

Romania – towards being a creative hub

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1. Industry overview

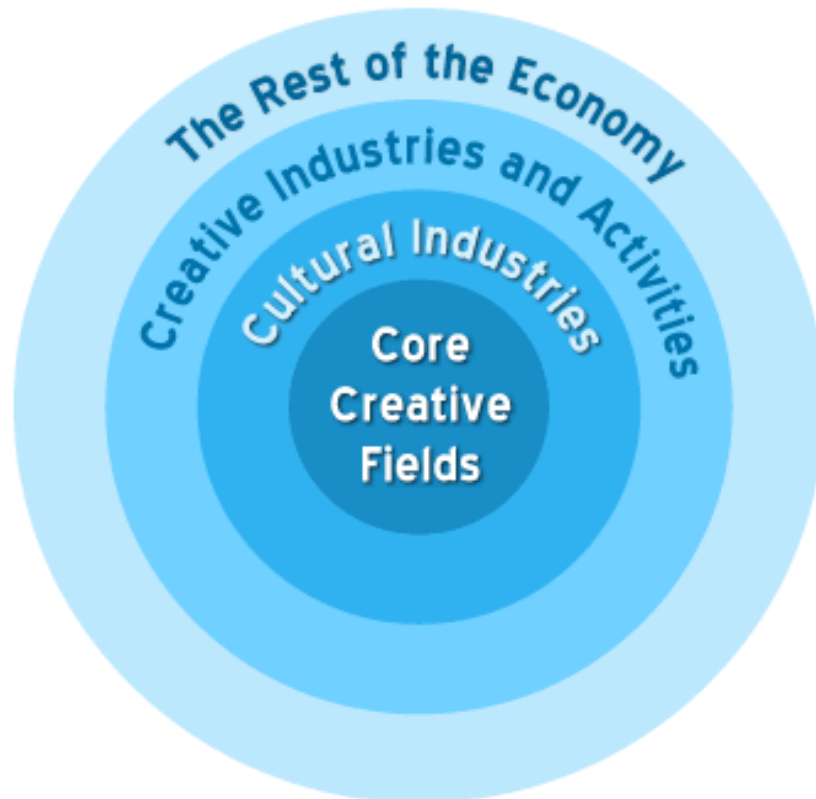
1.1 CCI's sub-sectors

1.2 Most developed branches

1.3 Mapping Creative Industries

The GDP contribution of the CCI sector overcame Agriculture by 0.1 p.p in 2013 and reached a level of 7% in 2014

CCI - concentric circles classification



Cultural activities [by sub-sector]

- Interactive leisure software
- Music
- Film and Video
- Publishing
- Television and Radio
- Patrimony

Arts – classified by sub-sectors

- Performing arts
- Visual Arts
- Creative Writing and Music Composition

Creative activities [by sub-sector]

- Architecture
- Advertising
- Design
- Software

List of NACE codes as included in each sub-sector of CCI

1. Advertising

- 7311 – Activities of Advertising Agencies
- 7312 – Media representation services
- 7320 – Public pools and market analysis

2. Architecture

- 7111 - Architecture
- 7112 – Engineering and technical consultancy in Architecture

3. Arts and Culture

- 9001 – Artistic interpretation activities (shows)
- 9002 – Supporting activities for shows
- 9003 – Creative activities
- 9102 – Activities held by museums

4. Crafts

- 1391- Knitting and crocheting production
- 1393- Production of carpets and small carpets
- 1420- Production of fur articles
- 1431- Knitting and crocheting socks and other haberdashery

1439- Clothes knitting and crocheting

- 1511- Leather products polishing and dyeing fur articles
- 1512- Production of leather goods and other harness goods
- 1520- Production of footwear

5. Design

- 7410 – Design activities

6. Media

- 1820 – Registrations reproduction
- 5819 – Other editing activities
- 5911 - Activities of cinematographic production, video and TV programs
- 5912 – Activities of cinematographic post-production, video and TV programs
- 5914 – Cinematographic films projection
- 6010 – Activities of radio programs broadcasting
- 7420 –Photography activities

List of NACE codes as included in each sub-sector of CCI

7. Sports and Entertainment

- 9311** – Activities of the sports facilities
- 9312** – Activities of the sports clubs
- 9313** – Activities of the fitness centers
- 9319** – Other sports activities
- 9321** – Fairs and amusement parks
- 9329** – Other leisure and fun activities

8. Publishing

- 5814** – Editing of magazines and other publications
- 5819** – Other editing activities
- 7430** – Translations

9. Printing

- 1811 – Newspaper printing
- 1812 – Other printing activities
- 1813 - Printing preview services
- 1814 – Bookbinding and other similar activities
- 5811 - Book editing
- 5812 – Editing of guides, leaflets and similar products
- 5813 – Newspaper editing

10. Software

- 6312** – Activities of the Web portals
- 6311** – Data analysis, web pages administration and similar activities
- 5821** – Computer games editing
- 5829** – Editing of other Software products

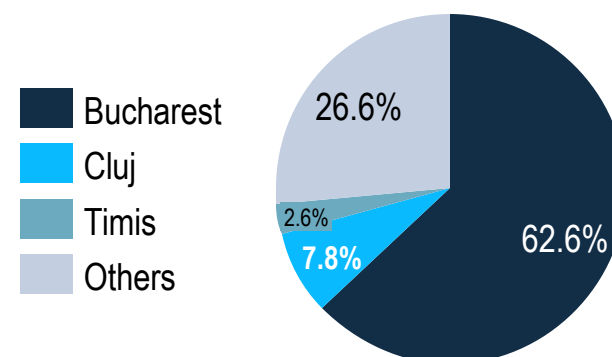
In 2014, Bucharest's total turnover for CCIs was of 62,56% of the national economy for this sector, the highest level in the country



Top cities by CCI most developed sector

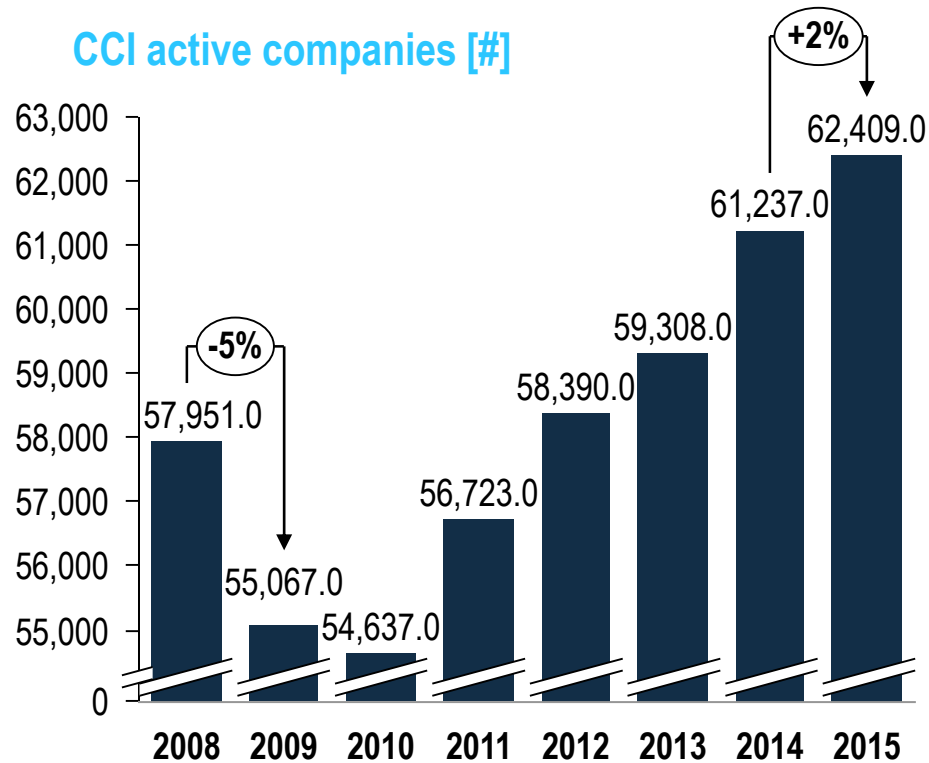
- Bucharest – Radio and Advertising
- Cluj – Capital of shows and festivals
- Timiș – Gaming
- Brașov – The heart of museums
- Ilfov – The film citadel
- Iași – Best Web Creativity

Total turnover for CCIs by city

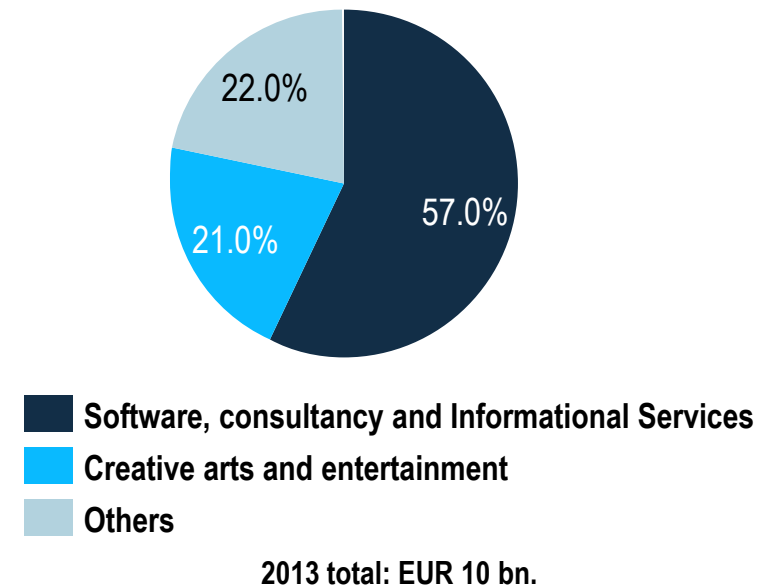


CCIs sit at the heart of innovation in the economy and they are recognized as a hub with many other activity sectors

CCI active companies [#]

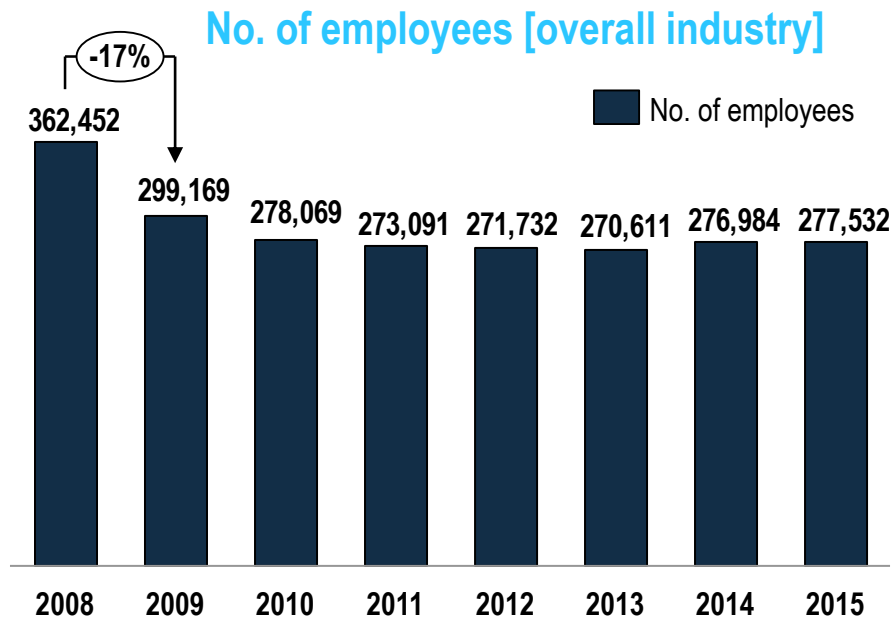


Main sectors in CCI industry [%] in 2013

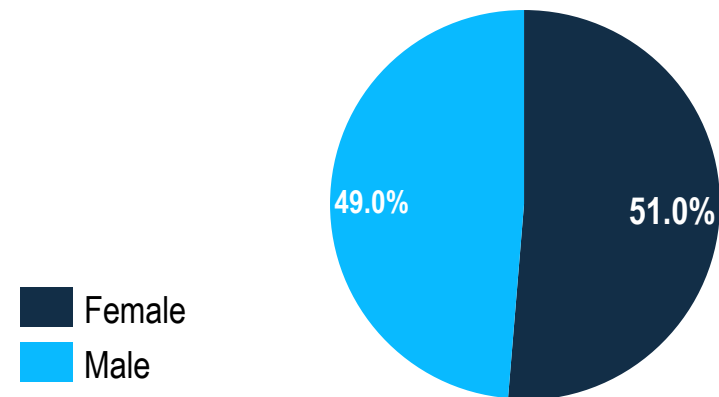


- The number of active companies has been constantly growing since 2009, despite the drop between 2008 and 2009, as Romania real GDP decreased with 6,6%.

Overall, the number of employees dropped by 17% between 2008-2015 but, after 2013, it strongly increased in the Software sector



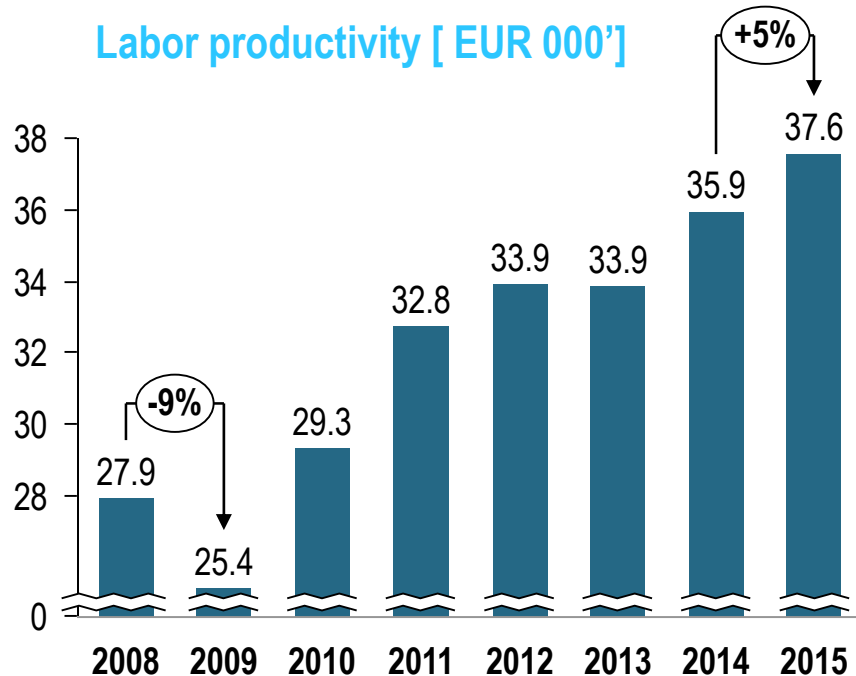
Female market participation [2014]



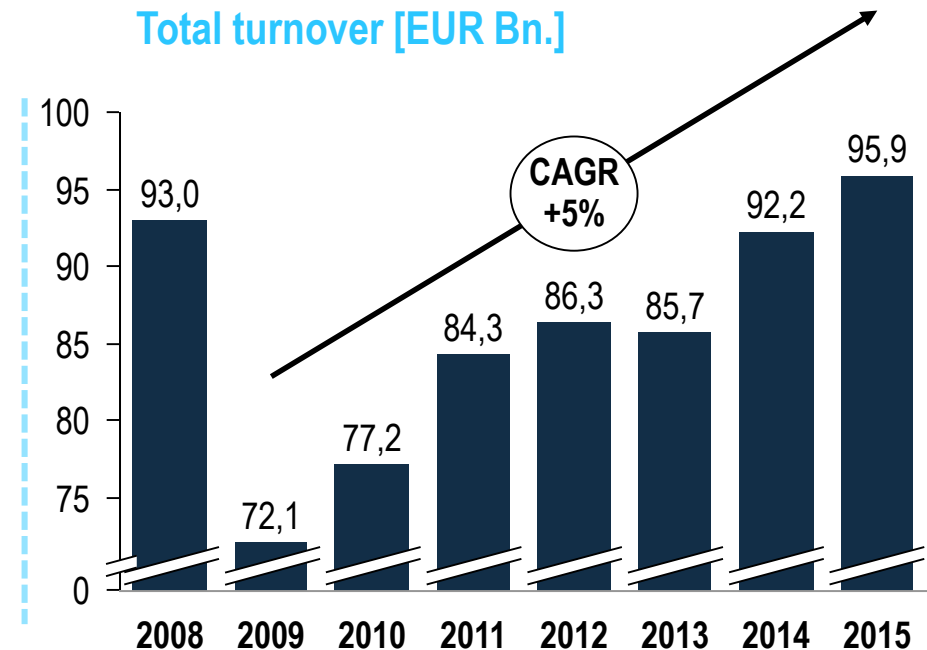
- The economic crisis of 2009-2012 negatively influenced labour force participation in CCIs, registering a constant decrease between 2008 and 2013.
- Even though the number of employees dropped dramatically between 2008 and 2009, the **Software sub-sector** registered a significant growth after 2010, reaching in 2015 more than 89,000 employees and overcoming the level of 2008 by 34%
- Romania overcame the level of **EU28** in terms of Female market participation in CCIs by 7.1 p.p, reaching a level of 51.1% women working in Creative arts

Overall, in 2015, the total turnover for the CCI sector grew up by 4% against 2014 and labour productivity increased after 2010

Labor productivity [EUR 000']



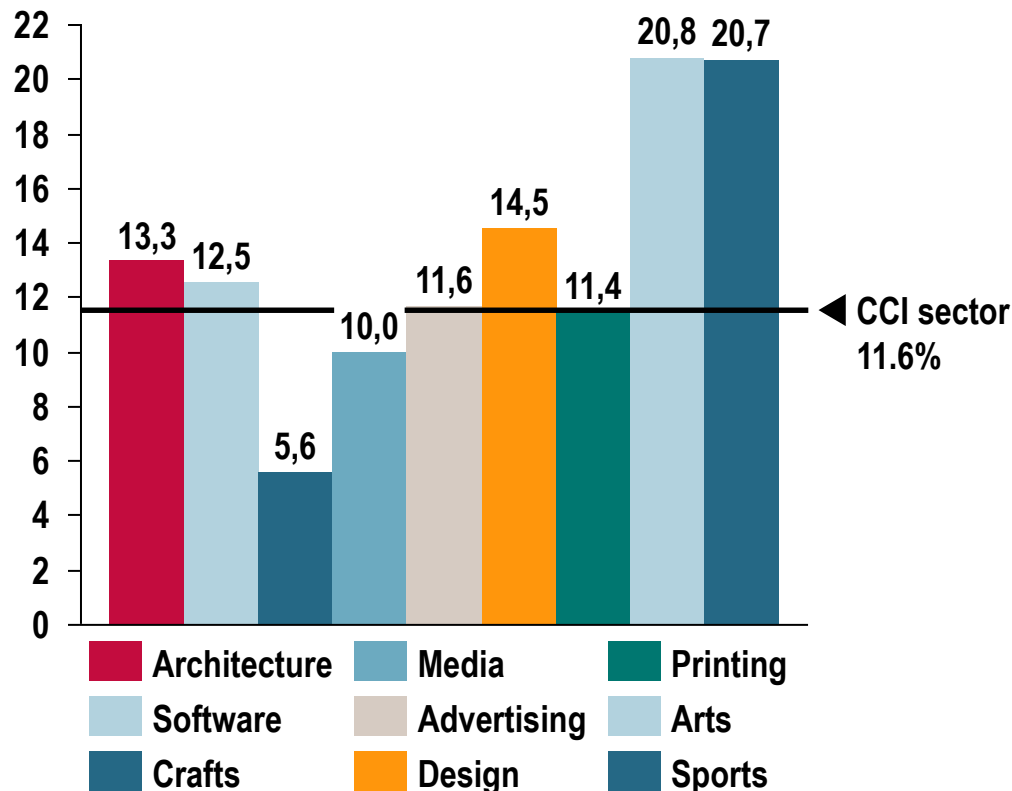
Total turnover [EUR Bn.]



- CCIs represent a great environment for entrepreneurial development.
- According to the study “Creating Growth - Measuring Cultural and Creative Markets in the EU” led by EY in 2014, at an European level, the CCI creates a number of jobs which is 2,5 times higher than the one displayed by the Automotive sector.
- The same study showed that, in 2014, the number of employees in CCIs - at a European level - was more than 7 mil. people.

Net margin was above national economy average in 2015, at 11.64% of the total turnover. The most profitable segment was Arts with a net margin of 20,8%

Net profit margin in 2015 [%]

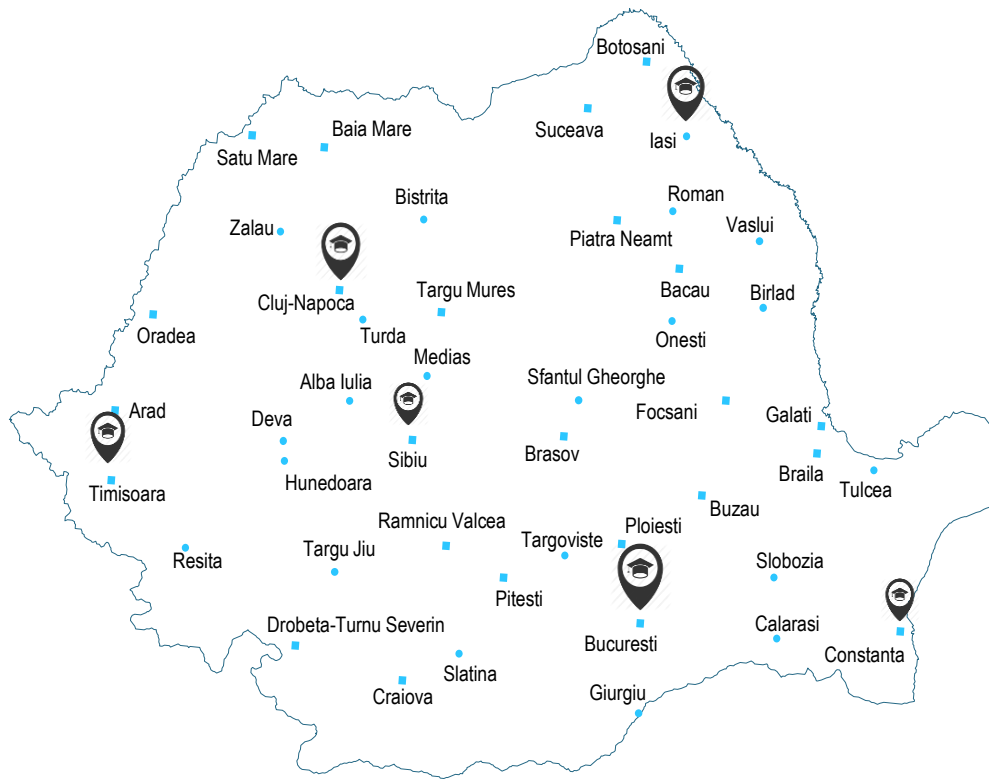


- CCI's represent an important sector in terms of net margin. According Ministry of Public Finance data, CCI's net profit margin reached 11.64% of total turnover of the sector.
- At the same time, the most profitable sector in terms of net margin was Arts (20,8%), followed by Sports (20.7%), Architecture (13.3%), Design (14.5%) and Software (12.5%).



1.3 Mapping Creative and Cultural Industries

Top university centers in Romania: Bucharest, Cluj – Napoca and Iași, followed by Timișoara, Sibiu, Brașov and Constanța



■ = City >100,000 inhabitants
 ● = City 50,000 – 100,000 inhabitants

Top 5 universities for careers in Film, Theatre and Arts [by city] and total no. of places for BA level

Bucharest

- "Ion Mincu" University of Architecture and Urbanism - 536 places
- Bucharest National University of Theatre Arts and Cinema (NUTAC) - 170 places
- National University of Arts - 389 places

Cluj

- Babes Bolyai University- Faculty of Theatre and Television – 127 places

Iași

- "George Enescu" University of Arts – approx. 300

In the last three years, the culture of festivals has been continuously growing.



- **Untold** is one of the biggest music festivals in Romania. In 2016, it was estimated that 23 million euros were spent during the four days: 20 million euros spent by participants and 3 millions invested in partnerships, artists, operational costs, logistics and human resources.
- **Electric Castle** is a famous festival held at Banffy Castle, at Bontida near the city of Cluj. 120 000 people participated in the festival despite the rain. Dub Pistols, the resident band at the festival announced that they moved to Bontida and they often go to UK. The festival attracted six times more tourists than locals.
- Other popular festivals:
 - Airfield
 - Summer Well
 - Sunwaves
 - Garana Jazz Festival
 - Sunset
 - Europe fest
 - Sonoro
 - Bucharest Jazz Festival
 - Rodiro
 - George Enescu Festival
 - Mioritmic
 - Padina fest
 - ARTmania and many more
- These festivals are dedicated to different music genres like jazz, classical music, house, techno, rock, metal and many more.

This year, Romania will be put under magnifying glass at Astra Film Festival through the documentaries presented.



- First film presented at **Astra Film** will be the BBC documentary “The New Gipsy Kings”, a unique product that talks about the complex phenomenon created around manele music interpreters. Other documentaries: Chat with Alice; Just a breath; Angela; Pregnant in Romania; Cinema, mon amour
- **NexT** is one of the biggest short film festival. This year it was the 10th anniversary. There were presented 140 short films and more than 16 sections. Out in Space, Oscars Night, Avant garde, NexT is Feminist, LGBT are important programs.
- **Transylvania International Film Festival** is the biggest event. This year emotional moments at TIFF, Romanian actress Tamara Buciuceanu received the Excellency Award for her entire career.
- Other film festivals:
 - Bucharest International Experimental Film Festival,
 - Timishort Film Festival,
 - Pelicam International Film,
 - Historic Film Festival at Râșnov,
 - ANONIMOUS International Independent Film Festival,
 - International Independent Film Producers Festival,
 - Etno Film Festival,
 - Anim'est, Bucharest International Experimental Film Festival and many more.

Romanian Film Director, Cristian Mungiu, took a new award for the “Best Director” Category at Cannes Film Festival in 2016



- In the last 10 years, the Romanian Film Industry became known at an international level due to producers like Cristian Mungiu, Radu Jude, Calin Peter Netzer, Cristi Puiu or Corneliu Porumboiu.
- For the production of Graduation, Cristian Mungiu received Best Director Award at Cannes' Film Festival on Sunday, 18th of September 2016. Mungiu is also renowned for the film “4 months, 3 weeks and 2 days”.
- Other movies that received International Awards:
 - The Death of Mister Lazarescu,
 - Was it or was it not?,
 - Child's Pose,
 - California Dreamin' and many others.

The Romanian traditions are promoted through annual fairs and festivals and “IA” - the traditional blouse- is very popular abroad

Traditional arts and crafts products include blouses, cutlery, decorative porcelains

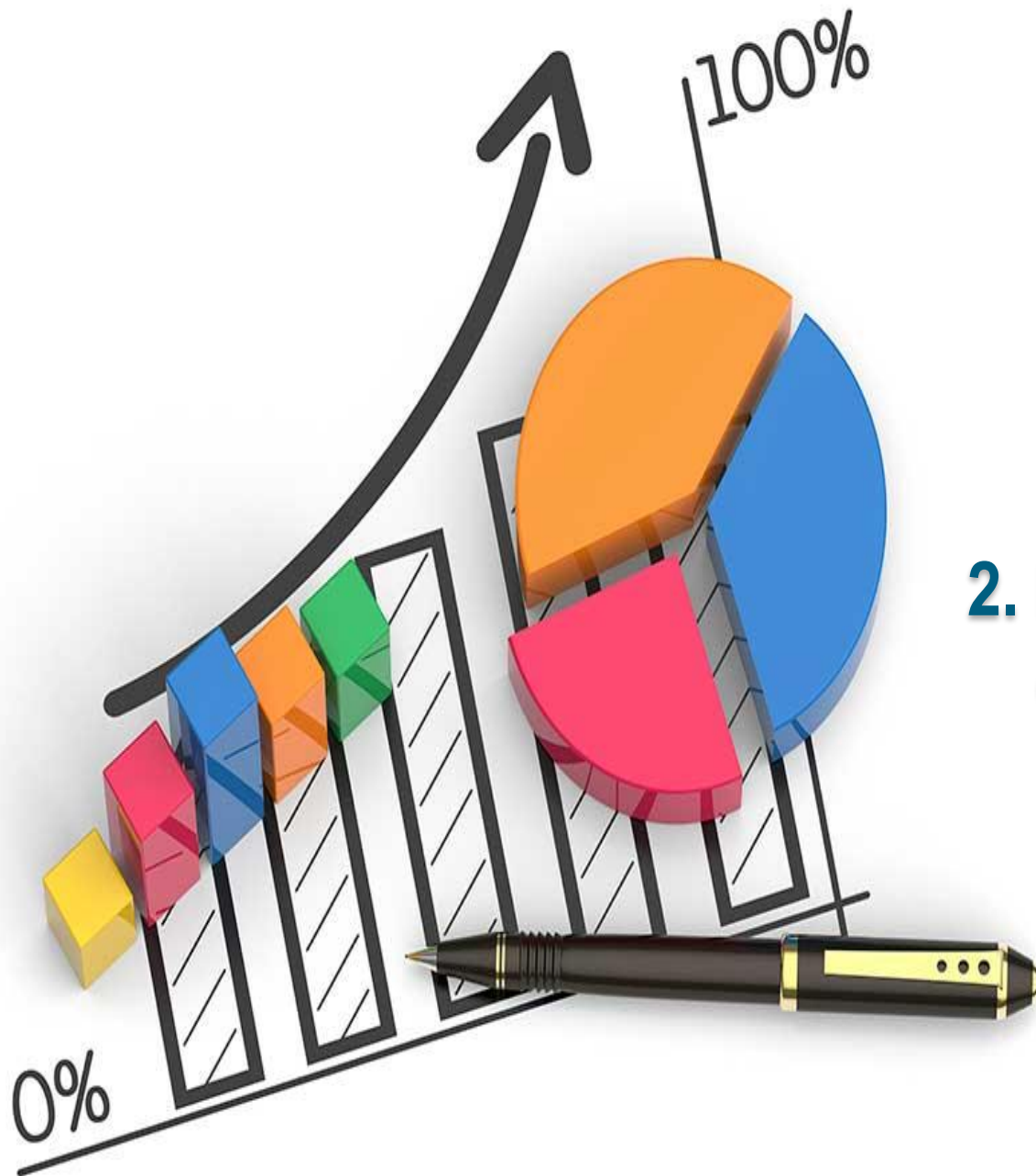


- Through the diversity of customs and traditions exhibited by every region of the country, Romania has a lot of potential to exploit in the Crafts sector.

Main Arts and Crafts festivals [by city]



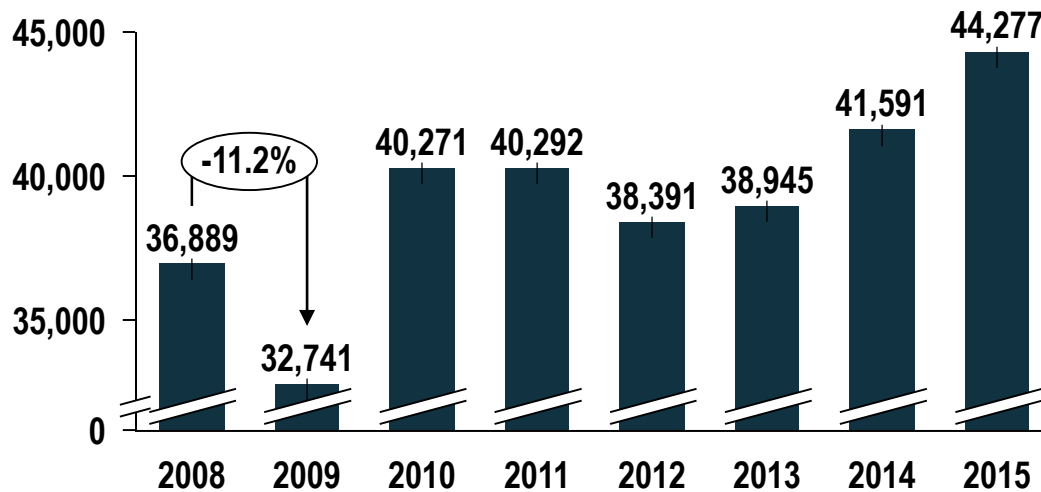
- Festivals like The Maiden's Fair (Alba), The Traditional Crafts Fair (Bucharest), Medieval Days (Sighisoara), Oradea Medieval Festival (Oradea), Shepherds' Milk Fair (Brasov) just to name a few, support the promotion of arts and crafts and encourage the development of each of these sub-sectors.



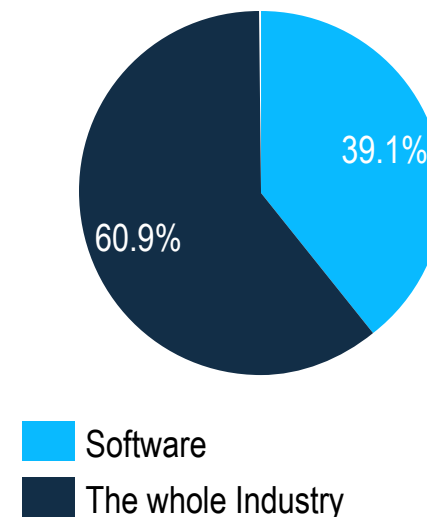
2. Market size and human capital [by sub-sector]

Between 2008 – 2015 labor productivity increased with about EUR 10k per employee in CCI's sector

Labor productivity (EUR) [for Software]



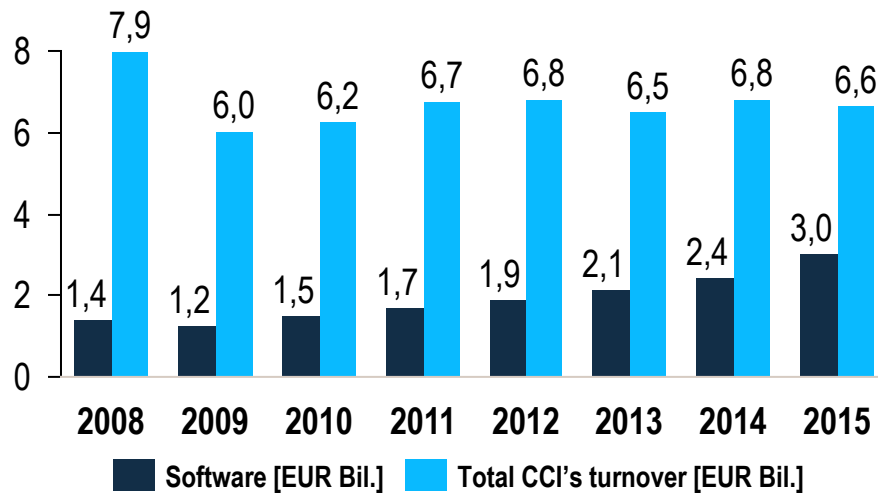
2015 – Total Turnover



- The sub-sector of Computer Programming, Consultancy and Information Services Businesses brought the highest level of GVA contribution and since 2013 it has been continuously increasing, mainly due to the growing number of start-ups, most of them focusing on the development of applications for the improvement of social media usage.
- Labour productivity had a 11,2% decrease in 2009 compared to 2008, mainly due to the financial crisis of 2007-2008 but it has been constantly increasing since 2012, especially since the Software sub-sector is growing faster than the one for R&D and specialists are turning to start-ups and increasing the number of employees in the Software development sub-sector.

In 2014, Bucharest was the leader city, holding 50,17% out of the total turnover from the Software development sub-sector

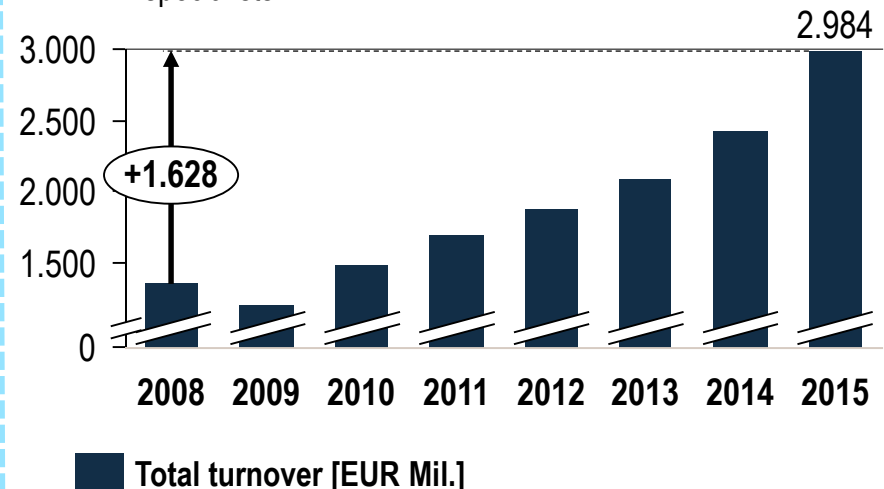
Total turnover [Software vs. CCI's sector]



- In 2014, against 2009, the editing activities of other Software products (NACE code 5829) came third for having one of the biggest growth levels in total turnover.
- According to ONRC, in 2014, there was a 58% growth in total turnover compared to the level reached in 2009.

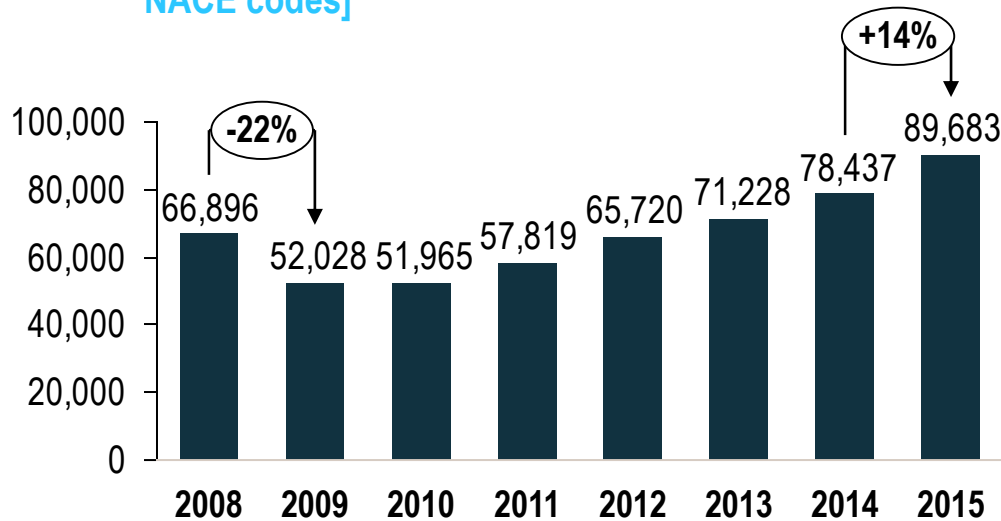
Total turnover's evolution [Software]

- The Software sector recorded a severe drop in 2009, but it was followed by a steady growth up to 2015.
- It is expected to grow further in the next year, taking into account the recent development of the market, the level of foreign investment attracted by Romania in this sector and the Romanian Government's initiative in building an IT Hub for public services in order to attract Software and IT specialists.

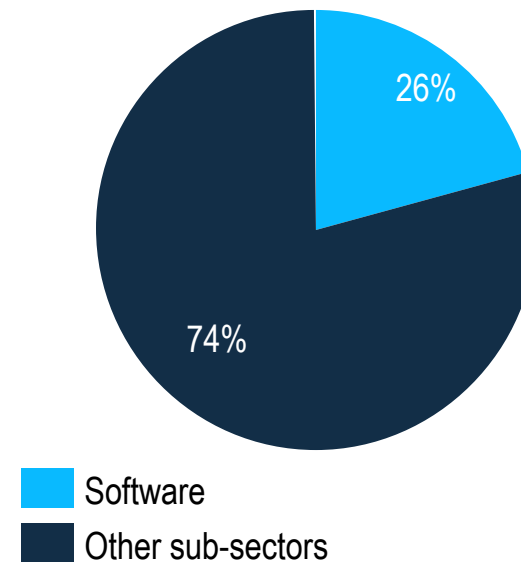


In 2015, the no. of active companies in Software was 16,396, representing 26.3% of the no. of active companies within the sector

Number of employees in Software [all corresponding NACE codes]






Number of active companies in Software



- In terms of employees, Bucharest was also the leader for the NACE code [6201] – Software development, holding more than 40% of the number of jobs available in this branch.
- It is interesting to observe that the 22% loss in 2009 against 2008 was followed by a steady growth and culminated with a 14% increase in the number of employees in 2015 against 2014.

The number of employees in Software Development, almost doubled in 2014, having an 81% increase against the level of 2009

Top 3 sectors for new jobs created [by NACE code]	2009 Employees ['000]	2014 Employees ['000]	Dynamic
 <p data-bbox="654 576 913 711">Software development [6201]</p>	<p data-bbox="1006 619 1147 691">22.5</p>	<p data-bbox="1365 619 1506 691">40.8</p>	<p data-bbox="1711 619 1893 691">+81%</p>
 <p data-bbox="660 839 907 973">Web and IT consultancy [6202]</p>	<p data-bbox="1054 872 1094 939">8</p>	<p data-bbox="1402 868 1466 939">11</p>	<p data-bbox="1715 876 1897 948">+40%</p>
 <p data-bbox="665 1082 893 1310">Activities held by Advertising agencies [7311]</p>	<p data-bbox="1011 1153 1147 1225">18.2</p>	<p data-bbox="1365 1153 1506 1225">20.5</p>	<p data-bbox="1715 1153 1897 1225">+13%</p>

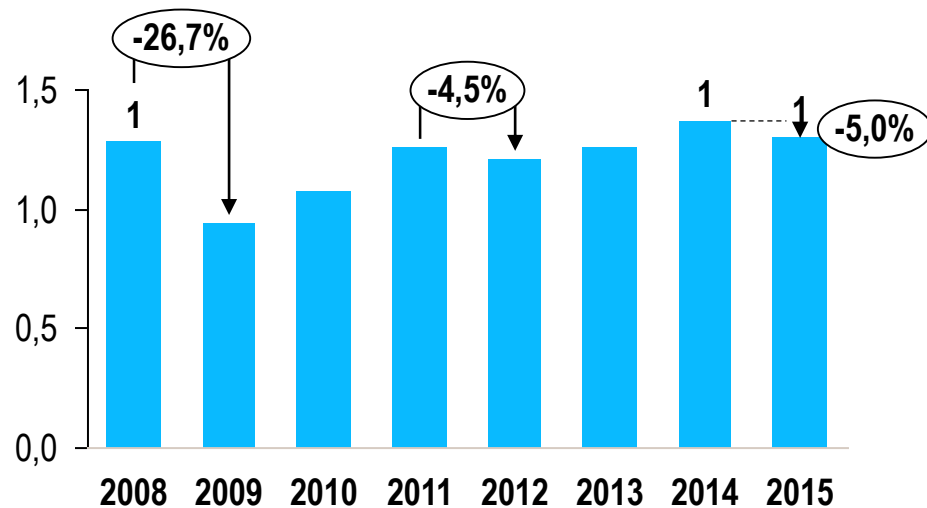
Top companies in Software

Company	Total turnover [EUR]	No. of employees
1) ORACLE ROMANIA	158,245,666.59	2.470
2) BITDEFENDER	62,294,713.16	595
3) SIVECO ROMANIA	58,003,224.74	695
4) MICROSOFT ROMANIA	43,786,119.68	362
5) TEAMNET BUSINESS SERVICES	42,086,858.26	50
6) SAP ROMANIA	39,132,206.29	1.142
7) ENDAVA ROMANIA	37,248,342.50	308
8) LUXSOFT ROMANIA	32,160,181.10	932
9) UBISOFT	30,537,075.14	1315
10) METRO SYSTEMS ROMANIA	26,801,476.26	710



Overall, the Crafts sub-sector registered a decrease in 2015 compared to 2014 and there was a fall of 16,3% in net profit

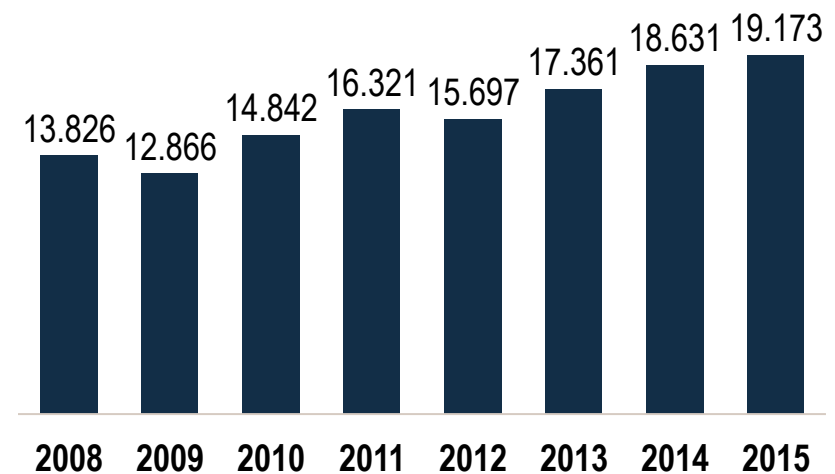
Total turnover's evolution for Crafts



Total turnover [EUR Bn.]

- The decrease registered in both 2009 and 2012 was a consequence of the economic crisis, especially because such activities are costly and involve hand-made processing.
- In 2015, the total turnover decreased, following the same trend with labour productivity, no. of employees and the no. of active companies. The decrease was also due to a fall in demand explained by the high cost of such products.

Labour productivity for Crafts

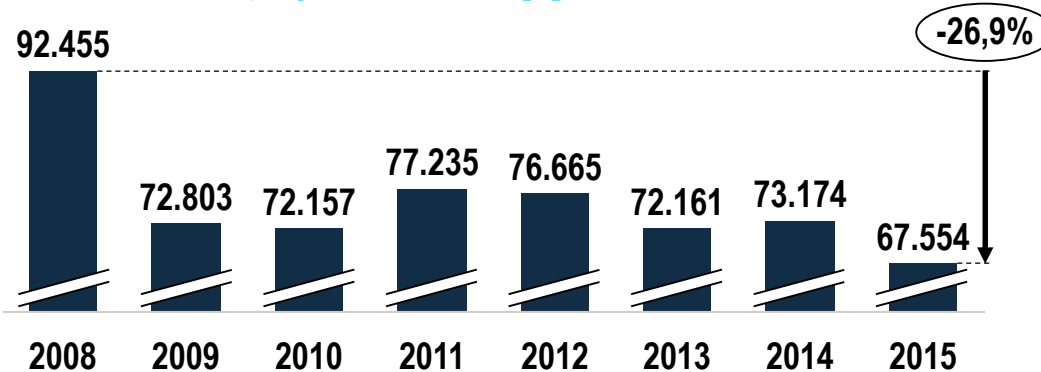


Labour productivity [EUR/ employee]

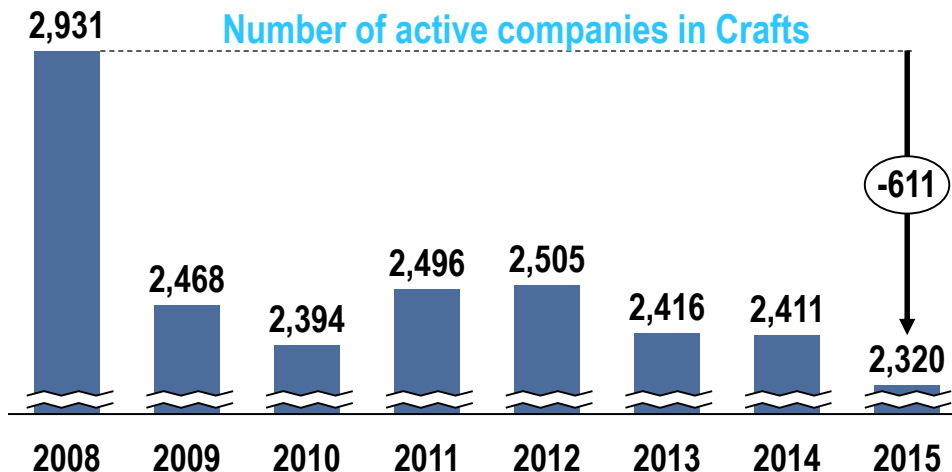
- Labour productivity increased in 2015 compared to 2014, but overcame the level achieved for Arts in the same year.
- “The National Programme for Crafts Development” had a budget of 382,452 € allocated in 2015 and it was estimated that 200 economic operators benefited from it.

In 2015, the number of employees in Crafts was 26.9% lower than in 2008, and overall, it showed a decreasing trend from 2011 onwards

Number of employees in Crafts [#]



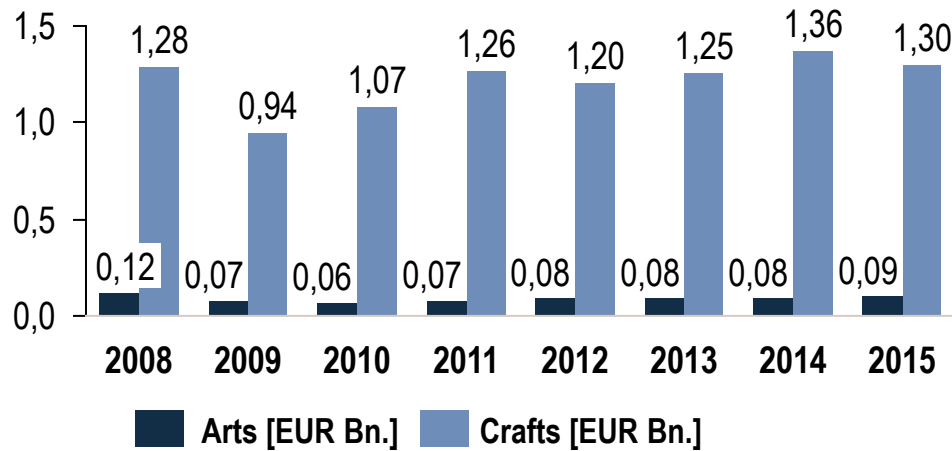
Number of active companies in Crafts



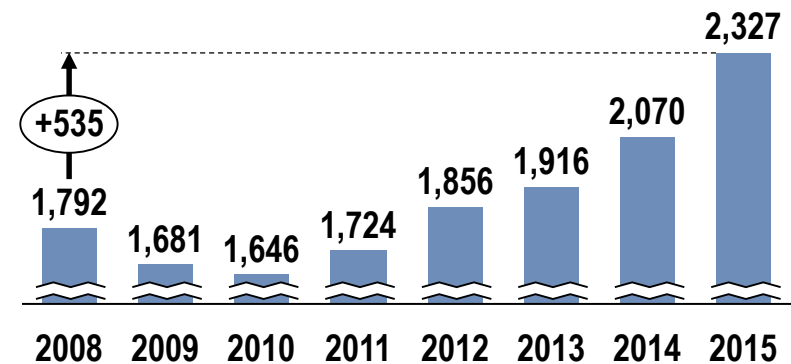
- The Arts and Crafts sector is promoting the Romanian traditions abroad even though its contribution to the economy has declined in 2015.
- Most of the people working in this sub-sector are free-lancers and entrepreneurs having a real passion for the Romanian traditions.
- In order to promote Romania through its customs and traditions, such Arts and Crafts shops can be found not only in the areas very popular among tourists, but also in the big cities such as București, Sibiu, Timișoara or Craiova, airports and railway stations.

Despite an 11.5% increase in total turnover in 2015 compared to 2014 for Arts, it holds less than 1% of the total turnover for CCIs

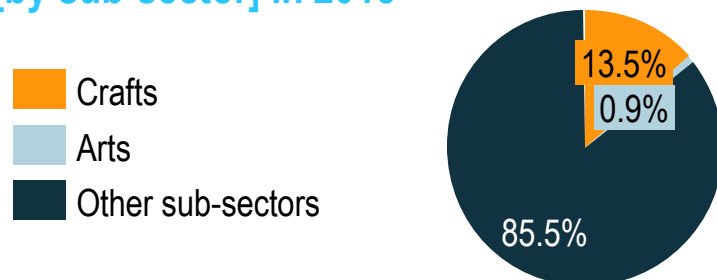
Total turnover for Arts vs. total turnover for Crafts



Active companies [Arts]



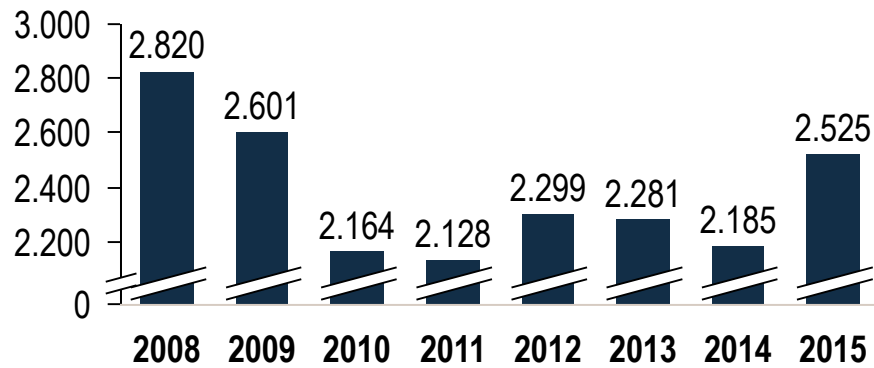
Arts and Crafts contribution to CCI [by sub-sector] in 2015



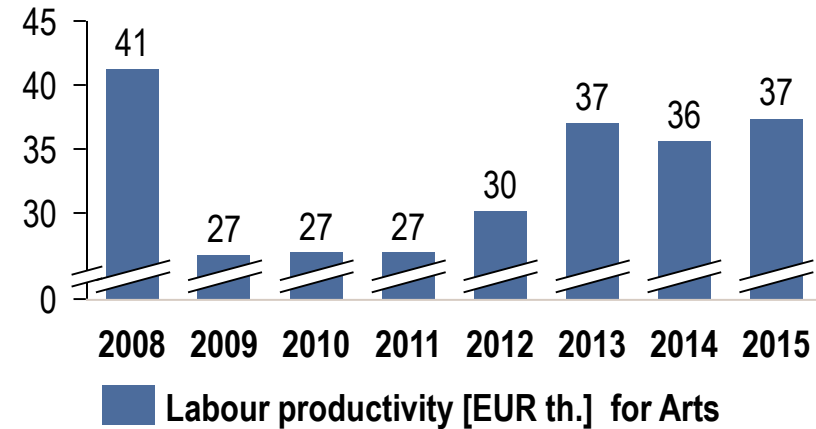
- The first Romanian auction dedicated to Contemporary Visual Arts was held in 2015.
- According to the data displayed by Artmark, the organizing auction company, the masterpieces of renowned painters such as Theodor Aman, Nicolae Tonitza or Nicolae Grigorescu have registered top sales.

In 2015, Arts had among the lowest aggregate number of employees while Software has been the leader of the overall industry

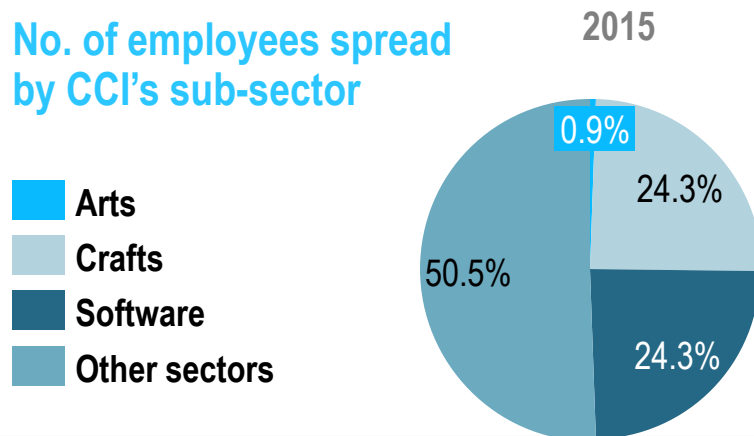
No. of employees [Arts]



Labour productivity [Arts]



No. of employees spread by CCI's sub-sector



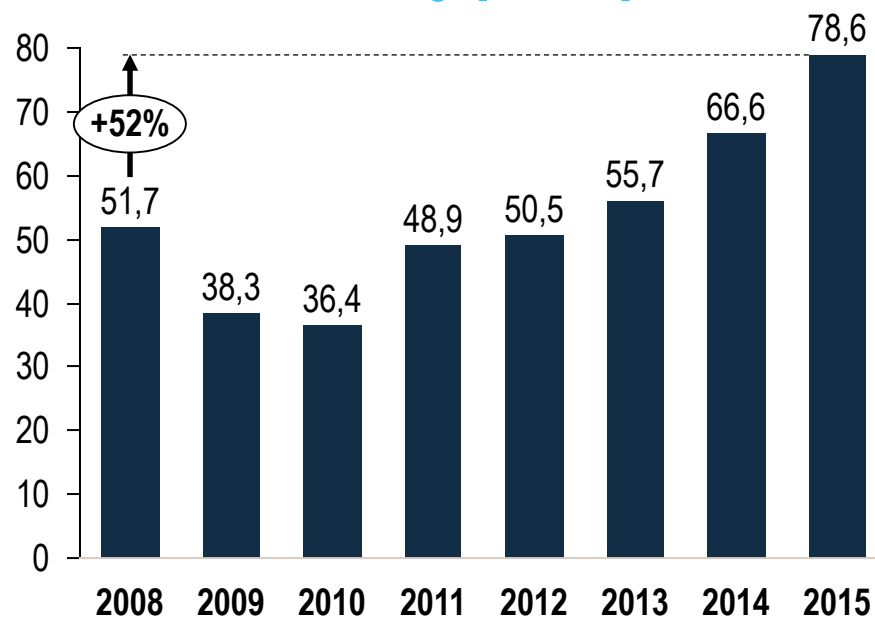
- Overall, in 2015, the Arts sub-sector had a contribution of less than 1% to the total no. of employees in the CCI sector, while the Crafts sector made a much more visible contribution, of more than 24%.

Top companies in Arts and Culture

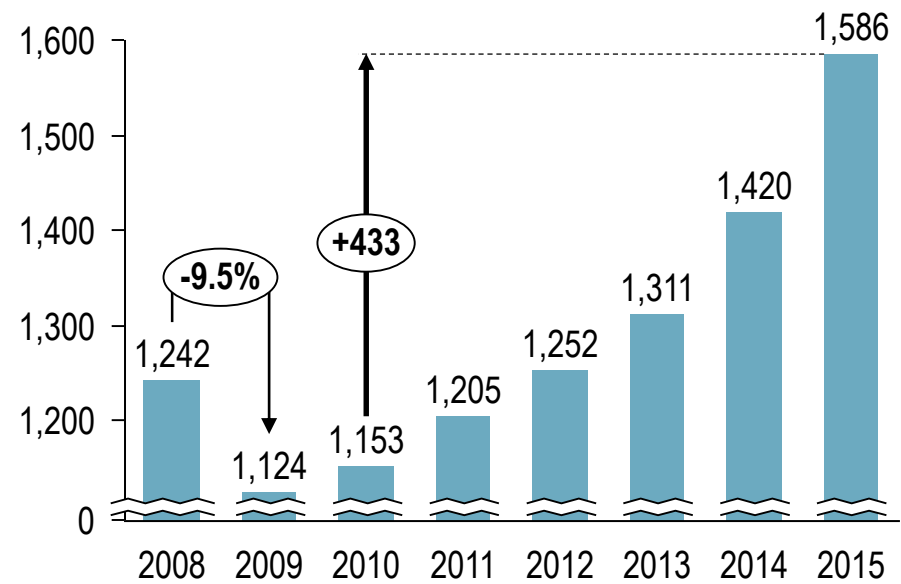
Company	Total turnover [EUR]	No. of employees
1) STAGE EXPERT SRL	5,262,009.67	44
2) SOUND S S.R.L.	1,806,862.76	5
3) H.B. MEDIA ENTERTAINMENT S.R.L.	1,252,271.76	7
4) HA HA HA PRODUCTION SRL	1,128,389.65	8
5) ART-TRADITION PRODUCTION S.R.L.	1,121,472.89	12
6) COOL PROMOTIONS S.R.L.	844,758.60	6
7) ART - DECO EXIM SRL	724,693.13	13
8) MABEL CONCERT S.R.L.	612,432.17	2
9) HOLOGRAF PRODUCTIONS SRL	536,760.85	6
10) REGIA NATIONALA A PADURILOR ROMSILVA - MUZEUL CINEGETIC AL CARPATILOR POSADA RA	256,122.15	13

According to the data displayed by ONRC, the no. of active companies in Design increased by 19% in 2014 compared to 2009

Total turnover for Design [EUR Mil.]



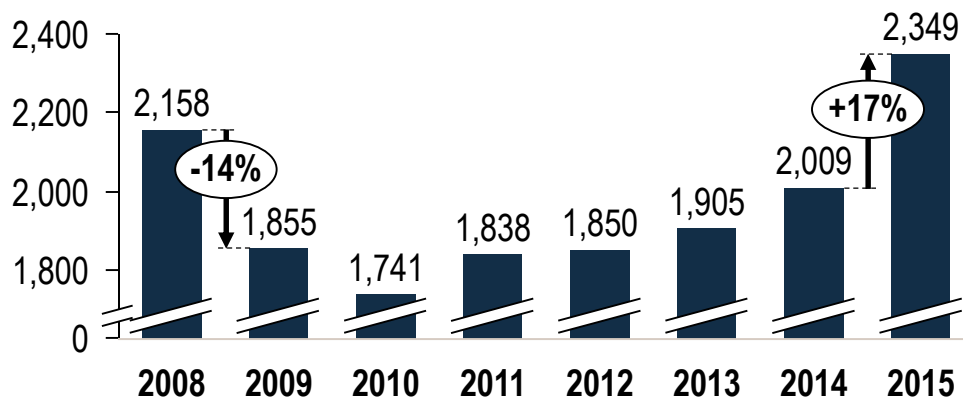
Active Companies [#]



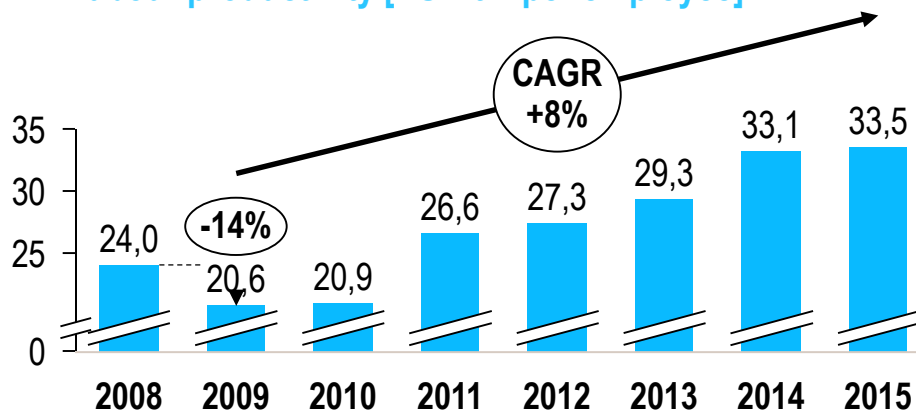
- The same data shows that, with a 78% in total turnover for 2014 against 2009, this sub-sector, namely the NACE code for design activities [7410] had one of the biggest growth levels in total turnover, together with Gaming and web portals activities [NACE code 6312].

In 2015, the number of employees in Design increased by 17% compared to 2014, but it is the lowest of all the CCI sub-sectors

No. of employees in Design [#]



Labour productivity [EUR th. per employee]



- Albeit the number of employees in this sector is not significant, Romania is the 17th in Europe regarding the number of employees in Creative Industries.
- The number of active companies and the total turnover for this sector have been constantly growing since 2011.
- In March 2016, the biggest CCI promotion event was held in Bucharest.
- **Romanian Design Week** brought together entrepreneurs and free-lancers. The purpose of this event was to highlight the importance of Design and encourage other initiative in this sector.

Top companies in Design

Company	Total turnover [EUR]	No. of employees
1) PROINVEST DESIGN COMP S.R.L.	10,106,268.61	26
2) MORPHOZA SRL	3,040,012.59	14
3) REKLAMA SHOP PACKAGING S.A.	2,353,852.19	15
4) PERFECT EVENTS ART S.R.L.	1,571,996.62	5
5) ALTAX SRL	1,354,963.77	25
6) FMCG MUNTENIA SRL	1,344,088.63	120
7) RHEA COSTA FASHION S.R.L	1,015,795.27	51
8) EURO SIGN PRODUCTION SRL	1,014,221.59	11
9) TWINS STUDIO S.R.L.	991,834.64	23
10) GRANATUL SRL	956,397.52	6

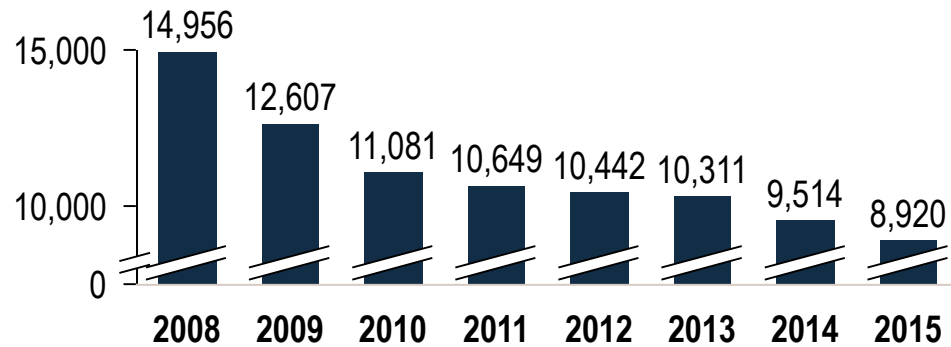




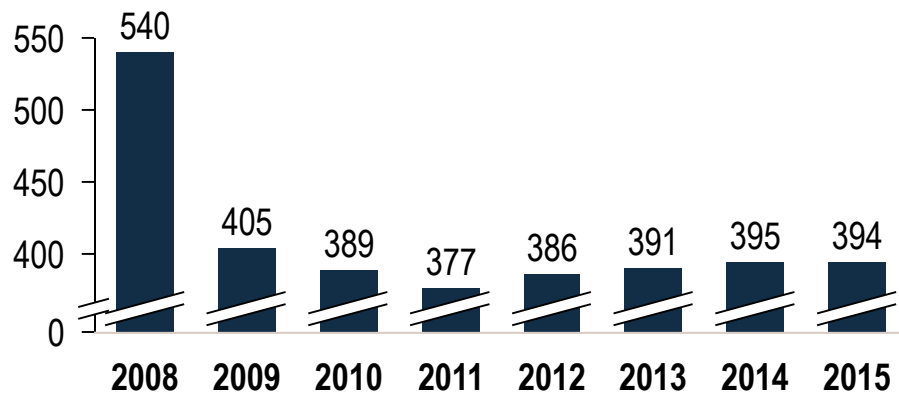



The net profit in the Media sector decreased in 2012, after a 12% growth in 2011, but since 2012 it has been continuously increasing

No. of employees' evolution [#]



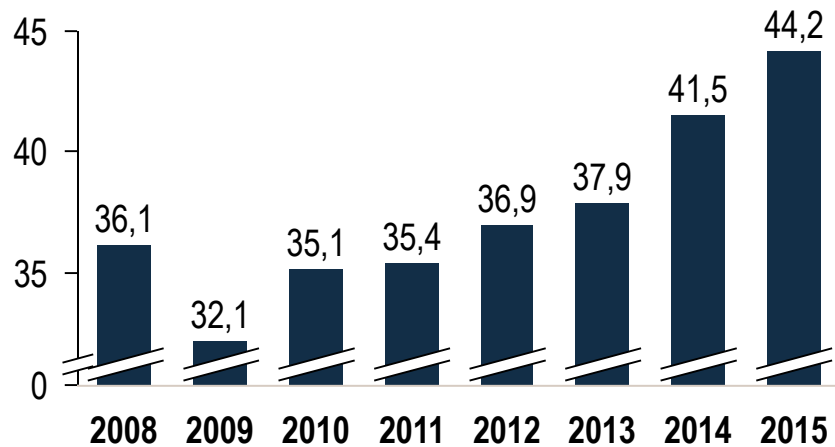
Total turnover Media [EUR Mil.]



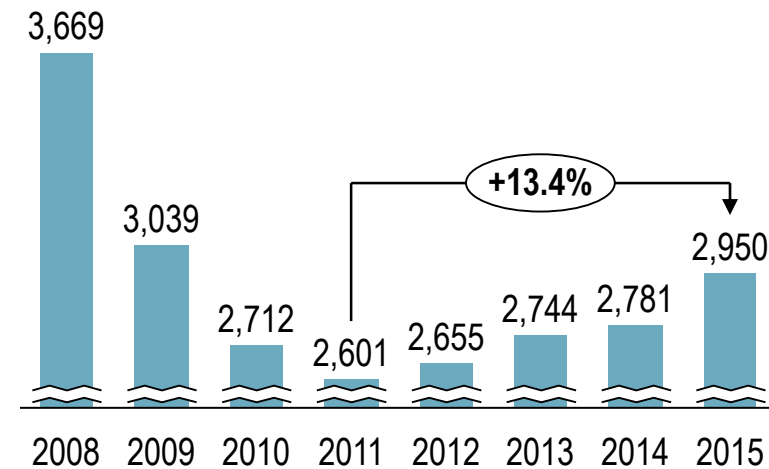
- In 2015, the number of employees in the Media sector fell by 6% against 2014, the highest level reached after the economic crisis being registered in 2014.
- The TV industry continued to be the growth engine last year, registering up to 212 millions euros. This was followed by the radio industry with a 5 % growth.
- Overall, the net profit for the Media sector increased by 7%, the highest level after the severe drop in 2009 being achieved in 2015.

At the end of 2015, the Media displayed a positive growth trend and the market was expected to consolidate its growing trend in 2016

Labour productivity [EUR th. per employee]



Active companies [Media]



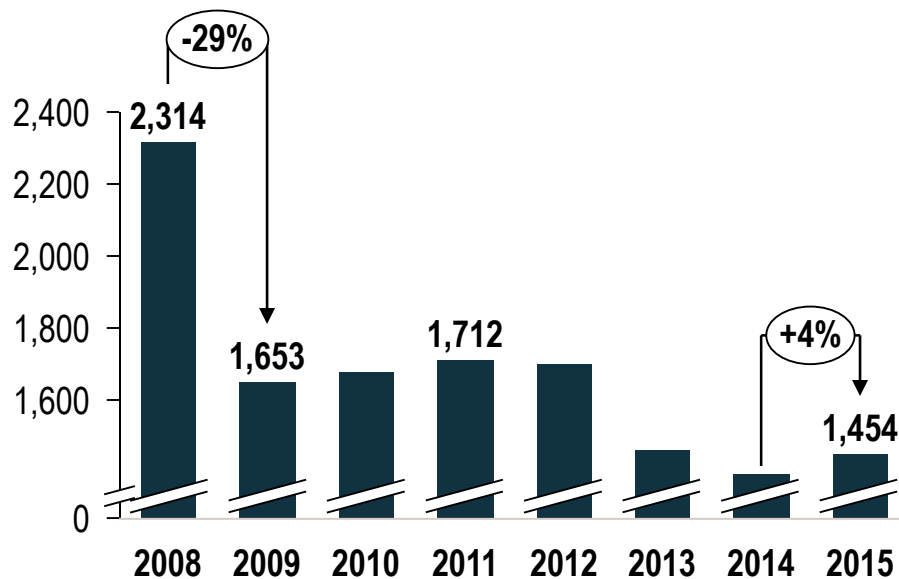
- In the context of a permanent and sustained economic growth experienced by Romania since 2013, the media sector has been increasing. This could be explained by the increased level of consumption within the sub- sector and the interdependent relationship between Media and Advertising.
- The market concentration degree increased from 11.3% in 2014 to 11.4% in 2015 and the no. of active companies increased by 3.5% showing no major changes in the distribution of the market share.

Top companies in Media

Company	Total turnover [EUR]	No. of employees
1) SOCIETATEA ROMANA DE RADIODIFUZIUNE	92,654,123.73	2.168
2) CINEMA CITY ROMANIA S.R.L.	40,945,779.30	160
3) KIDDY SRL	13,256,434.64	34
4) GRUPUL MEDIA CAMINA (G.M.C.) SRL	5,670,344.43	39
5) ABIS STUDIO SRL	5,477,175.70	15
6) GPV MAIL SERVICES S.R.L.	5,189,224.74	48
7) OPTICAL DISC SOLUTIONS S.R.L.	4,311,986.50	88
8) MOVIEPLEX CINEMA S.R.L.	3,523,308.88	48
9) BIVOLUL ADVERTISING S.R.L.	2,452,390.10	14
10) STUDIOSET PRODUCTION SRL	2,399,211.02	6

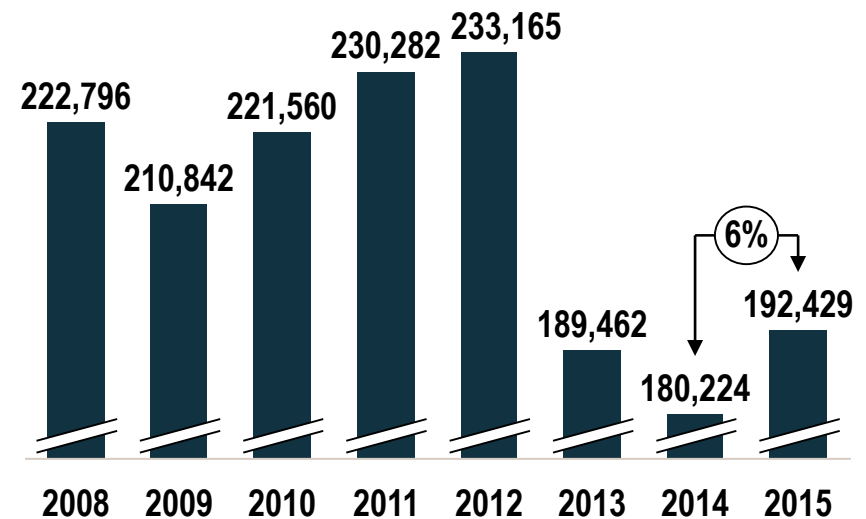
In 2014, the Advertising market started recovering after 5 years of crisis and its mobile sector registered the most spectacular growth

Total turnover [EUR]



■ Total turnover for Advertising [EUR Mil.]

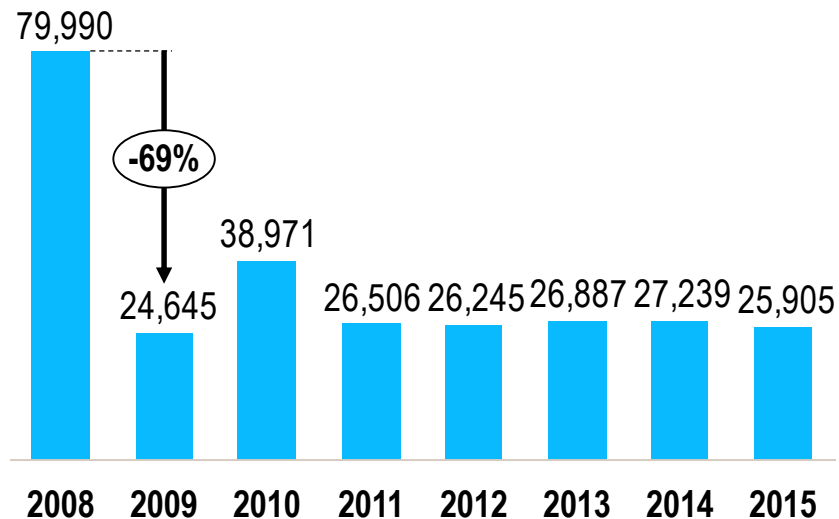
Labour productivity [EUR per employee]



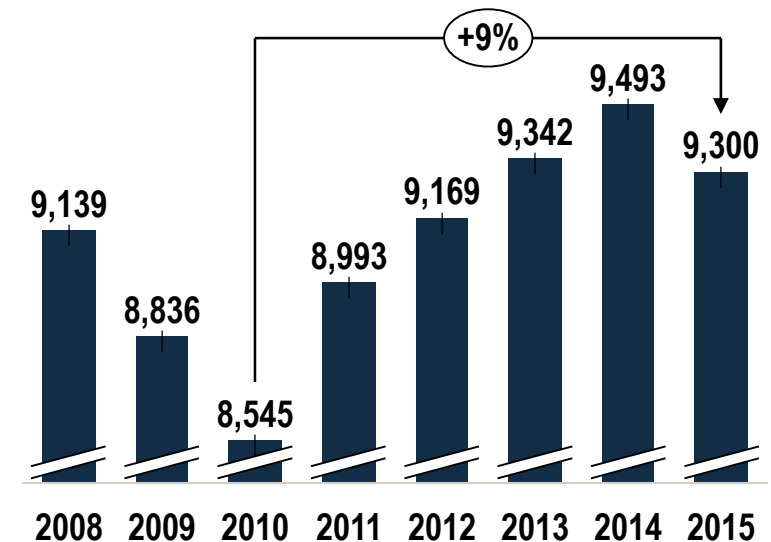
- Within this sub-sector, the Digital branch recorded the biggest annual growth (+12% in 2014 against 2013)
- Television remained the branch with the biggest contribution in Romanian Advertising investments (63,5%) and it is forecasted to maintain its position in the next year.

In 2014 the printed press captured only 6% of the total investments in Advertising and it was followed by the radio with 5,8%

No. of employees [Advertising]



Active companies [Advertising]



- The massive decrease in the no. of employees registered in 2009 is explained as a consequence of the Economic Crisis when employees have quit their jobs in Advertising for better paid jobs in other sectors.
- Similarly, the fall in the total turnover was due to the switch between printed and online press which quickly became more popular and less costly, thus optimizing the consumption within the sub-sector.
- In terms of Advertising, cinema captures a very small amount of 0,4% out of the total investment in the sub-sector.

Top companies in Advertising

Company	Total turnover [EUR]	No. of employees
1) B.V. MCCANN-ERICKSON S.R.L.	25,878,384.02	77
2) LION COMMUNICATION SERVICES SA	13,578,081.88	46
3) MEDIA GROUP SERVICES INTERNATIONAL S.R.L.	9,663,644.31	65
4) OGILVYACTION ROMANIA SRL	8,141,006.29	5
5) TOTAL DISPLAY GLOBAL SERVICES SRL	7,561,087.51	18
6) BT PRODUCTION GROUP S.R.L.	7,432,901.01	18
7) LEO BURNETT & TARGET SA	6,907,217.32	26
8) VIDEO PUBLICITATE S.R.L.	6,426,782.67	10
9) FEDERAL MEDIA PARTNER SRL	5,987,364.22	3
10) CENTRADE INTEGRATED SRL	5,947,309.78	35



Two Romanian advertising campaigns won Cannes Lion awards in 2016, “Pay with Blood” and “Le Paul Patisserie”



- GMP Advertising won the Gold trophy at AD Stars 2015, a commercial festival in South Korea with Domo commercial.
- Four creative Romanians will participate on the jury side at the ADCE festival (The Best in European Design and Advertising). Each will be part of different jury teams.
- Jorg Riommi, the Chief Creative Officer of Publicis Romania will be a jury member for the Golden Drum Festival, one of the most important competitions in advertising for Central and South-Eastern Europe.
- Two campaigns of Universal McCann were awarded by AdWeek Magazine. The campaign for Le Paul Patisserie won at the Alternative Media Category and the campaign Pay with Blood won at International Category. They were both winners at Cannes Lion Awards.

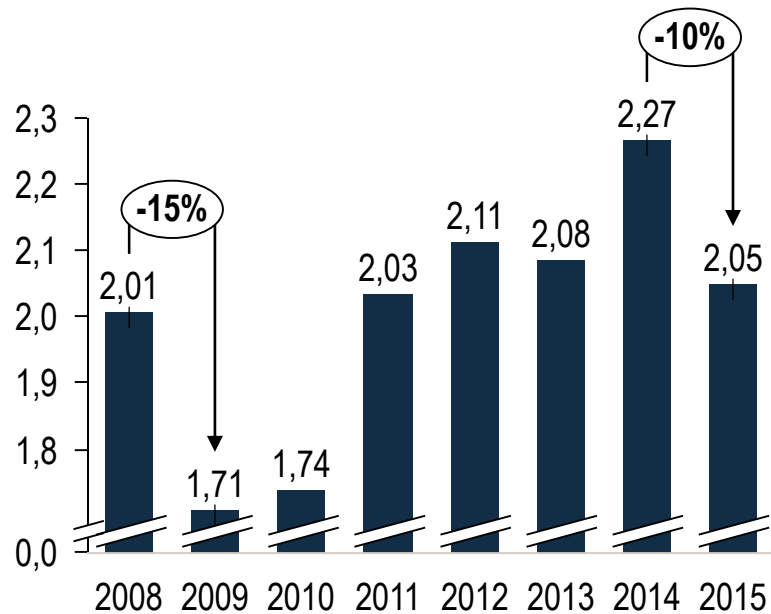
The awarded advertising companies have contracts with large multinationals and national companies



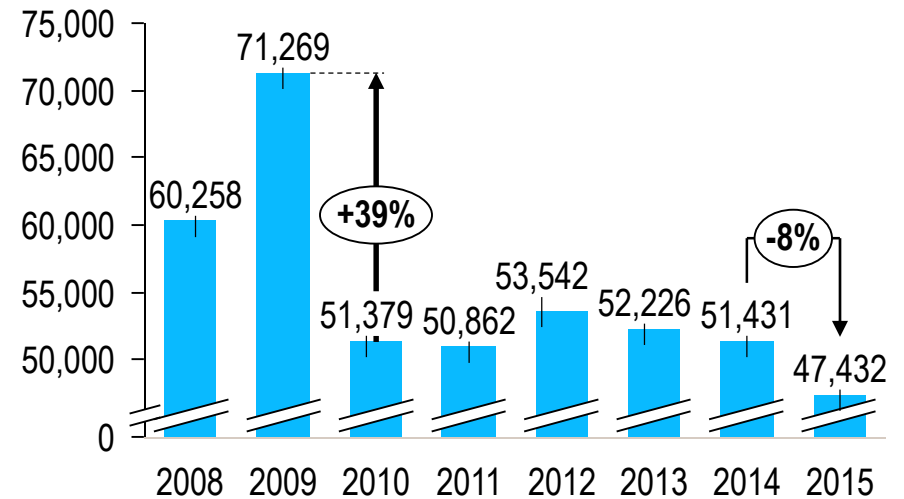
- Publicis Romania: Carrefour; OMV; Guinness; JTI; Nestle; Toortitza; Renault; Orange
- McCann: Vodafone, The Coca-Cola Company; Nestle; MasterCard; KFC; Pizza Hut; Mega Image; L'Oréal; Unilever; Heineken;
- Leo Burnett: P&G; McDonald's; Kellogg's; Samsung; Fiat; Pfizer
- GMP Advertising: Volkswagen Golf; Romtelecom; Gandul; BaumaX; Posta Romana
- Graffiti BBDO: Microsoft; Petrom; Henkel; Lay's; MountainDew; Artmark; Bayer; Airwaves; Pepsi

In 2013, the local market for Architecture reached 200 mil. €, a drop of more than 50% compared to the level of 2008

Total turnover [EUR bn.]

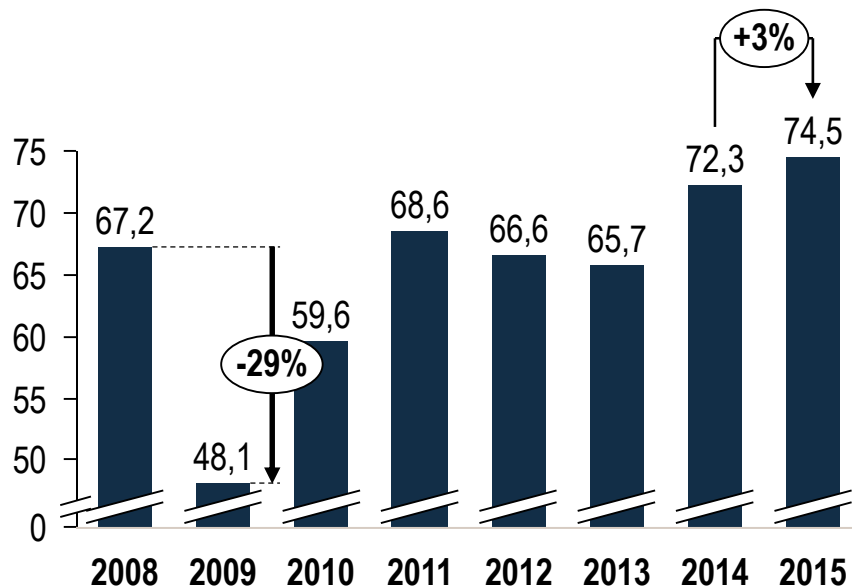


No. of employees [#]

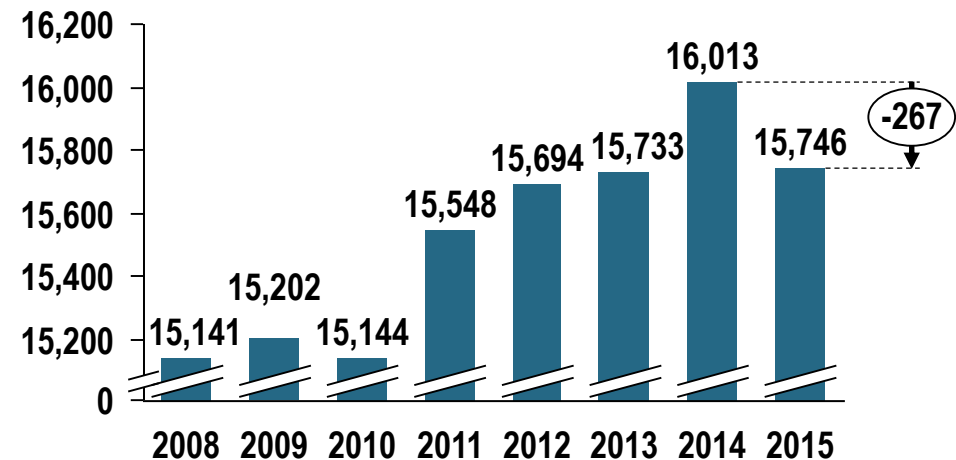


In 2015, the number of companies for Architecture declined and so did the number of employees while labor productivity increased

Labor productivity [EUR th. per employee]



Active companies [#]



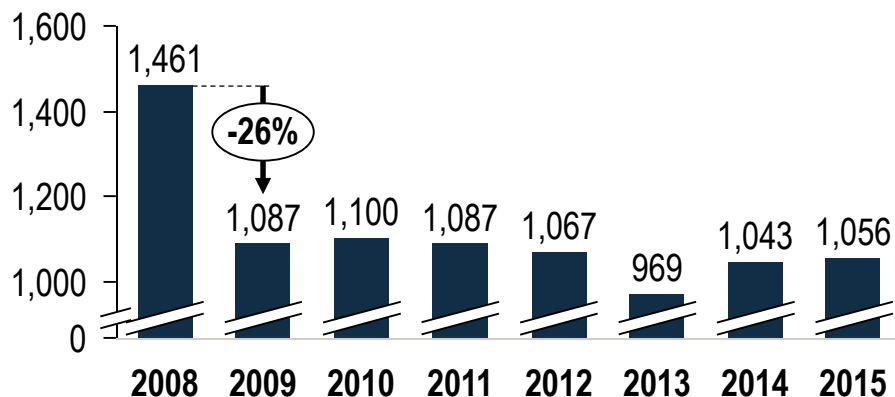
Top companies in Architecture

Company	Total turnover [EUR]	No. of employees
1) WEATHERFORD ATLAS GIP SA	25,042,933.18	266
2) EMERSON PROCESS MANAGEMENT ROMANIA S.R.L.	20,250,511.58	73
3) EPTISAROMANIA SRL	11,417,556.35	145
4) AKKA ROMSERV SRL	8,518,177.50	268
5) ASCON CONSULTING 2004 SRL	4,080,204.04	12
6) GISCAD S.R.L.	2,043,055.11	10
7) ARCHITECT-SERVICE SRL	1,970,606.74	13
8) ASCO CONSTRUCTII S.R.L	1,808,896.28	53
9) I.C.P.V. S.A.	1,132,484.13	38
10) ARGIF PROIECT SRL	757,136.33	12

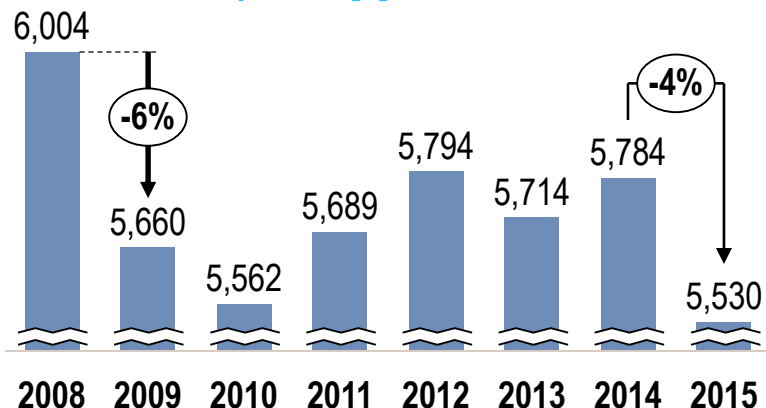


The total turnover for the Printing sector increased since 2013 but it did not overcome the pre-2012 level

Total turnover [EUR Mil.]



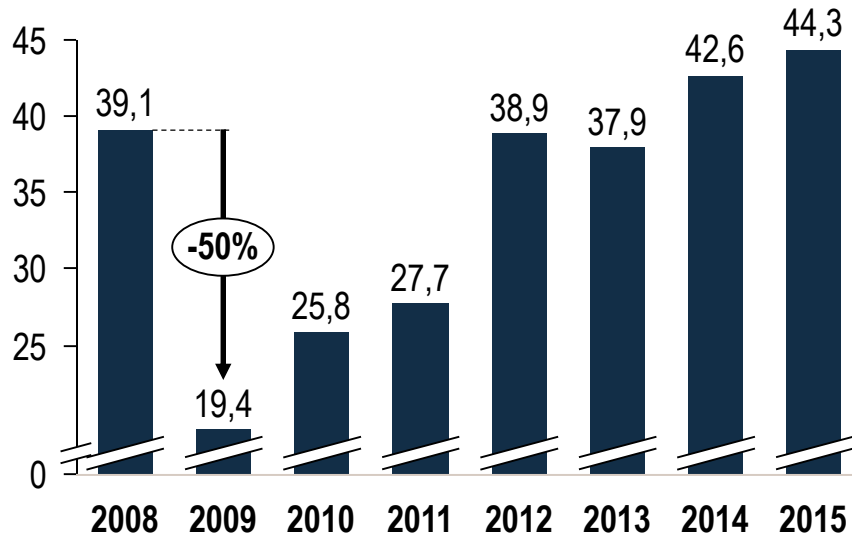
Active companies [#]



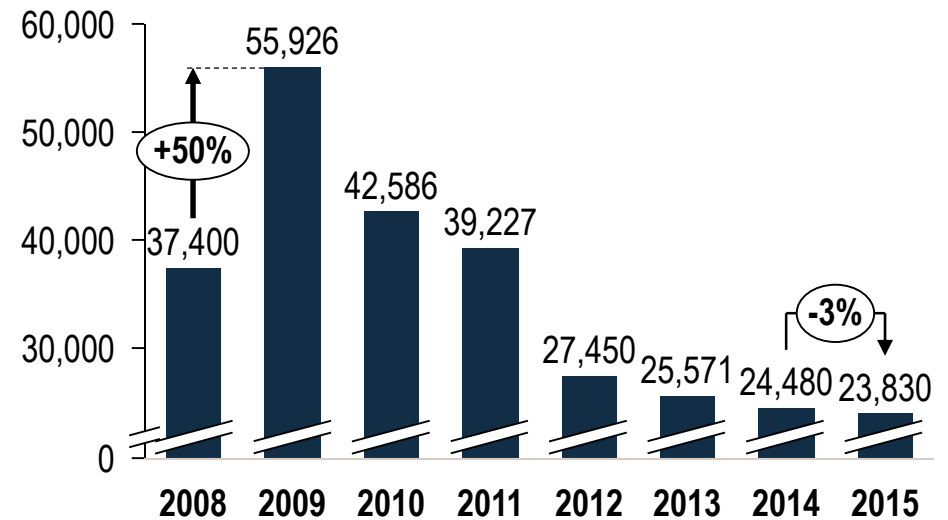
- These results can be explained by the low ranking Romania has in the EU regarding the book industry.
 - In the last 5 years 2/3 of the publishing houses disappeared.
 - The number of employees has dropped by more than 50% in 2009 against 2008.
 - Overall, the book industry alone does not value more than 90-100 million euros.
-
- In 2009, the no. of active companies dropped by 6% against the level of 2008.
 - In 2015, it dropped by 4%, after a 1% increase in 2014, following the downwards sloping trend of all the other indicators.

Also, labor productivity constantly increased after 2009. In 2015, each employee contributed with more that EUR 44k in Printing sector






Labor productivity [EUR th. per employee]



No. of employees [#]



Top companies in Printing

Company	Total turnover [EUR]	No. of employees	
1) COMPANIA NATIONALA IMPRIMERIA NATIONALA SA	93,780,307.31	468	
2) MONITORUL OFICIAL RA	15,427,498.76	336	
3) BEST PRINT SERVICES SRL	7,906,975.92	170	
4) FED PRINT SA	4,086,387.17	133	
5) EDITURA PARALELA 45 SA	3,840,002.02	74	
6) INFORM MEDIA S.R.L.	3,686,609.44	143	
7) HUMANITAS SA	3,522,324.85	72	
8) DESTEPTAREA SA	3,062,336.33	59	
9) UDVARHELYI HIRADO S.R.L.	2,499,155.90	281	
10) ADI CENTER S.R.L.	2,441,681.21	N/A	

Top companies in Publishing

Company	Total turnover [EUR]	No. of employees
1) BURDA ROMANIA SRL	14,139,561.97	103
2) GPV MAIL SERVICES S.R.L.	5,189,224.74	48
3) C.D. PRESS SRL	2,005,198.42	33
4) BAUER MEDIA SCS	1,916,402.92	15
5) TIPO-REX SERVICE S.R.L.	794,085.71	25
6) ATIP DESIGN S.R.L.	518,058.94	2
7) SMART ORGANIZATION S.R.L	440,484.58	15
8) EDITURA CARIERE SRL	323,711.58	18



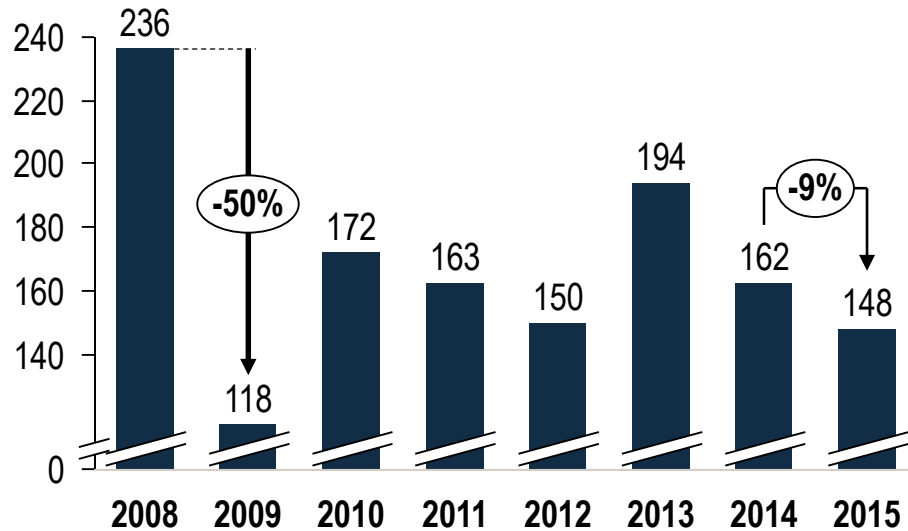
MEDIA GROUP

BurdalInternational **RO**

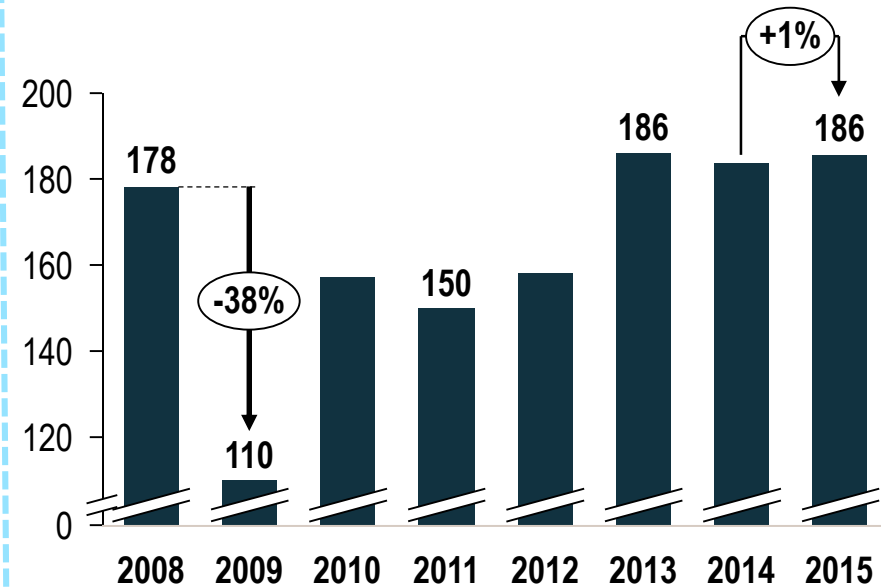


The fall in both labour productivity and total turnover registered in 2009 against 2008 were also reflected in a 20.3% drop in net profit

Labor productivity [EUR th. per employee]



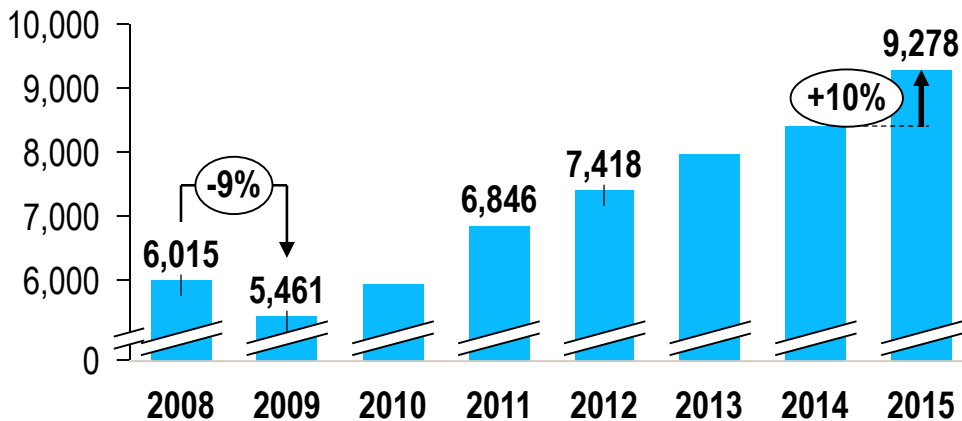
Total turnover [EUR Mil.]



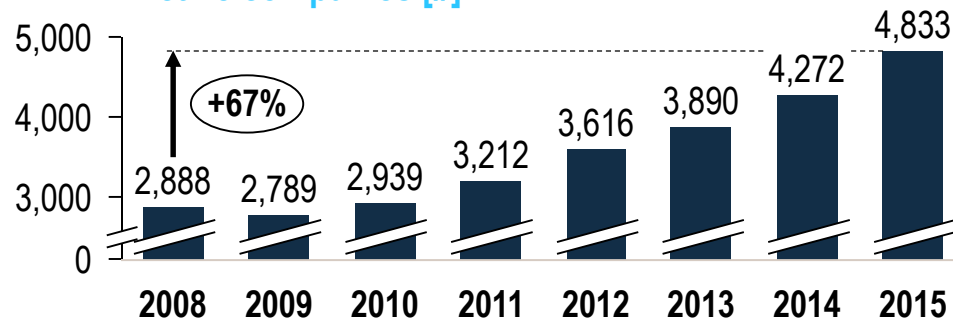
- In 2009, there has been a huge drop in the Sports turnover due to Economic Crisis. Since 2009, the sports industry has been growing due to important sports events and increased media coverage.
- Despite the increasing appetite of fans for live competitions and many major competitions played top grosser, there are concerns about the balance between sports competition and mass entertainment, which led to increased ticket prices, making some sports events dedicated exclusively to high-income strata.

After the crisis the number of employees has increased at a record level in 2015, almost 9300

No. of employees [#]



Active companies [#]



- Due to the funds available in Sports, the media coverage and the revenues from passive and active fans, the number of companies has increased steadily since 2009;
- In 2009, the number of employees in Sports dropped by 9%;
- Since 2009, the trend is ascendant due to high revenues and investments in sports competitions;
- In 2015, the number of employees increased by 10 % against the level in 2014.

Top companies in Sports

Company	Total turnover [EUR]	No. of employees
1) MEDUSA HOTEL INTERNATIONAL SRL	5,002,064.56	124
2) CLUB SPORT FITNESS CENTER MV S.R.L.	3,298,775.70	87
3) LIVING WELL S.R.L.	1,362,861.86	10
4) MURESUL-DRAMBAR S.R.L.	1,830,637.12	12
5) FIRESHOW S.R.L.	1,529,169.40	17
6) PURE HEALTH & FITNESS SRL	1,358,860.74	51
7) AQUALAND S.A.	1,358,851.74	75
8) CENTRUL DE FOTBAL MOGOSOAIA S.R.L.	965,395.50	33
9) MSPORT PRO SRL	845,541.73	7
10) ENVIRONMENT & SPORT DEVELOPMENT SRL	660,782.45	4

Government facilities & financing options

Legal Framework concerning the protection of intellectual property rights, copyrights and other regulations for IP enforcement

Romanian Laws protecting Intellectual Property Rights

1. Law no. 8/1996 on copyright and related rights, ("Copyright Law").
1. Law no. 64/1991 ("Patents Law") and Government Decision no. 547/2008 for the approval of the Regulation for implementation of Law no. 64/1998 on patents.
2. Law no. 84/1998 ("Trademarks Law") and Government Decision no. 833/1998 for the approval of the Regulation for implementation of Law no. 84/1998 on trademarks and geographical indications ("Trademarks Regulation").

Romanian State Authorities

- Copyright Office (ORDA) is the sole state authority for regulation, surveys, arbitration and technical-scientific expertise in the copyright and related rights field:
- Romanian State Office for Inventions and Trademarks (SOIT) is the main state institution that is in charge for granting protection for inventions, trademarks and others.

- In addition, IP rights are also protected by the customs authorities in cases where they may retain goods infringing the IP rights.
- Generally, the IP rights of an owner may be enforced both in civil and criminal proceedings.

Romania accessed European Funds to develop and create CCI opportunities and encourage entrepreneurs to invest in the sector



“Romania Creativa“

- Romanians who want to open small businesses in creative sectors such as software, film production, crafts, music production and other such business, may request European funds of up to 25,000 euros.

“POCU” (Human Capital Operational Programme)

- It grants financing for setting up new non-agricultural enterprises in the urban area. The enterprises will be able to be set up by individuals – unemployed, abeyant, employed and freelancers.
- The sums available are up to 25.000 euro.

“CultIn Programme“

- This programme was launched by the Ministry of Culture and it targets the entrepreneurs who work in the field of Creative and Cultural Industries.
- The total amount that is available for funding cultural actions/projects within the CultIN Programme rises to RON 500,000.



Thank you!

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