



CRAIOVA CITY HALL
CRAIOVA LOCAL COUNCIL

BUSINESS OPPORTUNITIES IN CRAIOVA

Craiova, Romania | 2017



ACCESIBILITY

Craiova lies in the **South-West** of Romania. It is the residential city of Dolj County and the most important economic, social and cultural center of **Oltenia South-West Development Region**.

Its location provides **very good accessibility and connection**.

Cross point of the Trans-Carpathian, Danubian and Trans-European communication arterial highways.

Craiova is the second most important city after Bucharest.
Comprises approximately 40% of Dolj County total population.

Area of Craiova
8.141 ha

BOUNDARIES:
☛ **BULGARIA**
☛ **SERBIA**

300.000
inhabitants

Craiova is included within **Pan-European Corridor IV**.





COMMUNICATION ROUTES

- 121 km away from Pitești-Bucharest - Constanța highway;
- 227 km away from BUCHAREST – Capital of Romania;
- procedures for Craiova-Pitești highway have been initiated;
- Craiova-Calafat express way (90 km) leads to Calafat-Vidin Bridge and it makes connection to Bulgaria;
- Craiova-Bechet national road (70 km) makes the connection to Bulgaria.

RAILWAYS ROUTES

- Craiova is a national railway joint, with direct connection to the international railway transportation.

AIR ROUTES

- **Craiova International Airport** lies 100 m away from High-Tech Industrial Park and 8 km away from Craiova City Hall. It has been modernized in the last years and it represents the **main gateway to Europe** for the city and the entire Oltenia area.
- Regular direct flights to:
 - London, Rome, Barcelona, Paris, Valencia, Madrid, Bergamo, Cologne, Milan and Bologna.
 - Crete, Antalya, Tel Aviv.
- The investment of nearly 90 million Euros forecasted in the General Transport Master Plan will be achieved before year 2021 and this will place Craiova International Airport among the first two airports in Romania, being thus a healthy choice alternative for Bucharest "Henri Coanda" Airport.





NATURAL PARTICULARITIES

- Craiova and Dolj County lie in a field area, mainly specialized in **cereals culture, vineyards and watermelons.**
- Average annual temperature in Craiova ranges around **10,8 Celsius degrees.**
- Dolj County hydrological system:
 - Danube River;
 - Jiu River.
- Dolj County energetical resources are: **oil land natural gas** produced within Brădești, Ghercești and Coșoveni areas.
- In Craiova and nearest neighbourhood lies the headquarters of **two big power plants**, operating at over 1000MW: Ișalnița and Craiova II.

METROPOLITAN AREA OF CRAIOVA

- The City of Craiova, with other 23 administrative units within its influence areas, generated an intercommunity development structure called **The Metropolitan Area of Craiova City.**
- Craiova Metropolitan Area reunites **54% of the entire Dolj County population** – 356.544 inhabitants of a total of 660.544.
- With 149.862 ha surface area, **The Metropolitan Area of Craiova City** represents 20% of Dolj total surface area (741.400 ha).



OBJECTIVES OF CRAIOVA METROPOLITAN AREA

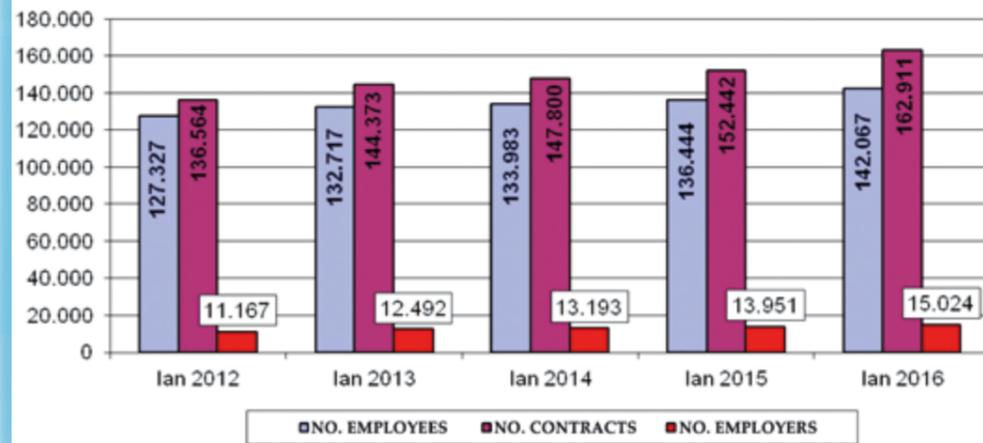
- ☛ configure a **metropolitan development pole of national and cross-border importance** to counterbalance policentric development policy of the territory;
- ☛ draw in an ever bigger number of **private investments** in view of sustainable development of the metropolitan area and of its territory-administrative units.
- ☛ partnership access of various **national and international funding sources**, where the local public administrations, the associations between them respectively are eligible as applicants.

WORKFORCE AND UNEMPLOYMENT

- ☛ Average number of employees at Craiova City level, as per January 2016: **94.218 persons**.
- ☛ Highest number of employees are found in:
 - ☛ industry (23,9%)
 - ☛ trade (22,6%)
 - ☛ health and social assistance (8,8%)
 - ☛ education (8,2%)
 - ☛ constructions (6,8%),
 - ☛ administrative services activities and support services activities (5,1%).
- ☛ At the end of 2016, as per data provided by Dolj Occupational Work Agency, **the number of unemployment persons recorded was 2.379 persons**. Out of a total number of unemployed persons, 1.314 are women.



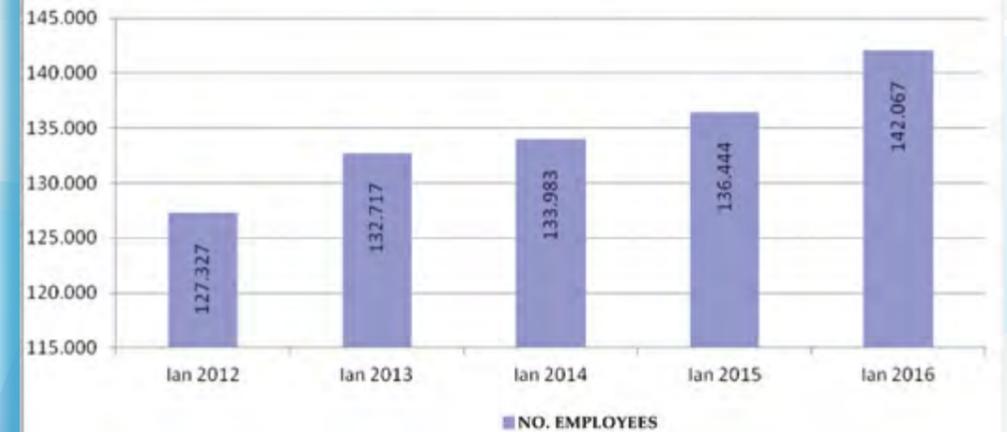
COMPARATIVE EVOLUTION OF THE NUMBER OF EMPLOYERS, EMPLOYEES AND INDIVIDUAL EMPLOYMENT CONTRACTS, IN THE DOLJ COUNTY



Specification:

➤ Approx. 85% of Dolj employed personnel work within Craiova City area.

COMPARATIVE EVOLUTION OF THE NUMBER OF EMPLOYEES IN THE DOLJ COUNTY



ECONOMIC INFO

- **Active units** at Craiova City level, at the beginning of year 2016: **9.947**.
- Out of a total number of active units, over 56,6 % are part of manufacturing industry, food industry, clothing manufacture, industry of metallic constructions and metal products, furniture manufacture, rubber manufacture and plastics.
- As per **size classification**, appreciated by employees number, in the beginning of year 2016, the **greatest majority of units (9738) fall into micro and small categories (under 50 employees)** ranging within 97,9% (97,9% in early 2015 year), **medium enterprises (50 – 249 employees)** and **big enterprises (250 employees and over)** having reduced balance, respectively 2,1% (2,1 at the beginning of 2015) of total active units.
- The **small and medium enterprises represented 99,6% in total active units** versus 99,7% at the beginning of year 2015.



WHY SHOULD YOU INVEST IN CRAIOVA?

Back in the 20th century, Craiova was considered one of the most important industrial centers in Romania (car factories, plane factories, locomotive factories, agricultural machinery etc.). Craiova has become **ATTRACTIVE** again for the investors thanks to the policies adopted in the late years and facilities provided by local administration.

- Craiova is **the only city in Romania with a business center in Great Britain** (BRIDGE PROJECT).
- Craiova is among the only two municipalities in Romania to have been coopted within the international Association of Danubian Cities and Municipalities.
- In partnership with Dolj County Council, Craiova provides the investors two industrial parks – one of 18ha, 100% taken up and the other one - **High-Tech Industry Park Craiova SA** - 24 ha, 40 % taken up.
- The Head Office of FORD Romania Company is in Craiova. Other important investors are from Turkey, Great Britain, Germany etc.
- **Craiova City Hall has founded the Job Market**, where hundreds of available job positions are advertised on a monthly basis.



TAX INCENTIVES

- ☛ No taxes for Urban Certificates
- ☛ No Local taxes (land, construction, other taxes)
- ☛ Utilities provided at the limit of the rent land plots
- ☛ Available land to rent with 0,1 euro/m²/month for 49 years
- ☛ No custom duties for export in EU

WORKFORCE

- ☛ Among the cheapest in Romania, 20% cheaper than in other regions.

AVAILABLE LANDS

- ☛ Doljchim Platform (220 ha) connected to the E70 European road, where there is a possibility to establish the Oltenia Business Center;

UNIVERSITY CENTER

- ☛ Nationally and internationally recognized.

DIRECT CONNECTION TO DANUBE RIVER

- ☛ The possibility to transport cargo from/to Romania, to any river destination.

Advantages for the Investors



HIGH QUALIFIED WORKFORCE

The interest of local authorities in education has been put to practice lately by allocating funds for schools rehabilitation.

CRAIOVA'S EDUCATIONAL OFFER

- ☛ 4 universities (2 public and 2 private) covering a wide range of specialities such as: Automatics, Engineering, Computer Programming with the English Teaching.
- ☛ Public high schools: 49 within Dolj County including 28 in Craiova.
- ☛ Professional public high schools – 28.
- ☛ French High school – 1.



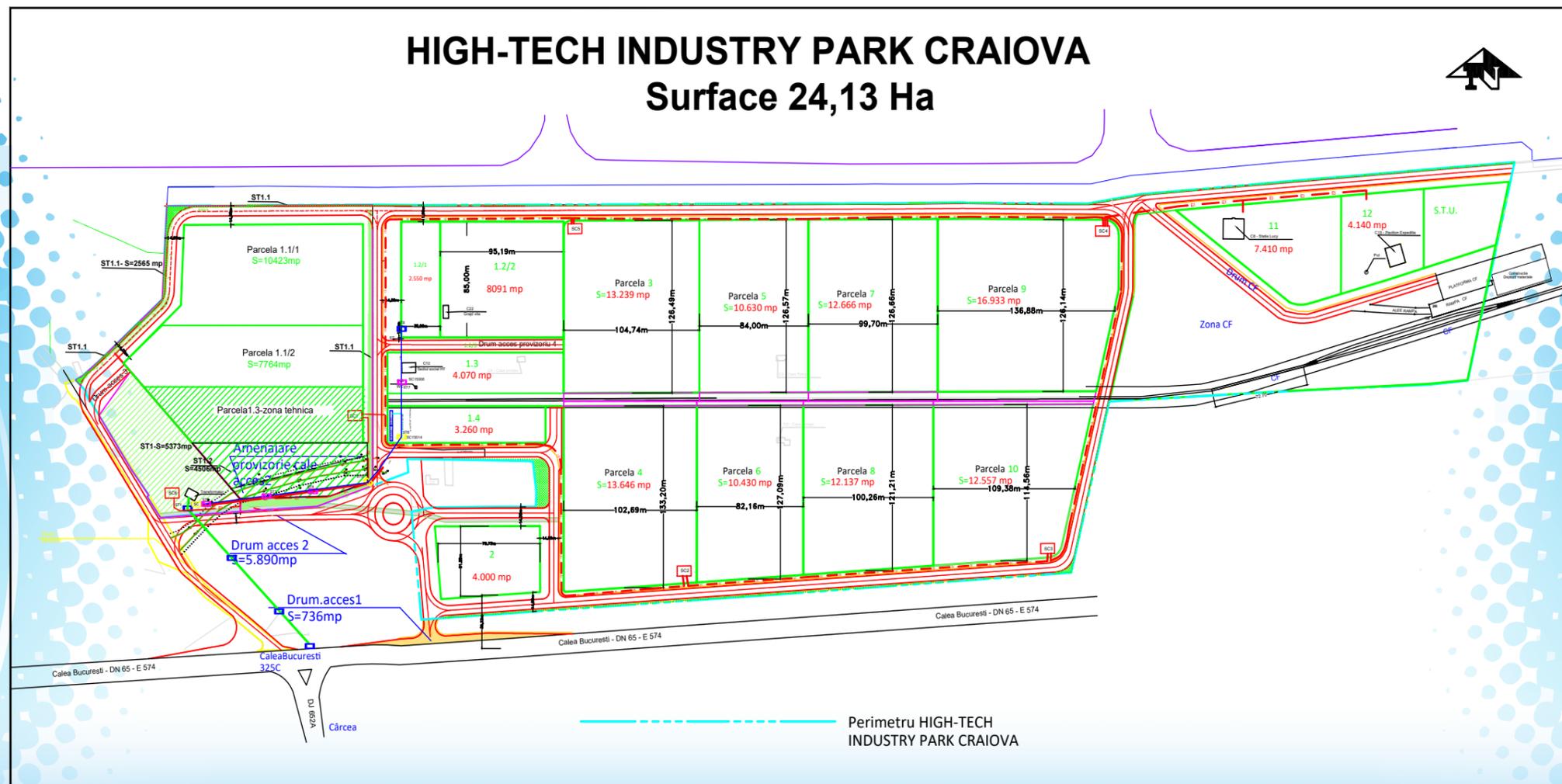


HIGH-TECH INDUSTRY PARK CRAIOVA

The Company **HIGH-TECH INDUSTRY PARK CRAIOVA SA** is a trade stock company founded by Dolj County through County Council (99,90%) and SC Parc Industrial Craiova SA (0,10%), in April 2014.

Surface - 24,13 ha Green-field.

High-Tech Industry Park Craiova SA will administrate the business infrastructure for 30 years, on the green-field lands provided by Dolj County.





LOCATION

High-Tech Industry Park Craiova lies in the Eastern part of Craiova municipality, down the E574 European road, gateway from Bucharest, and approx. 6 km away from the city center.

NEIGHBOURHOOD

- ☛ Craiova International Airport
- ☛ Metro Craiova
- ☛ Agencies of main car manufacturing companies in Europe (Iveco, Skoda, Peugeot, Mercedes, Volkswagen).

ADVANTAGES FOR RESIDENT INVESTORS

- ☛ **TAX INCENTIVES** stipulated by Romanian Law 186/2013.
- ☛ **NO TAXES** for release of Urban Certificates and Construction Authorizations for the initial investments of the Administrator and Park residents.
- ☛ **UTILITIES PROVIDED** at the limit of rent land plots.
- ☛ Assistance in obtaining **MINIMIS FUNDS** up to 200.000 euro / 3 years.
- ☛ Minimum price rent: **0,1 euro/m²/month.**



GENERAL OBJECTIVES

- Achievement of a functional business infrastructure in Craiova;
- Attract foreign and local investments in Dolj County;
- Be the development frame of the partnership between the business environment and local public administrations
- Achievement of partnerships with similar institutions, at region, national and international level.

Activity Sectors Considered

- IT Sector: software, hardware, networks, parts assembling, parts manufacturing etc.;
- Components and spare parts industry within aeronautics sector;
- Components and spare parts industry within automotive sector;

- Scientific research and/or technological development, including its capitalization;
- Car manufacturing industry;
- Household goods sector;
- Communications sector;
- Leather products industry;

- Textile industry;
- Food industry;
- Service providing to economic agents and population;
- Any activities that trigger the use of pollution free performant technologies that generate job positions;



FACTORIES FROM THE HIGH TECH INDUSTRIAL PARK

ONEROM

- ONEROM Company is one of the largest companies which produces luxury handbags and wallets for important companies in Europe. It has 180 employees trained to manufacture bags with different levels of difficulty.
- ONEROM weekly exports thousands of handbags all over the world: Italy, France, England, Germany etc. The finished product and working conditions meet the European standards and the ones required by the collaborating brands.



AA TEHNIC

- AA TEHNIC is a company from Craiova which helps the clients with incorporate solutions for electrical installations, security systems, data networks, communication and professional audio and lights systems.
- Consulting, design projection, installation and maintenance, from simple installations for homes, companies and small conference rooms, up to complex installations for industrial environments (plants, warehouses etc.).



FUTURE BUSINESS CENTER CRAIOVA (DOLJCHIM PLATFORM)

*Location: 5 km away from Craiova Center,
along the European Road E 70.
Surface: 220 ha.*

FACILITIES PROVIDED BY DOLJCHIM PLATFORM

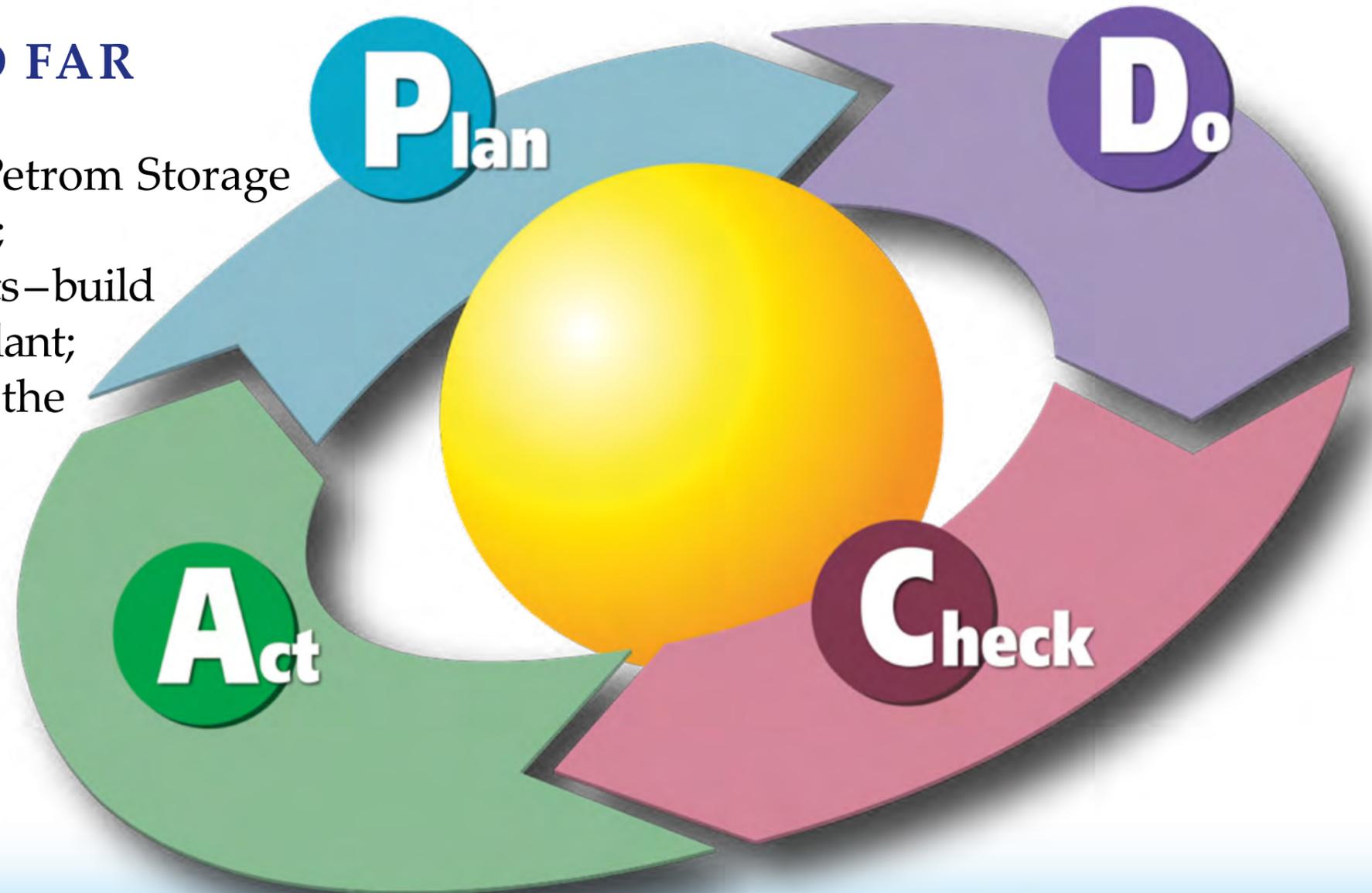
- ☛ Potable and industrial water: 40.000 m³/month;
- ☛ Water treatment plant;
- ☛ Domestic water treatment plant;
- ☛ The existence, over the entire platform, of an internal and external water system (87 above the soil, high pressure and 132 subsurface, low pressure);
- ☛ The existence of a approximately 18 km sewage system, over the entire platform surface, for potable and industrial water;
- ☛ Gas line on the entire platform: 10.000 mm BTU;
- ☛ Electricity: 40kv/ 40MVA;
- ☛ Nitrogene line;



- Parking for 2.000 vehicles outside the main access areas of the Doljchim Platform;
- Public transport: bus, tram;
- Railways: there is an internal 25k m functional railways, connected to the national railways network;
- Access to the Danube: Bechet Port and Calafat Port, located 70-90 km away from Craiova.

ACHIEVEMENTS SO FAR

- build up and operate the OMV Petrom Storage from Isalnita, since December 2012;
- carry out some development projects – build up of Doljchim Photovoltaic Power Plant;
- carry out some research for the alternative use of the location.





INDUSTRIAL PLATFORM OF CRAIOVA

RURIS

- Established in 1993 with Romanian private capital, RURIS is the only Romanian producer of agricultural machines covering a whole range of activities required in gardening.
- Ruris has its own research and development department. Ruris fully designs the equipments and tests them accordingly to European standards.



- HEINEKEN brews beer in Craiova since 2003, the Brewery joining the group with the acquisition of Brau Union România. Built in 1970 with an initial production capacity of 380 thousands hectoliters, Craiova Brewery can produce today more than two millions hectoliters of beer bottled in glass, can, PET bottles and also kegs.
- Benefiting from HEINEKEN Romania's program of production development and technological upgrades, Craiova Brewery rolls out an ambitious investments plan. In Craiova, HEINEKEN has more than 150 people employees in both Production and Logistics.





CRAIOVA PLANE FACTORY



- CRAIOVA PLANE FACTORY was established in 1972 for developing, manufacturing and providing product support of military aircraft to Romanian Air Force.
- The company covers a wide range of activities, such as engineering and design, maintenance of the product, testing, design and manufacturing of tools and jigs, manufacturing of aircraft, structural parts and product support.





FORD ROMANIA



- Ford, the American car maker, took over the Craiova plant in March 2008, investing up until now over one billion euro. Cars production started in September 2009 with Transit Connect, one of the most awarded and appreciated Ford commercial vehicle.
- In 2013, Ford started production of B-Max model, the most modern and innovative MPV model of small class and also EcoBoost 1.01 engine, the winner of the prestigious award The International Engine of the Year, for four years in a row.
- The plant from Craiova is going to start, in 2017, the production of small SUV Eco Sport, for which it was already announced an additional investment of 200 million euros.
- Ford currently has 2700 employees in Craiova, for both production vehicles and engines.





POPECI HEAVY PLANT

- Founded in 1975 and turned into joint stock company with private capital in 2002, POPECI UTILAJ GREU SA is the flagship company of POPECI Group.
- The company is able to execute a wide range of operations: from welded subassemblies with mechanical machining to complex technological equipment, including assembly and commissioning, for all industries: energy, metallurgy, aerospace, mining, pulp and paper, food, construction materials etc.



KIRCHHOFF AUTOMOTIVE

- It is one of the biggest world vendors of car bodies and car systems. It is a development partner to the automotive industry for complex metal and hybrid structures for body in white and chassis, active all over the globe as a full-service supplier.





ETI EUROPEAN FOOD INDUSTRIES



- Pastry factory with over 50 years history in industry, Eti European Food Industries SA has chosen Craiova in order to invest in a production factory, outside the original country.
- The Factory received 50% state aid of the eligible value of the investment.

AGRICULTURAL MACHINE AND TRACTORS CRAIOVA (MAT CRAIOVA)



- This is the only national vendor of multifunctional tractors and agrimotors.
- Specialized in farm, industry and local administrations tools, machines and equipment manufacture, it is among the first greatest internal vendors.



RELOC AND ELECTROPUTERE VFU

☛ The RELOC and ELECTROPUTERE VFU Craiova companies are one of the most known symbols of the Romanian rail industry, with a history of over 50 years and products being present in more than 10 countries.

☛ Electroputere VFU translates into more than 6000 designed, built, rebuilt, repaired or modernized locomotives, subways, trams and over 20 design patterns for creating innovative locomotives, trams or subways.



☛ RELOC and ELECTROPUTERE VFU Craiova are under the umbrella of GRAMPET Group and have partners important companies like CATERPILLAR, VOLVO PENTA, Polish Railway Authority etc.

SOFRONIC GROUP

☛ The only manufacturer from the South-East of Europe of Electric Multiple Unit Trains and Locomotives. The newest product is **Hyperion** - the first electric low floor train ever to be built in Romania, using cutting edge technologies after a 2012 project. Softronic Group is representing also Softrans - a premium railway freight and passenger transport operator.





CRAIOVA, IMPORTANT PARTENER IN BRIDGE PROJECT

EXHIBITING IN CRAIOVA

- Hampshire Chamber, from UK, through BRIDGE PROJECT, have arranged with Craiova Municipality a facility for UK investors to exhibit products, services and to open additional offices in the Craiova Multifunctional Exhibition Center.
- Any company that wants to explore the labor market and economical environment in Craiova can rent a space or office at a very low price, having acces to direct interaction with potential customers.





ADVANTAGES OF DOING BUSINESS IN CRAIOVA

- ☛ Romania has access to millions of Euro to be invested in the regions from the EU funds;
- ☛ **Availability of public authorities to develop public-private partnerships** and to support the business environment;
- ☛ The existence of **free production capacities** which can be reused;
- ☛ The existence of **qualified workforce**, adaptable to new technologies;
- ☛ The **diversity of the industrial branches**;
- ☛ The existence of a **diversified sector of small and medium enterprises** willing to engage in partnerships;
- ☛ **Multinational companies** such as Ford or Honeywell which will bring along other investments and the setting up of a supply chain factories;
- ☛ **An investment market as yet unsaturated**;
- ☛ **Business support infrastructure available**;
- ☛ **Highly skilled workers at competitive rates.**



DURING THE LAST 4 YEARS, CRAIOVA HAS BECOME

- ☛ the city of Romania with the highest absorption rate of European funds among the growth poles.
- ☛ the city which never borrowed one single penny.
- ☛ the city that hosts the « Craiova Group » head office – after « Visegrad Group » model, made up of the Prime Ministers of Romania, Bulgaria and Serbia.



CRAIOVA - CULTURAL & TOURISTIC CITY

“Craiova seen from a carriage is the most beautiful city of the world” (Marin Sorescu, Romanian writer)

“I was born for the second time in Craiova” (Constantin Brancusi, Romanian sculptor)

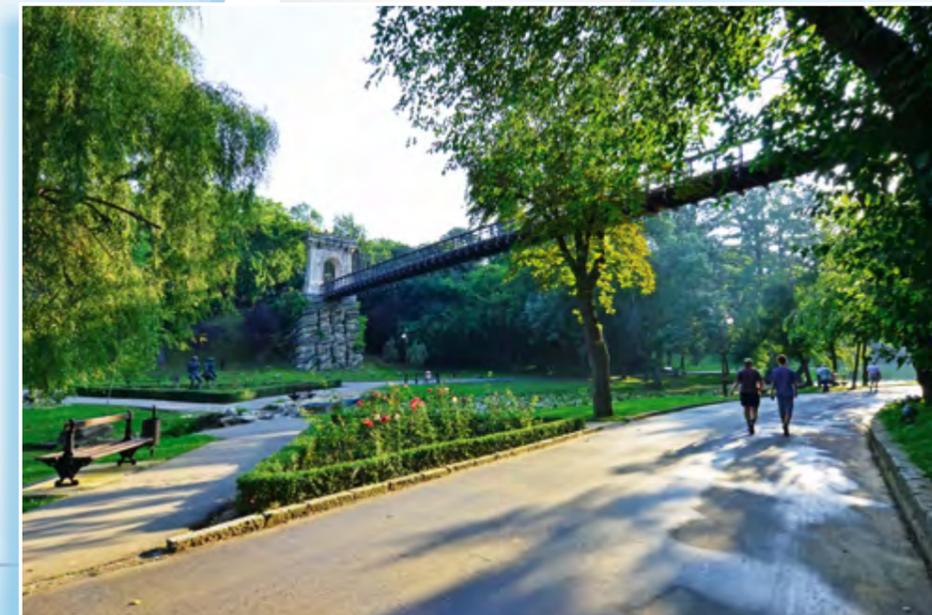
- ☛ Deeply rooted in the Dacian Pelendava, Craiova was first attested in 1475.
- ☛ Personalities:
 - ☛ **Constantin Brancusi** – the sculptor,
 - ☛ **Jean Negulesco** – the film director which was Marilyn Monroe’s favorite,
 - ☛ **Eugen Ionesco** – the writer,
 - ☛ **Nicolae Titulescu** – the only diplomat in the world to have chaired the League of Nations twice
 - ☛ **Marin Sorescu** – the most translated Romanian writer in the world.
- ☛ Craiova has one of the **biggest area of green urban spaces** in Romania, being placed in Top 3/Romania at this chapter.





CULTURAL-TOURISTIC OBJECTIVES

- ☛ **Nicolae Romanescu Park** – the biggest urban natural park from the South-East of Europe,
- ☛ **The Old Center** – area of historic monuments, refurbished on European funds after the original architectural plans.
- ☛ **Jean Mihail Palace Art Museum** – holder of important Romanian and international art collections, home to some of the famous sculptor Constantin Brancusi's important works.
- ☛ **Oltenia Museum** – holder of historical, documentary and artistic pieces of exceptional importance from Oltenia region.
- ☛ **International events:**
 - ☛ SHAKESPEARE International Festival,
 - ☛ PUPPETS OCCUPY STREET Festival,
 - ☛ EUROPA SEASON,
 - ☛ CONSTANTIN BRÂNCUȘI Sculpture Camp etc.





TWIN TOWNS WITH CRAIOVA

- ☛ KUOPIO (Finland)
- ☛ SHYAN (Popular Republic of China)
- ☛ NANTERRE (France)
- ☛ VRATZA (Bulgaria)
- ☛ SKOPJE (Macedonia)

PARTNER TOWNS WITH CRAIOVA

- ☛ UPPSALA (Sweden)
- ☛ LYON (France)

MEMBER OF

- ☛ BALCINET – Balkan Cities Network
- ☛ Association of Danubian Cities and Municipalities
- ☛ ROSEB (Romania - Bulgaria - Serbia Tourism Partnership)

AWARDED PRIZES

- ☛ Second Prize from North America and Europe within United Nations Prizes for Public Service 2011, in Corruption Prevention and Control category.
- ☛ *First Prize – of Pilon III – Increase integrity, transparency and responsibility within public function, provided by Public Clerks Agency within Innovation and Quality conference in the public sector, third edition, November 2010.*
- ☛ The City Hall of Craiova is certified SR EN ISO 9001, dated year 2006.



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