



# France – Romania Business Council of MEDEF International presentation



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## ■ COUNCIL CHAIRPERSON

*Under appointment*

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## ■ COUNCIL ACTIONS FOR COMPANIES

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**The France-Romania Business Council of MEDEF International began its activities in 1989**, when the country was beginning its political and economic transition.

As the 7<sup>th</sup> largest country in the European Union (joined in 2007) in terms of surface area and population (20 million inhabitants) Romania has quickly showcased convincing economic and industrial assets in order to attract foreign investment, particularly French companies: a dynamic market with strong consumption and significant investment needs, a quality and competitive workforce, and a diversified industrial sector. In addition, the country has a strong agricultural potential, but still insufficiently exploited.

While the 2008-2009 crisis had a brutal impact on the Romanian economy, the assistance programs of the IMF and the European Union enabled the country to quickly return on a path of solid growth, a positive ongoing dynamic (4.2% in 2018). On this promising market, favorably located at the heart of Europe and close to major consumer centers (Germany, Poland, Ukraine), there are still many development opportunities for French companies, in production location, in sectors such as services, agri-food industry, in the development and modernization of public infrastructures and services (transport, urban sector, environment, which benefit from significant European structural funds - €30 billion over the 2014-2020 period).

The regular meetings in Paris and business [delegations-missions](#) of the Council to Bucharest aim at :

**1. allowing French companies to liaise directly and regularly with:**

- the Head and members of the Romanian Government, administrative officials and public economic stakeholders with cross-cutting and sectoral competences,
- local public authorities (Governors, mayors...),
- local business communities.

**2. providing companies with keys to understanding and decision-making for their activities and strategy, mainly related to:**

- business opportunities in each sector of the economy,
- business environment, the operating and investment conditions in the country, the access to public procurement,
- available sources of funding, whether domestic, multilateral or European (structural funds),
- local partnerships and location of production,
- the structuring of industries and business sectors,
- and more broadly keys to understanding the risks and opportunities related to internal and regional evolutions.

**3. increasing experience-sharing between French companies of all sizes, operating in Romania or in the region, and promoting interactions with new potential partners in these markets.**

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→ Reports of business meetings and delegations are available to MEDEF International's members on request.

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