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Why invest in Romania?



4 Romanian facts supporting start-ups growth



1. Communist legacy of excellence in science

Science education with heritage – Young human capital - R&D potential for innovative products

Romania, first place in Europe at International Physics Olympiad

Romania, lots of medals
@ International Maths Olympiad



Success Story Bitdefender

Leveraging engineering
excellence at global level

ENGINEERED INTUITION

B

PROTECTING
500 MILLION USERS WORLDWIDE

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Success Story

Vector Watch acquisition

Product development
expertise in technology

2017 transaction: 15 mld USD



The Vector Watch software platform and team joined
the Fitbit family!

For more information please visit
<http://vectorwatch.com/fitbit>



2. Large local market

20 million people – high appetite for consumption – excellent home market for launching/testing products



Success Story ING Romania



Leadership in banking
through innovation and
entrepreneurship

Launched retail operation: 2005 (greenfield)

Last public results (2016)

22% yoy increase in revenues (278 mEUR)

44% yoy increase in profit (121mEUR)

Key Success factors:

Leveraging Entrepreneurship – Franchise distribution model

Service Innovation focus



3. Generation shift in business

“Work hard/play hard” taking leadership – new management style, collaboration focused

New business ethical mindset – last years “clean up” in business driven by anti-corruption fight



4. Vivid start-up ecosystem

Lots of hubs, incubators, start-up initiatives

Increased international awareness of
entrepreneurial start-up potential

Investments in start-ups - solid growth



Start-up infrastructure

Lots of business
incubators

NOD Makerspace - Bucharest



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Start-up
infrastructure

Co-working and
collaboration culture

Impact Hub- Bucharest



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Start-up infrastructure

Start-up meet-ups



Impact Hub - Cluj

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Start-up infrastructure

Lots of entrepreneurial and business development education



Cluj HUB

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My Start-up team



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Why invest in Romania?

Why don't you visit first? Talk to you later.



Thank you



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