

**PRAHOVA COUNTY - GATEWAY FOR COOPERATION**  
**Bulgarian-Romanian Economic Forum**  
**October 1<sup>st</sup>, 2015, Sofia**

# Europe - Romania - Prahova





# ROMANIA – Basic Facts

## **Location. Location Advantages.**

- in South-East Central Europe, bordered by the Black Sea (SE), Bulgaria (S) Serbia (SV), Hungary(W) and Ukraine and the Republic of Moldova(NE)
- at the crossroads of the commercial routes - linking Eastern Europe to Western Europe and North Africa to the Middle East and Asia.
- Europe's South-Eastern entry port; the only maritime and river port on the Black Sea, excellent interface between Europe and Asia – for the international operators.
- Romania's Danube-Black Sea Canal provides the lowest costs in the river transport from Western Europe to Eastern Europe - direct river link.

**Area :** 238,391 sq.km. It is approximately the same size as England and it ranks 13th in size in Europe.

**Relief features:** mountains, hills, plains and delta

# ROMANIA – Basic Facts

**Population : 22 299 730 inhabitants** (1 July 2014) out of which 88.6% are of Romanian ethnic origin.

Density: 93,5 inhabitants per sq.km (2014).

## **Administrative division**

41 counties and Bucharest municipality (with a county status), 320 towns, 2.861 communes.

**Capital city** - Bucharest (approx. 2,1 mil. inhabitants)

**The Gross Domestic Product:** 149,9 bil. Euro (2014)

GDP per capita: 6 726 Euro (2014)

## **International trade in 2014:**

- Export: 52,5 bil. Euro
- Import: 58,5 bil. Euro

**Labor force** - 4,5 mil. persons

**Unemployment rate** : 4,99% (July 2015)

# Prahova County

Prahova County is located in South-Eastern Romania, at the south of the Carpathian Mountains. Ploiesti, the head of the department is located at 60 km from Bucharest, the capital of Romania.



Prahova's relief features are varied and include all forms

- ✓ Mountains: 26%
- ✓ Hills: 37%
- ✓ Plains: 37%

The main natural resources: crude oil, natural gas, salt, coal, wood and limestone.



# Specific Data of Prahova County

**SURFACE:** 4716 km<sup>2</sup> (2% of the total surface of the country)  
**POPULATION:** 815 741 inhabitants  
**DENSITY:** 173 inhabitants / km<sup>2</sup>  
(3rd position in Romania after Bucharest and Iasi County)

## PRAHOVA GDP, during the last 5 years

Economic and financial data and indicators	
<b>Active companies:</b>	<b>22 154</b>
<b>Total turnover:</b>	<b>8,07 billion Euro</b>
<b>Profit rate:</b>	<b>3,79 %</b>
<b>Persons involved in the economic activity:</b>	<b>132 515 employees</b>

	Prahova	GDP/
	GDP	capita
	(billion Euro)	(Euro)
2009	5,2	6 380
2010	4,55	5 600
2011	4,82	5 950
2012	5,54	7 270
2013	5,78	7 580
2014	6,13	7 522

**Degree of urbanisation: 50,5 %**

**2 municipalities (Ploiesti and Campina)**

**12 towns (Azuga, Baicoi, Boldesti-Scaieni, Breaza, Busteni, Comarnic, Mizil, Plopeni, Sinaia, Slanic Prahova, Urlati, Valenii de Munte)**

**90 villages**

# Prahova County – Economic History



- Prahova is the core of the Romanian oil industry, Ploiesti being the capital of all activities related to oil in Romania and one of the most important technological and petrochemical research and educational center in the world.
- Prahova County has 4 oil refineries, out of which 3 of them are in Ploiesti.
- Since 1967, the University of Oil and Gas, unique as profile in the South-East of Europe, develops its activity in Ploiesti

# Prahova County Labour Force



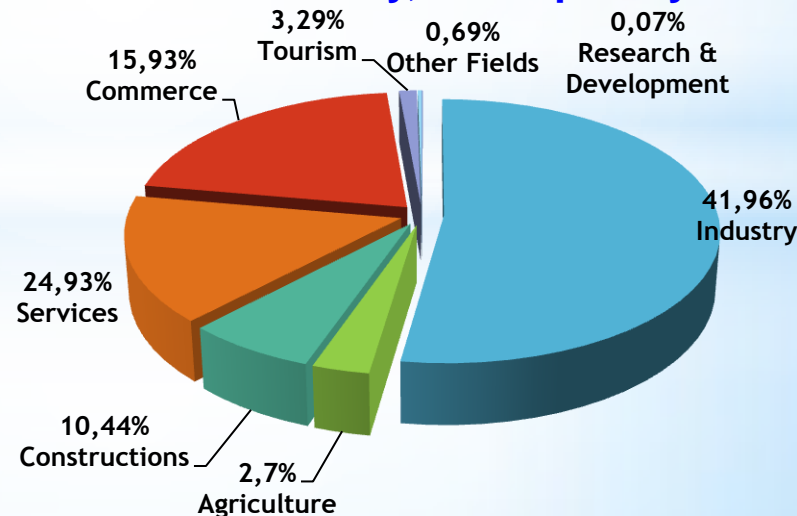
Employees in economic activities: 132 515 persons

## Prahova's Economic Structure on Branches

In Prahova, there are 22 154 companies registered in the Trade Register, active in the following sectors.

The share of overall economic activity in areas of the county, conceptually of turnover:

- 41,96 % Industry
- 24,93 % Services
- 15,93 % Commerce
- 10,44 % Construction
- 3,29 % Tourism
- 2,7 % Agriculture
- 0,07% Research & Development





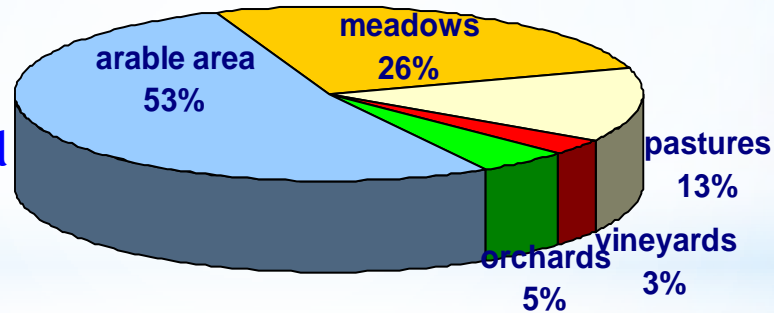
# Agriculture

Prahova County has 272.499 ha of agricultural land. There are 589 companies with state and private capital active in this sector.

Main agriculture products: wine and top quality red wine, meat and meat products, dairy products, cereals, vegetables, fruit, etc.



Agricultural surface





## PRAHOVA COUNTY VITICULTURE AND WINERY POTENTIAL

Prahova County is well known as the „country of RED WINES”, for the best red wines in Romania

### **Brief information:**

- Vineyards and vine nurseries : 8100 ha – aprox. 3% of the agricultural surface and 1,7% of the total surface of Prahova County.
- Surface of vineyards producing grapes: 7714 ha.

**Dealul Mare Vineyard**, situated in the Curvature of the Meridional Carpathians, with pedoclimatic conditions very similar to those in Bordeaux Region - France has important winery centers.

Viticulture and winery represent a significant percent of the economy of Prahova County.

**WINE FESTIVAL** – is a picturesque commercial, cultural and artistic event held in Valea-Calugareasca, initiated in 2002 by the local authorities and Prahova Chamber of Commerce and Industry.

## Tourism

*With the best ski resorts area from Romania, called Prahova Valley, Prahova is all about mountains, hills and plains.*

*Accommodation units: more than 500 units  
over 16 500 beds*

### **MOUNTAIN AND WINTER SPORTS TOURISM**

- ✓ Sinaia, Busteni, Azuga, Cheia, Slănic resorts
- ✓ new ski tracks, provided with modern equipment, at Sinaia, Busteni si Azuga

**HUNTING TOURISM:** foxes, wild boars, wolves, rabbits, deers, ducks and wild geese, martens, polecat, badgers, peacocks, bears

### **WINE TOURISM**

- ✓ Prahova is well-known as “the red wine county”, with the famous vineyards from Dealu Mare Region: Valea Calugareasca, Tohani, Urlati, Ceptura
- ✓ “The Wine Road”: ancient wine road used by the Romans, goes through the famous vineyards in the county



# Tourism

## **AGROTOURISM**

particularly beautiful rural landscapes are emphasized by the Romanian hospitality and cuisine (Cheia, Valea Doftanei, Valea Slanicului);

## **BUSINESS TOURISM**

more than 20 conference centers and many accommodation facilities with meeting halls;



## **CULTURAL AND HISTORICAL TOURISM**

churches, palaces, castles, historical and art monuments, museums;

## **HEALTH AND SPA TOURISM**

mineral springs, fresh air, salt lakes, mud, a salt mine (Slanic, Poiana Campina, Paulesti and Telega)

# Industrial Parks in Prahova County

## *5 public-owned industrial parks*

**Ploiesti Industrial Park – with 4 locations – Ploiesti, Urlati, Mizil si Ciorani**

**Plopeni Industrial Park**

**Brazi Industrial Park**

**Barcanesti Industrial Park**

**(Administrator: Prahova County Council)**

**Prahova Industrial Parc ( Administrator: Valenii de Munte Local Council)**

## *5 private-owned industrial parks*

**Dibo, Allianso Business Park, WDP, Primus and Meteor**



**Parc Industrial Ploiesti**



**Parc Industrial Plopeni**



**Parc Industrial Prahova**



**Parc Industrial DIBO**

# *Industrial Parks in Prahova County*

## **PLOIESTI INDUSTRIAL PARK S.A.**

**(with locations in: Ploiesti, Urlati, Mizil, Ciorani)**

- ✓ surface: 162.6 ha
- ✓ 60 companies with Romanian, Japanese, Dutch, German, American and Italian capital
- ✓ utilities: electrical power, water supply, pluvial and domestic sewerage, gas supply, access roads

## **PRAHOVA INDUSTRIAL PARK S.A. (Valenii de Munte)**

- ✓ surface : 28 ha
- ✓ 34 companies with Romanian and foreign capital
- ✓ utilities: electrical power, water supply, pluvial and domestic sewerage, gas supply, telecommunication network, medical and security services

# Industrial Parks in Prahova County

## **PLOPENI INDUSTRIAL PARK S.A.**

- ✓ surface: 36.47 ha
- ✓ 25 companies with Romanian and foreign capital
- ✓ utilities: gas supply, electrical power, water supply, sewerage system, access to county road and railroad

## **BRAZI INDUSTRIAL PARK S.A.**

- ✓ surface: 46 ha
- ✓ 16 companies with Romanian and foreign capital
- ✓ utilities: electrical power, water supply, sewerage system, access to national road and railroad, telecommunication network, security, transportation, legal and financial consultancy

## **BARCANESTI INDUSTRIAL PARK**

- ✓ surface: 89 ha

# Industrial Parks in Prahova County

## ALLIANSO BUSINESS PARK (Aricestii Rahtivani)

- ✓ Belgian investment
- ✓ 30 companies with Romanian and foreign companies
- ✓ surface: 290 ha
- ✓ utilities: gas supply, electric power, access roads, railway terminal, railway services, telecommunication network etc.

## DIBO INDUSTRIAL PARK (Brazi)

- ✓ Belgian investment
- ✓ 24 companies with Romanian and foreign capital
- ✓ surface: 22 ha
- ✓ utilities: gas supply, electric power, acces roads, railway acces , telecommunication network, security, equipments for rent

## WDP - Warehouses De Pauw (Aricestii Rahtivani)

- ✓ Belgian investment
- ✓ surface: aprox. 25 ha

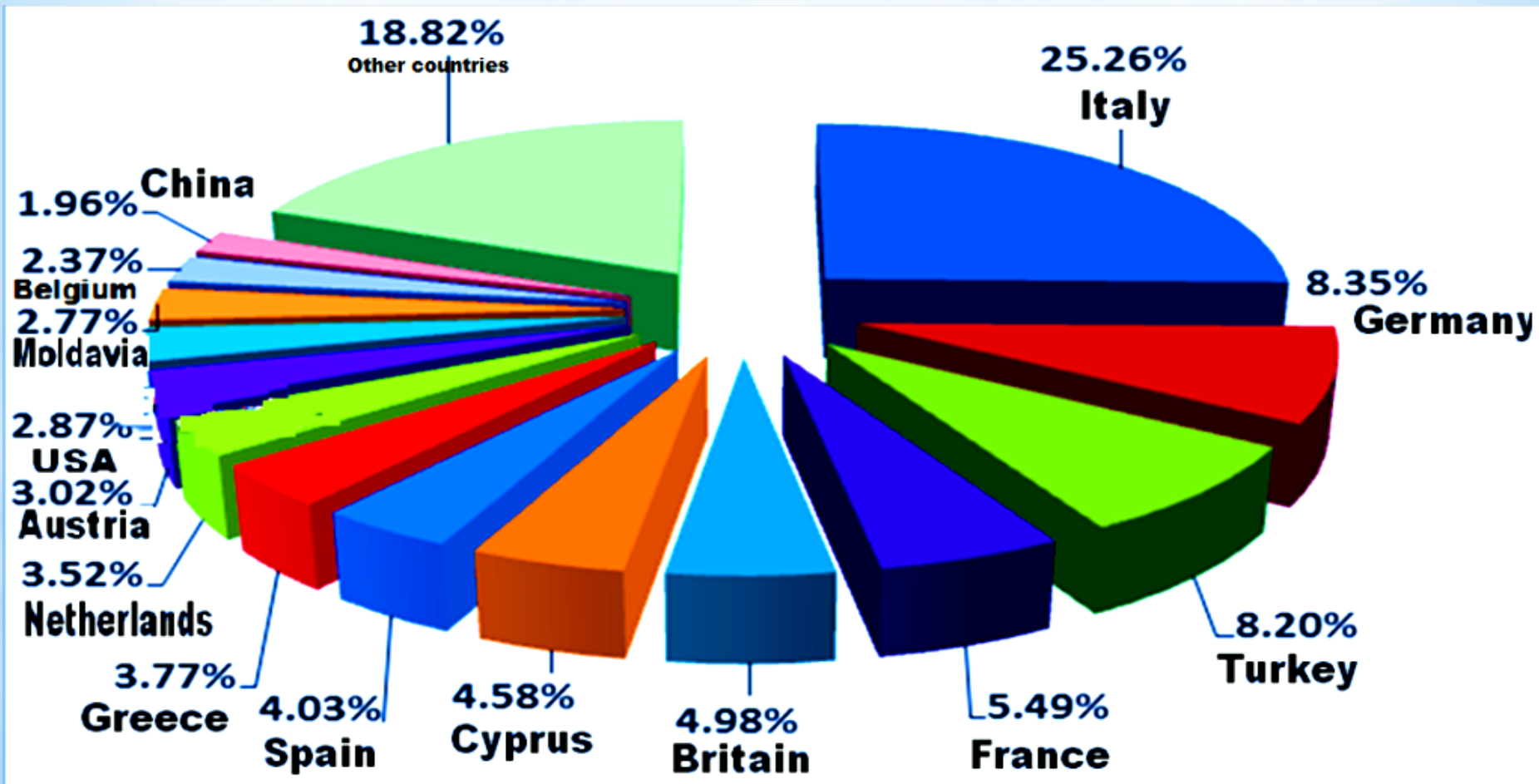
## PRIMUS INDUSTRIAL PARK - 1 si 2 – (Aricestii Rahtivani)

- ✓ surface: 110 ha



# Companies with Foreign Capital

TOTAL PRAHOVA\*: 1987

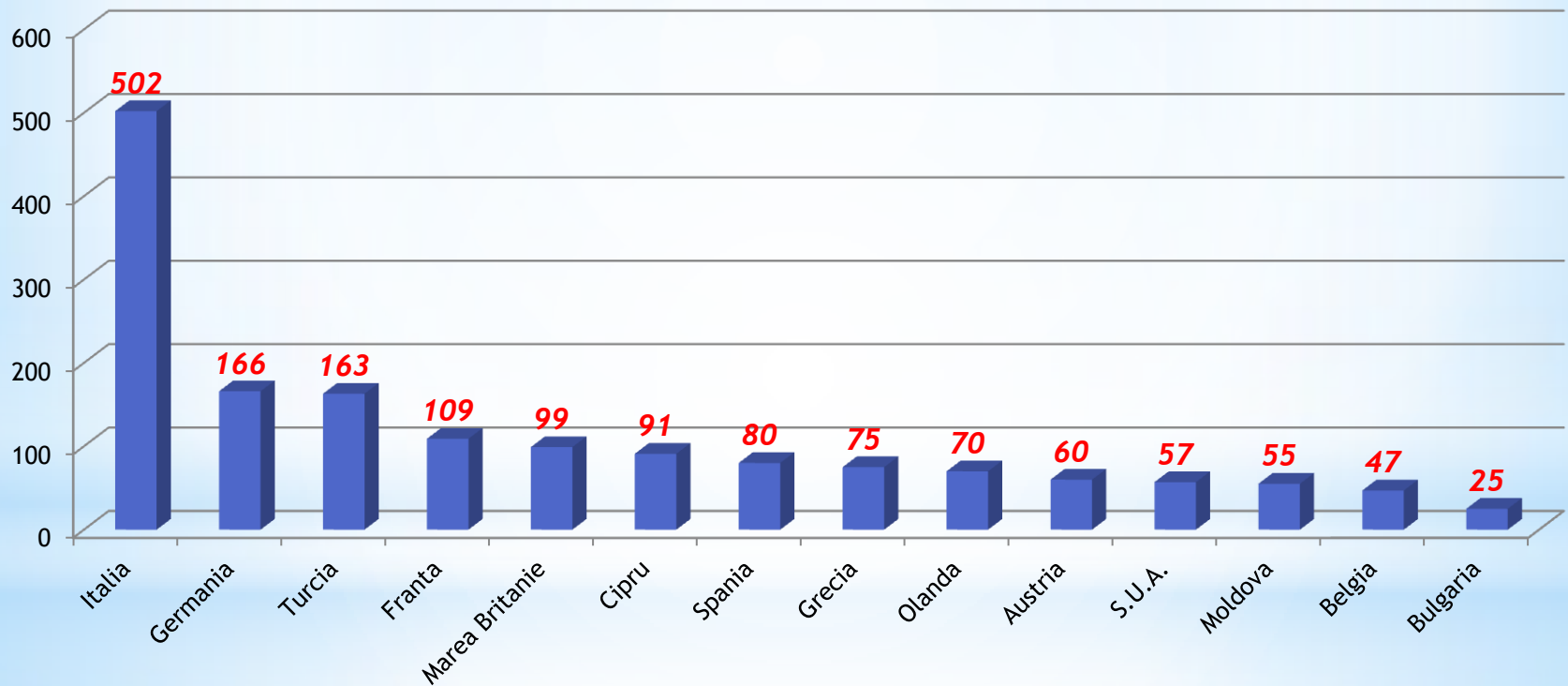


\* According to the number of companies registered until February 2015, source ONRC



# Companies with Foreign Capital

TOTAL PRAHOVA\*: 1987



\* According to the number of companies registered until February 2015, source ONRC



# Major Foreign Investors in Prahova County

- ✓ U.S.A. : Coca-Cola (beverages), Timken Romania (bearings), Cameron Romania (equipment and services for oil industry), Johnson Controls (automotive parts), Lufkin Industries (oilfield equipment), Plastipak (packaging), Procter & Gamble (consumer goods); Toro (irrigation systems); Federal – Mogul Friction Products (industrial equipment); Schlumberger (oil industry services); Halliburton (logistic services); Pas Technologies (subassemblies for oil industries); Fastenal (subassemblies for oil industry), Global Enterprise (plastic parts for automotive industry);
- ✓ GERMANY: Kraftanlagen Romania (services for chemical and petrochemical industry), Metro Cash&Carry, Kaufland, Selgros, Lidl (retail); Xella Group (building materials); Baumeister (constructions), Wim Bosman (transport and logistics);
- ✓ AUSTRIA: OMV Petrom (oil & natural gas processing industry); Mayr Melnhof (packaging); Billa (retail), JCR Cristoph Consulting, Kremsmueller Romania (engineering);
- ✓ UNITED KINGDOM: Halewood Romania (wine producer); British-American Tobacco (tobacco), Oztasar, Smart (garments industry); Neal Brothers (industrial packaging for export)
- ✓ THE NETHERLANDS: Unilever (consumer goods); Lubbers Transport (oversized transport equipment), Rhein Vision (lens production– optical industry)
- ✓ ITALY: Ducati Energia Romania (industrial equipment)

## Major Foreign Investors in Prahova County

- ✓ **BELGIUM:** Bergenbier - StarBev (brewing industry), Coilprofil (building materials), Megalmage (Delhaize Group), Alinso Group, WDP Development Ro, DIBO (industrial parks), Beaulieu International Group (production of carpets and curtains);
- ✓ **FRANCE:** S.E.R.V.E. (wine producer), Michelin (tyre manufacturer), Carrefour, Bricodépot (retail), Dalkia, Apa Nova – VEOLIA (utilities provider); KAMI EUROPE (textile confections), Auchan (retail), OSL Group (oil industry); Leroy Merlin (retail);
- ✓ **JAPAN:** Yazaki (electrical parts for automotive industry), Calsonic Kansei (automotive parts);
- ✓ **RUSSIA:** Petrotel – LUKOIL (oil processing industry);
- ✓ **POLAND:** Tymbark Maspex Romania (beverages), Viking Profil (building materials); Bianor Solutions (plastic products);
- ✓ **SWITZERLAND:** Holcim Group (building materials); Swisspor (building materials)
- ✓ **CHINA:** Yuncheng Plate Making Co. (cylindrical rollers for printing), Meteor (Industrial Park);
- ✓ **CYPRUS:** Alexandrion Group Romania (beverages);
- ✓ **ISRAEL:** Adama (real estate services), Afi Europe Romania (mall);
- ✓ **TUNISIA:** Coficab Eastern Europe (cables for the automotive industry).

# *Bulgarian Investments in Prahova County*

In Prahova County operate 25 Bulgarian companies.

Bulgarian investment represents 1,26% of the foreign investment in Prahova County, ranking the 24<sup>th</sup> position among the companies with foreign capital.

The main Bulgarian investors:

1. **KONTI INTERNATIONAL GAMES SRL (Gambling and betting activities)**
2. **PAMAS TRADING SRL (Wholesale trade);**
3. **DOSAM RECRUITMENT SRL (Labor services and management);**
4. **VET PARTNER DISTRIBUTION SRL (Wholesale trade);**
5. **SUBLIMA DULCE SRL (Wholesale of sugar and chocolate and sugar confectionery);**
6. **KPD TELECOM SERVICE SRL (Electrical installation);**
7. **POLYNAFT SRL (Manufacture of refined petroleum).**

# USEFUL INFORMATION FOR FOREIGN INVESTORS IN PRAHOVA COUNTY

## **PRAHOVA COUNTY - GATEWAY FOR DOING BUSINESS IN ROMANIA AND EUROPE**

- Ploiesti is situated in the proximity of Romania's Capital - Bucharest, the distance between the two cities is about 60 km;
- The distance from Otopeni International airport to Ploiesti - 40 km - can be covered at the same time as the distance from Otopeni to the center of Bucharest;
- Geographically speaking, it spreads like a genuine amphitheater, from North to South, displaying the main relief forms such as plains, high hills and mountains in equal proportions;
- In the North of Ploiesti, the 45 parallel crosses the 26 meridian, which prevails a temperate climate with a continental influence;
- Prahova's consumer market is about 800 000 persons, the second in Romania;
- Infrastructure in process of developing, the county benefits from 348 km of railway and 2198 km of roadways;
- Modern telecommunications network complying with the European system;
- Diversified industrial and agricultural structure;
- Wide variety of natural resources, oil being the most representative, but there are also extracting gases, salt, coal and other minerals and raw materials;
- Labor force with a high level of skills and specialization, while involving relatively low costs;
- Well developed industrial parks' network, which offer investors utility areas to the highest standards;
- Developed financial and banking market;
- Producing the best well-known red wines in Romania;
- Excellent education network, providing highly qualified and specialized labor force. Ploiesti "Oil and Gas University is a breeding ground for specialists in petroleum engineering, economic sciences, social sciences;
- Most of the companies meet EU environmental standards;
- Highly developed business environment, with an ever-dynamic potential.

# *PRAHOVA COUNTY EXPORT PRODUCTS*

**Oil equipment, chemical and petrochemical equipment**

- drilling equipment: offshore and on shore, oilfield equipment, valves, compressors, gear units , geared motors and spare parts

**Industrial equipment, spare parts and casting parts**

- installation equipment, subassemblies and metallurgical parts

**Chemical and petrochemical products – detergents, cosmetic products**

**Bearings - bearings for oil industry**

**Industrial cables - steel wire ropes and slings**

**Automotive accessories - electric and electronic equipment, wiring harnesses, hoses, cockpit modules, air conditioning and exhaust systems, tires**

**Construction and building materials - wood houses, cement, marble, doors and windows, window glass, thermo and hydro-insulating products**

**Wood - timber, logs**

**Furniture - chairs, office furniture, kitchen, bedroom and living room furniture**

**Mineral products - glass, glass wool**

**Garments and textile products - women's and men's clothing**

**Wine, alcoholic beverages**

**Beverages - natural juices**

**Food products - meat and meat products, honey, canned fruits and vegetables, tomato paste and tomato sauce, cereals, fruit and vegetables**

**Tobacco - cigarettes, filters**

# Romanian – Bulgarian Economic & Commercial Cooperation

On May 31<sup>st</sup>, 2015 the total volume of trade between Romania and Bulgaria was 1450,13 mil. Euro, with 7,2% bigger than the same period of 2014.

Romania's export in Bulgaria: 765,36 mil. Euro (first 5 months 2015)

Romania's import from Bulgaria: 684,77 mil. Euro (first 5 months 2015) .

Commercial exchanges with Bulgaria represent 3,08% out of Romania's exports and 2,76% out of Romania's imports.

## The evolution of trade between Romania and Bulgaria

	2009	2010	2011	2012	2013	2014	2015 5months
Total	2036,4	2777,0	3209,8	3269,6	3221,5	3455,44	1450,13
Export	1094,2	1337,3	1631,3	1735,0	1697,2	1774,83	765,36
Import	942,2	1439,7	1578,5	1534,6	1524,3	1680,61	684,77
Sold	152,0	-102,3	52,7	200,4	172,9	94,23	80,59

Romania's main export commodities in Bulgaria: metallic products , mineral products (fuels , chemicals) , foodstuff , machinery and electrical equipment , livestock , plastic products and rubber .

Romania's main import commodities from Bulgaria : metallic products, food products and vegetables, electrical equipment , chemicals.





# *Prahova Chamber of Commerce and Industry's Relations with Bulgarian Partners*

## **1. Diplomatic delegations visiting CCI Prahova:**

- Visits to Ploiesti of Bulgaria's Ambassador - H.E. Mr. Aleksandar Filipov, on Bulgarian National Day (March 2012, 2013, 2014, 2015)
- Working visit of the Chief of the Economic Section of Bulgarian Embassy - Mr. Bronislav Denev (February 2012, August 2012, September 2015)

## **2. Economic delegations visiting CCI Prahova:**

- Bulgarian economic mission (March 2000)
- Visit of the President of the Bulgarian – Romanian Bilateral Chamber (February 2014)
- Visit of Bulgarian economic delegation with the Bulgarian - Romanian Bilateral Chamber - Mrs. Eleonora Ivanova (April 2014)

## **3. Prahova County delegations to Bulgaria:**

- Participation to Bulgarian-Romania business forum (November 2006)
- Participation to training program of the Eurochambres 'project – IMPACT (June 2008)
- Info-trip to Blagoevgrad of CCI Prahova's delegation (April 2012)
- Participation of CCI Prahova to Bulgarian-Romanian Business Forum in Albena (May 2014)
- Participation to food industry factory inauguration in Veliko Tarnovo (October 2014)



# *Prahova Chamber of Commerce and Industry's Relations with Bulgarian Partners*

## **4. Signing of Cooperation Agreements:**

- between CCI Prahova and the Bulgarian-Romanian Bilateral Chamber of Commerce (February 2014)
- between Prahova County and the Region of Sofia (September 2012)

## **5. Promotion and presentation events:**

- Organizing in cooperation with the Economic Section of the Bulgarian Embassy of several presentations / promotion events of the Bulgarian companies in Romania - "Food & Drinks from Sunny Bulgaria", "Elixir from Bulgaria", "Orthodox Family Day" (May 2012, March 2013, May 2014)
- Participation of CCI Prahova to the Romanian-Bulgarian Business Forum (February 2014)
- Participation of CCI Prahova's President, Mr. Aurelian Gogulescu to the reunion occasioned by the Bulgaria's President, H.E. Mr. Rosen Plevneliev' visit in Romania .



**THANK YOU !**