Export Opportunities in Romania

In 2017, Romania ranked 78th among U.S. export destinations and 61st among Virginia export destinations. Some of the top opportunities for U.S. exporters in Romania include:

- Agricultural Machinery
- Food and Beverages
- Defense
- Education and Training
- Energy
- Environmental Technologies
- Intelligent Transportation Systems

Top Virginia Exports to Romania

<table>
<thead>
<tr>
<th>Export Category</th>
<th>2017 Value</th>
<th>Change 2017/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Commodity Chapters</td>
<td>$32.1</td>
<td>21%</td>
</tr>
<tr>
<td>Mineral Fuels and Oils</td>
<td>$13.4</td>
<td>87%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>$8.2</td>
<td>57%</td>
</tr>
<tr>
<td>Industrial Machinery</td>
<td>$6.9</td>
<td>89%</td>
</tr>
<tr>
<td>Electrical Machinery</td>
<td>$1.9</td>
<td>-77%</td>
</tr>
<tr>
<td>Plastics</td>
<td>$0.6</td>
<td>35%</td>
</tr>
<tr>
<td>Medical Instruments</td>
<td>$0.6</td>
<td>-23%</td>
</tr>
<tr>
<td>Aircraft &amp; Spacecraft</td>
<td>$0.2</td>
<td>133%</td>
</tr>
<tr>
<td>Glass</td>
<td>$0.1</td>
<td>28%</td>
</tr>
<tr>
<td>Vehicles, Not Railway</td>
<td>$0.1</td>
<td>-69%</td>
</tr>
<tr>
<td>Rubber</td>
<td>$0.1</td>
<td>n/a</td>
</tr>
</tbody>
</table>

(U.S. Central Intelligence Agency)

Map of Romania

(U.S. Central Intelligence Agency)

U.S. Exports to Romania

In US$ Millions

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$753.7</td>
</tr>
<tr>
<td>2016</td>
<td>$696.2</td>
</tr>
<tr>
<td>2017</td>
<td>$954.7</td>
</tr>
</tbody>
</table>

(World Trade Atlas)
## FAST FACTS

### Opportunities in Romania for Exporters

#### Defense

Romania is a member of the North Atlantic Treaty Organization (NATO) and the European Union, and is a Strategic Partner of the United States. In 2017, Romania spent over 30% of their defense budget on new acquisition, far exceeding NATO’s 20% baseline. The Romanian Parliament must approve defense acquisitions in excess of €100 million ($110 million).

**Top prospects include:**
- Tracked and Wheeled-Armored Vehicles
- Low and medium altitude radar systems
- Used U.S. fighter aircraft upgrades
- Replacement Parts and Service
- Defense Training
- Artillery systems and ammunition

#### Energy

The Romanian Government has finalized the 2016-2030 Energy Strategy, which focuses on enhancing the country’s energy security and competitiveness. At present, the country is shifting from coal and onshore fields to hydro and other renewable energies. Black Sea oil and gas deposits are being explored.

**Top prospects for U.S. exporters include:**
- Electrical power systems
- Products and services related to energy efficiency
- Smart grid implementation
- Power distribution
- Power and gas storage
- Retrofitting and modernizing oil and gas refinery equipment

#### Environmental Technologies

Part of Romania’s 2020 objectives is to improve the environment and living standards, while ensuring resource efficiency. The National Sustainable Development Strategy 2013-2020-2030 recognizes technology as a key instrument to achieving a better environment. The demand for modern installations, products, and related services has risen due to the requirement to implement integrated and improved systems in the following three sub-sectors:
- Air Quality Control
- Solid Waste Management—closure and construction of landfills; sorting, transfer and treatment stations; waste-to-energy facilities
- Water Supply and Wastewater Treatment

#### Intelligent Transportations Systems

The Romanian Government strategy for the 2017-2020 period includes specific measures for the purchase of electric public transport infrastructure. Among its priority measures are the extension and modernization of the subway, development of alternative fuels infrastructure, electric transport and freight transport.

**Top prospects for U.S. exporters include:**
- Alternative fuels infrastructure for CNG, LNG, biofuels
- Traffic management systems including video surveillance, fiber optic communications network
- Electric vehicle charging stations

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(US Commercial Service)
FAST FACTS

Romania

Economic Overview

Romania is a country located at the crossroads of Central and Southeastern Europe. Romania is a market with excellent potential, a strategic location, and an improving business climate. Its economy is among the EU’s fastest growing, registering 3.9% growth in 2015 and 4.8% in 2016 (highest since 2008). The considerable fiscal deficit was also drastically reduced in recent years. According to the International Monetary Fund, domestic consumption, fueled by tax cuts, VAT reduction, and large wage increases, will continue to drive growth. Despite Romania’s recent macroeconomic poverty is still widespread. Corruption and red tape continue to permeate the business environment.

Industry (including industrial exports) outperformed other sectors of the economy in 2017. Exports remained an engine of economic growth, led by trade with the EU, which accounts for roughly 70% of Romania’s trade.

(CIA World Factbook)

GDP Growth Rate

![GDP Growth Rate Graph]

Cultural Guide

- Romanians are a hospitable people who do not shy away from small talk. Expect to talk about things like the well-being of your family, recent travels or interesting events before getting to the business at hand.
- Romanian business culture is relatively formal and operates within a strict hierarchy, placing great importance on courtesy and on respect for older or more senior people.
- Romanians prefer to do business with people who are down-to-earth and do not brag about their accomplishments or financial achievements.
- Gifts of alcohol and flowers are usually the most common. If you bring flowers, make sure to check that they are odd-numbered, and if you bring a gift, make sure it is wrapped.

When invited to a dinner, it is polite to bring a gift, though not expected.

- For meetings and presentations, men will make a great impression with dark suits, white shirts, and plain ties. On extremely hot days it is acceptable to remove one's jacket, on the Romanians’ cue. Women should also choose dark suits, classically styled, with modestly cut skirts, or may pair dresses with heels.
- Business cards are exchanged without ritual, although one side of your card should be translated into Romanian.

(Kwintessential; World Trade Ref)
Virginia Economic Development Partnership - International Trade offers a number of export-related services to Virginia businesses, including trade missions and market research by our Global Network of in-country consultants. These services are available to all Virginia exporters.

For more information, please visit our website: [ExportVirginia.org](http://ExportVirginia.org)

### Additional Resources

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</tr>
<tr>
<td>Romania Country Profile</td>
<td>BBC</td>
</tr>
<tr>
<td>Romania: Country Travel Information</td>
<td>U.S. Department of State</td>
</tr>
<tr>
<td>Kwintessntional Romania</td>
<td>Kwintessential Guide to Romania</td>
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<td>Romania Country Commercial Guide</td>
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<td>Ease of Doing Business Report</td>
<td>World Bank</td>
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<td>Doing Business in Romania</td>
<td>United Kingdom Trade &amp; Investment</td>
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