

Guidelines: www.businessinromania.be

A. Business drivers:

The main drivers and means behind the initiative 'www.businessinRomania.be' are:

- To increase the notoriety and visibility of your businesses
- To offer a new channel to extend your business market
How?
 - Via the use of an internet platform which is accessible 24hours a day, 7 days a week...
 - Via an easy to use platform where you're able to present your company/business
 - by publishing your company on www.businessinRomania.be

- To enhance networking between businesses
How?
 - by listing a 'who is who' in Romania

- To promote your organization in- and outside Romania
How?
 - by networking with Belgian and Romania institutions
 - multi-lingual platform (NL-FR-EN-RO)

- To attract new Belgian investors in Romania
How?
 - by offering a wide variety of information about Romania
 - by offering a repertory of 'need to knows'
 - by offering a networking platform and a whereabouts of existing companies
 - by publishing existing 'Opportunities' and making new ones public

- To promote Romania as 'Land of Choice'
How?
 - via the tourism info
 - via business opportunities

- To turn around the negative image about Romania
How?
 - by succeeding in all of the above

- Business Intelligence
How?
 - quarterly, you will be informed on the traffic/hits the site has generated

The platform is welcomed and actively supported by Belgian organizations such as the Belgian Embassy in Bucharest, Flanders Investment and Trade, l'Agence Wallonne de l'Exportation, Unizo, VOKA, etc... We keep on contacting other institutions to further promote your activity abroad. We consider their support as a critical success factor of this initiative.

B. What does the platform offer you?

For a preview to what the site offers, please visit the site: www.businessinromania.be.

The **home page**:

is an introduction page, giving

- an introduction by the above mentioned representations
- a few words 'how to use'
- a brief introduction to newcomers in Romania
- the opportunity to look for a business - alphabetically or by industry - active in Romania
- an events-calendar
- general info (exchange rate, weather forecast)
- who to call in case of an emergency

The page '**Doing Business in Romania**':

offers a variety of links to authorities and institutions giving relevant information on Romania. It also allows you to bring interesting links to our attention for publication.

The page '**Business Directory**':

allows you to browse to an industry or company/organisation you are interested in. By clicking the industry, you find the companies active in the domain.

The page shows the '**colophon**', giving the basic information on your organization and allowing a direct access to your organizations web site.

Companies seeking **extra notoriety** have the possibility of having their logo and a short company intro published on top of the page.

Your logo as well as the sentence 'find out more' allows visitors to go to an entire page dedicated to your business, *whether or not you dispose of an own site*.

This page is automatically obtained if you choose to have your logo presented. It page can be fully tailored to fit your business.

A google-map will show visitors where you are located.

Important to know: you need to mention to us the industries you want to be mentioned under. Pls see the subscription form to inform us.

C. Content of your company/organization presentation:

Choices:

Option 1.*:

The **colophon**: please provide us with: industries, name, address, core business, your website (as clickable link) and contact e-mail address. By example (display of the information):

<Your company name>
3 Virgil Madgearu
014135 Bucharest

Tel: +40 31 425 18 97
Fax: +40 31 425 18 97

[Website](#)
| [Contact per e-mail](#)

Option 2.*:

More comprehensive intro with logo : please provide us with your logo (as clickable link) and a short introduction to your organization. It can also be the introduction to the next page. If you choose to have your logo published, you also automatically obtain the full presentation page (if you do not yet own a web site, this page can be used as your presence on the world wide web). Please see the actual version of the site.

*: Your info will be published as delivered to us, within the boundaries of the website.

D. Other information:

Represents tourism information. All companies active in the HoReCa, leisure or tourism industry can be placed also on the 'Tourism' page (upon request).

To get in touch with us, you can use the 'contact-page'.

E. How to subscribe:

Please see the subscription form.

We kindly ask you to send the form to info@businessinRomania.be.

F. Subscription fee:

The pricing model is based on your company shareholder-structure.

Option 1.: **Colophon** of your company:

	monthly fee (excl. VAT)
a. 50,1 - 100 % Belgian/Romanian shareholders:	free of charge
b. 25,1 - 50 % Belgian/Romanian shareholders:	45 €
c. 1 - 25 % Belgian/Romanian shareholders:	55 €
d. Foreign shareholders, with Belgian/Romanian management:	72 €
e. Other:	85 €

Option 2.: **Colophon plus more comprehensive presentation plus logo plus full web page of your company:**

	monthly fee (excl. VAT)
a. 50,1 - 100 % Belgian/Romanian shareholders:	45 €
b. 25,1 - 50 % Belgian/Romanian shareholders:	90 €
c. 1 - 25 % Belgian/Romanian shareholders:	100 €
d. Foreign shareholders, with Belgian/Romanian management:	117 €
e. Other:	130 €

Subscription fees are payable monthly, quarterly or yearly starting as from 1st January 2010. Subscription are terminable per end of month by e-mail to info@businessinromania.be.

6. Quality

The initiators of the site guarantee publishing your presentation as delivered to us - within the technical possibilities, languages and content requirements of the site. Site management guarantees that the site is non-political, non-religious and non-abusive.

Please send all info required to info@businessinRomania.be

Thank you for your interest!

Sincerely yours,

Ivan Theunissen & Luk Vangansbeke