



## PIATRA NEAMT,

## A CITY OPEN FOR BUSINESSES

### GENERAL CONSIDERATIONS :

Although the situation slightly differs from one local government to another, generally speaking, all public authorities from Romania declare themselves friendly to investors.

Unfortunately, the romanian administrative system can be sometimes a “slowing down factor” to local business development and investments (foreign or local), mainly because bureaucracy, lack of decentralised fiscal tools, legal requirements for public sector if to participate in joint projects, weak signals for business environment, etc.

However, this wasn't and will never be a major obstacle for any onest and bold investor to seek for business opportunities or to simply relocate his operations, anywhere in the world.

Romania too, has proved to be a very tempting place for large and small companies from abroad, and North-Eastern Region makes no exception.

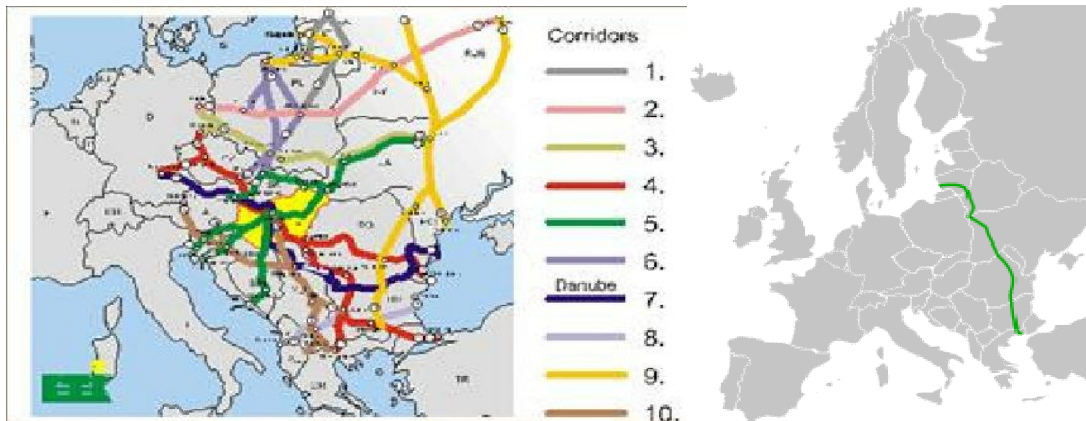
Here are few reasons :

- a significant retail market of aprox 20 mil inhabitants (the 3rd in Central and Eastern Europe)

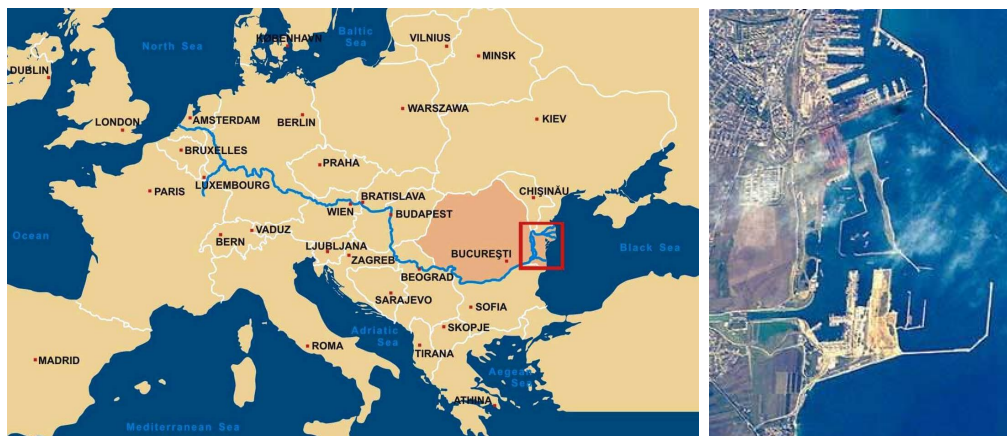


- excellent position, between Caspic Sea, Black Sea and Western Europe (population 200 mil within 1.000 km range) and at some major european roads, rail or shiping crosses - the 4<sup>th</sup> corridor (Berlin - Praga - Budapesta - Arad - Bucuresti - Constanta - Istanbul / Salonic auto & rail transportation) ; the 7<sup>th</sup> corridor (Constanta - Basarabi - Danube - Main - Rin as fluvial transportation) and 9<sup>th</sup> corridor (Helsinki - Moscova / Kiev - Odessa - Bucuresti / Constanța - Alexandroupolis auto & rail transportation), see left-below

- besides these geographical axes, our country is part of the E85 road link between Greece and Lithuania, see right-below



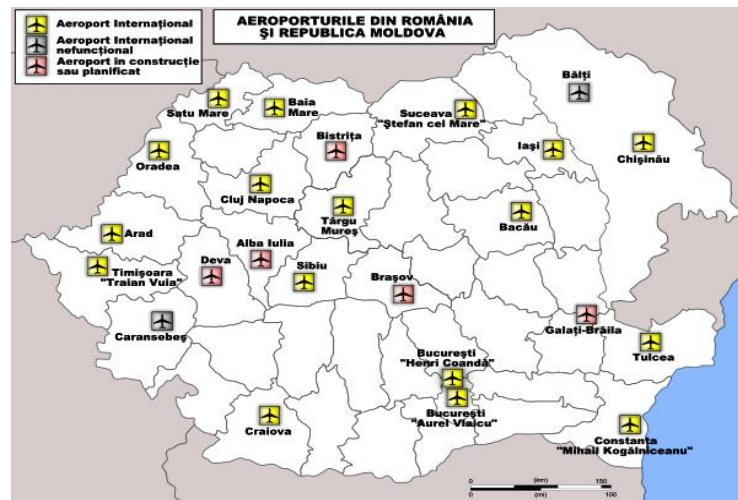
- Romania is boosting his road network (13 highways summing 3.000 km, 1.200 km of railroads, 3 bridges crossing Danube and Prut rivers and 3 new airports are planned for this and next 3 years)
- navigation, portuar and shipyards facilities (Constanta is the biggest commercial Black Sea port and the recent reopening of the Rhin-Main-Danube Channel makes the link between Black Sea and North Sea, possible)



- a national wide tele-communications network, based on optic fibers and high speed digital equipments, integrated in the european larger network
- very good GSM coverage of the inhabited territory, including 4G internet connection, facilitating data transfers
- high qualification workforce and decent wages (meaning cheap in comparison with Europe)
- large world bank branches or subsidiaries
- Romania is both NATO and EU member, and nevertheless part of the most important commercial, customs, money laundering fight, humanitarian, reserach, human wrights and social agreements



- international airports in Bucharest and all the 8 Euro Regions, but not only (16 airports linked with over 50 main cities from 4 continents)



- huge tourism potential and good leisure infrastructure



#### ROMANIAN LEGISLATION GUARANTEES THE PRIVATE PROPERTY AND THE REPATRIATION OF PROFITS.

For more details, please visit online the government structure dedicated to foreign investors, The Department for Infrastructure Projects, Foreign Investment, Public-Private Partnership and Export Promotion - [http://dpiis.gov.ro/new\\_dpiis/en/](http://dpiis.gov.ro/new_dpiis/en/),

or take a peak on the Investors Guide in Romania - <http://investromania.gov.ro/web/wp-content/uploads/2016/08/Investors-Guide.pdf>

Because, willing to attract foreign direct investments, some of the local representatives tend to promise more than they can deliver, here it is WHAT ALL LOCAL AUTHORITIES CAN / CAN NOT / DO in Romania for all types and sizes of investors / businesses, no matter if romanian or foreign :

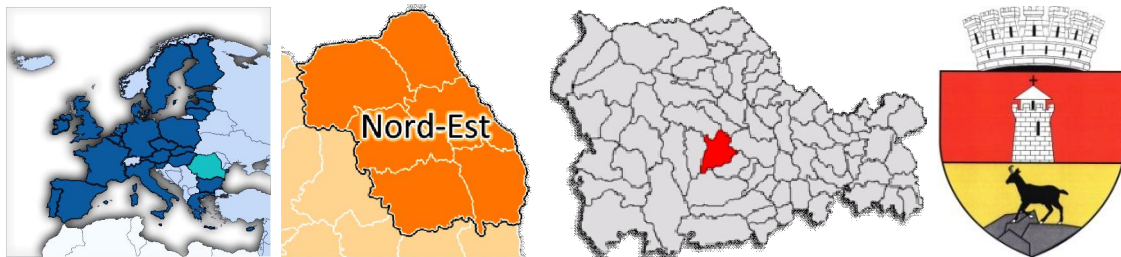
What romanian local authorities CAN do in order to foster investments and business opportunities in their interest terea :

- Maintain frendly local taxes for business purpose used buidings and lands
- Create and maintain an active and friendly interface with the business environment
- To build an investments-oriented infrastructure (such as business parks, but also local roads, basic utilities, etc)

- To tailor, adopt and communicate a strategy for sustainable & durable development
- To participate (as partner) in joint projects, public-private partnerships, etc
- To apply for EU non-reimbursement funds (to finance services and/or infrastructure projects)
- To support small businesses by all-over-the- year events, being open to the entrepreneurs

On the other side, local authorities in Romania certainly CAN NOT :

- Provide local fiscal tax incentives (such as income tax reductions) - only the Government can do that
- Grant state guarantees, mortgage their own assets in order to get loans or engage them in other commitments
- Support (financially) state owned companies involved in joint ventures (excepting state aid official schemes) or to finance private companies or businesses



## 10 REASONS TO INVEST / START-UP / RELOCATE IN PIATRA NEAMT AREA :

- clear and business friendly development strategy
- city has the status of "tourism resort" (of national importance) since 2010, benefiting a relatively good tourist infrastructure (accommodation & leisure)



- active partnerships with most important development or business stake-holders (such as North-East Region Development Agency or The Chamber of Commerce and Industry)
- a (private) registered industrial park, of a total area more than 100.000 sm, of which 31.500 sm are developed areas and up to 73.000 sm undeveloped areas (more than 44.000 sm of that area can host buildings, the rest is occupied by access roads, parking facilities, green spaces, rail roads, etc)
- administrative capacity in terms of EU funds absorption, expertise in public-private partnership and friendly interface with investors

- proximity of 3 international airports, the closest being at 60 km (40 miles) away



- available land for start-ups (owned by the municipality), close to basic utilities
- available and cheap workforce (tourism, industry, commerce, textile, constructions)
- huge natural and anthropic potential



- healthy and rich natural environment and high quality housing and education

More of that, Piatra Neamt Municipality is strongly committed on Smart City Mission, developing a Metropolitan Area 20 miles around the city, active involving in the upcoming Business Accelerator, hosting at least one major business or investments event every year (such as the 4th edition of the European Congress for Rural Tourism), among others.

For these reasons (and not only), large foreign companies have chosen our city as operation base, services or retail units : McDonalds, BILLA, LIDL, CARREFOUR, METRO-PRACTIKER, GTC, ANTENNA INTERNATIONAL, SOCAR, NEPI Mall, etc.

