



Iasi – Open for Business



Who we are?

- Location
- Tradition
- Economy



What we want?

- Major projects
- Business & investments
- Global & knowledge-based cooperation



What we have to offer?

- Connections
- Business infrastructure
- Human resources
- Quality of life

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Iasi County



Location and demographics.

North-East Region

6 counties (Iași, Bacău, Botoșani, Neamț, Suceava and Vaslui)

3.8 million inhabitants (17.30% of total Romanian's population); 56.3% in rural areas

37.000 km² surface

Regional GDP – USD 12.26 million,
contribution of 11.8% to Romania's GDP

North-East Region economic catchment area includes part of the neighbour counties (Vrancea, Galați), Republic of Moldavia and a part of Ukraine (over **5 million inhabitants**)



South-Eastern Europe

North-East Region



Regional connections

Moldova region is served by three airports (Iași, Bacău and Suceava). Bacău International Airport flights are operated by BlueAir and Carpatair (low cost flights to cities in Italy and UK – London).

Suceava International Airport provides 3 weekly flights to Bucharest.

All other counties – Neamț, Vaslui, Galați, Vrancea – are served mostly by Iași Airport.

Iași is the **boarding gate to the Eastern Europe** for the citizens of the Rep. of Moldova and Ukraine.



Average distance to be traveled to reach Iași & Iași Airport = 158 km.

Iasi: Facts and Figures



PALAS
Biggest lifestyle center in South-Eastern Europe
12.500.000 visitors every year
class A office buildings



Palace of Culture



3 major Romanian vineyards: BUCIUM, COTNARI, GRAMMA



tradition and culture



9 universities
65.000 students every year



National Theatre and Opera

Iași County Economy

Main industries :

- ▶ Services;
- ▶ Education;
- ▶ Healthcare and Pharmaceuticals;
- ▶ IT, Software & Electronics;
- ▶ Textiles;
- ▶ Automotive, Metallurgy and Heavy-equipment manufacturing;
- ▶ Constructions.

Regional clusters were set up recently in Iași to valorize the potential of the IT&C and bio-medicine industries.

North-East Region Counties' ranking according to their contribution to national GDP (2011):

- ▶ Iași: USD 4.70 billion;
- ▶ Bacău: USD 3.95 billion;
- ▶ Suceava: USD 3.29 billion.

Iași County – structure of economic activities

Activity	No of active local units (%)	Turnover (%)	Gross investment (%)	No of employees (%)
Industry	10,4	30,6	59,9	28,8
Constructions	9,2	11,8	15,6	13,1
Trade	41,6	43,4	10,0	23,6
Services	38,8	14,2	14,5	34,5

Top 5 Private Employers in Iași County, 2013

Company	No of employees
DELPHI DIESEL SYSTEMS ROMANIA SRL	2,071
E.ON MOLDOVA DISTRIBUȚIE SA	1,556
Antibiotice SA	1,465
Continental VDO	1,000
Xerox Business Services Romania SRL	900

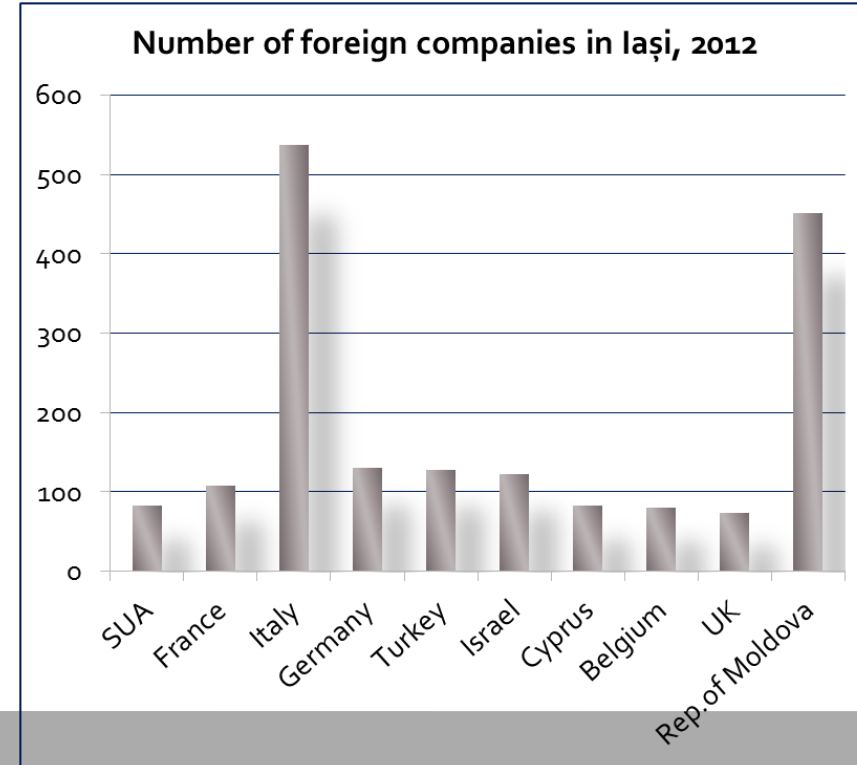
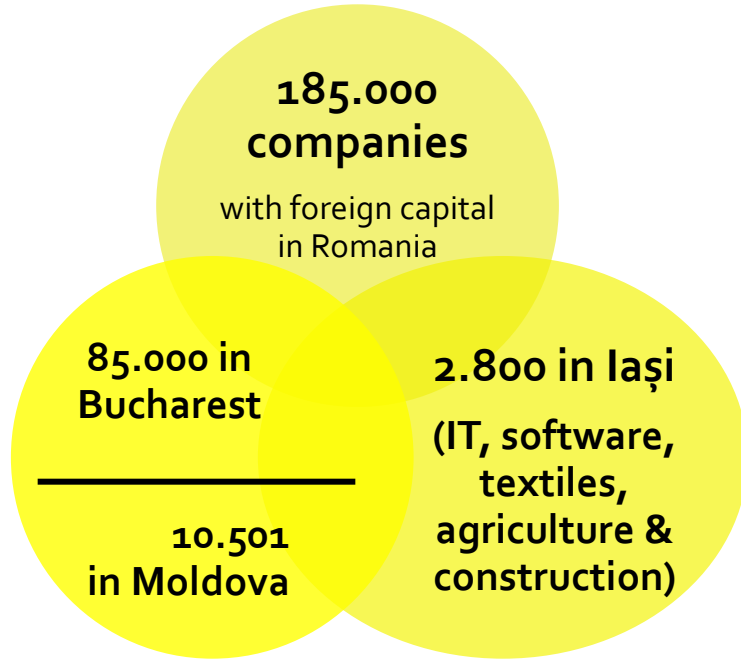
18,000
companies

97,000
employees

USD 5,7 billion
total turnover

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Iași County Economy. Foreign investments



Source: Romanian Trade Register Office

**Total invested capital in Iași =
USD 441 million.**

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Iași County

Academia

The name of Iași City is bound up with the so-called "golden period" of the Romanian culture. Nowadays, the city is still known as the **cultural capital of the country**. In 1860 the first university ("Al.I.Cuza" University) within Romania was founded in Iași.

Today, Iași is hosting **5 public universities**.

The region has **2 more academic centers** in Bacău and Suceava.

Public universities within the region have over 6,500 employees (academic staff) altogether, out of which 5,500 in Iași, all of whom frequently travel to conferences abroad. They enroll 65.000 students every year.

University	No of academic staff
"Alexandru Ioan Cuza" University, Iași	2,009
"Gheorghe Asachi" Technical University, Iași	1,777
"Gr.T. Popa" University of Medicine and Pharmacy, Iași	1,124
"George Enescu" University of Arts, Iași	323
"Ion Ionescu de la Brad" University of Agricultural Sciences and Veterinary Medicine, Iași	240
"Ștefan cel Mare" University, Suceava	766
"Vasile Alecsandri" University, Bacău	349



Iași – competitiveness in IT&C

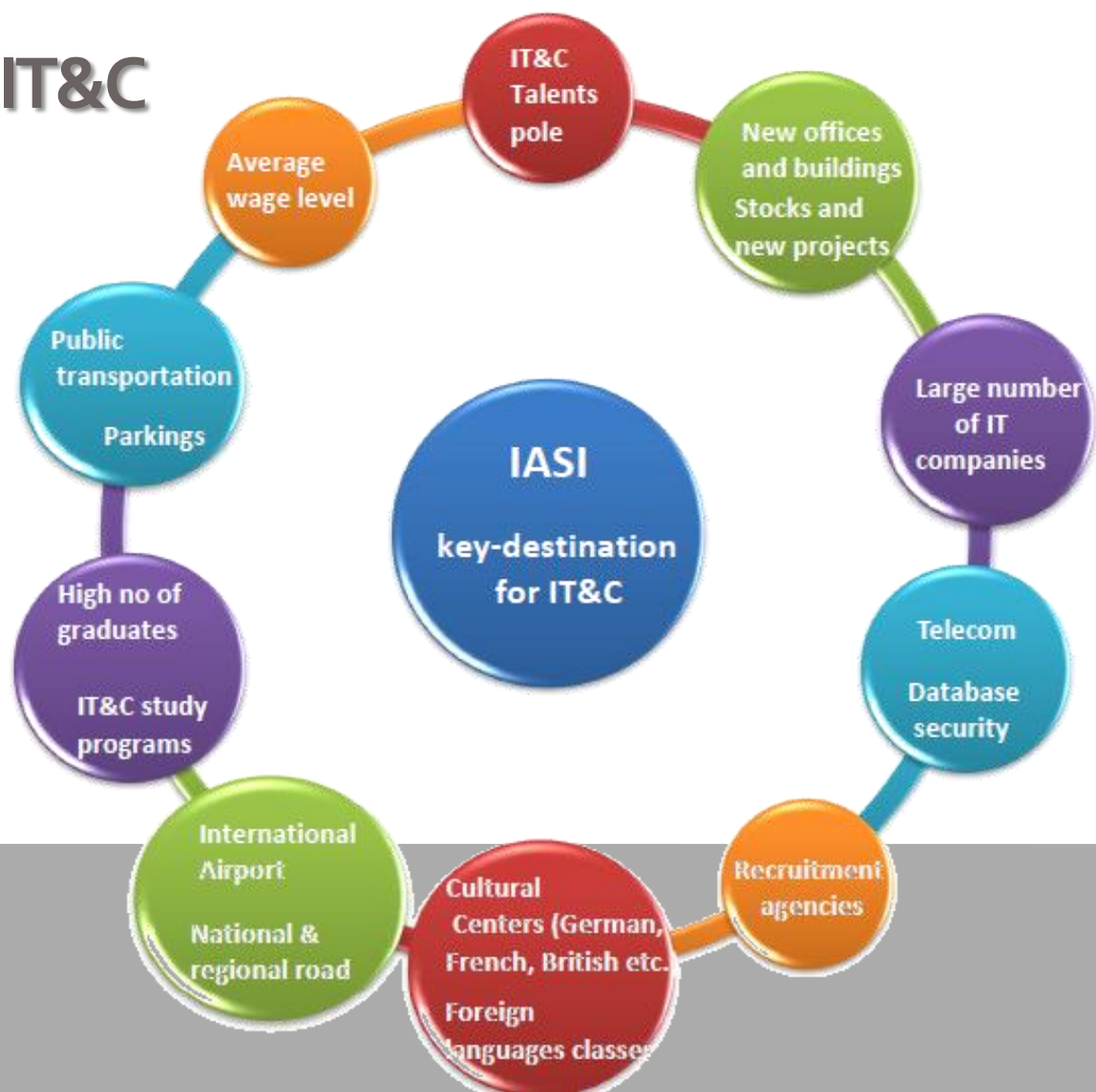
Office Buildings and Facilities for Investors:

- Iași has an office premises stock of over 100,000 m², of which at least 70,000 m² are of A/B + class standard.

6,000 employees in Iași County work in IT&C companies.

Total turnover 2011: USD 130 million.

Over 800 IT&C companies in Iași.



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Iași County

The most important projects of Iași County Council



Modernization of Iași International Airport



Intermodal Transport Center & Industrial Park



Integrated waste management



Moldova-Transilvania Highway



Regional Emergency Hospital



Improving county roads connectivity

TOMORROW'S PROJECTS TODAY



Iași International Airport

The Easternmost airport of the European Union and the Regional Airport in the North-East of Romania.

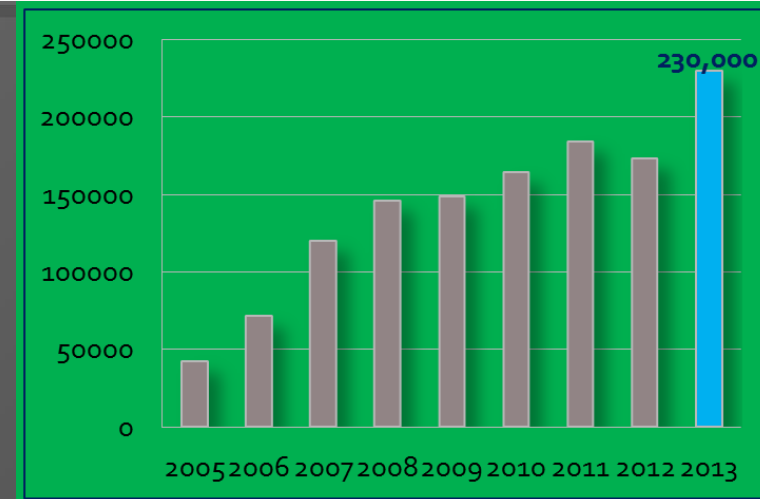
230.000 pax in 2013 – a growth of 34% comparing to 2012.

Iași Airport is ranked no. 7 in Anna.Aero Top 10 with European Airports growth, comparing 2012 to 2013.

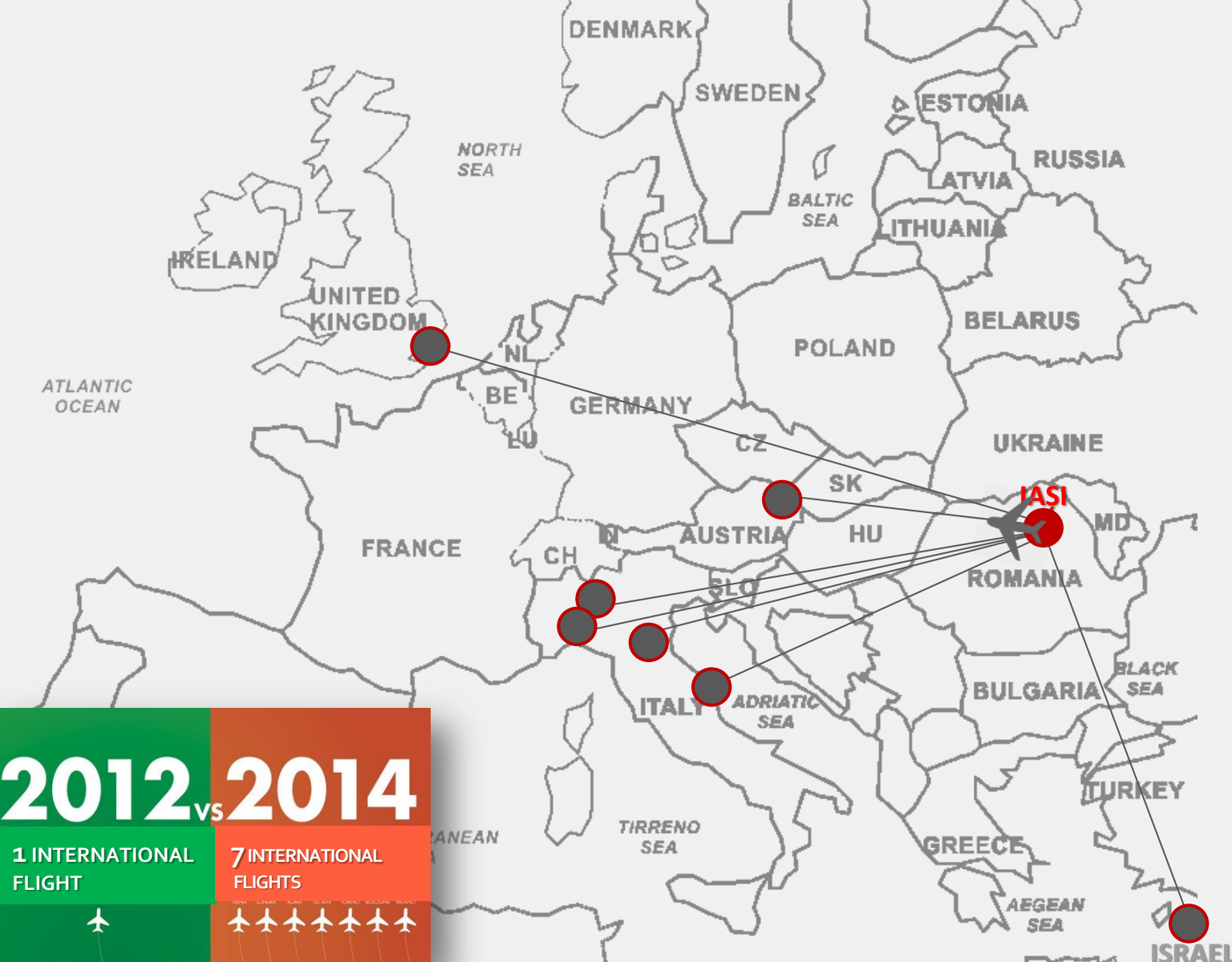
Estimations for 2014: 300.000 pax.

JASPERS study shows potential to reach 1.088.953 pax in 2025.

Modernization of Iași International Airport directly contributes to the economic development of Iași and the North-East Region.



Passengers flow evolution, 2005-2013



Current routes

- Bucharest
- Tel Aviv
- Wien
- Rome
- London
- Bologna
- Torino
- Milano

Summer routes

- Antalya
- Rhodos
- Zakynthos
- Heraklion

Airlines

- Tarom
- Austrian
- Air Bucharest
- Blue Air

Forecasted routes

- Munich
- Paris
- Istanbul

2012 vs 2014

1 INTERNATIONAL FLIGHT

7 INTERNATIONAL FLIGHTS

Iași International Airport – Terminals & Equipment

TERMINAL T 1

160 pax/hour | 4 check-in desks | 2 scanning gates

TERMINAL T 2

In service from July 2012, with 200 pax/hour |
4 check-in desks | 2 scanning gates

TERMINAL T 3

Ready to use in May 2015 | 320 pax/hour |
6 check-in desks | 3600 sqm

Ground Handling Agent: MENZIES AVIATION

Rescue and Fire Fighting: RFF CAT.6

Fuelling issues:

Available suppliers – EUROSPEED | Fuel Type – JET A1 |

Refuelling Truck 19 to | Storage – 80 to



Iași International Airport – new runway (future representation)



Iasi International Airport – 2.400 m new runway

Runway suitable for Class C (Boeing B737, Airbus A320) and D (Boeing B767, Airbus A310) aircrafts.

70/F/D/W/T

Lenght: 2.400 m

RWY designator: 14/32

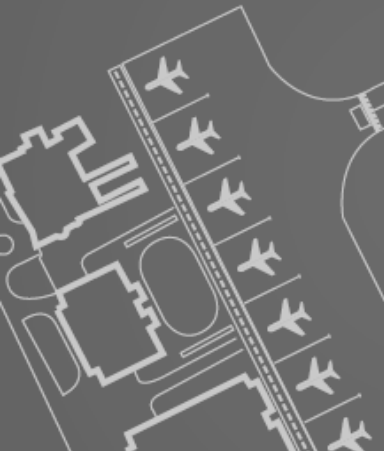
Investment value: EUR 56,7 million (European Funds), including a new 3,200 m² passenger terminal, new taxiways and platforms.

Contract signed in August 2013 with the consortium MAX BOEGL – Vega '93 – UTI.

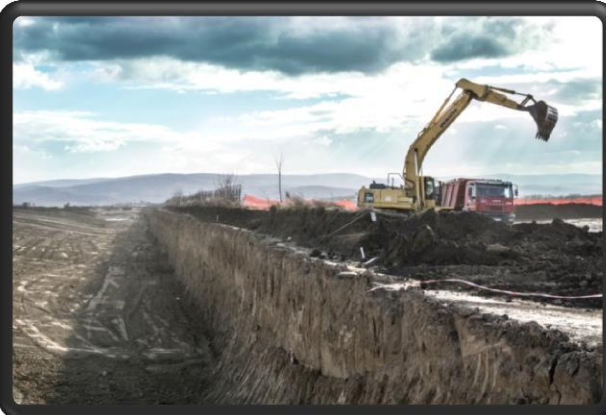
Works to be finished before July 2015.

First 1.950 m ready to use in August-September 2014.

The first flexible runway in Romania.



Iasi International Airport – New runway (works in progress)



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Regional Intermodal Freight Transport Center

The project consists in the execution of the **railway, road and parking infrastructure works**, thus ensuring the interconnection to the national railway and road network, as well as the connection to utilities:

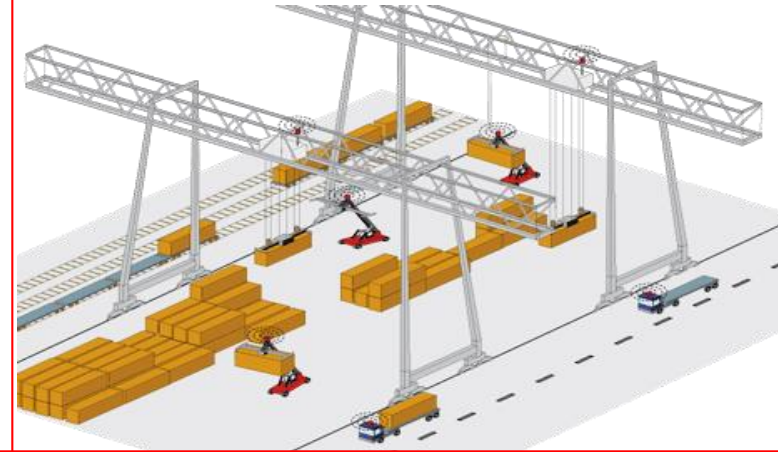
- temporary storage platform of intermodal freight units (especially containers);
- provision of utilities (electricity, drainage, water supply, sewerage, etc.).
- **rail access and related railway infrastructure;**
- road and rail infrastructure within the terminal.

The Intermodal Center is planned to be financed by the **Transport Sectoral Programme or Major Investments Programme 2014-2020**.

The project is in the phase of writing the grant application .

The **technical and economic documentation** was finished this year and the procedure for the joint venture approval by the National Railway Company is ongoing.

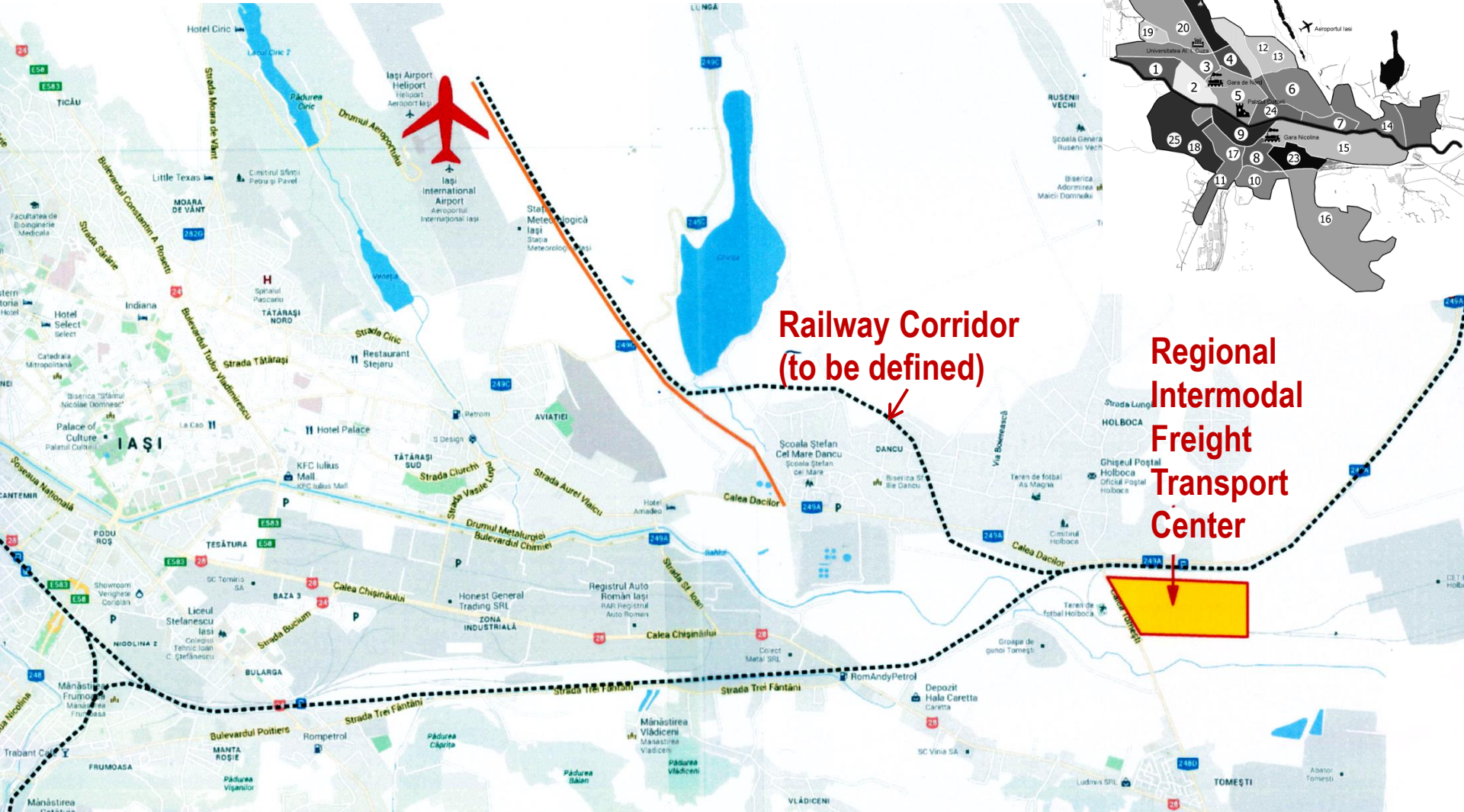
Estimated value: USD 29.57 million.



IAȘI provides unique logistic facilities, ensuring interoperability between the Russian railway track gauge and the European railway system.

Regional Intermodal Freight Transport Center

Map of Iași City



**Railway Corridor
(to be defined)**

**Regional
Intermodal
Freight
Transport
Center**

Industrial Park – Lețcani, Iași

Main road connections: DN28 (E583), DJ248A, DJ248.

Railway connections with other functional areas of the country.

Iași International Airport - 15 km away.

Main advantages:

- ▶ the presence of a major investor in the area (Delphi Diesel Systems Romania);
- ▶ utilities available.

Impact:

- ▶ new jobs;
- ▶ boost investment in the area;
- ▶ stable labour force.

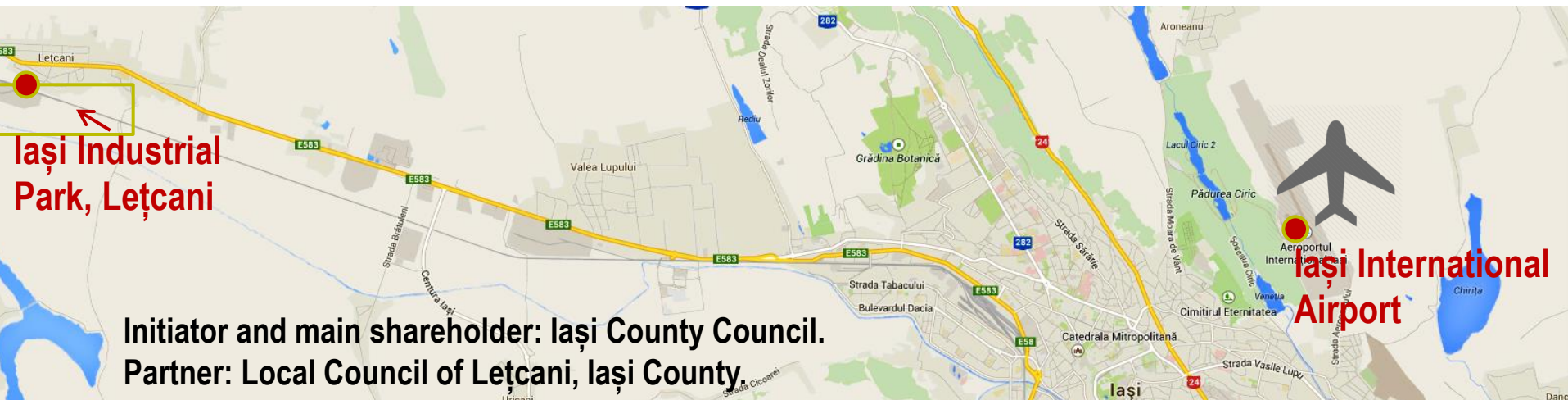
Estimated value: USD 43,6 million.

Expected funding sources:

capital contribution; loans from banks and other financial institutions; concessions in advance and PPP.

April 2014: Starting of the execution of the Zonal Urban Plan (30 ha).

Mai 2014: Legal registration of the Industrial Park Management Company.



Initiator and main shareholder: Iași County Council.

Partner: Local Council of Lețcani, Iași County.

TransAgropolis – Transfrontier Agribusiness Support

Objective: Development of an adequate agricultural marketing infrastructure aiming to improve transborder economic situation.

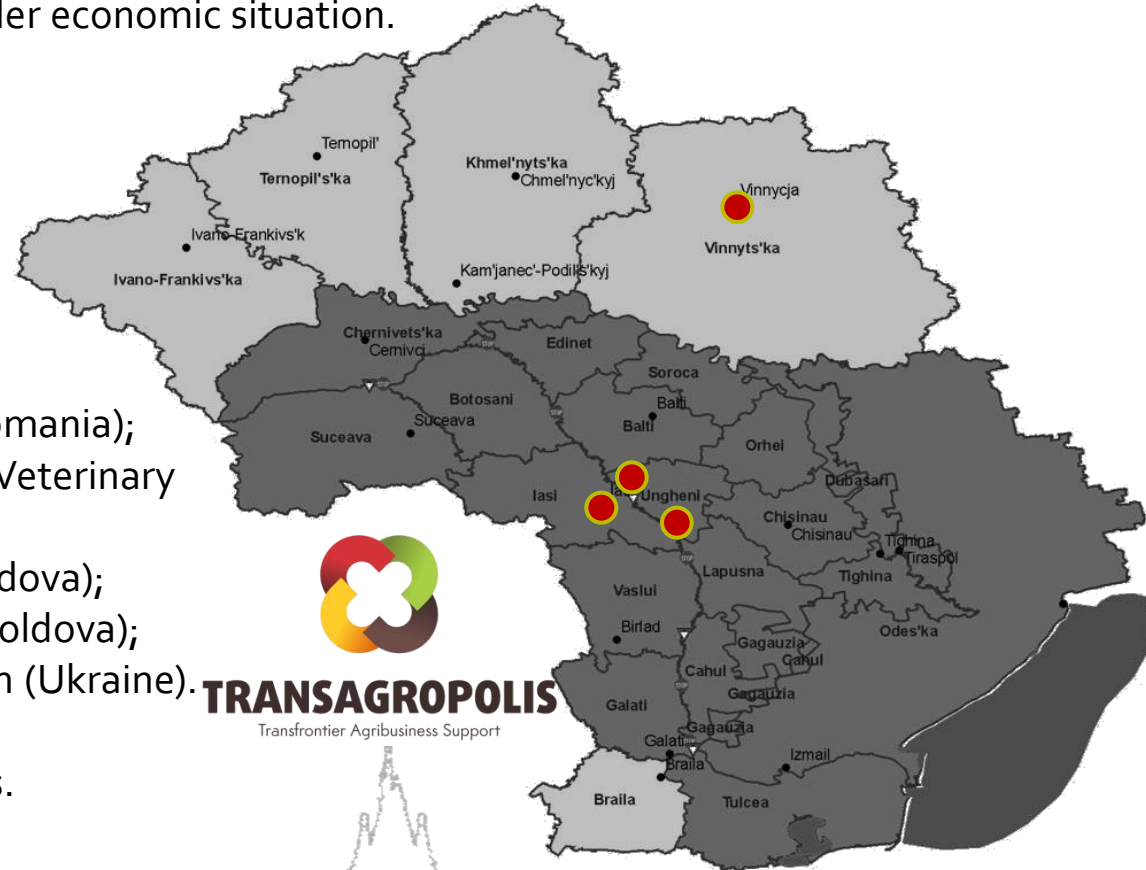
Location: Lețcani commune, 25.4 ha.

Value: USD 8.03 million.

Partners:

- Lețcani Local County (Romania);
- Iași County Agriculture Department (Romania);
- University of Agricultural Sciences and Veterinary Medicine, Iași (Romania);
- Fălești County Council (Republic of Moldova);
- Ungheni County Council (Republic of Moldova);
- Vinnytsia Regional State Administration (Ukraine).

Today: ongoing bid of the execution works.



Improving road connectivity and accesibility.

Moldova (Iași) – Transylvania (Tg. Mureș) Highway

Need:

Moldova and Transylvania are connected through DN 15B – DN 15 and DN 15 – DN 12C – DN 13B, which are overcrowded, slow-speed and with congested traffic.

The lack of infrastructure (geographical isolation) leads to an increased economic disparity between North-East Region and the rest of the country.

Impact:

Ungheni (Republic of Moldova) – Iași – Tg. Mureș highway will ensure international transit traffic between the **pan-European Corridors IV and IX**.

Length: 310 km.

Feasibility study in progress

Estimated costs: USD 5 billion.



Quality of life in Iași County

Over 100 Kindergartens and primary schools (English, German & French).

✓ 15 Hospitals and medical centers of excellence

- ❑ specialities: cardiology, neurology, emergency hospital, recovery, infectious diseases, obstetrics and gynaecology hospitals etc.

✓ Parks, shopping centers and leisure facilities

- ❑ Palas park & shopping center, Expo Park, Botanical Garden, 4&5-stars hotels, Palace of Culture, University Library.

✓ Universities and Cultural Centers

- ❑ German Cultural Center, British Council, French Cultural Center, Cultural Center of Latin America and Carribean, 5 universities.

✓ Multicultural environment

- ❑ Each year, the city of Iași hosts **students from over 80 countries**, enrolled in various study programs (mainly in Medicine);
- ❑ International conferences, workshops and scientific exchanges held annually by universities on topics like Linguistics, History, International Relations etc.;
- ❑ Traditional festivals, bringing together different nationalities.



American businesses in Romania, today

6.800
companies
with US
investment
(April 2014)

43.541
jobs
(1% of the
total no. of
employees in
Romania)
(2013)

12th
place
among
foreign
investors
(April 2014)

Investment value

2012: \$ 2,05 billion

2011: \$ 1,94 billion

2010: \$1,72 billion

2009: \$ 1,38 billion

2008: \$ 1,27 billion

2007: \$ 795 million

Source: Romanian Trade Register Office

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American businesses in Romania, today. Success stories in:

Automotives & Aviation:



- \$ 1.5 billion pledged investment;
- 3,500 employees; 5,000 more up to 2015;
- 90% of production to be exported.



GE imagination at work
Romania

- \$ 500 million investment;
- over 1,000 employees;
- active in Romania since 1984;
- the only manufacturing unit for aircraft engine components of GE in South-East Europe is located in Bucharest;
- GE businesses in Romania: aviation; transportation; healthcare; power & water; energy services; oil & gas; commercial finance; real estate.

DELPHI

- 12,000 employees in 4 plants;
- 1 diesel site in IAȘI , around 2,000 employees;
- \$ 250 million investment in IAȘI;
- delivers 13 types of pumps, 10 types of injectors to 15 vehicle manufacturing plants around the world located in Korea, France, UK, Germany, Spain, Slovakia, Sweden, Turkey and China;

Open for business

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American businesses in Romania, today. Success stories in:

IT&C & Telecom

- Microsoft
- Hewlett Packard
- Oracle
- Amazon
- Adobe Systems
- Intel
- Xerox
- Dell
- IBM
- UPC

Food & Beverages

- Coca-Cola
- PepsiCo
- Smithfield Foods
- Archer Daniels Midland (ADM)
- Kraft Foods
- Cargill
- McDonald's
- Subway

Energy, Gas & Oil

- Chevron
- ExxonMobil
- Lufkin
- Cameron

Pharma

- Amgen
- Eli Lilly
- PhRMA
- Pfizer

Finances

- MetLife
- Citibank

Audit & Consulting

- Deloitte
- Ernst&Young
- PwC

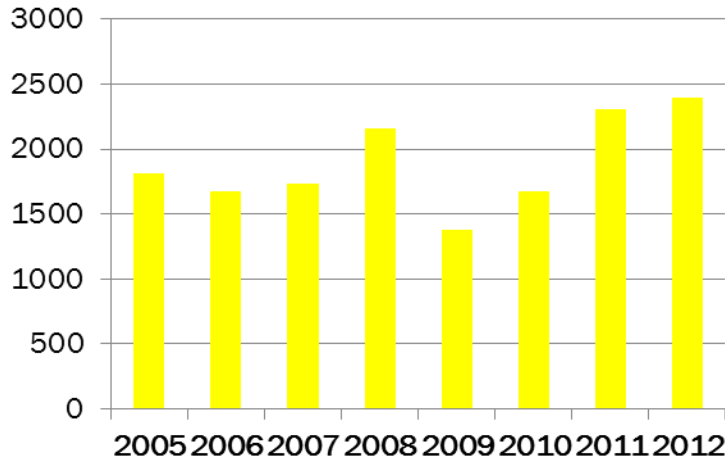
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Iasi County

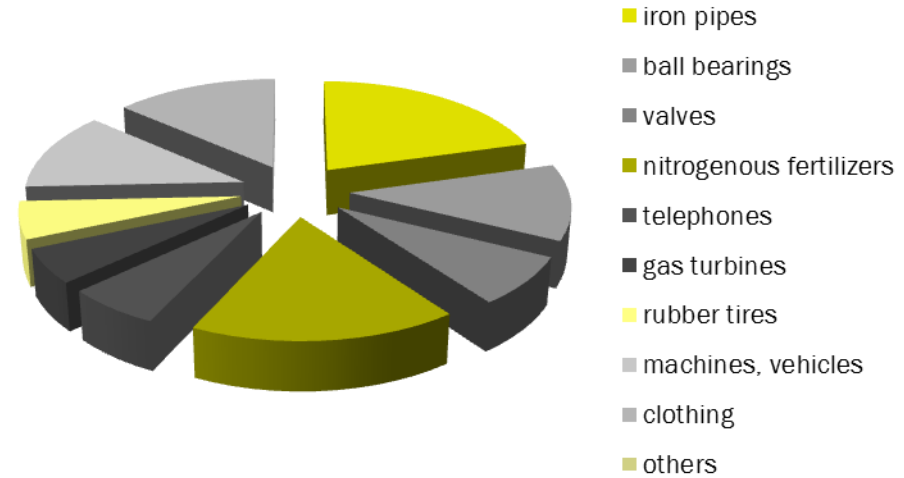


Commercial facts and figures

**Evolution of commercial exchange
(million USD)
(2005-2012)**



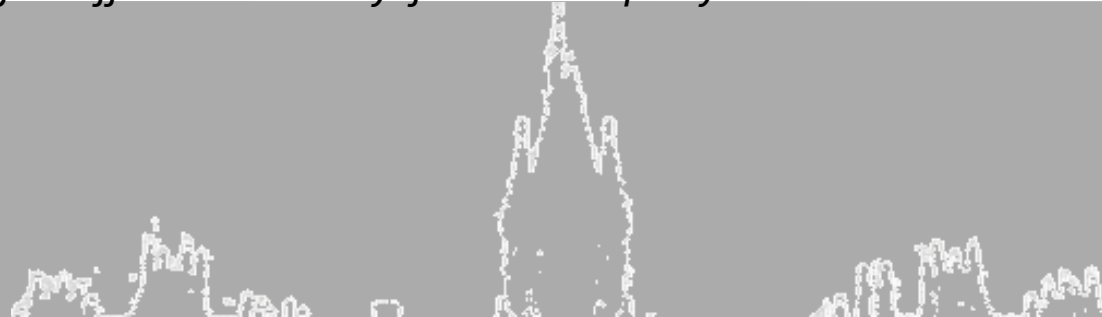
**Romanian Exports to USA (2012)
Total: USD 61.8 billion**



Source: Romanian Trade Register Office and Observatory of Economic Complexity

Open for business

Iasi County



Iași – your business partner for today. And tomorrow.

Why choosing IAȘI?

1. GREAT MARKET POTENTIAL

- ▶ Romania is the largest market in South Eastern Europe and the 2nd largest in Central and Eastern Europe.
- ▶ IAȘI is the 2nd largest city in Romania.

2. STRATEGIC LOCATION

- ▶ Romania is set at the crossroads of 3 major markets: EU, Community of Independent States and Middle East.
- ▶ IAȘI is the border of EU, neighbouring Ukraine & Republic of Moldova.
- ▶ IAȘI ensures interoperability between the Russian railway track gauge and the European railway system.
- ▶ IAȘI is the boarding gate to the Eastern Europe for more than 5 million people.
- ▶ IAȘI International Airport is the largest & newest in SE Romania, and has direct flight connections with some of the world leading business capitals: London, Tel Aviv etc.

Why choosing IAȘI?

3. STRONG LOCAL BUSINESS ENVIRONMENT

- ▶ IAȘI was chosen as business location by U.S. top players: Amazon, Delphi, Lear Corporation, Microsoft, Xerox, Deloitte, Ernst & Young etc.

4. SUPPORTIVE & PARTICIPATIVE PUBLIC ADMINISTRATION

- ▶ IAȘI provides business infrastructure in place: Iași Industrial Park (300 K sqm) to be opened soon, TEHNOPOLIS Technological and Scientific Park, TRANSAGROPOLIS Park etc.
- ▶ IAȘI County offers free concession of land to investors.
- ▶ IAȘI County is dedicated to implement PPP, according to the newly extended legal framework.
- ▶ IAȘI County is implementing the one-stop shop policy for major foreign investors.
- ▶ IAȘI County is committed to transparency & equality of treatment within its relation with partners.



Why choosing IAȘI?

5. FINANCIAL INCENTIVES

- ▶ Romanian legislation supports foreign investments in all sectors, gives companies the possibility to freely manage the business with full ownership rights and allows full repatriation of capital and profits.
- ▶ IAȘI County administration facilitates investors' access to **state aid scheme**.
 - ▶ State aid is provided for investments in electric and thermal energy production and consumption, renewable energy resources, industrial parks, RDI.
 - ▶ Specific state aid scheme for investments between:
 - ❑ 5-10 million EUR and minimum 50 new jobs created;
 - ❑ 10-20 million EUR and minimum 100 new jobs created;
 - ❑ 20-30 million EUR and minimum 200 new jobs created;
 - ❑ over 30 million EUR and minimum 300 new jobs created;
 - ❑ over 100 million EUR and minimum 500 new jobs created.
 - ▶ Support via grants, tax exemption, green certificates.
 - ▶ **State aid intensity reaches 40-50%** of the total eligible cost of expenditure and may grow by 20% for small enterprises and 10% for SMEs.

Why choosing IAȘI?

6. LABOR FORCE

- ▶ IAȘI hosts 5 public universities (covering all scientific fields, including medicine, technical studies, architecture, agriculture, creative arts, social sciences and humanities).
- ▶ IAȘI delivers to the labor market 65.000 graduates per year.
- ▶ IAȘI has a young population (more than 50% under 40 years old).
- ▶ Pool of technical engineering and technically skilled professionals.
- ▶ IT&C talent pool.
- ▶ Cost advantage. Competitive prices of highly skilled labour force: **2nd lowest in the EU.**
- ▶ Particularly strong language skills of both management and technical staff (English, French, German, Italian).
 - *95% of young Romanians speak English, 47% speak at least one other foreign language and 26% speak 2 foreign languages.*



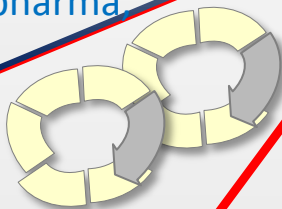
SUMMARY: Iași County – Open for business Your business partner for 2014

Business opportunities



Research & development

Research projects in IT&C, pharma
energy, telemedicine,
Access to EU funds
(Horizon 2020)



Agriculture & Environment

Renewable energy potential
(eolian energy)

Vineyards tradition

Zootechnics

Grains

Economic & legislation background

Positive country ratings from
specialized agencies

Facilities for investors (land,
utilities, administration
support, GRANTS, banks)

Business infrastructure in place

Transagropolis Park
Iași Industrial Park
IT&C Cluster Corporate
Access to EU funds (Structural
Funds, Horizon 2020)

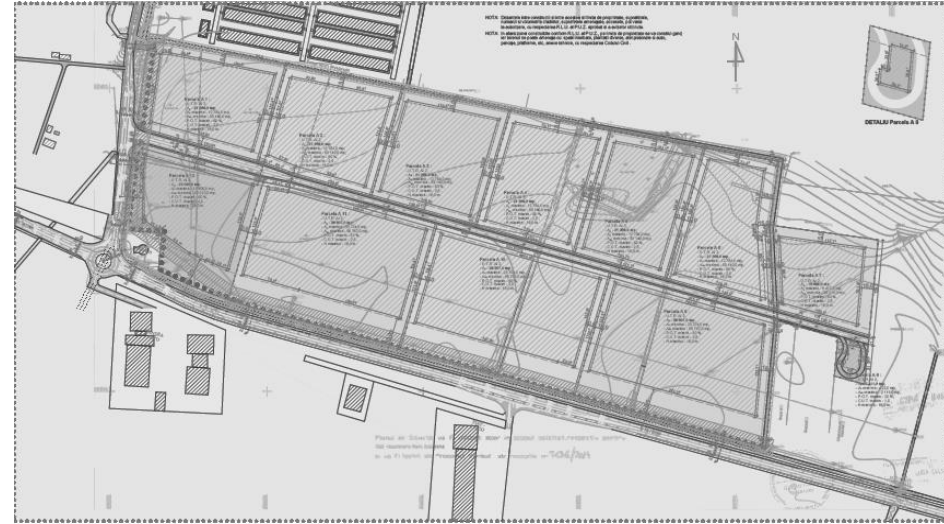
Human Resources

Young, well trained and skilled
human resources (all specialities)
Relatively low labour force costs

Business opportunities in place, in IAȘI, TODAY.

1. IAȘI INDUSTRIAL PARK

- Land available (3229 K sqft).
- Investments in technical fields of production could benefit from a **highly skilled labor pool available immediately** (professionals from communist companies – **FORTUS** - CUG, **ȚESĂTURA** - shut down after 1989 or later in siderurgy, metalurgy, electrotechnics, engines, textiles etc.).
- Investments in technology and RDI are subject to additional fiscal incentives (20% deduction from the eligible costs for RDI).
- Larger investments can benefit from state aid schemes.
- Possibility to get European Funds for the development of the company.



Business opportunities in place, in IAȘI, TODAY.

2. IT&C

- Romania is the regional pole for international IT&C companies, and **IAȘI is the 2nd top destination** (after Cluj-Napoca).
- Romania is the EU leader and 6th in the world by the number of certified specialists (230 IT specialist/million graduates/year, **one of the highest rate in the world, exceeding U.S. and Russia**).
- 2nd lowest labor cost market.
- Market value în 2011: USD 8,5 billion.
- Over 800 companies.
- Class A offices available in IAȘI (to reach 2152 K sqft before 2015).
- Top destination for outsourcing and custom software development.
- Access to EU structural funds (including HORIZON 2020, with a total budget of \$ 100 billion).
- Investments in technology and RDI are subject to additional fiscal incentives (20% deduction from the eligible costs for RDI).
- Fiscal incentives.
- IAȘI is a stable environment for IT&C. Possibility to join the *Regional Innovative Cluster EURONEST IT&C HUB* which was set up in 2013 and gathers companies, universities and administration from the North-East Region of Romania.

Business opportunities in place, in IAȘI, TODAY.

3. CONSTRUCTION AND EQUIPMENTS

- Due to EU funds, Romania and Iași are growing rapidly. Therefore, *investment on rehabilitation of community infrastructure and facilities* can achieve the twin goal of increasing people access to basic services and utilities and supporting business development.
- PPP legislation was recently modified to facilitate large investment projects.
- Construction and rehabilitation priorities:
 - highways and regional road infrastructure;
 - irrigation systems for intensive agriculture;
 - broadband infrastructure.

ESTIMATIONS SHOW A TOTAL INVESTMENT VALUE OF OVER USD 1 BILLION IN THE NEXT EUROPEAN PROGRAMMING PERIOD, IN THE NORTH-EASTERN REGION.



Business opportunities in place, in IAȘI, TODAY.

4. AGRICULTURE

- Predominantly agricultural, due to its topography, IAȘI county is suitable for agriculture diversification.
- Excessive fragmentation of ownership has led to a decrease in the degree of mechanization and equipment, lower agricultural productivity and ultimately led to the practice of subsistence agriculture.
- Recently, associated systems were set up to operate larger area of land.
- Investments are needed especially in terms of:
 - the agricultural mechanization,
 - the biological material used,
 - the proper use of chemical fertilizers and pesticides,
 - irrigation.
- Foreign investors have access to **qualified human resources** and **EU funds** to develop agricultural potential and acquire technology.

IT&C

DESIGN

AGRICULTURE

ACADEMIA

MEDICAL

INDUSTRY

INFORMATION

PHARMA

TRADITION UNITED

BUSINESS

LEAD

EDUCATION

INFRASTRUCTURE

FACT

CAPITAL

LOW COSTS

EXPAND

INDUSTRIAL PARKS

BUSINESS

NETWORK

STUDY

FICTION

LOW RISK

INTERNET

ENGAGE

YOUTH

MULTICULTURALISM DESIGN

COMMERCIAL

IMPROVE

TOWER

ECONOMIC

CONSTRUCTION

LEAD

TALENT

WEB

SPEED

DIVERSIFICATION

TRAINING

DATA

SOFTWARE

SMART WEB

CREATIVE ART

CAPITAL

DIGITAL

RESOURCE

INFORMATION

YES

CONSTRUCTION

SMART

TALENT

INTERNET

ENGAGE

YOUTH

MULTICULTURALISM DESIGN

TRANSPARENCY

KNOWLEDGE

SCIENCE

HI-SPEED INTERNET

OFFICES

TRANSNATIONAL MARKETS

NATURAL RESOURCES

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YES

CONSTRUCTION

SMART

TALENT

INTERNET

ENGAGE

YOUTH

MULTICULTURALISM DESIGN

TRANSPARENCY

KNOWLEDGE

SCIENCE

HI-SPEED INTERNET

OFFICES

TRANSNATIONAL MARKETS

NATURAL RESOURCES

DIGITAL

APPLICATION

LEAD

EDUCATION

INFRASTRUCTURE

FACT

CAPITAL

LOW COSTS

EXPAND

INDUSTRIAL PARKS

BUSINESS

NETWORK

STUDY

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Thank you for your attention!

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Web: www.icc.ro