

## The Chinese endeavour

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However, for many years, China has had only several large companies present and active in Romania, mainly in technology, energy, trade, farming and several newly announced ones in automotive. Conversely, a major economic sector such as infrastructure seems to be prohibited ground for the Chinese flag, due to the confusing tendering process in Romania.

So far, the estimates of the Chamber of Industry and Trade in Romania put the trade between Romania and China at a value of 3.4 billion Euro, registered at the end of 2015. Romania's exports were worth 524.78 million Euro and imports stood at a value of almost 2.9 billion Euro. At January 31st, 2016, according to the National Office Registry of Commerce, in Romania there were 4,250 active companies with Chinese capital and majority ownership (according to NBIS), with a total social subscribed capital of 227.6 million Euro.

## Smithfield Romania emphasizes sustainability in doing business

Romania is already playing in a global market where the domestic influences and evolutions emerge on a competitive market. According to Bogdan Mihail, president of Smithfield Romania Group, "it is obvious that the local market gained new features, especially adjusting the business to the final consumer asking for innovative products. At the same time, the modern consumer demands to be provided with the possibility to choose from the overall product offer and opt for those products that have been created in a sustainable manner. Furthermore, the consumer is now driven by information, acting according to his beliefs and making his own choices. The quality of the product and the competitive aspects of the price are essential to his choice, but the modern consumer also pays attention to the sustainability that has to be proven by the companies all along the production chain, 'from farm to fork'. This aspect starts to represent one of the main differentiators on the agro-food market."

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