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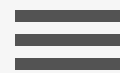
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Going Global

#GlobalAmbition



Going Global



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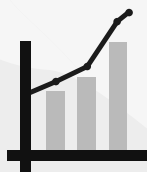


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Unemployment
2021



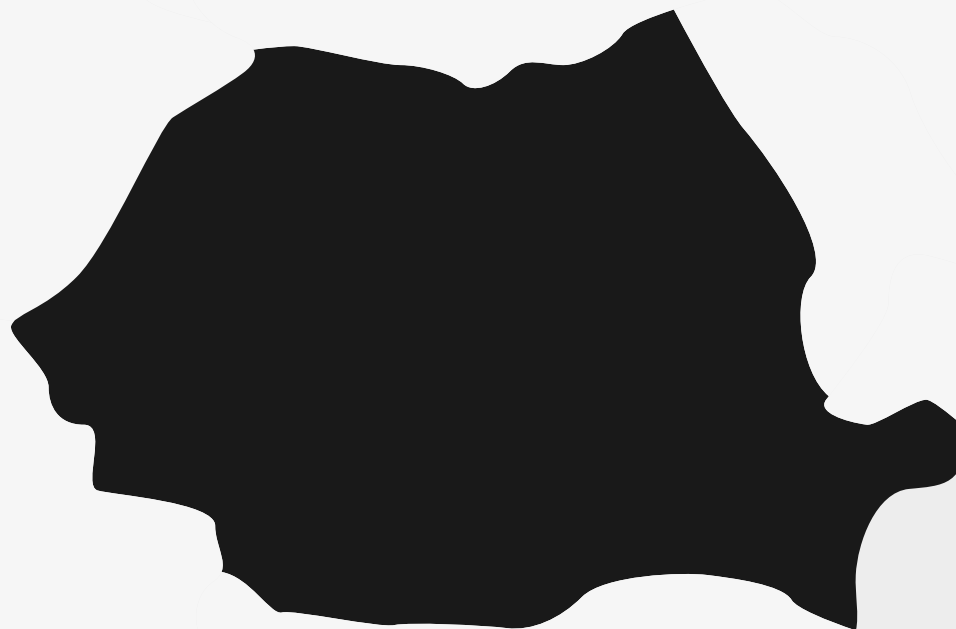
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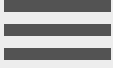
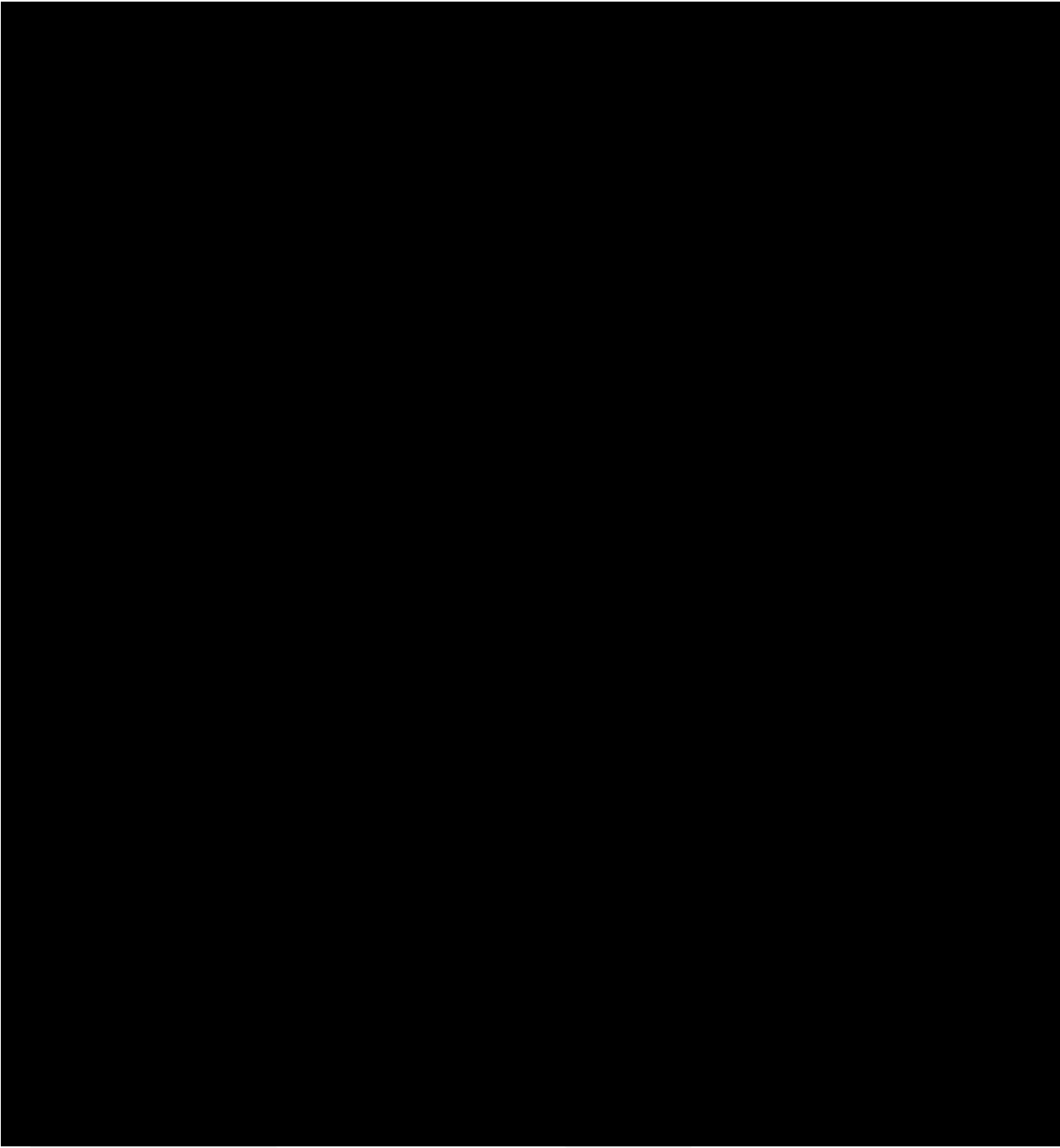
Predicted Economic
Growth for 2021

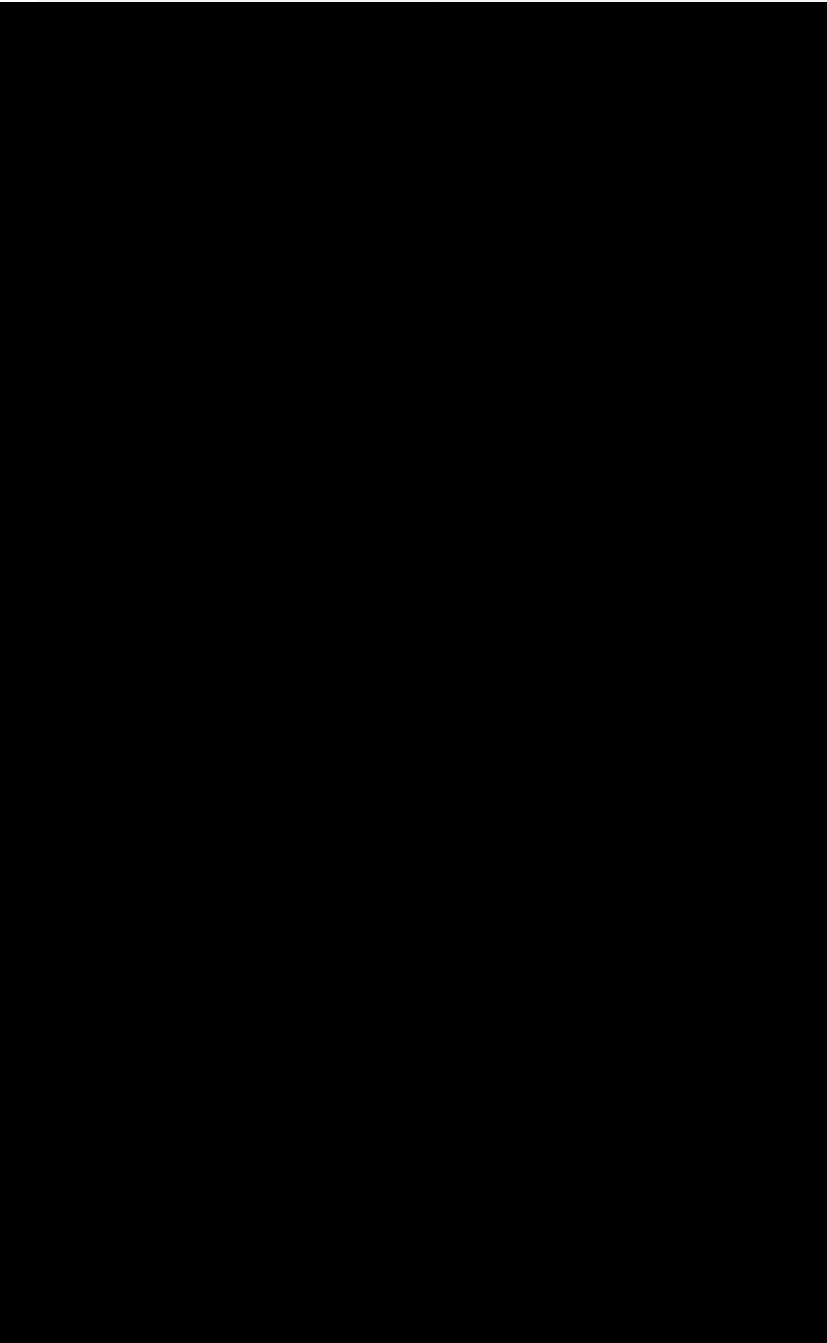


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2021







Let Real Estate Do Business in Romania

continue



Language

A serious exporter should translate materials into Romanian. Use professional help for the translation as Romanian, albeit being considered a close relative to English, takes time to learn.



Importers

Having a local partner with existing contacts can greatly assist an Irish company in establishing a presence in the country. Translating marketing materials and making sales.

Distributors or wholesalers

Having a distributor or a wholesaler that can deliver products across the country can be a good way to access the market. Some companies also opt for having a distributor in three of the eight regions in Romania: Moldavia, Transylvania, and Muntenia, or better coverage.

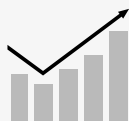
Online selling

In 2014, the e-commerce market in Romania reached 1.5 billion in value. According to the Retail Congress, Romania is one of the top five countries to watch on the top in terms of pace of growth and expansion of the e-commerce sector. The largest market segment is fashion, with a market size of 1.2 billion.



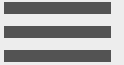
Things to Consider

Each European country has its own culture, traits and traditions, meaning that while they are very closely linked and often similar, there are some things that will work in one country and not another. As separate countries, they also go through different challenges and opportunities at different times such as construction booming in one country, while declining in another. These needs to be considered when proposing your product to each market and the below questions can help guide you in your exporting decisions.



Enterprise Ireland's **Market Research Centre** offers client companies access to market intelligence in the form of company, sector, market, and country information to explore opportunities and compete in international markets.

See www.enterprise-ireland.com/en/Export-Assistance/Market-Research-Centre/ for more information and for a database of sector-specific information that will indicate whether there is research available for the market you wish to target.



Agriculture and Machinery

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Automotive and Engineering

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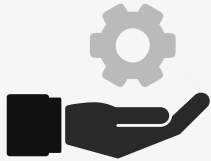
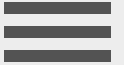
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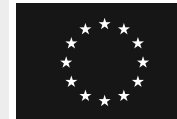


Rialtas na hÉireann
Government of Ireland



Ireland's EU Structural and
Investment Funds Programmes
2014 - 2020

Co-funded by the Irish Government
and the European Union



European Union
European Regional
Development Fund

Ireland's European Structural and Investment Funds Programmes 2014-2021.
Co-funded by the Irish Government and the European Union.

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References



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