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The **third edition of the Belgian Week** has ended with a nice brunch last Sunday in Crown Plaza hotel. The highlights have been the passive house and the social economy seminar, the gala evening, the networking reception with a splendid sommelier presentation of Affligem beers and Belgian tastes that chef Ashley Dias and his team had prepared. With a recent increase of Belgian economic presence in Romania, the Belgian Week was an interesting opportunity to get acquainted. For some it was a first participation, as was the case of the representatives of **Tessutica Romania**, a newly established subsidiary from the Belgian Beaulieu International Group in **Ploiești**. After a first phase of 12.500 m<sup>2</sup> is being finalized after only one year, constructions on a second phase of again 12.500 m<sup>2</sup> is starting in May. Also expanding is Antwerp based **Romagnetics srl** in **Palota**, judets Bihor. With the installation of two high precision CNC machines, this specialist in **magnetic heads** for various applications is reckoning on an expansion of its production capacity. The dynamism and creativity of Belgian companies in Romania is shown every day. **Mega Image** further expands its presence in the distribution sector, including the creation of new theme shops under its Romanian quality label **Gusturi Românești**, while **staircase producer Sogem**, active in the judets of Suceava will launch a new range of designs in May. After a successful 2014, the logistic expertise of **HEssers** is further being appreciated by its clients in 2015, allowing to expand its activities in Romania where it will in the future also manage the logistics of pasta producer Băneasa SA. HEssers is one of the driving forces in **BEROBA** that has contributed to its achievements. With new interesting power lunches in May and June and an on-going participation in Coalitia, BEROBA stands firm to continuously provide to the Belgian business world in Romania a high level service and therefore welcomes all new proposals on future initiatives or participation of its members in the reshape of its branding.

**Philippe Beke**  
Ambassador of Belgium



**Beaulieu International Group starts up second phase in Ploiești**

The Belgian **Beaulieu International Group** ([www.bintg.com](http://www.bintg.com)) with headquarters in **Deerlijk-Waregem** (Prov of Western Flanders) is a composed of 3 business units: Flooring Solutions is a prominent European leader in wall-to-wall floorcoverings, Granules produces polypropylene granules for numerous applications and thirdly Engineered Products has as activities developed product lines for fibres, yarns, technical textiles and technical sheets. Originally the group started as an upholstery weaving business in 1959. Upholstery business has evolved a lot since the early days. Including its name which originally was *Ter Lembeek*, and is now known as **Tessutica**. The Company sells to furniture makers and wholesalers all over Europe under the brand names **Beaulieu Fabrics** and **Ragolle Fabrics**. Tessutica has taken an active role in the rationalization process over the recent years by first acquiring Tissat in 2013 and later on Ragolle Fabrics. The company is currently operating 28 production sites in ten different countries including Romania, totaling worldwide 4.000 staff in production and in sales.



In order to improve its efficiency, Tessutica decided to invest in **Romania** in **2014**. **Tessutica Romania** is located in the **Allianso Industrial Park**, West of **Ploiești** city (județ Prahova). The first phase of new plant is finalized, containing on a surface 12.500 m<sup>2</sup> a warping and weaving division with 65 looms installed. In the 100 local employees have been trained to acquire the needed weaving skills. With the first phase being finalized, Tessutica Romania will start in May the second phase of the project with the construction of an **extended build-up area of 12.500 m<sup>2</sup>** bringing the total of the **operational surface before the end of 2015 to 25.000 m<sup>2</sup>**. Info: [luc.vandewiele@tessutica.com](mailto:luc.vandewiele@tessutica.com)



**New range of designed staircases in kit strengthens ambition of Sogem for its production in Vama**

Founded in **1987**, Sogem ([www.sogem-sa.com](http://www.sogem-sa.com)) with headquarter in **Montignies-sur-Sambre**, created the concept of **do-it-yourself staircases in kit**. Today the company belongs to the top European manufacturers and distributors of staircases in kit with a turnover reaching nearly 11, 5 million Euros, of which 47 % on export. The group consists of a main site with warehousing in Belgium, a subsidiary in France and a Romanian production site since **2009**. The factory is located in **Vama**, near Modovița, in Suceava province in the very north of the country, operating today with 120 staff. The site is located in *Bucovina*, to be read as the *forest of beeches*, providing in abundance beech wood. **Sogem Production Romania** ([www.sogemprod.ro](http://www.sogemprod.ro)) ensures 80% of the manufacturing of its customized staircases in kit, mainly made of beech or oak. The company is to present in May a new designed range of staircases. The new catalogue includes 52 models, traditional, contemporary, space spirals, saver, millers and loft ladder, with a large choice of fir, beech, oak as well as aluminum and metal elements. The company is also producing and distributing items for railings and guardrails in wood or aluminum. With the performances of the Vama production site, Sogem intends to **extend the build-up area** in order be able to optimize the interaction of the different divisions and reorganize the warehousing of the stocks. Info: [cvasiloiu@sogemprod.ro](mailto:cvasiloiu@sogemprod.ro)



**Marche en Famenne welcomes exhibition on Romanians and the Great War from May 18 till June 7**

In **commemoration of 100 years of World War I**, the **National Museum of History** in Bucharest conceived in collaboration with the **Romanian National Archives** and **Babes Bolyai University** in Cluj, an exhibition entitled The Romanians and the Great War, covering the period when Romania entered the war in August 1916 up till the end in 1918. After a passage in Brugge the exhibition will next be presented from May 18 till June 7 in **March-en-Famenne** at the Provincial Library. Info: [www.bruxelles.mae.ro](http://www.bruxelles.mae.ro)

## Mega Image steps up with its projected expansion of Gusturi Românești shops



Mega Image has invested a lot in customers facilities. The Business Review Awards rewarded this strategy by selecting Mega Image as having the best **2014 online strategy for business development** in Romania. An important factor contributing to the success of Mega Image is the **permanent creativity and flexibility**, offering its customers convenience and a permanent renewed assortment. After the creation of the wine-corner and the health-corner last December, **Mega Image's newest offers** are a **Starbucks coffee** in a number of Mega Image and Shop&Go facilities in the capital, thus being the *first non-Starbucks company* offering the premium coffee in the country, as well as a concept development on the **Gusturi Românești shops**. When six years ago Mega Image launched the product brand 'Gusturi Românești' (Romanian tastes), the Belgian based retailer performed some pioneer work. These efforts to support and promote quality products made in Romania have found a logic prolongation with the creation of Gusturi Românești shops, a concept store with as first achievement the transformed Angst shop on **Bd. Ion Mihalache 104**. Being without exception traditional tastes, the products range from recipes that were almost erased from memory to daily used ingredients and dishes. Almost **380 Romanian quality products** are represented in ten categories covering fruits & vegetables, dairy, delicatesses, meat with Angst-products, bread, culinary products, drinks and sweets. Mega Image intends to open two new Gusturi Românești in the former Angst shops, one located in **Str. Mendeleev** (zone Piata Amzei) and another located on **Piata Domenii**. In addition to the shops that were already opened in 2015, *the grand total of Mega Image shops in Romania stands at 415*. With its original **Super Flizz campaign**, Mega Image ([www.mega-image.ro](http://www.mega-image.ro)) allows customers to receive for each product participating till the 13<sup>th</sup> of May up to 72 different cartoon characters to be collected on mini disks. Info: [lgindaoranu@mega-image.ro](mailto:lgindaoranu@mega-image.ro)

## Romagnetics srl

### Romagnetics srl in Palota invests in new performing machines

#### Professional Magnetic Heads

Public transport, parking management sector, toll roads and the financial sector all over the world are served with magnetic heads reading and writing magnetic data on appropriate plastic and paper cards. **AM Belgium** ([www.ambelgium.be](http://www.ambelgium.be)), based in **Antwerpen**, is since the late nineties a Belgian independent company **designing and manufacturing professional magnetic heads** for various applications. Over the years AM Belgium developed its own in-house capacity to design, prototype, manufacture and market professional magnetic heads for a large variety of applications. With references for the European highways, the Paris, Warsaw, London, Moscow and Hong Kong underground and most part of the car park operators and atm's. Apart from these markets, also audio heads, recording multi track sound and banknote sensors verifying bank notes on their authenticity, are part of the range of products sold all over the world. In order to extend its competitiveness, AM Belgium decided in 2009 to establish a subsidiary in Romania. **Romagnetics srl** invested in a plant in **Palota**, near Oradea. Today with a staff of 38 people the Romanian plant is disposing over the latest generation machines, capable to meet very narrow tolerances, is able to contract manufacturing of electronic assemblies and electronic devices, precision metal machining and cable assemblies. In May 2015 Romagnetics confirms its confidence in the production site in Romania by installing a high precision **CNC controlled milling and grinding machine**. Info: [kristof.de.vree@ambelgium.be](mailto:kristof.de.vree@ambelgium.be)



### H.Essers perform logistics for Băneasa SA

**Băneasa** is one of the most respected names in the grain milling and pasta production, with a history of over two decades. For more than 15 years they are the **leaders of the pasta market** in Romania, with **factory in Buftea** being the largest and most modern producer of pasta in the country, as well as in the entire Balkan area. With an annual production capacity installed of over 25.000 tons of pasta, Băneasa is one of the strongest operators across Central and Eastern Europe. The permanent development and implementation of the most modern integrated quality and food safety systems represent the key of achieving of the strategic objectives. Specialist in logistics **H.Essers** will perform for Băneasa SA handling, storage, reverse logistics, distribution and in-house logistics distribution over whole Romania and Bulgaria. For the goods operated in H.Essers Buftea warehouse, 1.200 pallets in average are stored and for the in-house logistics an average of 2.800 pallets is operated. More info: [Jeroen.Fabry@essers.com](mailto:Jeroen.Fabry@essers.com)



**BEROBA SAVE THE DATE:** **Simona and Adrian Manolach** (Error! Hyperlink reference not valid. known legal

specialists on **labour law** and will be the next guests on the **power lunch**. The meeting will take place on **Thursday 14<sup>th</sup> of May at 12:30 in Marshall Garden hotel**. Subscribe on [info@beroba.com](mailto:info@beroba.com). As usual, BEROBA members do not pay but mind you that places are limited and attributed on the **first come, first served** principle. The **last powerlunch before holidays** is scheduled for the **11<sup>th</sup> of June**. For **pictures on the Belgian Week** consult the BEROBA website [www.beroba.com](http://www.beroba.com)

#### .....Flash.....

Back in Romania: after his professional stay in Russia **Boris Wouters** was promoted to become **General Manager Vodaphone Romania SSC** – [boris.wouters@vodafone.com](mailto:boris.wouters@vodafone.com)\* **Ben Punie** has joined **Accenture Timișoara** as Global Process Owner Talent & Performance – [ben.punie@gmail.com](mailto:ben.punie@gmail.com)\* Newly designed website for **Heleon Construction srl**, the Romanian subsidiary of **Verschoore Constructie NV** (Ingelmunster) specialist in stainless steel equipment for various industries – surf to [www.heleon.ro](http://www.heleon.ro)\* **Liebrecht & wood** has rebranded its **Military retail park** – surf to [www.liebracht-wood.ro](http://www.liebracht-wood.ro)\* **Toto and His Sisters**, a documentary directed by **Alexander Nanau** won the **Grand Prize of the 7<sup>th</sup> edition of the Millennium International Documentary Film Festival in Brussels\*** Belgian movie **Jung Forever** won the **public prize** at the **Bucharest international movie festival Film Next\*** **SERVE Winery** (Ceptura), exporting 40% of its production, was selected by *two top Belgian restaurants with Michelin star*: **Red Milenium 2011** will be served in restaurant **Marcus** (Deerlijk) and **Fetească Neagră Terra Romana 2012** in restaurant **Berto** (Waregem)\* For a survey of the **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)

#### .....Agenda .....

**29.04 Cluj - Museum National Art 18:00:** Motus exhibition on photography with Belgian artist **Jim Sumkay** as guest of honour – more info on [www.macluj.ro](http://www.macluj.ro)\* **07-14.05.15 Bucharest European Film Festival** with for Belgium two movies: on **Monday 11.05 Le Gout des myrtilles** directed by **Thomas De Thier** at 18:30 in **Cinema Studio** and on **Wednesday 13.05 Allez, Eddy!** directed by **Gert Embrechts** at 18:00 in **Cinema Elvira Popescu**\* **07-08.05 Brussels: Romanian economic mission** with business clusters from the **North Eastern region\*** **15-17.05 Brussels: Din dragoste de frumos Festival** – info: <http://festival.mitropolia.eu/festivalul-frumosului-2015/>\* **15.05 Baia Mare:** performance of musical group **Antoine Chance** – programme of the festival: [www.chansons.ro](http://www.chansons.ro)\* **15-16.05 Bucharest:** participation of Professor **Michel Leroy** to the round table **Constitution et élections** at the law faculty of the University of Bucharest\* **21.05 Liège and Mons: commemoration ceremony on the Romanian Heroes' Days**