

ROMANIA WELCOME PACK



An initiative of the
European Union

Erasmus for Young
Entrepreneurs



Reginnova NE

Introduction

Erasmus for Young Entrepreneurs

Erasmus for Young Entrepreneurs is a cross-border exchange programme which gives new or aspiring entrepreneurs the chance to learn from experienced entrepreneurs running small businesses in other Participating Countries.

The exchange of experience takes place during a stay with the experienced entrepreneur, which helps the new entrepreneur acquire the skills needed to run a small firm.

The stay is partly financed by the European Commission.

Exchange of knowledge and experience, possibility of extension of the contact network at European level, new business relationships, access to foreign markets, are just some of the many benefits.



Success stories

Read a success story between Enor Nakuci, NE of the IO RDA Tirana (Albania), and Alfredo Leonardi, HE of the IO Confindustria Ancona (Italy).

New entrepreneur:

Enor Nakuci (Albania)

Company type: Start-up

Sector of activity:

IT, office and communication equipment, services and supplies

'Thanks to the experience gained with host entrepreneur Alfredo Leonardi, I learned that a positive attitude and determination leads you to succeed in business.'

Host entrepreneur:

Alfredo Leonardi (Italy)

Company type:

30 years experience

Sector of activity:

IT, office and communication equipment, services and supplies

'Enor proved to be a competent reliable and trustworthy person, he supported me entering the Albanian market and we are now working on common projects to make our businesses grow'

Period of exchange:

10/2014 until 04/2015

Duration of exchange: 6 months

Alfredo is an Italian entrepreneur holding an IT firm, Esalab, that has 20 employees and started in 1989 with a focus on GIS (Geographic Information Systems). The solution proposed by Esalab to Public Administrations consists of applications covering all aspects linked to the management of a territory: cartography, land register, urbanism, toponymy, fiscality. Their product is called Geolntranet, a modular solution for sharing information within an integrated GIS.

He discovered 'Erasmus for Young Entrepreneurs' thanks to Confin-

dustria Ancona www.confindustria.an.it (a local contact point in Italy) during an Infoday organised at their premises. He thought that participating in the programme could be a great opportunity to explore a new market, in particular the Albanian one. He had started business trips to Albania to scout opportunities and cover business areas that are still lacking in the IT sector in that country.

Once he got to know about the EYE, he started looking on LinkedIn for profiles of suitable IT companies to start collaborating with. That is how he got in touch with Enor Nakuci. Alfredo contacted him to make him aware about the possible cooperation through the programme and Enor was enthusiastic because this was a way to learn from an experienced entrepreneur holding a bigger company and to enter a new market, the Italian one.

They believed that a business relationship could be an enriching experience to establish ways of integrating Esalab and Kreatx's technologies. Enor's company is a software house specialised in ERP (Enterprise Resource Planning), which consists of a management system to integrate all relevant processes for a company (purchasing, selling, stock control, accounting etc.). Through collaboration with Alfredo, he could acquire know-how also on GIS, thus expanding his business to a new branch, while establishing further collaboration with Esalab.

Alfredo, thanks to Enor, got the chance to get to know that market

directly and, working with him, allowed him to widen his network in Albania. Italian and Albanian markets work differently and getting to know locals and establish a relation of trust with them is essential in order to make business in that country.

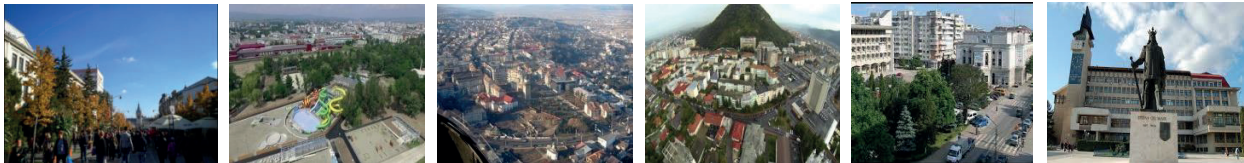
The two entrepreneurs worked together on business offers for Italian clients integrating the two technologies they are specialised in, GIS and ERP, thus integrating territorial data management with internal company management.

Alfredo mentored Enor on all steps related to managing a small company and making an offer to a client, which is an essential skill in IT business. They worked together on proposals and strategies: Alfredo showed him how to handle requests from clients and all financial and accounting aspects related to managing orders and organise project teams. Moreover, Alfredo thought Enor how to use Esalab's IT platform and Kreatx's staff is on the process of learning it to become autonomous and work in synergy with the Italian team.

Enor and Alfredo are now working on a proposal for the Albanian market involving GIS as technology, making use of Esalab products adapted by Kreatx to the needs of Albania companies and public administrations. Their participation in the programme allowed them to lay the foundation of their collaboration and build a relationship of trust that they say will last and will be leading to a systematic business cooperation between their companies.

WELCOME PACK FOR NEW ENTREPRENEURS

North East Romania



Part of the old historical region of Moldavia, the North East Region is an area where history, culture and traditions complement the attractive surroundings, being for a long time seen as a romantic and unknown outpost of Europe. Nowadays, it is part of the eastern border of the European Union and NATO and, also, one of the most attractive tourist destinations in Romania. (<http://romaniatourism.com/bucovina-moldova.html>).

Geographically, the region goes from mountain ranges in the west, towards the gentle plateaus and rolling plains in the east. The mountains are heavily forested and there are lakes, vineyards and large farms in the plains. The most populated region of Romania, the Nord-Est region is made up of 6 administrative units, so-called counties: **Bacău**, **Botoșani**, **Iași**, **Neamț**, **Suceava**, **Vaslui**. The low costs and skilled labor make the North East Romania one of the most cost-effective investment locations in Europe.



City of Iași

Iași, also referred to as **Jassy** or **lassy**, is the seat of Iași County and one of the leading centers of Romanian political, economical, cultural, academic and artistic life. Iași was the capital of the Principality of Moldavia, from 1564 to 1859, then of the United Principalities, from 1859 to 1862, and the capital of Romania, from 1916 to 1918. The city prides itself with publishing the 1st Romanian newspaper and establishing the 1st Romanian university.



With a population of over 370.000 people (2017) and more than 500,000 people living within its peri-urban area, Iasi is nowadays the second-largest city in Romania and the main cultural, economic and business centre of the Moldavian region of Romania, still referred to as *The Moldavian Capital*.

Home to the oldest Romanian university (*Alexandru I. Cuza University*) and to the 1st engineering school (*Gh. Asachi Technical University*), Iasi is one of the most important education and research centers of the country, and accommodates over 60,000 students in 5 public universities.

The social and cultural life revolves around the **Golden Plateau** - the nucleus of the city. With the neo-gothic **Palace of Culture** at one end and the Union Square (*Piata Unirii*) at the other, the Golden Plateau features churches and princely palaces on both sides of the **Stefan cel Mare si Sfant Boulevard**, which runs right through its centre. The social and cultural life revolves around the **Vasile Alecsandri National Theater** (the oldest in Romania), the **Moldova State Philharmonic**, the **Opera House**, the **Iasi Athenaeum**, a famous **Botanical Garden** (the oldest and largest in Romania), the **Central University Library** (the oldest in Romania), the high quality cultural centers and festivals, an array of museums, memorial houses, religious and historical monuments. (For more information, please access: <http://romaniatourism.com/iasi.html>)

Iasi is also an important economic center of Romania, being one of the main ICT poles and a dynamic manufacturing engine (automotive, textiles and clothing, pharmaceutical industry, aerospace, industrial equipment, building materials, food, etc). The most important service sectors are related to education, health care, banking, research, culture, government and tourism. With large shopping malls and commercial centers located in the area, Iasi also has a well-developed retail business. And, as all the Romanian cities, Iasi has one of the best internet speed in Europe.

Traveling to / from Iasi

Iasi is easily accessible from Bucharest by plane (50 minutes), train (approx. 6 hours) and car (approx. 6 ½ hours).

By plane

Iasi International Airport, www.aeroport-iasi.ro, is one of the oldest airports in Romania. There are direct flights to / from big cities like: London, Madrid, Munich, Rome, Bologna, Turin, Tel Aviv, Paris, Barcelona, Brussels, Cologne, Milan, Venice, Larnaca, Vienna) and new flights are constantly being added. There are also a few flights a day to/from the International Airport Bucharest, Cluj-Napoca and Timisoara.

Airlines with service to Iasi:

Blue Air: www.blueairweb.com

Tarom: www.tarom.ro

Wizz Air: www.wizzair.com

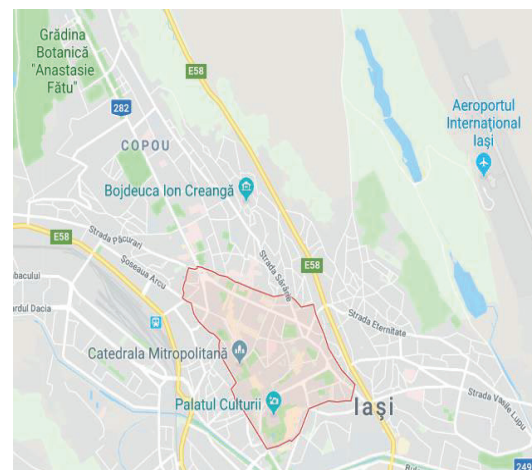
Austrian Airlines: www.austrian.com

Earnest Airlines: www.flyernest.com

Once in Iasi Airport, the city center can easily be reached by bus or taxi (15 minutes' drive).

Taxi service: Around 20 airport-authorized taxis are permanently available in the airport parking.

Public transport: There is a bus line, **no. 50**, from



the airport to the city center. The tickets can be bought from the bus driver.

Banking services:

BRD - Groupe Société Générale: There is an ATM in the area of the Terminal T2.

EURONET: ATM in the area of the Terminal T2.

By train

Iasi Train Station (*Gara de Nord Iasi*) address: Str. Garii No.1. Schedules of international trains to and from Romania can be obtained at: www.bahn.de or www.InterRail.eu. There are also direct trains from/ to Iasi to/from Bucharest, Oradea, Piatra Neamt, Suceava and Timisoara, as well as several other cities in Romania. To check trains schedules for domestic routes please visit www.cfrcalatori.ro.

By car

The fastest route from Bucharest to Iasi is via E85, E 581. Please check this [Google map](#).

Documents required by Border Police are the **vehicle's registration, proof of insurance** and a **valid driver's license**. Independent travelers entering Romania by car (own or rental) need to obtain a road toll badge, called *Rovinieta* that is available on-line www.roviniete.com, as well as at any border-crossing point, postal office and most gas stations. There is no any other tax to be paid by visitors when entering or leaving Romania

By bus

There are a lot of private companies offering domestic and international transport services to and from Iasi.

International Bus Companies serving Iasi:

Eurolines, www.eurolines.ro, daily bus service to main cities around Europe,

AtlasSib, www.atlssib.ro, daily bus service to main cities around Europe,

Doublet T, www.dtfuture1.doublet.ro, daily bus service to main cities around Europe.

What is the currency in Romania?

The currency in Romania is the Romanian leu (RON). 1Eur= aprox. 4,65 lei. The RON is divided into 100 bani. There are 4 different coins: 1, 5, 10 and 50 bani. There are 7 different banknotes: 1, 5, 10, 50, 100, 200 and 500 lei.

Where can you change foreign currency?

Visitors can change foreign currency at any bank branch or foreign exchange bureau in major cities.

How else can I pay?

Payment using recognized international credit cards is also available in big Romanian shops. They usually have signs indicating this option at the entrance to the establishment.

Accommodation

Being a university city, it is not difficult to find a temporary accommodation in Iasi. If you ask for our support, we will help and advise you to find a good accommodation.

For a list of available accommodations in Iasi, you can check the following websites: www.airbnb.com, www.imobiliare.ro, www.fideliacasa.ro or www.olx.ro.

Renting a single room in a shared apartment costs around 100 euro/month, while, renting a studio apartment is about 200 - 250 euro/month. Usually, the rent price does not include utilities.



Healthcare



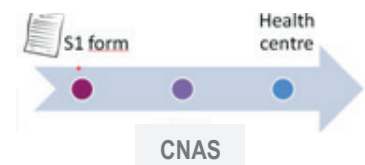
Your **European Health Insurance (EHIC)** will enable you to access the necessary state-provided healthcare in Romania at a reduced cost, or sometimes for free. In the event of an emergency in Romania you can call 112 (or 114 hearing assisted). This call is free of charge from any landline or mobile phone.

Your EHIC does not cover private treatment, so make sure you are treated by a state healthcare provider. Any costs incurred for private healthcare are non-refundable.

There are co-payments for some of the ambulatory procedures such as laboratory tests, imaging and for the pharmaceuticals. Dental treatments, medical devices and rehabilitation require co-payments, too.

Important! Remember to keep all receipts and any paperwork (make copies if necessary) as they might be needed by you or your insurance company to apply for any refund or reimbursement from the National Health Insurance Agency (Casa Nationala de Asigurari de Sanatate/CNAS).

If you spend more than 3 months in Romania, ensure you are registered with the local authorities and that you have proof of private health insurance. You can also apply for a certificate of entitlement known as an **S1 form** that allows you to benefit from a wider range of medical services.



About us

Local IO is **Association Reginnova NE**

Address: Calea Chisinaului nr.57, Iasi, T: +40 332 800 797, Website: www.reginnova.org

Contact person: Gabriela Iftode, M: +40 749 243 544, E-mail: eye.reginnova@gmail.com