) has the ambition to become a leader in textile decorations in Europe. Samdam company has offices and showrooms in Bucharest, Baia Mare and Iasi and has representatives in Cluj and Timișoara. Info: [wim@samdam.be](mailto:wim@samdam.be) or [cipri.falaus@sprint-romania.com](mailto:cipri.falaus@sprint-romania.com)

### Kingspan takes control over Megaprofil in Buziaș



Ergon Capital Partners II SA ("Ergon") and Bremhove NV ("Bremhove") entered into an agreement with the Irish group **Kingspan** on the sale of the **Joris Ide Group**, a leading producer of steel-based construction materials for roof and wall applications, offering solutions for many different types of buildings. The Group with headquarters ([www.joriside.com](http://www.joriside.com)) in **Zwevezele** (Prov of Western Flanders) has established a strong industrial footprint with 1.100 employees spread over 17 plants in Belgium (5), France (8), Germany (1), Romania (1), Hungary (1) and Russia (1) and an annual revenue of € 465 million in 2014. **Megaprofil Romania** ([www.megaprofil.ro](http://www.megaprofil.ro)) was established in **2001** as a brown field investment in Buziaș town, Timiș county. Initially Megaprofil sold sheet profiles imported from Belgium but over the years, the company, totaling 118 employees today, invested in various production lines for profiled sheets, also further developing the production of metal plates, composite panels, beams and accessories. Pending the antitrust approval, Megaprofil Romania will from March 2015 onwards sail under the Kingspan flag. Further info: [adrian.porfir@megaprofil.ro](mailto:adrian.porfir@megaprofil.ro)

### Industrial ICT developer Contec aims on high end human resources in Ploiești



**Contec** ([www.contec.be](http://www.contec.be)) with headquarters in **Antwerpen** is a worldwide player in industrial automation of complex production processes. The activities include software engineering (PLC-SCADA – MES) and hardware engineering (electrical and instrumentation) on turnkey projects in almost every conceivable sector. In **2012** Contec inaugurated its Romanian subsidiary in **Ploiești**. Currently Contec Romania is active on the local market but also has quite some multinationals among its clients. Therefore Romanian engineers mostly work on international projects, very often in cross-cultural teams with Belgian and Polish colleagues. Step by step the team grew in strength and capacity. With at the start four engineers, Contec Romania on the 1<sup>st</sup> of March 2015 counts *fifteen engineers*. Info: [info@contec.be](mailto:info@contec.be)

### The Open Network widens its scope of action in social economy



From **March 2015** until **February 2019**, the Romanian Belgian NGO **The Open Network - TON** will be involved in **RE-INVEST**, a trans-national EU financed project with as full title *Rebuilding an Inclusive, Value-based Europe of Solidarity and Trust through Social Investments*. Different nationalities of European citizens severely affected by the crisis will be involved in the construction of a more powerful and effective social investment agenda with policy recommendation accomplishing specific objectives as development of innovative methodological tools for participative research, involving mixed teams of researchers, NGO workers and people from vulnerable groups, as well as development of a theoretical model of social investment, with a focus on the promotion of human rights and capabilities, capacity building in civil society organizations for the promotion of the European social investment agenda through networking and policy recommendations. This project is a new step in the accomplishments TON has set as goals, gathering grassroots best practices for changes into European policies development for a social fair inclusive Europe. Further info: [cristina.chert@theopennetwork.ro](mailto:cristina.chert@theopennetwork.ro)

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

**06-08.03 Bucharest - Cinema Studio:** special guest on **Women Filmmakers Days** is film director **Caroline Strubbe** whose *Lost Persons Area* and *I Am The Same, I'm Another* will be projected on **07.03 at 18.00 and 20.00\*** **11.03 Chișinău Belgian Day** with round table day event on public health in Moldova\* **25-27.03 Cluj - journées de la francophonie** avec cinq activités proposés par le Centre d'Études des Lettres Belges (Université de Cluj): journée d'étude sur les écrivains et les médias # conférence de **Jacques De Decker** # expo bande dessinée **Images du CBBB** # séminaire Doctoral **Lettres Belges, Lettres Vives** # film *Yadel* et masterclass de **Kenan Gorgun** dans le cadre du Festival International de Court-Métrage - info [www.wbi.be](http://www.wbi.be)\* For the **2015 World War I commemorations in Belgium** surf to [www.be14-18.be](http://www.be14-18.be) # [www.flandersfields.be](http://www.flandersfields.be) # [www.wbi.be](http://www.wbi.be)\* **BEROBA SAVE THE DATE** : **power lunch** on **18.03** with the GM of the Romanian stock exchange **Ludwik Sobolewski** and on **14.05** with experts in social law **Adrian** and **Simona Manolache** as usual at **12:30** at the **Marshall Garden Hotel** on a **first come first served** basis.