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 EMBASSY OF THE KINGDOM OF BELGIUM
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 BUSINESS NEWSLETTER
 Year I – N° 06/11 # 27 October 2011



Foamea-i cel mai bun bucatar, hunger is the best cook. This popular Romanian proverb sounds somewhat odd in the epicurist ears of Belgians, but has the advantage to stress the importance of cooking. Good wining and dining requires good raw materials and that is what mother nature has provided Romania with. 2011 deems even to be a highly productive year for agriculture, in particular for wheat. For **Brouwerij Martens**, the sole genuine Belgian brewery in Romania, this is a sign of confidence for future developments. Breadmaker **La Lorraine Bakery Group**, in partnership with **Macromex**, the Bucharest based leader in frozen, has chosen to establish in **Cluj Napoca County** a production unit amongst others because of the availability of high quality raw materials in Romania. Bread only gets the best taste with the best care. That is what **Puratos**, being specialist of bread improvers, is already providing ninety years as a company and fifteen years in Romania. The Puratos quality, but also the best of other Belgian prime food in Romania, will be highlighted during the **Belgian fortnight in Romania** which is organized in **Cora hypermarkets from 15th till 28th of November**. Good Romanian wine and food will be part of the event **Heist-op-den-Berg** is hosting at the occasion of the signature of a twinning agreement with the town of **Arad**. This formality will open up cooperation in areas of common interests. The formalities the **Belgium Romania Business Association** is working on, progress well. **Very soon you will be able to subscribe for membership!** Meanwhile pick your choice in the variety of activities that are presented in the agenda of this newsletter with special attention for the **Early Music Festival** in Bucharest and the nation wide launching of the **Spielberg** computer-animated motion-capture of **Tintin**. But above all, do not forget to mark in your agenda the **Belgian Dynasty Day** reception, including a chocolate and a beer corner specially designed for the event, at the **Residence of the Ambassador on November 15** at six post meridium.

Philippe Beke
 Ambassador of Belgium

La Lorraine Bakery group and Macromex start up production in Cluj-Napoca County



In 1974 the **Vanherpe** family took over the **Ninove** (Eastern-Flanders) based industrial bakery La Lorraine. Today, the **La Lorraine Bakery Group** has become the **Belgian leader** in production and distribution of a wide range of fresh **bread specialties and pastry**. Every day La Lorraine delivers over 1.000 points of sales in Belgium. In addition, La Lorraine Bakery Group (www.llbg.com) is one of the main leader in frozen bread specialties and breads packaged under protective atmosphere.



After having developed successful investments in **Poland** and **Czech Republic** La Lorraine Bakery Group today is aiming **Romania** where it will start up an **industrial bakery plant** for frozen part-baked bakery products **in partnership with Macromex, Bucharest based leader** in frozen. With a constructed surface of **5725 m2** on a total land of **4,3 ha**, the new La Lorraine Romania plant is located in the **Reif Industrial Parc**, situated in **Câmpia Turzii** (Cluj-Napoca County). The first installed, state-of-the-art production line is able to produce **French type baguettes and round bread rolls ("Kaisers")**. The part-baked frozen products will be sold to modern and traditional retail shops as well as to the food service market segment. Thanks to its **new technology of bake-off**, La Lorraine Romania and Macromex will be able to deliver very fresh and top-quality bakery products to the final consumer at any moment of the day. With **17m euro**, it is the largest investment in recent years in Câmpia Turzii. The company is already planning expansion in 2012 and is expecting to invest over 40m euro in the next 7 years. This will lead to the creation of **over 100 direct jobs and over 150 indirect jobs** with suppliers and providers. Next to the LLR site, **Macromex** will build a state of art **multi-temperature storage and distribution centre** that will also serve as the hub for bakery products to customers in Romania and neighboring markets. The plant's **official opening** is scheduled for **11th of November at 11:00 on the site in Câmpia Turzii**. For participation and further info: e.daelman@llbg.com

Get to know the Belgium Romania Business Association



In the spring of 2011, members of the Belgian business community in Romania came together in order to reflect on the possibility of starting up a business organization which would defend the Belgian business interests in Romania, promote Belgian-Romanian trade and investment opportunities and give better

visibility to Belgian quality. This exercise resulted in the creation of the Belgium Romania Business Association of which the statutes were established, with the name and the **BEROBA** logo registered. Founding members **Teodor Apostol** (CEO of **CTG**), **Pierre Bouriez** (CEO of **CORA**), **Robert Collignet** (CEO of **Carmeuse**), **Jan De Clerck** (President of **Domo Group**), **Dirk Demaerel** (CEO of **OTC**), **Tony De Pauw** (CEO of **WDP**), **Noel Essers** (CEO of **H.Essers**), **Emile Maes** (CEO of **Eurosense**), **Guido Pauwels** (CEO of **GDM**), **Johan Rogiers** (MD of **Liebrecht&Woods**), **Phillippe Somers** (CEO of **Frisomat**) and **Philippe Vlerick** (CEO of the **Vlerick Group**) gave great support while others, with special thanks to **Jan Glas**, have worked hard to set up a structure, at the same time attractive and efficient. Announced President of the Board of Directors **Jean Philippe Watelet** is gathering his team. More information on **November 22** during the **mussels dinner of Belgian Connection**. Subscription for membership will be open soon. Be part of the Belgian success in Romania by becoming member of BEROBA! www.beroba.com, www.beroba.ro or www.beroba.be



From 15th till 28th November Cora hypermarkets in Romania host a Belgian fortnight

After the opening of the Arad Cora hypermarket beginning of October 2011, spotlights are again on Belgium with the organization of a **Belgian fortnight** of food and animation from 15th till 28th of November in **Cora nation wide**, being **Bucharest** (Lujerului, Pantelimon & Sun Plaza), **Cluj Napoca**, **Constanța**, **Arad**, **Baia Mare** and **Drobeta Turnu Severin**. The **Grand opening** is scheduled for **15.11 at 11:00** in **Cora Bucharest Sun Plaza**, with speeches but above all **with life cooking** by the **Belgian trained Romanian chef Alexandru Rosu** (Lefé Café) and a presentation and tasting of Belgian beers by **Didier Verschaetse** (James Joyce). **Everybody welcome!** Info: aflorea@cora.ro



Heist-op-den-Berg and Arad to sign twinning agreement



On **Saturday 19th of November** the Romanian and Belgian cities of **Arad** (www.arad.ro) and **Heist-op-den-Berg** (www.heist-op-den-berg.be) will mark their desire to intensify their collaboration in areas of common interest by signing in Heist a **twinning agreement**. Special guest will be **Nicola Iotcu**, **President of the Arad County Council**. The program starts at **16:00** in the **Cultural Center of Heist** with a **business seminar**, followed by the **signing ceremony** at **20:00**, with mayors **Luc Vleugels** and **Gheorghe Falcă** and concluded with a **concert** by the **Arad Philharmonic Orchestra**. Info: Mieke Vandepierre: mvdv@heist-op-den-berg.be

2011: ninetieth anniversary for Puratos, fifteen years in Romania



Puratos Group is an international corporation based in **Groot-Bijgaarden** near Brussels, producing raw material for milling industry, bread, pastry and chocolate. Puratos provides products both to small retailers and large industrial companies. After nearly a century of activities, the group covers 5 continents and has 60 branches and 50 factories, with 6,000 employees.

Puratos products are sold in over 120 countries and the **group's turnover reaches over 1 billion Euro**.

In 2011 Puratos is celebrating its **90 years** and **15 years of activities** in Romania. Puratos Romania produces and delivers over 13.000 tons of raw materials to over 2000 customers. Exports of raw materials go to Moldova, Bulgaria, Greece, Ukraine, Italy, Croatia and Hungary. The total value of investment amounts over 20 millions Euro. The reputation of Puratos Romania was strongly consolidated in the clients' perception in **2009, 2010 and 2011**, with the obtainment of the "**Provider of the year**" award for the "**Taste improver, bakery yeast, raw and additional materials**" category during the **International GastroPan Exposition**, which is the most important expositional event dedicated to retailers and specialists in the bakery sector. Recently the Belgian company has signed a **partnership with Selgros cash&carry in Romania**. Puratos decided to extend the distribution area by offering products such as fruit fillings for different cakes, pastry and the **renowned authentic Belgian chocolate Belcolade** (ideal for the best chocolate mousses), creams for cakes and delicious rum and vanilla essences. Puratos is looking forward to satisfy the market's requirements by offering complete solutions for customers, according to the continuous changing of people's tastes. Info: bcherciu@puratos.com; +40-21-529.49.13

Martens brewery to start up new pilot plant for production of other beer varieties in Galați



Brouwerij Martens (www.martens.be) is active since **1758** in the Belgian town of **Bocholt** (Limburg). Today the company brews the local **lager pils Martens**, special beers **Sezoens** and **Sezoens Quattro** as well as private labels beers such as **Karlsquell** (Aldi). Under management of the 8th generation, expansion abroad started with acquisitions in the Netherlands, China and in Romania where in **1998** a majority stake was taken in the **Robbere brewery in Galați**. The Belgian involvement enabled the company to brew different types of high quality beers as **Premium Senior**, **Damburger Royal** and **Faleza**. It is one of the few breweries in Romania, able to brew beer specialties as **Ma Donna**, a white Belgian type of beer or **Altus**, an abbey beer, as well as the **non alcohol real beer Driver N.A.** with 0% alcohol content, accepted by Muslim countries. The company is producing with 130 staff per year 200.000 hl of which some is exported to Middle East and USA. In order to improve the quality of the beers and equally to test possibilities for the production of new beers, Martens Galați starts up a pilot plant with state of the art machines. The company hopes to be in a position to come up with the first results in spring of 2012. Info v.joanta@martens.ro

.....Flash.....

Mega Image took over **G' market stores** in **Bucharest** (Plaza Romania, Bucharest Mall and Colentina); **other new Bucharest stores** recently opened: Dorobantilor 61, Oltenitei 232, Pantelimon 286 & 309, Mihalache 128, Ianului 4* **Chocolat boutique restaurant** is serving high level **chocolate** with a Belgian concept. New place to be is Radu Beller 13* **BIZ top 50 classification** of Romanian brands includes **AB Inbev related brands: Bergenbier** rank 30 and **Noroc** rank 49* **ADR Vartop** en **Groep FZ**, donate furniture to a Timisoara project* After four years of excellent job as CEO of Lafarge Romania, **Daniel Coulon** is appointed new commercial manager for **Etex France*** **Amaury Lamarche** arrived in Romania as deputy director commercial affairs for **GDF-SUEZ Energy Romania*** **H.Essers** and its country manager Romania **Marc Paulissen** were awarded by **Transit** for **multiple efficiency achievements*** For the **winter schedule** of the **airlines services between Belgium and Romania** please consult following websites: www.wizzair.com, www.tarom.ro, www.blueairweb.com

.....Agenda.....

27-30.10 Early music festival at **Cotroceni Concert Hall** - tickets: www.eventim.ro* **28.10** launching of **Steven Spielberg's** computer-animated motion-capture adaptation of Georges Remi's strip hero **Tintin**. « **The Adventures of Tintin** » is projected in **Bucharest** (Hollywood Complex, Movieplaza, Light Cinema, Cinema City Cotroceni, Sun Plaza, Baneasa), **Cluj**, **Arad**, **Brașov**, **Oradea**, **Timisoara**, **Bacau**, **Braila**, **Pitești**, **Constanța**, **Iași**, **Baia Mare*** **03-20.11 Bucharest Foto Anexa** 2nd ed. of European strip art event with Belgian participation - walbru.bucarest@rdsmail.ro * **07.11 Crowne Plaza contact day potatoes VLAM** - bucharest@fitagency.com* **08.11 Gent** Vlerick School (Reep 1) 18:00 **Caroline Fernolend**: The whole village project in Transylvania * **11.11 Stade Sclessin**: friendly soccer game **Belgium-Romania*** **13.11 Grote Brogel**. (Breugelheem) Roemeense eedtag 089/47.32.46* **17.11 Brussels** (Théâtre Molière); **18.11 Antwerpen** (Nationale straat 111) **Nicu Alifantis in concert** - info@mioritz.be* **18.11 Bucharest Experimental Film Fest** (ciné Scala): projection of **Valéry Rosier's Dimanches*** **22.11 Novotel** – Rive gauche – **mussels dinner** at the occasion of the fifth anniversary of **Belgian Connection*** **23-27.11 Romexpo International bookfair Gaudeamus**: stand Communauté française avec le **26.11 table ronde** sur l'adaptation et traduction de l'œuvre de **Maurice Maeterlinck**. walbru.bucarest@rdsmail.ro* **26.11 – 20.05.12 Brussels** – Center for comic strips: « **77 ans de BD roumaine** »* **10.12 concert Adamo*** **Dont forget 15.11 Dynasty Day**

Websites

Radisson hotel Belgian restaurant*

Romanian xxx christmas with belgian chocolates

Set aside

