

## Local Investment Guide: Why Timisoara?

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### Location, location and again location

“Almost 15 years ago, when Continental Corporation decided to invest in Romania, it decided upon Timisoara as its first location for several reasons: the highly trained human resources due to the Polytechnic University based in Timisoara, the openness of the people, the fact that they speak English or German, transparent communication with the local authorities and the small distance to the western border,” Christian von Albrichsfeld, general director of Continental Automotive Romania, told BR.

The German automotive manufacturer has grown to be the largest company in Timis County based on turnover and one of the main investors. Out of the 13,000 employees it has in Romania, almost 7,000 are working for the three companies Continental runs in Timis – Continental Automotive, Continental Tires and ContiTech.

“We plan to continue to invest in our people and in new facilities as more and more projects are based in Timisoara,” added Albrichsfeld.

Location is a crucial factor for manufacturers who elsewhere in Romania would have to struggle with poor infrastructure, and logistics and industrial space developers are investing in meeting their demand. Artemis Real Estate, the local branch of Swiss Artemis Holding, has recently announced that it will develop five logistics and residential projects near Timisoara, on a 128 ha plot of land. Out of this surface, 40 hectares have been allocated to the development of logistics and industrial parks. EUR 15 million has been invested so far in the land and infrastructure works at the site.

The company bought the Comtim farming center 16 years ago and has since invested some USD 600 million locally in swine farms and production facilities. It is now one of the main companies in the county. Smithfield Romania now manages, directly or through partnerships, 50 swine farms in Timis County. It also produces animal fodder and owns one of the largest local swine abattoirs. The availability of farmland and the region’s tradition in animal rearing were important factors in the decision to invest in Timis, but so were the quality of the local workforce and the presence of local experts, added Bodea.

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