



stars

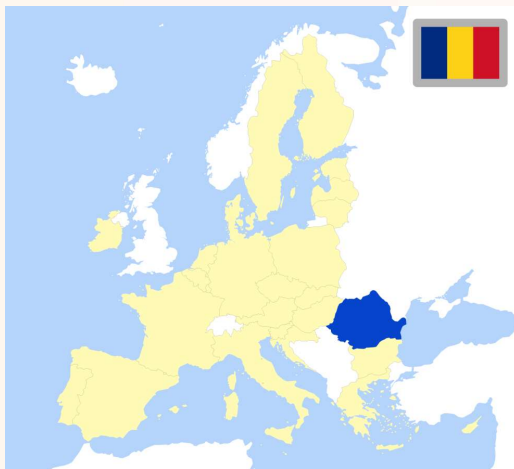
alumni study tour - Insights into Romania

<https://www.the-stars.ch/> 

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Romania at a Glance



- EU Member State since 2007 | NATO Member since 2004
- Population: ~19 million
- Ethnical groups: Romanian 89%; Hungarian 6,6%; Roma 2.5%; German 0,3%; Ukrainian 0,3%; Turkish 0,2%.
- Official language: Romanian (Hungarian, Romani, Ukrainian and Serbian are the co-official languages at various local levels)
- Religions: 87% Orthodox; 6,8 Protestant; 5,6 Catholic.

- GDP: ~€350+ billion (one of the fastest growing in the EU)
- Strategic location: gateway between Western Europe, Balkans & Black Sea
- Strong alignment with EU and transatlantic priorities
- Official currency: Leu
- National Day: 1st of December

- 🇷🇴 Romania is increasingly positioned as a stable and relevant player in the region

Political Landscape



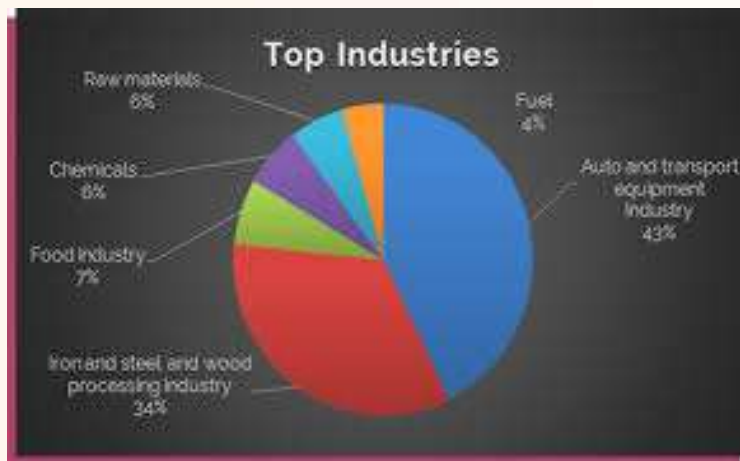
- Political Structure: Romania is a semi-presidential republic with a president as head of state and a prime minister as head of government, both holding executive functions.
- Main Political Parties: The landscape is dominated by the Social Democratic Party (PSD) and the National Liberal Party (PNL).
- EU Position: Romania is a member of the European Union, with 33 representatives in the European Parliament.
- Pro-European and pro-NATO orientation across major parties
- Institutional stability with predictable strategic direction
- Active role in regional security and energy independence
- Ongoing reforms driven by EU funding and recovery programs
- 👉 Political direction remains stable, despite local fluctuations

Economic Outlook



- Consistent GDP growth above EU average in recent years
- Key drivers:
 - ❑ Services & Shared Services (BPO, IT)
 - ❑ Manufacturing (automotive, industrial)
 - ❑ Energy (including renewables & gas)
- Strong inflow of EU funds (NextGenEU, infrastructure)
- Increasing domestic consumption
- 🇷🇴 Romania is transitioning from cost advantage to value creation

Key Industries & Opportunities



- Technology & IT services – strong talent pool, global delivery centers
 - Manufacturing & Automotive – integrated supply chains
 - Energy & Infrastructure – major investments ongoing
 - Professional Services / BPO – scalable operations and efficiency
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- 🖱️ Opportunities exist both for investment and operational expansion

Business Environment



- **Strengths:**
 - Competitive labor market
 - Strong technical education
 - EU regulatory framework
- **Challenges:**
 - Bureaucracy and administrative complexity
 - Infrastructure gaps (improving)
 - Talent retention in competitive sectors
- 🙌 A high-potential market with manageable structural challenges

Romania in CEE / SEE Context



- One of the largest markets in Central & Eastern Europe
- Competitive vs Poland/Czech Republic on cost
- More mature than Western Balkans markets
- Increasing regional influence

- 📍 Romania is moving from “emerging” to “established growth market”

Arts, Culture & Creative Identity



- Romania has a strong and distinctive cultural heritage
- A unique blend of Eastern and Western European influences
- Internationally recognized figures:
 - George Enescu (classical music)
 - Eugen Ionesco (theatre, Theatre of the Absurd)
 - Cristian Mungiu (film, Cannes Palme d'Or)
 - Constantin Brâncuși (visual arts, modern sculpture)
- Bucharest as a cultural hub:
 - Romanian Athenaeum, National Opera, major museums and festivals
 - Growing contemporary arts and creative industries scene:
 - Film, design, architecture, performing arts, cultural entrepreneurship
- 👉 Culture and arts play a key role in shaping Romania's identity and international image

Closing



- Why engage with Romania:
 - Strategic location in Europe
 - Strong growth trajectory
 - High-quality talent pool
 - Increasing relevance in global value chains
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- 🇷🇴 Romania is not just an opportunity — it is a strategic bet for the future



Thank you! |