

# Welcome from Lesley Batchelor OBE, FIEEx (Grad) - Director General, Institute of Export & International Trade



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**This Doing Business in Romania guide will help UK businesses to look at this growing and often overlooked market on the eastern edge of the EU.**

Romania has been making great strides in its efforts to get onto an equal footing with other European countries and the large investments from EU development funds are creating great business opportunities for UK companies in areas such as infrastructure projects, IT, financial services, agriculture, manufacturing, energy, environmental technologies and many more.

Romania is the second largest consumer market in Central and Eastern Europe after Poland. Its strategic position provides a gateway to Eastern Europe and its 100 million inhabitants and also offers easy access to the countries of the Caucasus, the former CIS, the Balkans, the Middle East and North Africa.

Whilst Romania may not be the easiest market to get into, it provides many exciting opportunities for the UK exporter. Despite the continuing need to develop its physical infrastructure, Romania is way ahead on the 'information super highway' with one of the fastest internet speeds in the world and significantly, it managed to recover quickly from the global financial crisis due to prudent economic management.

At The Institute we can help any business learn the complexities of international trade. Our technical helpline will make sure your business complies with all the regulations as the shape of our relationship with Romania and the rest of the EU becomes apparent.

Good luck or 'Mult noroc',

**Lesley Batchelor OBE, FIEEx (Grad) Director General - Institute of Export & International Trade** [www.export.org.uk](http://www.export.org.uk)

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## Case Study



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