



Cluj-Napoca
Your Best Business Partner

Cluj-Napoca: “downtown Transylvania”

Location:

North-West of Romania, one of the most prosperous regions in the country, capital city of Cluj County and the historic capital of the province of Transylvania.

Surface:

180 sq km

Population:

Approximately 500.000 inhabitants - in the city and vicinity.



Cluj-Napoca: “downtown Transylvania”

University Centre

Second most important academic center in Romania,
11 universities, 6 public and 5 private.

Over 100.000 students living in the city, 219 students/1.000 resident population.

51 faculties with over 300 majors in various teaching languages: Romanian, English, Hungarian, German and French



Cluj-Napoca: “downtown Transylvania”

Infrastructure

Road, air and rail connections to major cities in Romania and Europe.

European road routes E60, E81 and E576 - strategic crossroad in the European road network.

Transylvania Highway (under construction) will link the city with Bucharest and Romania’s western border Hungary.

Cluj-Napoca International Airport – cargo terminal and 3500m runway to be completed in 2014



Cluj-Napoca: “downtown Transylvania”

Main Industries

BPO

Romania: listed as Top 50 countries in the A.T.Kearney’s 2011 „Global Services Location Index”, in terms of attractive offshoring destinations in terms of Financial Attractivity, People Skills&Availability and Business Environment

Cluj-Napoca emerges as an important BPO hub

Established BPO experience relies upon: (FAO), (HRO), (PO), knowledge process outsourcing (KPO), (CC) (IS-BPO).

IT

KPMG Advisory “Exploring Global Frontiers” study places Cluj-Napoca amongst the first 31 word destinations for investments in the field of information technology (IT), Key aspects which make it attractive: the specialists, the costs and the geographic position.

Manufacturing

Manufacturing - 97.65% of the total industrial production

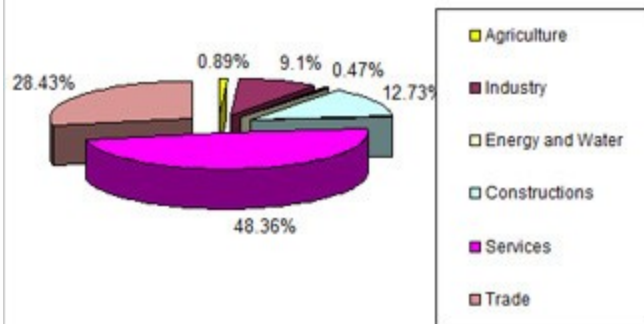
Metal constructions - most developed.



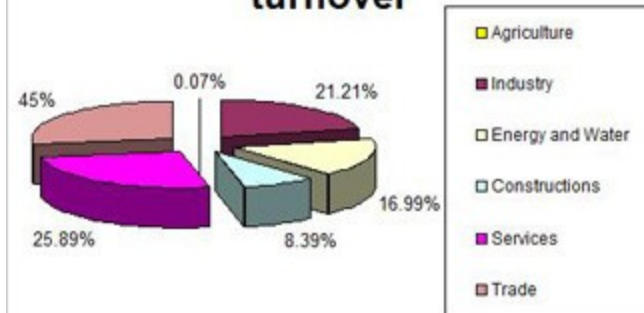
Facts and numbers

Economy figures

The structure of the economic activities in Cluj-Napoca based on the number of companies



The structure of the economic activities in Cluj-Napoca based on the turnover



Crisis

In Cluj region 76,86% of the businessmen questioned consider that the economical crisis climax was in 2010, 18,18% think that in 2011 and only 2,48% indicated 2012.

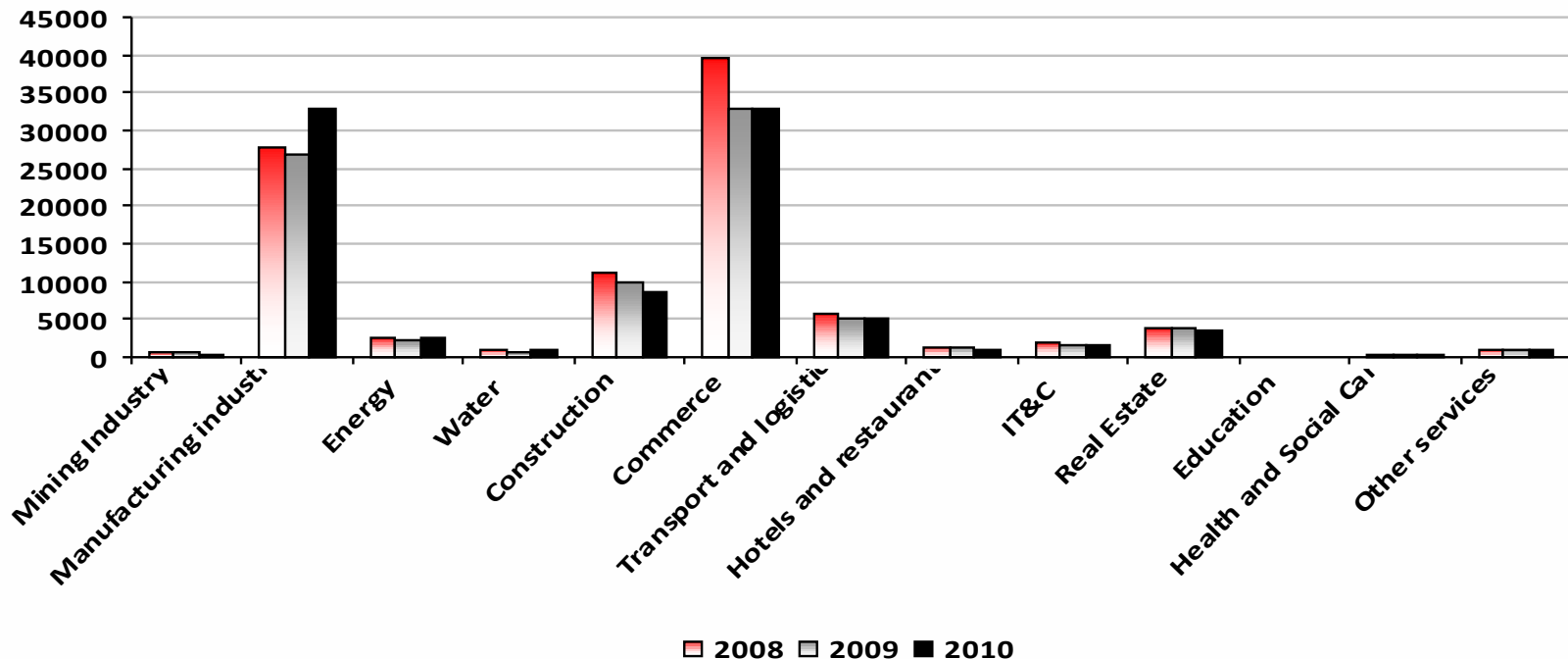


Crisis impact on local economy

Number of active local units, in the region.

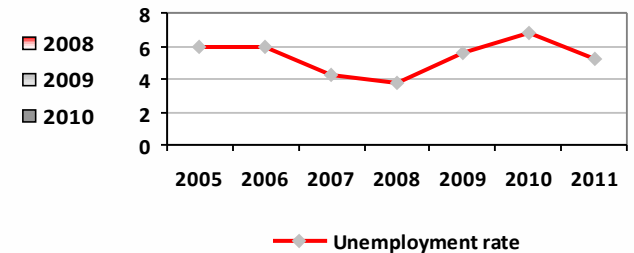
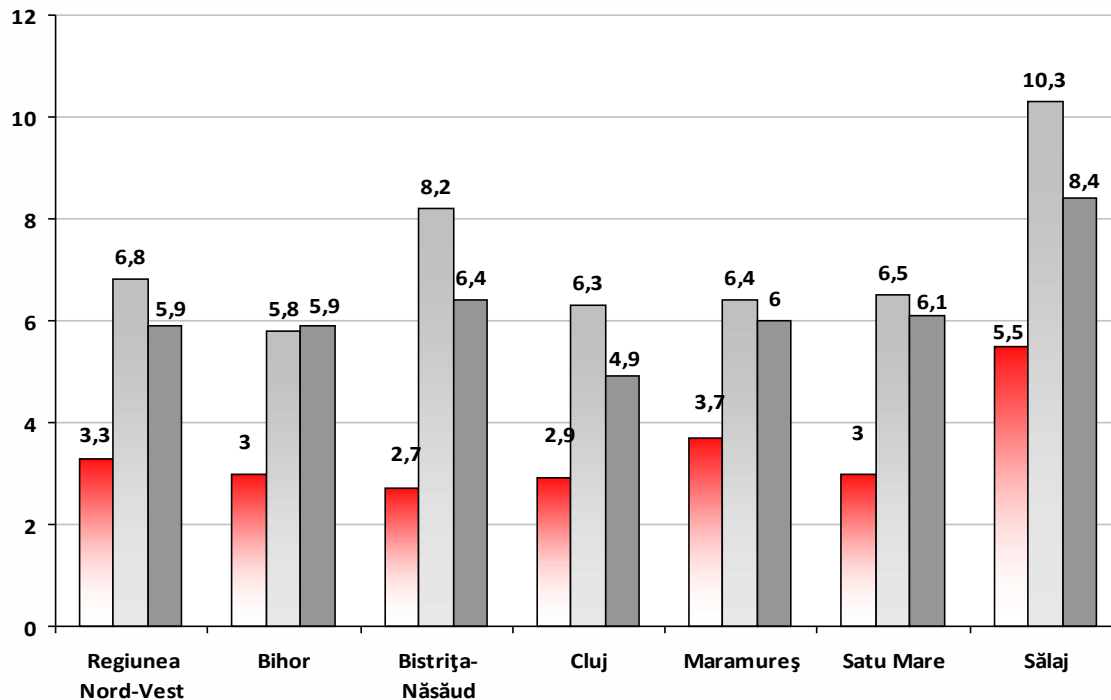
Activities	2008	2009	2010	2010 vs 2008 (%)
Industry total:	10.093	9.616	8.716	-13,64
<i>Mining Industry</i>	248	314	272	9,67
<i>Manufacturing industry</i>	9.504	8.890	7.595	-20,08
<i>Energy and water sector</i>	84	118	179	113,09
<i>Waste management; recycling</i>	257	294	306	19,06
Construction	10.774	10.670	8.577	-20,39
Services total, among most important:	57.828	55.486	50.376	-12,88
<i>Commerce</i>	28.348	25.787	23.513	-17,05
<i>Transport and depositing</i>	6.776	6.728	6.202	-8,47
<i>Hotels and restaurants</i>	3.584	3.963	3.693	3,04
<i>IT&C</i>	2.507	2.448	2.187	-12,76
<i>Finance and insurance</i>	873	901	838	-4,009
<i>Real estate</i>	1.816	1.864	1.722	-5,17
<i>Professional, technical and scientific activities</i>	7.607	7.826	6.848	-9,97
<i>Creative industries</i>	2.158	2.605	2.313	7,18

Facts and numbers



Local units active in NW region, active in different sectors, annual turnover, 2008-2010

Facts and numbers



Unemployment rate in NW Region

Combating the economical crisis

1. Making the most of the EU Structural Funds available and preparing thoroughly the next programming period 2014-2020
2. Fighting poverty and social exclusion, inclusive Metropolitan Area where sustainability is ensured by the balanced social and economic development
3. Creating and supporting the infrastructure needed for innovative businesses and industrial R&D investments (target 2% of the GDP by 2020)
4. Developing a new Sustainable Energy Action Plan for the Municipality
5. Connected infrastructure for cultural, educational, touristic activities and sports (Cluj Arena Stadium, Multipurpose Sports Hall, the Philharmonics building, Extending the University Library)
6. Raising awareness for the Cultural potential in Cluj Napoca by applying for the European Capital of Culture Title in 2021 and European Youth Capital 2015 (shortlisted)



Projects

90 mil EUR infrastructure investment projects ongoing,

60 mil EUR cofinanced by the EU

35 mil EUR 35.000 seats elite class stadium Cluj Arena

15 mil EUR 7.000 seats Multipurpose Sports Hall (in execution)

Road infrastructure rehabilitation and 5 high capacity public parkings

Central Station and airport turned into intermodal points

Public Bike sharing system, free of charge

Energy efficiency investments in public buildings and block of flats

Cultural infrastructure to sustain the future European Cultural Capital in 2021



Cluj Metropolitan Area

National growth pole for research and development, innovation and information technology, communication services

→ dedicated access to European Funds: 82 million euros - until 2013

The Integrated Urban Development Plan for Cluj Metropolitan Area

- Includes a number of 104 investment projects
- Total value of projects is 1,02 billion euros
- Beneficiaries: the city and the county of Cluj, municipalities in CMA, universities in the city and other autonomous institutions, private companies

Strategic objectives

Development of sustainable, innovative, R&D oriented business environment

Rehabilitation of the transport infrastructure and mobility improvement

Rehabilitation of social infrastructure

Sustainable & alternative energy



Business Infrastructure Projects

TETAROM

Transylvania Equipments and Advanced Technologies produced in Romania

TETAROM I - is located at 47, Taietura Turcului St., Cluj-Napoca and it has a surface area of 32,77 hectares (local companies and business incubator)

TETAROM II - is located on 4, Emerson Str. (near Muncii Blvd., the tramway depot area), Cluj-Napoca, and it has a surface area of 12 hectares EMERSON

TETAROM III - is located in Jucu village, Cluj County, and it has a surface area of 154 hectares (former NOKIA, now BOSCH and DeLonghi)

TETAROM IV – will be located in Feleacu village, energy park, 50 hectares – project ongoing, to be finalized in 2015



Business Infrastructure Projects

Regional Center for Excellence in the Creative Industry

Cost of investment: approximately 16 million EUR , 5,5 million EUR financed by the EU

Surface: 13.256,35 sqm, out of which: 2.230,93 sqm – office spaces; 966,07 sqm – creative workshops; 1056,55 sqm – multifunctional spaces.

Objective: the only business support structure for the creative industries in the country.

- at least 26 companies located in the structure (18 micro and small enterprises, 6 SMEs and 2 large enterprises)
- the structure of the buildings will be able to support further expansion, according to the demand,

Implementation period: to be finalized in 33 months



Business Infrastructure Projects

T.E.A.M. Center – C.M.A. Business Support (Technology, Evolution, Entrepreneurship, Small Businesses – Cluj Metropolitan Area)

Cost of investment: 10,5 mil. EUR; 5 mil. EUR financed by the EU

Surface: 10 hectares land, utilities, roads,etc.

- 4.840,28 sqm, out of which: 3.301,83 sqm of office buildings
- and support services and 1.538,45 sqm of micro-production

Supporting the IT, electronic and technical fields,
identified as active industries in Integrated Urban Development Plan;

- increasing SME's access to quality services
- attracting foreign investors
- at least 13 companies in the TEAM Center

Implementation period: to be finalized in 28 months



Business Infrastructure Projects

Metropolitan Science and Technology Park

Will be developed around/starting with Competitiveness Pole

Same location with the other business infrastructure projects

Advantages:

- Fiscal – income tax exemption on buildings and land
- Economic – nucleus of competences, integrated approach
- Legal, commercial, technical managerial assistance, consultancy services

Accreditation by Education and Research Ministry

- a) Association contract of the consortium members;
- b) Business Plan for the functioning of the STP;
- c) administrator's statute

Competitiveness Pole – Consortium – extra-advantages:

Existence of the physical infrastructure

Activates as a Business, Technology and Research Centre – profit owner

Hosts companies in interested fields (in buildings or land parcels)

Open Research Unit

Reasons to invest in Cluj-Napoca

- strategic geographical gateway to Europe
- open public administration
- partnership with local administration
- best use of the available European Structural funds
- best living standards in Romania
- top universities and alternative education curricula
- highly qualified and affordable labor force
- strong local business network
- perfect candidate for European Capital of Culture 2021





Thank you!

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development department

www.clujbusiness.ro