

AMBASADA REGATULUI BELGIEI  
EMBASSY OF THE KINGDOM OF BELGIUM



tel: 0040 21 210 29 69 - e-mail: [ambabuc@gmail.com](mailto:ambabuc@gmail.com)

BUSINESS NEWSLETTER

Year V – 10/15 # 27 October 2015



### Pralin opens first delicatessen shop in Cisnădie

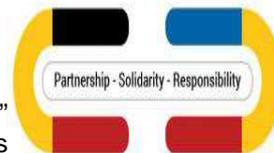
In 1996 the first Belgian chocolate workshop was opened in Cisnădie, Sibiu county, at the initiative of the Belgian family Devleminck, currently one of the shareholders of the company. With handmade pralines, chocolate candy with cream, chocolate figurines, tablets and customized series, a production site was started.

In 2000 the artisanal activities were fully restructured and modernized by Florin Bălan, CEO of Pralin Group of companies, which currently owns the workshop and manages all the activities of the group. Benefiting exclusively from Romanian investments since 2000, Pralin managed to define itself on the market as a high niche operator providing high quality chocolate standards. In 2015 the number of employees in Cisnădie grew to a total of 30 persons, in the production unit and in the commercial division. New investments in machinery and storage, as well as new sales strategies, amongst which a long term contract with a major chain retailer, prepared Pralin for a new step to take. On the 2nd of November 2015 a newly equipped shop will be opened in Cisnădie (Str. Șelimbărulei, no 107) as first outlet of a new concept which offers to demanding clients in a test phase a wide variety of chocolate products, pastries and a selection of tasty bread. The purpose is to further develop this new business approach with the creation of a chain of Pralin shops, in the first place in Sibiu and afterwards in the surroundings, followed by an expansion to Cluj-Napoca and other major cities in Transylvania. For further info: Manager CEO Eng. Dipl. Florin Bălan, [office@pralin.ro](mailto:office@pralin.ro).

### Forum Decentralized Cooperation Belgium Romania, November 5-7, Iași



The title of the 5<sup>th</sup> Forum Decentralized Cooperation Romania Belgium “25 years of commitment, dedication and engagement; 10 years of decentralized cooperation” clearly underlines the long tradition of collaboration between civil society organizations and public authorities from both countries. Decentralized cooperation is a supportive partnership between foreign local and regional sub-national organizations. During the forum a variety of good and promising practices will be presented. The Forum starts on Thursday morning November 5, 2015 with an historical round table during which the 3 volumes about 175 years of diplomatic relations between Belgium and Romania, coordinated by former Belgian Ambassador in Romania Philippe Beke, will be presented. Also some other lectures will give an insight in this not so very well known common history of both countries. In the afternoon an exhibition about the famous Belgian comic strip Nero will be opened. This event is followed by the plenum on economic collaboration. During this plenum opportunities will be explored in the economic field. On Friday November 6 the Forum starts with some reflections on the Europe 2020 strategy and how this ambitious aims can be translated into local initiatives. Specific attention will go to the regional differences in reaching these goals. Further building on these concepts, umbrella organizations will discuss how local authorities can implement the international and European goals. The ideas developed during the morning plenary sessions will be further explored during the workshops in the afternoon sessions of Friday November 6 2015. To give participants the opportunity to have an in depth discussion during the workshops, each workshop will be held in 2 sessions of 1.5 hour each. Together with these workshops Members of Parliament from both countries will gather to talk about: the relations between parliaments from both countries, the regionalization trend and working programs between both countries. On Saturday November 7 2015 the conclusions will be presented as a 2 year working agenda 2015-2017. More information can be found at the Forum website: <http://www.fobero.eu/>.



### Significant growth for Cegeka Romania



This year, Cegeka Romania part of Cegeka Group, experienced a significant growth in the Romanian market, in terms of development projects, managed devices and team members. The company, already a well-known name in the local ICT market, was placed as the number one company in terms of growth and profit (133%) in 2014, according to a study published in July 2015 by *Ziarul Financiar*, a specialized publication. According to this study, Cegeka Romania managed to be placed as number 29 in terms of turnover, out of 130 companies, which is a significant achievement in comparison to other multinational companies in this industry. The number of employees reached 300, continuing to grow in both Infrastructure and Software Development Divisions.

The company currently has around 100 current vacancies, also due to the expansion in the technologies used and the services provided. Having increased focus on juniors, this year, the company invested in creating long term partnerships with local universities and students NGOs, thus getting involved in sustaining freshly graduated students, interested to start their career in this industry. With a keen eye for quality and an flexible approach, Cegeka Romania continued to invest in promoting best practices in software development, in accordance to Agile values. The Romanian Team members, alongside with their Belgian colleagues, among which Arie Van Bennekum, co-author of “Agile

Manifesto”, delivered various trainings on Agile, in order to determine more companies to adhere and also implement this working methodology as main working frame. Through trainings, workshops and diverse technical events, the Cegeka members continued their involvement in setting-up and creating a local Agile community, in which people can share knowledge and information about the added value and benefits that Agile methodology can bring to software development. For 2016, Cegeka Romania has ambitious plans as well, in terms of growth and innovation, with a well-defined strategy for expanding the portfolio of services and presence in the Romanian market. Info: [www.cegeka.ro](http://www.cegeka.ro).



### Sonaca sets up production facility in Cluj

Sonaca S.A. is a Belgian aerospace company with as core business the development, manufacturing, assembly and test of aerospace metallic and composite structures and their associated subsystems. A major strength is its ability to provide the customer with end to end products, i.e. from the design based on a general specification up to the certification package.

The company is worldwide recognized as a reliable supplier. In this frame, Airbus rewarded Sonaca with the valuable SQIP (Supply Chain and Quality Improvement Program) award for years 2012 and 2013 and Embraer elected Sonaca Group as its best supplier of aero structures for years 2008, 2009 and 2013. In order to fulfill clients' expectations and orders, Sonaca expanded its activity to Eastern Europe through a greenfield investment of several million Euro in a aerospace production facility in Moldovenești, Cluj, Romania. The main objective is to develop an industrial capacity and to specialize plants' activities to be complementary to those of the other entities of the Group. The total project has a total value of €11.8 million, that will be invested during 2015-2017. The project consists in buildings, vehicle roads, equipment and machineries that will be invested to produce parts for Embraer and Airbus. Based on the current scenario, the new production facility is planned to be operated in two shifts and the people will be hired according to the production ramp up. Info: [Laurent.maroy@sonaca.com](mailto:Laurent.maroy@sonaca.com).



Wallonie - Bruxelles  
International.be  
Délégation Bucarest

### Agenda Wallonie-Bruxelles

On the 9<sup>th</sup> of November at 18h00 the Delegation invites you to the theater show «Petits contes africains avec trois fois rien» presented by the company on the Sur Le Fil within the International Festival of Animated contemporary theater, organizer Tândărică Theatre (Lahovari room, Eremia Grigorescu 24 ). Later on during November 18 - 22 the Delegation will participate in the

International Gaudeamus Book Fair as part of the Group of Embassies, Delegations and Francophone Institutions in Romania (GADIF) which will be the guest of honor. You are welcome to discover the vast repertoire of Belgian francophone children books, as well as the photography exhibition signed by Paul Nougé and called "La subversion des images" and the book "Nougé et Magritte. Les objets bouleversants" by Valentina Bianchi. On November 20<sup>th</sup> the film "The All New Testament" by Jaco Van Dormael will be released in Romanian cinemas, a joint operation by Independenta Film and the Delegation of the French Community of Belgium and the Walloon Region. Last but not least, on the 26<sup>th</sup> of November at 19.00 PM the opening of the group exhibition "The dark part of nature" will take place at the National Museum of Contemporary Art in Bucharest (4th floor). The exhibition includes the installation of Francophone Belgian artist Adrien Tirtiaux.

### Public announcement from the Belgian Ministry of Foreign Affairs

On the 13th of October 2015, a MOU was signed between the Ministries of Justice and Foreign Affairs of Belgium whereby the procedures were set up for the transfer of information from the Belgian diplomatic representations abroad to the Belgian authorities in Brussels concerning possible facts of corruption implicating Belgian companies abroad. The Belgian representations are indeed obliged to inform the Belgian judiciary authorities on suspected corruption as set out in the OCDE Convention on Combating Bribery of Foreign Public Officials in International Business Transactions.

### Re-launching Belgian Connection

The Belgian Connection, a non-profit association with the objective to promote the Belgian presence in Romania, re-launches its activity today the 27<sup>th</sup> of October 2015 at Mercure Hotel Bucharest, starting at 19h30. The organization has a promising agenda in store for you this autumn! You are invited to attend monthly networking events during which Belgian, Romanian and international communities are invited. Next to networking mixers, Belgian Connection organizes also cultural events, culinary tastings, concerts or performances. For more info visit: [www.belgianconnection.ro](http://www.belgianconnection.ro)



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

Next **BEROBA Powerlunch** to take place on November 26th in Hotel Marshall Garden: [alain@beroba.com](mailto:alain@beroba.com)\*  
The Ministers of Defence of Romania and Belgium will meet on the 18th of November in Brussels\* Visit of the Romanian deputies members of the inter-parliamentary bilateral friendship group to the Federal Parliament confirmed for the 19th of November in Brussels\* October 31st: Muziekcafé event by Roemeniëcomité Lădești-Balen in Balen, Belgium, between 8:00-11:00 PM\* November 18th: opening of 14-day event on Romanian literature in de public library in Geel, Belgium\* November 21st: ADR-Contactday with 'A culinary trip through Romania' in Schoot-Tessengerlo\*