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Business Newsletter

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Eurofoam Romania – long term investments

EUROFOAM Romania Srl in Sibiu, is a well-known player on Romanian foam market and in the Balkans area for over 18 years. The EUROFOAM Group is a joint venture between Recticel from Belgium and Greiner from Austria and has become in a short time the leading producer and seller of polyurethane foam.

The EUROFOAM Group is market leader in the C&E Europe territory with 36 locations, of which 5 are located strategically in Romania, i.e. in Sibiu, Baia Mare, Piatra Neamț, Bucharest and Craiova. The Eurofoam Group has 1900 employees, of which 280 in Romania.

EUROFOAM Romania developed a complex strategic master investment plan for the next coming 5 years for the headquarters in Sibiu. The first step of this master plan is the construction of a new warehouse for long foam blocks and a short block cutting tunnel. The new construction started beginning July 2015. This project with an innovative process solution and a challenging deadline will increase storage capacity of long foam blocks with a 3500 m² area, and the total plant capacity in Sibiu with 50%.

"The new warehouse for long foam blocks will be equipped with two new cranes and another 30 meters long swiveling ramp to manage the oversized foam blocks. The investment for the building and modern equipment will help our company to optimize production and delivery planning and to offer our customers prompt deliveries and high quality products, moreover we want to grow locally and in the Balkan" said Lambert Reudink, General Manager Eurofoam Romania.

The first part of the investment with a value of over 3 million € is to be finalized later this year and in the next coming years Eurofoam Romania in Sibiu will continue to invest following their master plan. "Eurofoam is besides a customer satisfaction oriented company also an employer that offers career opportunities and excellent working conditions for its employees. Our motto is "passion 4 foam, passion for the team, passion for performance" highlighted the General Manager of Eurofoam Romania.

Info: www.eurofoam.ro



BEROBA Cluj events

BEROBA Transilvania organized its first event in Cluj on the 12th of October after the launch of the branch that took place in May. His Excellency Mr. Thomas Baekelandt hosted a 'Meet and Greet' lunch in the presence of several BEROBA members with a corporate visit that was held afterwards at one of the most successful Belgian investments in Romania, La Lorraine. For the remaining of this year, the Christmas party will be held by BEROBA Transilvania on the **16th of December**, starting at 19h00, at Hugo Restaurant in Cluj (event in partnership with the International Club).

As for the first quarter of 2016, the events will include the HR seminar 'Be a Star in HR!' by AbsoluteJobs on the **14th of January** in Cluj, other company visits at Belgian owned companies in Transylvania region and many more. So, please follow up closely the BEROBA agenda on www.beroba.com and find out more at info@beroba.com .



10 Good Reasons To Invest In Belgium

According to the official website of the Federal Public Service for Foreign investments there are 10 main reasons to invest in Belgium:

1. **Open Economy** - Belgian exports amount to more than 80% of national GDP. According to the latest WTO data, Belgium is the 10th largest exporting country in the world.
2. **Gateway** to 500 million European consumers - Thanks to its central location in one of the most wealthy and developed regions in the world, the opportunities to export from Belgium are numerous and varied. For instance, a staggering 80% of Europe's purchasing power lies within a radius of 500 miles (± 800 km) from Brussels.
3. **Logistics** springboard - Belgium's dense interconnected transport network offers your business endless options. Whether you choose road, train, sea, waterways, air or multimodal transport, you can be sure of a highly-efficient distribution solution. The logistics system is supported by world class telecommunication and Internet infrastructures.
4. **Access** to European decision-makers - Belgium hosts the EU and NATO, as well as numerous headquarters of multinationals and major global players. More international organizations are located in Brussels than Washington D.C., along with about 120 international government organizations, 181 embassies, over 5,000 diplomats and more than 1,000 lobby groups.
5. **Top-class human capital** - The Belgian workforce has one of the highest productivity levels in the EU. Key factors contributing to this are the quality of the education system and the ability to speak multiple languages. Other attractive assets are the workforce's flexibility, versatility and eagerness to learn in changing working conditions and environments. The constructive social dialogue enhances a positive business climate. Furthermore, 35% of the labour force has at least one higher-education degree, well above the OECD average. This pool of talented human capital can help drive your company forward.
6. Belgium generates and attracts brains -Belgium has **16 high-level universities**. Among them, seven are listed in the Shanghai Academic Ranking of World Universities. The strong national commitment to education makes the Belgian system one of the best for higher education and training (5th), math and science education (3rd), management schools (2nd), and propensity for on-the-job training that contributes to an overall high capacity to innovate (10th) according to the Global Competitiveness Report 2013 - 2014. Belgium also has excellent research institutes and the quality of university-industry collaboration is ranked 6th worldwide. Spin-offs and incubators are set up nationwide, boosted by the network of internationally-renowned university research centers.
7. **Competitive tax regime** - Belgium has a unique tax regime. Numerous corporate tax deductions are available, such as notional interest and patent income, and there is a very favorable taxation system for expat employees. Thanks to these measures, the effective corporate tax rate can be significantly lower than the nominal rate and lower than many other countries. In addition, the advanced tax ruling system provides legal certainty for investors.

8. Ease of setting up a business - It only takes four days and three start-up procedures to take off, making Belgium the fastest place in Europe to establish a business. The Federal-Regional Liaison Unit for Foreign Investment ensures smooth cooperation between all the partners involved in supporting your investment project. Each of the three regions has its own agency to assist you with practical matters related to your investment.

9. Affordable real estate prices - Belgian cities offer less expensive real estate than neighboring European cities and the capital, Brussels, is significantly cheaper than other international centers such as Paris, London and Frankfurt. According to the Global Occupancy Cost Survey 2013 from Cushman & Wakefield, there is no other business city in Western Europe that offers such affordable office space as Brussels.

10. A great place to live - Belgium enjoys one of the best "quality of life" standards in Europe, according to the International Living Index. Its major assets lie in household living space, an advanced healthcare system, social services, green areas, education and the presence of many excellent international schools. Belgium is a vivacious country with longstanding cultural traditions. World-class festivals and cultural events offer you endless opportunities to fill your social and cultural calendar. From the Ardennes hills to the North Sea, the wide variety of landscapes provides great opportunities for enjoying nature. With a tradition of fine food and more multiple-star restaurants per square kilometer than anywhere else in Europe, Belgium also offers visitors a delightful eating and dining-out experience. Last but not least, Belgian people are convivial and social; they love getting together on a café terrace to enjoy life.

Source: <http://ib.fgov.be/>



Mega Image opens its third concept store

The Belgian retail chain recently opened its third concept store in Bucharest on Barbu Văcărescu no. 201, near the Aurel Vlaicu underground station. The store covers approximately 1581 m2 and can accommodate 35 cars in its parking lot.

Given its large size, this new store ranks within the top 3 Mega Image units and aims to become a landmark for those who want to enjoy the best and newest food products. Mega Image Barbu Văcărescu meets very diverse consumer tastes under one roof, with a wide range of product categories on its shelves, such as: the Equilibrium Health & Wellness corner, a carefully selected assortment for the Wine Gallery corner, an extensive offer of fruits and vegetables, as well as spices and meat, including the Angst premium product category and many more.

'We have worked hard on perfecting this concept, so as to be able to give our customers unique shopping experiences and offer a wide range of items and services. With our store offer we wish to satisfy even the most demanding of our customers. We also have a dedicated team at their disposal, aimed to transform shopping into a unique food experience', Vasileios Stavrou, General Manager of Mega Image.

More info at Lghindaoanu@mega-image.ro.



Tribute to George Enescu in the temple of the Brussels music

The Romanian Cultural Institute and the Romanian Embassy to the Kingdom of Belgium celebrate National Day with a piano recital that honors George Enesco, who became a symbol of art, and was revered as a violinist, conductor and composer, teacher, and unsurpassed as a

pianist. The event takes place Sunday, December 6 at 11:00 in the Museum of Brussels musical instruments.

The concert will be given by the international pianist Eduard Stan, a musician with the artistic maturity and acclaimed by the "Frankfurter Allgemeine Zeitung" for his "exceptional sense of timbres and colors". For this anniversary concert the musician chose a program that offers a symbiosis between the inspiration from Moldovan land and the musicality from conservatories of Vienna and Paris.

The Piano Sonata in A minor, D. 845 (Op. 42) by Franz Schubert composed in May 1825 followed by the Chopin Barcarolle, a masterpiece of the French school. At the end of his recital Eduard Stan will play the 2nd Suite in D major op. 10 of the Romanian composer George Enescu dedicated to his piano teacher at the Conservatoire de Paris, Louis Diemer, work that brought him the satisfaction of his first award, offered by the Parisian magazine "Musica".

More info: bruxelles@icr.ro



Ateliere Fără Frontiere invites you to join "Top 10 Give IT"!

The "Give IT" ranking has been created to value the merit of the organizations that have given the largest quantities of Electronic and Electrical Equipment Waste (WEEE) and thus have favored the reduction and reuse of waste before recycling and elimination. Most of the refurbished equipment is donated to schools and associations in disadvantaged communities. Also, these equipment generates jobs for disadvantaged people in the work integration workshop.

All you have to do is fill out the collection form and we will collect all your used equipment at no charge. You can also contact us by phone at 0745.028.105, or by email: colectare@atelierefarafrontiere.ro

Recycling of WEEE is mandatory, according to law 211/2011 and HG 1037/2010 and Ateliere Fără Frontiere guarantees that environment regulations are observed in accordance with environment authorization no. 57 from 29.01.2014 revised 08.04.2014 for recycling and reusing waste. This year, Ateliere Fără Frontiere has already collected, tested, reused or recycled over 75 tons of WEEE.

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

On the 30st of November starting 19:00 hours Romanians living in Brussels are expected to take part in a unique event attempting to reconstruct the warm atmosphere of their homes in Romania with a blend of traditional food, violin concert and an exhibition of painted icons: agoraforlifeweb@gmail.com*

A *Romanian evening* will be organized by the Belgian-Romanian cultural house Arthis on the 4th of December starting 19:30 in *Brussels*, Belgium to support the victims of Colectiv club*

ADR-Tourism and the friends of Romania in Meerhout, Belgium, organise a Christmas market in favour of their organisation on the 20st of December starting 13:00 hours in Gildenhuis, Meerhout*

Mega Image launches loyalty campaign with VIVO de la Villeroy & Boch Group products: <https://www.mega-image.ro/vivo/>*