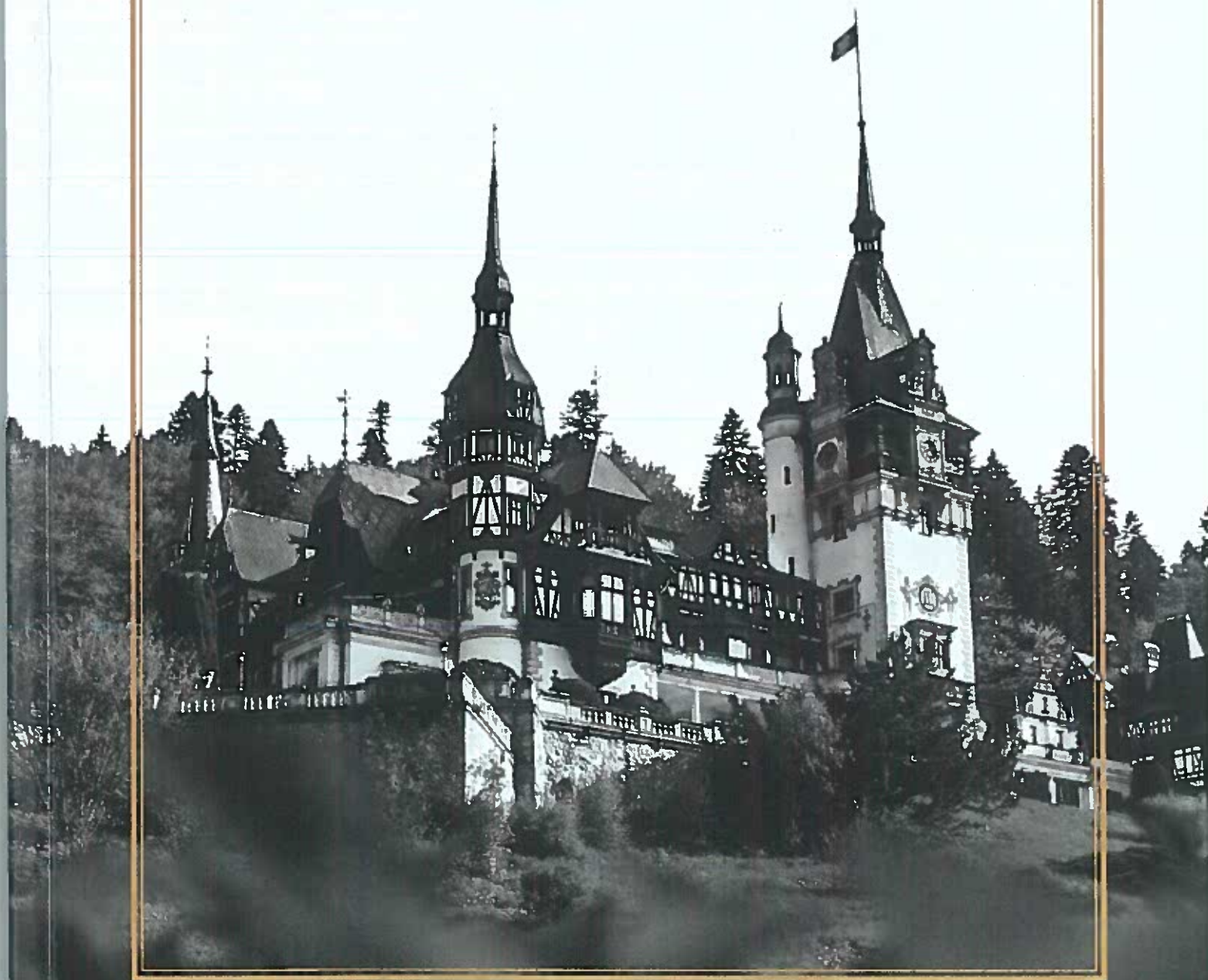


A Romanian - American
Business Council Initiative



MAKE IT IN ROMANIA

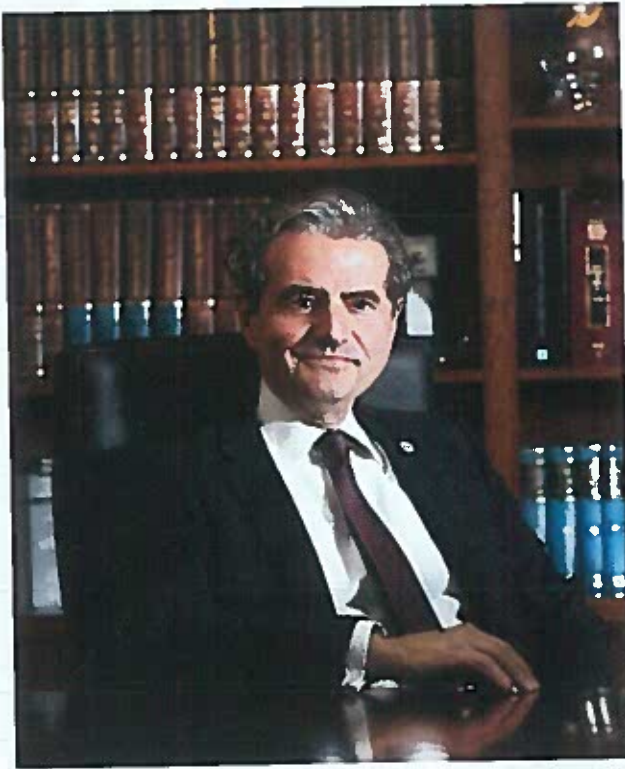




make it in romania



FOREWORD



During times of upheaval and international crisis, both the United States and Romania distinguish themselves through resilience, tenacity, skillful determination, and a firm response that helps these nations in times of uncertainty and despair.

The era of the Covid-19 pandemic is no different. Both countries find themselves besieged by a devastating virus, yet they fight back through tireless effort to guarantee not just the survival of our peoples, but also a prosperous and healthy future.

Such disasters test partnerships, government relations and the integrity of some countries and nations. For Romania and the United States, Covid-19 response has rendered their relationship stronger than ever. The United States needs Romania's governmental support for new investments in their country's economy, and it has a simultaneous obligation to make a concerted effort to amplify Romanian economy through increased generosity. Consequently, Romania's goal should be to position the United States as one of the top three players in their strategic arsenal.

The exodus of American manufacturing from Asia began before the current pandemic and will continue unabated in

the coming years. As a result of the trade tariff war between the leaders in Washington and Beijing, the mammoth productions of the United States and many other global economies are being redirected to other markets and industrial platforms, especially those in Eastern Europe. Romania remains a steadfast ally of the United States. We have shown over the decades boundless loyalty and gratitude to the United States. Today - there is no greater friend and supporter on the Black Sea, the Balkans and in the entire Eastern Europe for America than Romania. This fact alone should make this nation significant attractive destination for all American entrepreneurs, the logical next step in the expansion of their entities.

With over five hundred active and profitable American companies in Romania, our country has set a new path of American future successes. Fortunately, this relocation of production from Asia also boosts Romanian industry, which, three short decades ago, manufactured tanks and aircraft, millions of tons of food, medicine, technical equipment and most importantly, provided tens of thousands of specialists with a high level professional education. From these premises "Make It In Romania" emerges, a project designed to generate new investments in the country, new jobs, repatriation of millions of workers, farmers, doctors, architects and engineers, many of whom today strengthen the economies of Europe and North America, to the detriment of their native country.

"Make it in Romania" is a call to arms to save not only the economy of our country and that of the United States, but also the culture, values and prosperity of new generations of Romanians. Without immediate dramatic intervention, these future generations could inherit a depreciated economy and a bankrupt educational, agricultural and healthcare systems.

This initiative seeks to fuse together a critical mass of private companies and government entities, to create a space for our American partners to develop their industry needs in tandem with our national interests.

Under the "Make it in Romania" auspices, we appeal nationally to farmers with the prompt "Grow in Romania". We call on all academics to "Learn and Teach in Romania". "Make it in Romania" is an encouragement to doctors and medical staff to "Heal In Romania".

For workers in the area of industrial development, "Make it in Romania" means "Build in Romania". We hope that this exhortation will attract your attention and support. Together with our American friends and partners, victorious and confident, we will build that new visionary Romania to the benefit of both nations.

Ștefan Minovici

PRESIDENT OF THE ROMANIAN-AMERICAN BUSINESS COUNCIL



MAKE IT IN ROMANIA

ROMANIAN AMERICAN



MIR



BUSINESS COUNCIL



RePatriot, October 2016, Cotroceni Palace, Bucharest, Romania

The Romanian American Business Council, RABC was created as a direct result of a strong imperative to embody a broader spectrum of Romanian and American values. Our primary mission, among others, is to bring forth and subsequently raise the central keystones of our society, which make us proud of our heritage and achievements as Romanians. These very attributes help distinguish us as members of the Romanian diaspora in the United States while we proudly integrate into American society.

We are committed to following the paradigm of the strength of this relationship to capitalize on the mutual trust that the United States and Romania have built over a century and a half. Our members continue to enjoy over 500 years of expertise in conducting international business. Our comprehensive experience lies in key industries such as Defense, Homeland Security, Government Relations, IT, Healthcare, Environment, Infrastructure, Capital Markets, International Law, Business Development, Marketing and Public Relations.

Our goal at the Romanian Business Council in America is to bridge the economic and social gap between these two countries, helping Romania become a stronger and more indispensable partner of the United States. To achieve this goal, Bucharest must continue to focus on the trade deficit and further invest in education, healthcare, housing and other key areas of infrastructure and industrial development. This will help taper the exodus of brilliant minds and likely bring home millions of Romanians working abroad currently, making the country more attractive to American and global investors and strengthening the local economy and society.

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MAKE IT IN ROMANIA

United

N

we stand.

united
/ju:ˈnaɪtɪd/

joined together politically, for a common purpose, or by common feelings.



TOGETHER



WE CONQUER

conquer
/'kɒŋkə(r)/

overcome and take control of; successfully overcome (a problem or weakness).



INITIATIVE DESCRIPTION

The "Make it in Romania" initiative aims to revitalize and improve bilateral economic relations with the United States, in order to eventually reposition the investor hierarchy, where the United States will occupy, in the next 24 months, one of the top three places in the country.

Our program, under the auspices of the Romanian American Business Council, promotes new United States investments in the country, prompting a rebirth of entrepreneurship and, more importantly, restoring confidence in the potential of the nation. Through this program, with the support of the United States, Romania will have to utilize large-scale technological developments to greatly improve its nation's agriculture, while facilitating the repatriation of millions of Romanians. Today, these expats are engaged in agricultural production in Western European powerhouses such as Italy, Spain, and Germany. All this is to the detriment of Romania's economy, and above all, the fragmentation, alienation and the destruction of the most important institution - the family. Romania needs to harvest and grow at home, not abroad! The quality of production and the harvest quantity can ensure salaries similar to those currently received by these individuals within Western Europe, allowing them to work at home, close to their families, while supporting the local agriculture and subsequently the national economy. The same can be said for workers, specialists, doctors and any other professionals who currently contribute to the strengthening of competing foreign economies.

Our initiative stands as a joint effort between two vibrant and motivated partners, the United States and Romania. As a private interest development, it also benefits from impressive political support from powerful members of the US Congress and Senate. Furthermore, a large number of American companies, already successfully operating their businesses within the Romanian territory, have already joined our initiative for more profitable production and strategic development.

Additionally, many Fortune 500 companies already foresee the extension of their businesses to Romania and will further embrace our country for their entrepreneurial ventures.



What is to be done?

At the RABC, we are bringing together a special group of private and state-owned companies to create a powerhouse with the ability to lobby, in a professional and progressive manner, the American private sector, as well as key influential players in the United States Senate, House of Representatives, and even the White House. This advocacy effort is designed to appeal to US companies relocating from China in particular, so their manufacturing and other offshore services can be enabled in Romania. This will no doubt require the hiring of a professional and reputable lobbying firm in Washington, as well as strong representation in the private sector in New York City and the Financial District.

The "MIR" initiative is a registered trademark with its own website, video presentation and brochure, a dedicated long-term commitment to the prosperity of our nation's economy and a new boost to the strategic partnership between the US and Romania. The increase of US military forces in Romania (Kogalniceanu Airbase, Deveselu, Constanta Port, Campia Turzii) and the entire Dobrogea region makes them the focus of the US development, but Transylvania, Banat, Timișoara, Cluj-Napoca, Oradea, Oltenia and Central Romania also present huge entrepreneurial opportunities for sectors like agriculture, construction, energy and manufacturing.

Our initiative will serve as a development hub, a one-of-a-kind concept that will breathe new life into the economy of Romania through its labor force and help our US partners identify previously unfamiliar opportunities to grow their business in a safe, viable and constructive environment. With

your support we will build a lucrative venture that could restore faith in our resources and trust in the relationship with many US partners.

We are asking you, your friends and partners to join the Romanian American Business Council and undertake this historical step in order to help Romania save its economic growth and social stability. To enact tremendous new opportunities in our partnership with the United States. We ask you to commit financially to this effort. These funds are necessary to lobby the United States Congress and Senate, the White House, and above all, the American business community. This is undeniably a long-term investment into your company's future and that of Romania. It will secure your place in this historical rescue mission, which harkens back to the Marshall plan of the 1940's, positioning your company as one of the premier players in Europe for the American manufacturing sector.

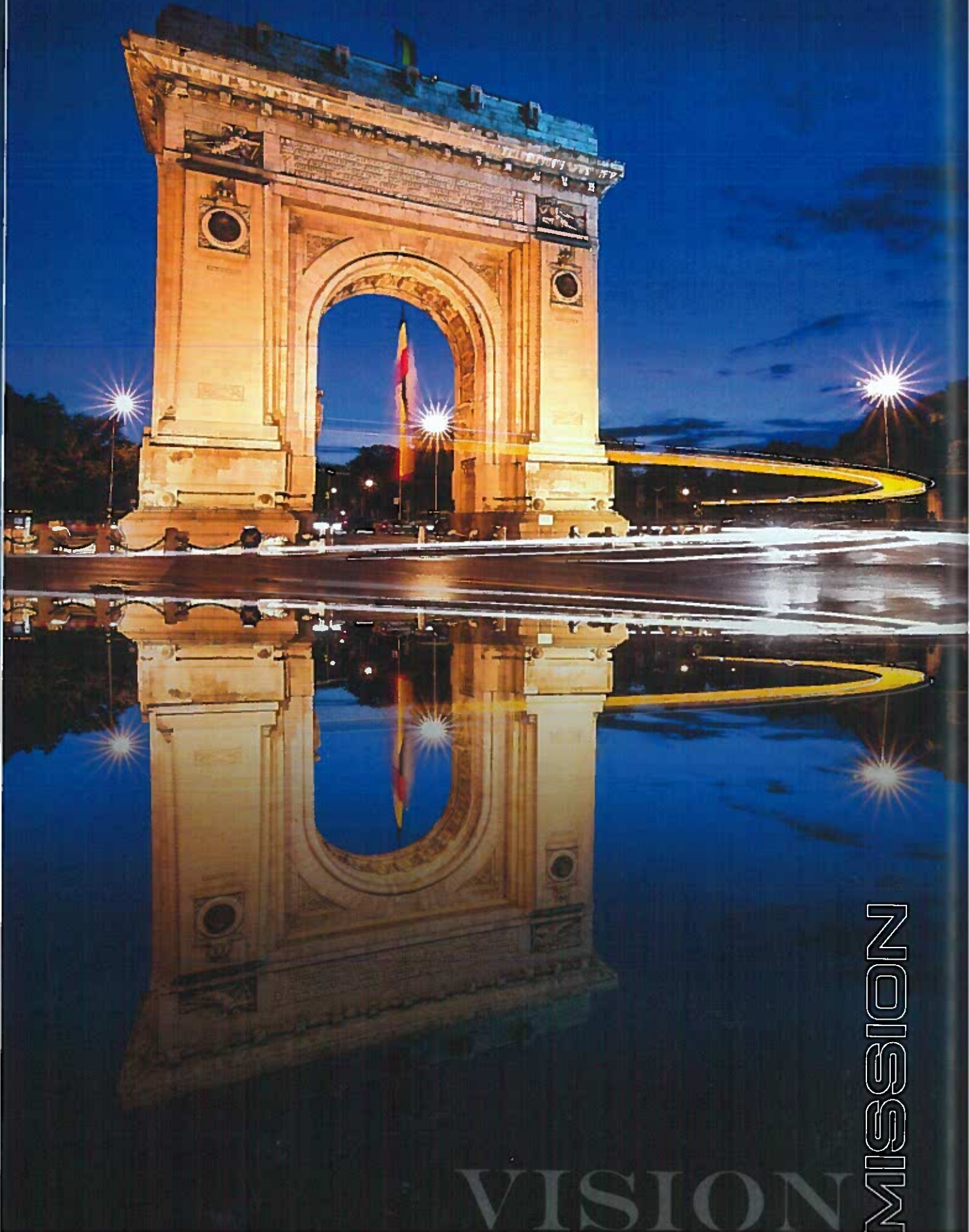
Our organization is already working tirelessly to promote your needs and interests in the United States. The RABC will organize, among other ventures, a unique business trip by US companies and decision-making executives and US legislators to Romania in the Spring of 2021, to discover first-hand the opportunities presented in our offer. This remains a private initiative by a non-governmental, not-for-profit entity, endorsed by the Presidency of Romania and the office of its Prime Minister. The Romanian American Business Council remains recognized by the United States Congress, The United States Senate as the premier bilateral Romanian American organization in North America.

OUR VISION

Incorporation, adaptation and implementation of American companies in the Romanian business system, joining the common goal of parallel growth of the economy, education and human needs.



MAKE IT IN ROMANIA



VISION MISSION



How is this going to be accomplished?

The "Make it in Romania" project has a double meaning- to make it as a manufacturing operation and to also make it as a successful business. It will include the creation of a professional portfolio that lists your company's production needs and industrial capabilities. It will provide you with the ability to open up new sectors or departments, and at times even create new products in existing facilities, thus expanding your business into new areas. "Make it in Romania" is not just a call to businesses currently relocating from Asia. Our offer extends to companies from all over the world. The fallout of this world disaster can be leveraged to position our initiative as a solid player in a changing trade industry, in a forever transformed manufacturing world. Your company will be visited by powerful executives and top American legislators and you will have the unprecedented opportunity to present your products, services and manufacturing abilities to a broad audience in the United States.

This project will be executed by a well-trained bilingual, highly educated staff on both sides of the Atlantic, blazing a trail in US-Romania business development.

We offer not only technical support but legal advice, business consulting sessions, lobbying services and much of the logistical support that will be needed. We have a rapidly growing list of over 500 hundred US companies that are already interested in leaving China in the foreseeable future and relocating to Europe.

We look forward to working with you and demonstrate how to grow a business during this global crisis, and most importantly, positioning Romania as one of the top entrepreneurial countries for 2021 and the years to come.

Together we can show the world and the United States in particular, a new energized Romania- stronger, wiser and healthier, emerging victorious from the chaos of a virus that will be soundly defeated. "Make it in Romania", in partnership with the United States that will forever change our country's role and business identity in Europe and the world.

MISSION

We innovate by uniting two cultures with fundamentally similar values, with established bases in a variety of industries. Romania must aim higher to reach the level of American entrepreneurial development, thus enabling the consolidation of the overall business in the country.



MAKE IT IN ROMANIA

History, Key Facts & Numbers

MIR



A BRIEF HISTORY OF ROMANIA

- 1881** + On May 10, 1881, Prince Carol the 1st became the King of Romania and independent Romania became a kingdom. Its national territory included the historical provinces of Southern Romania (Muntenia), Eastern Romania (Moldavia) and Dobrogea. At the time, Transylvania was part of the Austrian-Hungarian Empire and Bessarabia was occupied by the Russian Empire.
- 1910** + In October, 1910, Romanian inventor Henri Coanda introduced Coanda-1910 at the Second International Aeronautical Exhibition in Paris. The aircraft's construction was a novelty for the time. Called the "turbo-propulsor" by Coanda, its experimental engine consisted of a conventional piston engine driving a multi-bladed centrifugal blower which exhausted into a duct.
- 1918** + On December 1st, 1918, more than 100,000 people were present in the citadel of Alba Iulia, along with 1,228 delegates of the newly established National Assembly who adopted the long-awaited resolution according to which Transylvania was going to be united with Romania. The first day of December was later declared and celebrated as Romania's National Day.
- 1989** + On December 16, 1989, widespread dissatisfaction within the borders of Romania in regard to the Communist leadership led to increasingly violent protests and demonstrations in Timisoara and Bucharest. The national uprising finally ousted Nicolae Ceausescu and his Government. Multiparty elections were soon held, representing the birth of Romania's democratic future.
- 1992** + In 1992, Microsoft was one of the first large tech companies to open its doors in Romania. With revenues of millions of dollars, Microsoft operates two centers in Bucharest and Timisoara. Soon after, in 1995, Oracle started doing business with the help of the highly skilled Romanian work force, while Google decided to open offices in November, 2010 - too late, as some executives said.
- 1997** + On July 11, 1997, on the occasion of the visit to Bucharest of the US President, Bill Clinton, the strategic partnership between Romania and the USA was launched, its purpose being to strengthen the bilateral relations, to support Romania's democratic development and its Euro-Atlantic integration and to foster common prosperity and collaboration in order to front the regional and global challenges.
- 2004** + On March 29, 2004, Romania joined the North Atlantic Treaty Organization (NATO) following the invitation made by the allies at the Prague Summit in 2002. For Romania, this has represented a major evolution, with decisive influence on the foreign and domestic policies of the country. Romania hosted the Summit in Bucharest in 2008, which was the largest summit in NATO's history.
- 2007** + On January 1st, 2007, Romania becomes a Member State of the European Union, within the established timetable, thus completing a process initiated in the mid 90's. Romania's accession concluded the fifth wave of enlargement of the Union. In order to prepare for the EU accession, the country demonstrated the ability to implement a functioning free-market economy.
- 2015** + On December 18, 2015, the Romanian American strategic military partnership led to the establishment of a NATO missile defense system in the air base near Deveselu, employing the Aegis Ballistic Missile Defense System. Starting with 2003, Mihail Kogalniceanu Airport also became one of the main American facilities in Europe used for the invasion of and ongoing counter-insurgency efforts in Iraq.
- 2019** + Between January 1, 2019 and July 1, 2019, Romania exercised for the first time in its history the presidency of the Council of the European Union, a period that included, among others, events of special importance, such as the European Parliament Elections in May, 2019.
- 2020** + In 2020, UiPath becomes the first Romanian IT company valued at 10 billion dollars. On September 16, 2020, it ranked 3rd for the Forbes Cloud 100, after ranking 2nd in the Financial Times 1000 in April of the year for the fastest growing companies in America.



About Romania

- + With an area of 92,043 square miles (238,391 square kilometers), Romania is the largest country in southeastern Europe. It is about the same size as the United Kingdom and slightly smaller than the American state of Oregon.
- + Romania has a wide range of natural resources, which include oil, gold, silver, uranium, arable land, forests and rivers with hydroelectric potential. The country produces significant amounts of alumina, coal, cement, lead, copper ore, zinc and iron ore. The country has the potential to develop mineral resources, especially in the hydrocarbon sector. The nation's economy is mainly based on the services sector, which accounts for 59.4% of GDP, while agriculture and industry account for 6.4% and 34.2% of GDP, respectively.
- + The first natural gas compression station in Europe was built in Sarmasel- Romania, in 1927 the first industrial oil refinery in the world opened in Ploiesti (southern Romania) in 1857. Oil has been exploited commercially in Romania since 1857, two years before the discovery of oil in Pennsylvania.
- + Peles Castle in Sinaia was the first European castle to be entirely illuminated by electricity. The electricity was produced by the castle's own installation, and its central heating system, built in 1888, is still operational and is in use today.
- + In 1889, Timisoara became the first in Europe to have electric street lighting.

About Romanians

- + Romania hosts four Nobel Prize winners: George Emil Palade (medicine), Elie Wiesel (peace), Herta Müller (literature) and Stefan Hell (chemistry).
- + Romanian inventor Traian Vuia was the first European to build and fly a fully self-propelled "motor vehicle" (March 18, 1906).
- + The first substance proved to have a normalizing effect on blood sugar levels - pancreatin (the predecessor of insulin) was discovered by the Romanian physiologist, professor of medicine: Nicolae Paulescu!
- + The jet engine used by modern airplanes was invented by the Bucharest inventor Henri Coanda. The inventor and pioneer of Romanian aerodynamics, Henri Coanda, designed and built in 1910 the first motorized aircraft in the world, known as Coanda - 1910, which he publicly demonstrated at the second international aeronautical show in Paris. Romania's main international airport, Bucharest Otopeni - Henri Coanda, is named after the great inventor.
- + As a doctor, biologist and one of the oldest bacteriologists, Victor Babes, discovered over 50 germs and a remedy for a disease named after him, "Babesiosis".
- + Another Romanian biologist, Emil Palade, received the Nobel Prize for his contributions to cell biology.
- + The mathematician Stefan Odobleja is considered the ideological father behind cybernetics - his work Consonantal Psychology (Paris, 1938) was the main source of inspiration for N. Wiener's cybernetics (Paris, 1948).
- + The first perfect 10 awarded at the Olympic Games was for the Romanian gymnast Nadia Comaneci for her performance on the unequal bars in Montreal, Canada, in 1976.
- + In 1996, the IEEE Computer Society awarded Grigore Moisil posthumously the Computer Pioneer Award. He is viewed as the father of computer science in Romania.
- + In 1952, Ana Aslan, a famous Romanian doctor specializing in gerontology, prepared vitamin H3 (Gerovital). Numerous international personalities underwent treatment with Gerovital: Josif Broz Tito, Charles de Gaulle, Khrushchev, J.F. Kennedy, Indira Gandhi, Marlene Dietrich, Konrad Adenauer, Charlie Chaplin, Kirk Douglas, Salvador Dali.
- + Considered a pioneer of modernism, one of the most influential sculptors of the 20th-century, Constantin Brăncuși is called the patriarch of modern sculpture.
- + In 2001, the cyber-security and antivirus software company Bitdefender was founded, a global leader in the field, which in 2018 reached 500 million users worldwide. In 2019, Bitdefender technologies were present in 38% of the security solutions on the international market.



Key figures of the Romanian economy

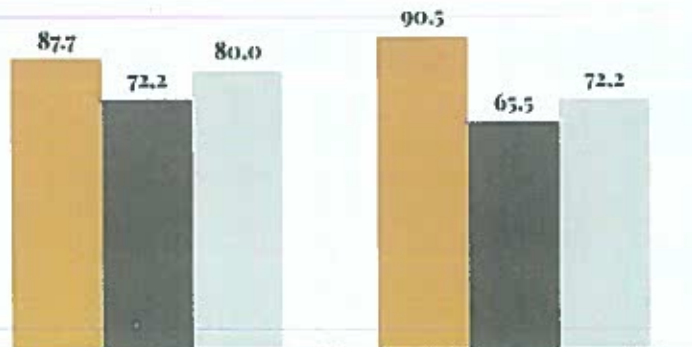
ROMANIAN KEY FIGURES

- + Romania has gone through several waves of migration following the change of the political regime in 1989, which partially affected the demographic decline. The UN estimated in 2017 that over 3.58 million Romanians live and work abroad (approximately 18.2 percent of the population).
- + Working-age migrants exceed 2.65 million people, representing approximately 20.6 percent of the Romanian working population since 2017. High-skilled migrants number up to 26.6 percent, while 20 percent are migrants with a level low qualification, which leads to significant labor supply challenges, according to the European Commission 2014.
- + The labor market is extremely disturbed, especially by the 15,700 Romanian doctors who practice their profession abroad, mainly in Western European countries (Germany, Great Britain, France).
- + The top three destination countries are Italy, Spain and Germany
- + The service accounted for 56.2 percent of GDP, while industry accounted for 30.1 percent, and agriculture accounted for 4.4 percent in 2017, according to World Bank development indicators.
- + It is estimated that real GDP will increase by 3.2 percent from 2018 to 2023, positioning Romania as the 52nd country with the highest real GDP per capita. The same place is offered in terms of competitiveness, the country's productivity and the assessment of long-term prosperity.
- + Romania registers an increase in the emergence of new businesses: 5.6 new registrations per 1000 inhabitants.
- + Household consumption expenditures in Romania, by 62.6 percent, are higher than in Europe and Central Asia in 2017.
- + The unemployment rate was 3.9% in 2019 and has been declining since 2010.
- + With an index score of 62.4, the operational risk in Romania is relatively low.
- + Foreign direct investment amounted to \$ 5.17 billion in 2019.
- + Romania registered a higher trade flow than Germany and Italy in 2017.
- + In global comparison, Romania has a very high level of human development.
- + In recent years, Romania enjoyed some of the highest growth rates in the EU: 4.8% in 2016, 7.1% in 2017, 4.4% in 2018, and 4.1% in 2019. In 2019 its GDP per capita in purchasing power standards reached 69% of the European Union average, up from 44% in 2007, the highest growth rate in the EU.
- + As an EU member state, Romania offers not only a considerable internal market, but also a relatively small base for accessing the entire EU market. The country's location - adjacent to the Black Sea in south-eastern Europe - offers a view beyond Europe and shortens the distance for export sales to Turkey, the Balkans, the Middle East, Ukraine and Moldova.
- + The net average monthly wage was 3,372 lei (690€) in July 2020, increasing by 8.1% compared to July 2019.

+ Romanian ease of doing business score in 2019

This chart expresses the ease of carrying out the usual business activities in Romania in relation to the European and Central Asian averages. The chart is based on the following three indices that measure the level of operational difficulty of companies:

- Starting a business
- Enforcing contracts
- Getting credit





Solid
partnerships
for a life
changing
pursuit.

MIR



HUSCH BLACKWELL

Formed from the 2008 merger of two Midwest firms, Husch Blackwell is a full-service business and litigation law firm. The firm operates on an industry-centered approach, working across different practice areas to provide comprehensive representation for each client.

accenture



CATERPILLAR

Deloitte



Before the merger, Saint Louis - based Husch & Eppenberger consisted of 700 attorneys in eight offices across the Midwest, Blackwell having nine offices of its own. Later in 2008, the new Husch Blackwell merged again, this time with Chicago-based IP boutique Welsh & Katz. In 2011, a few dozen lawyers from Jacobs Chase also joined the firm, bringing real estate and litigation expertise into the mix. Today, Husch Blackwell operates out of 18 offices across the United States.

Serving Industries from Every Angle

With its industry-focused approach, Husch Blackwell counsels its clients — companies of all sizes, universities, research facilities, and individuals — on everything from corporate transactions to regulatory issues and dispute resolution. The firm's industries of focus include education, energy and natural resources, financial services, food and agribusiness, health care, life sciences, manufacturing, real estate, technology, and transportation.

The firm has been recognized for its corporate work, earning a National Tier 1 ranking by U.S. News & World Report and Best Lawyers' "Best Law Firms." The firm is adept at advising clients throughout the life cycle of their business, and its lawyers are experienced in accounting, financing, securities, and tax.

Always Innovating

Husch Blackwell describes itself as an innovator, and the firm puts its money where its mouth is. HB Innovations, LLC, is the firm's "internal development incubator" for legal technology and touts a portfolio of successful client solutions. Example incubation projects include the development of artificial intelligence to cut costs and time associated with document review; the implementation of online client portals that provide an easy, 24/7 method of communication; and the creation of a data inventory tool that adapts to clients' processes and infrastructure to assist with privacy compliance.



**Aligned
by industry.
Built on
relationships.**



TOGETHER, WE WILL MAKE IT HAPPEN

The United States and Romania have enjoyed strong bonds based on shared values, mutual commitments to security and the rule of law, and aspirations for growth and stability that are hallmarks of democratic governance and economic opportunity.

Efforts to build and expand bilateral relations based on trade and security have been ongoing, however, recent developments have renewed opportunities to expand cooperation. The United States' trade wars with China upset decades-long assumptions about commercial partnerships and brought to light areas of contention such as intellectual property protections, obstacles to foreign investment and market access issues. Tariffs and protectionism have further undermined this trade relationship. Amplifying these tense relations is the COVID-19 crisis, which has quickly brought about new concerns in the United States about the risks of doing business with China. For both supply chain and governance reasons, the pandemic has spurred new efforts by American commercial and political entities to identify foreign commercial partners capable of replacing China's role in global manufacturing, production and shipping.

Similarly, various countries within the European Union have previously clashed with President Trump's administration on matters of commercial subsidies, taxation of foreign businesses, and as with China, the application of tariffs and market access restrictions. Though the EU often creates the impression of a 'One Europe,' it is evident that there are wide distinctions between countries and their disposition towards the United States – some are frankly more open to engaging American business and pursuing American investment opportunities.

It is here that Romania stands out. Romania has been among the nations that have continued to seek out and build strong relationships with the United States, regardless of who resides in the White House.

THE RIGHT TIME FOR A GREAT PURPOSE

Romania has been a committed partner to the security coalitions the United States has led against terrorism for a free and democratic Europe, contributing troops to foreign engagements and hosting American personnel at critical facilities in Romania. The country's strategic location enables trade through the Black Sea into western Europe, while its modernization continues at a pace such that over 500 American companies are active in Romania.

Romania also offers an increasingly educated populace that comes at a relatively low cost. The country is on the verge of joining the Schengen Zone and becoming a fully vested member of the European Union. Romania's continued economic growth demonstrates a stable and dynamic market that has been increasingly inviting to foreign investment.

As America considers retreating from China and repositioning to new foreign commercial and manufacturing partners, Romania's advocates have a significant window of opportunity to educate American policymakers about the benefits and shared values that make Romania an attractive partner. The world is a busy and complicated place right now, and too few Congressmen and Senators are fully aware of Romania's attributes and the potential that exists to grow the American economic relationship.

Thus, it is an opportune moment for the Romanian American Business Council (RABC) to further establish its "Make It In Romania" campaign, while also considering expansion of its Federal government engagement strategy. Building on the important relationships the RABC has already built, an advocacy and education effort can develop new relationships while simultaneously strengthening current partnerships. Through political education, we can enhance opportunities for RABC members, as well as American and Romania companies alike.



How will we proceed?

HBS has significant experience working on behalf of foreign organizations and domestic groups to drive initiatives focused on making improvements to their home countries. Our extensive work in this particular arena positions the HBS team as the ideal partner for RABC in developing and implementing a strategy in pursuit of the following goals:

- ✦ **Educating** congressional stakeholders about Romania, the shared values and goals our countries enjoy, and the benefits of a stronger Romania-American relationship;
- ✦ **Developing** relationships with key Congressmen and Senators to serve as advocates for Romania in the U.S. Congress, and to highlight Romania to their peers and the public;
- ✦ **Engaging** the Administration, including the State and Commerce Departments, as well as others in the military and trade offices, in an effort to pursue new commercial and civic opportunities;
- ✦ **Promoting** policies that target expansion of government and private sector relationships between Romania and the United States.

GOALS AND OBJECTIVES

HBS works at the intersection of politics, policy and government affairs to increase awareness, build relationships and drive impactful involvement. Our integrated approach will move quickly to increase awareness, persuasively educate and mobilize support among Washington's top influencers and decision makers to create new opportunities for RABC members, as well as American and Romania companies alike.

I

Activate a federal government relations team that deploys a network of contacts and a keen understanding of the Washington machine to achieve results others cannot.

II

Immediately engage members of Congress and the Administration, on behalf of RABC, in an effort to build awareness and support for enhanced relations between the U.S. and RABC members.

III

Influence the right leaders in Washington by ensuring they truly comprehend the impact to be realized from amplified strategic business relations between companies and across borders.

A night cityscape, likely New York City, with a prominent red-tinted overlay on the left and bottom. A dark red diagonal shape cuts across the top left. The text is overlaid in white serif font.

Partners that
successfully
transform
dreams into
reality.

MIR



Cozen O'Connor was founded in 1970 by Stephen A. Cozen. The firm originated with four lawyers practicing insurance and commercial litigation. Today, the firm boasts more than 700 lawyers around the world with experience in dozens of practice areas.

Ranked among the top 100 law firms in the country, Cozen O'Connor has more than 750 attorneys in 28 cities across two continents. Cozen is a full-service firm with nationally recognized practices in litigation, business law, and government relations, and our attorneys have experience operating in all sectors of the economy. Our diverse client list includes global Fortune 500 companies, middle-market firms poised for growth, ambitious startups, and high-profile individuals.

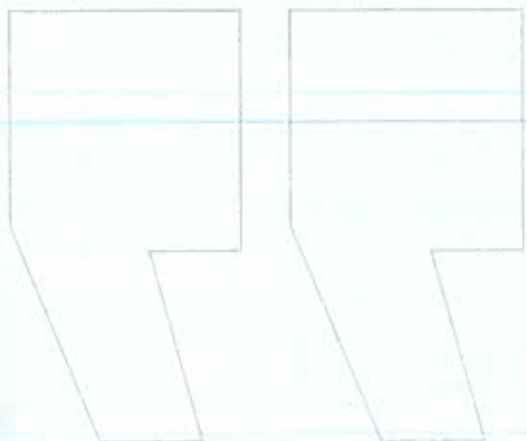
In an industry built on talk, Cozen O'Connor has made its name by doing. We have built our firm one case, one victory at a time. Our attorneys have impeccable academic credentials and are able to combine intellectual rigor with practicality and efficiency. We provide sophisticated, business-minded advice aimed at one simple goal: getting the right result for our clients. No matter how complex, contentious, or critical the undertaking, we persevere until the job is done.

Cozen O'Connor also has deep experience in government work. The firm's government & regulatory practice is experienced in advising clients as to antitrust and trade regulation, consumer protection and privacy, energy and environment, health care, and transportation. The firm's lawyers also collaborate with Cozen O'Connor Public Strategies, which is a lobbying firm with more than 30 professionals.

Based in Washington D.C., Cozen O'Connor Public Strategies understands how politics and policy are conducted in the nation's capital. We are one of the few lobbying groups with a mature federal presence that offers comparable knowledge and reputation at the state and local level.

Cozen O'Connor Public Strategies is a bipartisan government relations firm based in Washington, D.C., with strength through the mid-Atlantic region. The group serves clients on the federal, state and local level and before both the executive and legislative branches of government. Public Strategies professionals have held high-level political positions in Republican and Democratic administrations; worked for members of Congress and congressional and state committees; and run federal, state and local political campaigns. The team helps ensure that clients are seen and heard by key decision makers, and provides critical crisis management and public relations counsel.

Our team members know how government works because they have served as elected officials, high-level appointees in both Republican and Democratic administrations, senior staff to members of Congress and congressional committees, and advisors on presidential and gubernatorial campaigns and transition teams. Equally important, many have held top in-house government affairs positions with major corporations and associations.



**What you
envision, we
can help
construct.**

“We should not look back unless it is to derive useful lessons from past errors, and for the purpose of profiting by dearly bought experience.”

George WASHINGTON
1732-1799

TESTIMONIALS





TESTIMONIAL



“We are confident that in a few short years, the United States will claim the top spot of the international investors in Romania.”

Klaus Iohannis
President of Romania

Dear Friends and Leaders of the Romanian American Business Council,

I consider the “Make it in Romania” initiative a timely and inspiring project of the Romanian American Business Council. It is in my view a challenge of remarkable magnitude and at the same time, a real opportunity for the economies of both Romania and the United States.

Our countries have shared common values and ideas for over one hundred years. In these days of the global pandemic our partnership, loyalty, strength and resolve are being tested like never before. Together we will conquer and celebrate victory over Covid-19 as I predict that American investments in Romania’s economic sectors will grow to historic levels. Our economy, from infrastructure, IT, agriculture, healthcare and general production could benefit greatly from a stronger, more viable partnership with America. We are confident that in a few short years, the United States will claim the top spot of the international investors in Romania, a deserving place that the country has been waiting for more than a generation.

I wish you all success, stamina, inspiration and determination thus, we can achieve greater economic and strategic goals soon.



With Sincere Appreciation,
Klaus Iohannis
President
of Romania





TESTIMONIAL

“I promise to relentlessly support your efforts in further developing the Romanian-American bilateral relations.”



George Maior
Ambassador of Romania
United States of America

*Dear members of the Romanian American Business Council,
our dear compatriots,*

Dear members of the Romanian American Business Council, our dear compatriots, I have the special pleasure and the honor to welcome the initiative of your organization - "Make it in Romania", aiming to stimulate new and greater American investments in our country.

This effort complements the economic activities of our embassy in Washington in this pandemic era, when global healthcare and economies are being tested and seeking new resources and strategies to combat unemployment and revive the development of industry, trade and agriculture.

Romanian-American bilateral relations continue an unprecedented upward trend, and in such context, Romania can offer special advantages and incentives to American companies that would want to relocate to our country or even invest more in established ventures.

Consequently, you can count on the support and assistance of the Romanian Embassy in Washington D.C. in everything related to these new business opportunities that will continue to strengthen our Romanian American partnership.

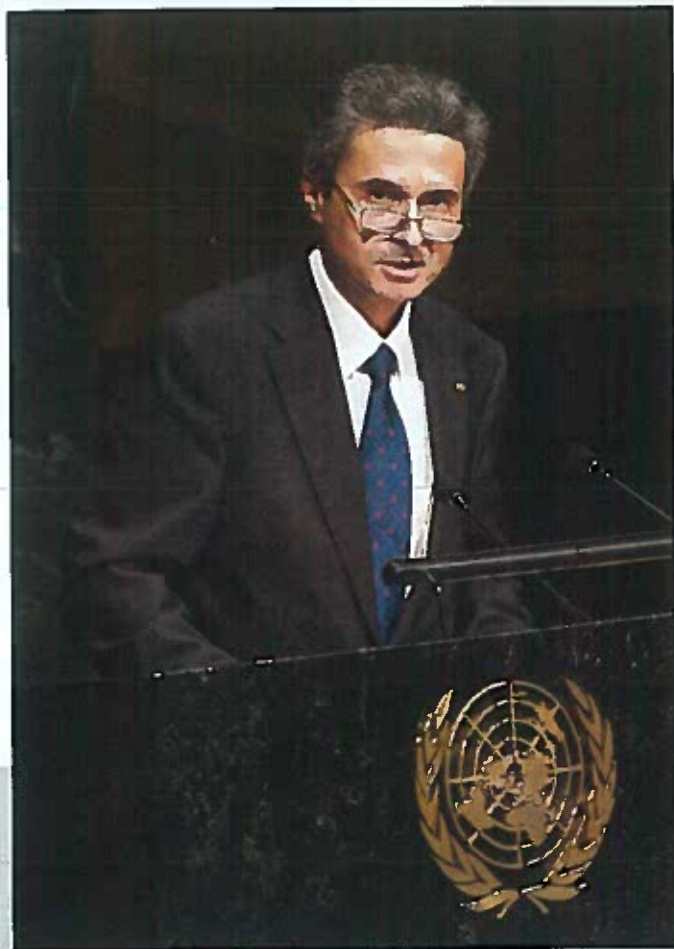


With special consideration,
George Maior
Ambassador Of Romania
United States of America





TESTIMONIAL



“Romania's Permanent Mission to the UN will use all the tools at its disposal to support this process.”

Ion Jinga

Ambassador, Permanent Representative of Romania for UN

*Dear Romanian - American Business Council members,
Dear compatriots,,*

I have the special pleasure and honor to welcome the initiative of your organization - 'Make it in Romania' whose aspiration is to boost a large number of American investments in Romania.

This initiative expresses our shared desire with our country's representation in the United Nations in New York, to overcome this Covid pandemic that affects the economy and society globally. Through this humanitarian effort made by your organization, we will be able to reveal new strategies and methods to positively influence industrial development, agriculture and trade, to the advantage of both the USA and Romania. Ensuring the conditions for a rapid socio-economic recovery and increasing the resilience of our societies to global risks and challenges are goals promoted equally by the United Nations, multilateral diplomacy in general, and bilateral cooperation between states. Romania's Permanent Mission to the UN will use all the tools at its disposal to support this process.

We therefore encourage the Romanian American Business Council in its effort to multiply the opportunities for cooperation between Romania and the USA in the economic field.



With chosen consideration,
Ion Jinga
Ambassador, Permanent Representative of Romania for UN





TESTIMONIAL

“Our party has taken full responsibility at these difficult times, and now, with a full power government, I'm confident we will manage to rein in coronavirus more resolutely.”



Ludovic Orban
Prime Minister of Romania

Dear friends and leaders of the Romanian American Business Council,

I am impressed by the Make it in Romania initiative and by the response of the Romanian American Business Council and the challenge launched by your team in what I consider to be a real opportunity for the Romanian and the United States economies. Our countries share the same ideals and values for almost 140 years, and in these days of the global pandemic, true partnership, loyalty and the desire to collaborate are the values that unite and strengthen us. We aim to celebrate the victory over Covid-19 by doubling American investments in Romania, in key sectors of the economy, from production, agriculture, healthcare and to infrastructure, IT and many more.

We are convinced that in the next two years, the United States will be among the top three investors in Romania, a deserving place that we have been waiting for almost 30 years.

I wish you all success, stamina, and determination, and wish to express my conviction that, together, we will achieve some far-reaching economic and strategic goals that we have always strived for in Europe.



With sincere appreciation,
Ludovic Orban
Prime Minister
of Romania





TESTIMONIAL



“Romania offers distinct advantages and facilities to American companies that will relocate their activity from Asia to Europe or that will further invest into our country.”

Marian Murgulet

Secretary of State - Information Technology
CIF - Government of Romania

Dear members of RABC,

I have the great pleasure and honour to welcome the RABC initiative - "Make it in Romania" - with the aim of stimulating new American investments within Romania, both from the position of Secretary of State for Information Technology at the level of the entire central public administration and Chief Information Officer of the Government of Romania, as well as from the position of Vice President and member of the RABC board.

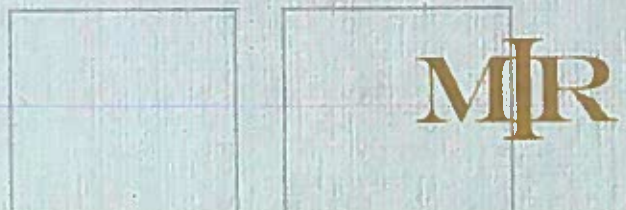
Due to the current conditions of the Covid-19 crisis, we are already witnessing profound changes in the economy and society. Globalization and competitiveness are forcing companies to find more efficient ways to develop and use IT in order to gain competitive advantage and increase performance.

One of Romania's strengths is directly related to this particular field, being the country with a constant expanding IT market, with an impressive number of educated, well-trained, experiences specialists, English speakers and / or other languages of international circulation.

Romania offers distinct advantages and facilities to American companies that will relocate their activity from Asia to Europe or that will further invest into our country.



With sincere appreciation,
Marian Murgulet
Secretary of State
CIF - Government of Romania





TESTIMONIAL

“As you all seek to strengthen the special bond between the U.S. and Romania, I stand ready to fully support your efforts.”



Michael R. Turner
Congressman (R) Ohio
United States of America

Dear RABC members,

I welcome the initiative of the Romanian American Business Council and your organization's support and vision in order to help both the United States and the Romanian economies emerge victorious from this global crisis.

I concur with your assessment that we need to regroup to reinvent ourselves and increase business and trade between our nations in the foreseeable future. Indeed, we support the idea of bringing new investment to Romania and to this end will encourage the effort of those US companies wishing to relocate operations from Asia to East-Central Europe.

We look forward to working with you in the upcoming weeks and months and hopefully meet soon in Washington, DC in the spring of 2021.



Sincerely,
Michael R. Turner
Congressman
United States of America





TESTIMONIAL



“I will do our share in supporting your initiative as we commend this magnificent Eastern-European country as a great alternative to accommodate more US industries and manufacturing.”

Bob Menendez

Senator (D) New Jersey
United States of America

Dear RABC members,

I am delighted to recognize the merits of the “Make It In Romania” initiative, launched by the Romanian American Business Council.

We all recognize that the world in which we live will never be the same again and that the global economic response to this pandemic crisis will be swift and long lasting. Indeed, there will be changes in terms of strategic and economic alliances and we certainly recognize the role of our trusted and loyal partner and ally, Romania.

Please rest assured that my colleagues in the US Senate and I will do our share in supporting your initiative as we commend this magnificent Eastern-European country as a great alternative to accommodate more US industries and manufacturing in Romania. I look forward to meeting with you again during my next visit to New York or New Jersey.



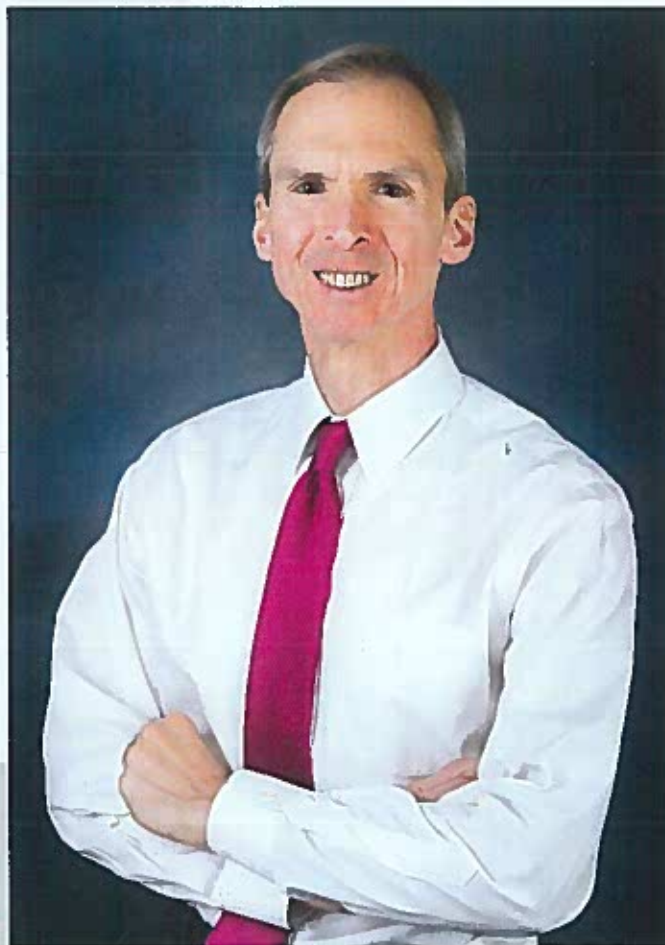
Warm regards,
Bob Menendez
Senator
United States of America





TESTIMONIAL

“It will be my duty and honor to support American companies wishing to re-locate from Asia to Europe and Romania in particular.”



Dan Lipinsky
Congressman (D) Illinois
United States of America

Dear RABC members,

I trust that this letter finds you, your colleagues and countrymen well, during these trying times.

As a response to your request, please rest assured that my colleagues and I, and the House of Representatives, will work hard to see that the economic interests of our countries will be protected during this global crisis. We are actively seeking new ways to expand the economic partnership with Romania in the months and years to come.

As the co-chair of the Romania Caucus in the United States Congress, it will be my duty and honor to support American companies wishing to relocate from Asia to Europe and Romania in particular.

I look forward to working with you and your counsel to implement this initiative at the earliest opportunity possible.



Sincerely,
Dan Lipinski
Congressman
United States of America





TESTIMONIAL



“Our strategic partnership goes back decades and I am proud to say that we have no friends like Romania in Eastern Europe.”

Marco Rubio

Senator (R) Florida
United States of America

Dear Friends,

I am delighted to learn that the Romanian American Business Council has initiated this promising challenge of offering so many business opportunities and facilities to United States companies and investors interested in settling in this part of South-Eastern Europe.

Our strategic partnership goes back decades and I am proud to say that we have no friends like Romania in Eastern Europe. You are a courageous, gentle and welcoming nation that is hosting US bases on its soil and shares our commitment to peace, prosperity and security.

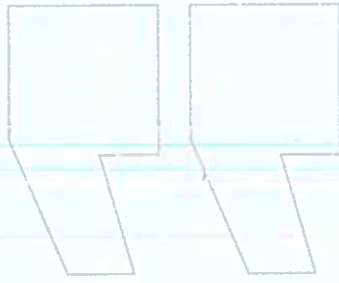
I know many entities from the great State of Florida that have found success and growth in Romania, and I am confident that many more will look to your country as an ideal place for offshore and manufacturing opportunities.

I wish you the best of luck with your noble endeavor and I look forward to visiting Romania again in the near future.



Warm regards,
Marco Rubio
Senator
United States of America





Renowned American Companies in Romania



“Has been present in Romania for 25 years helping shape the country’s technological development and, supporting government institutions and businesses with technologies to increase efficiency, while enabling better business outcomes through innovation and transformation.”

STATEMENT

IBM is supporting education and tackling skills gap issue with the free Open P-TECH online platform available on IBM public cloud, that enables youngsters between 14-20 to equip themselves with digital skills and knowledge needed for their future career success.

This year showed that digital transformation is inevitable for all industries, organizations and society. Today IBM is focusing on high value solutions in the fields of Cloud, Data & AI, Blockchain, Security, IBM Services, IBM Systems and Quantum computing to help partners leveraging their digital potential.”

Marta Branska-Rybicka

Country Leader
IBM Romania



ORACLE

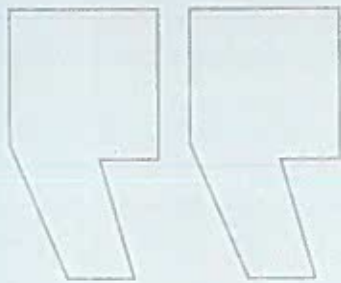
“Oracle in Romania has been recognized in the market for the organizational culture, for the development opportunities available to each employee, also for the meaningful and passionate work of our numerous Oracle Volunteers.”



We are truly privileged to work alongside wonderful volunteers, each and every one of them impacting our community with their dreams & charitable actions.

Oracle's success story in Romania is built on each of our colleague's achievements, be them in their professional work or consistent efforts for contributing towards our communities!

Oracle in Romania has evolved into a hub and strategic location for several Oracle business units, such as: Sales, PreSales, Finance, HR, Product Development, Consulting or others.



“We started our business in Romania in 1998 and since then we have witnessed a continuous development of the business environment.”

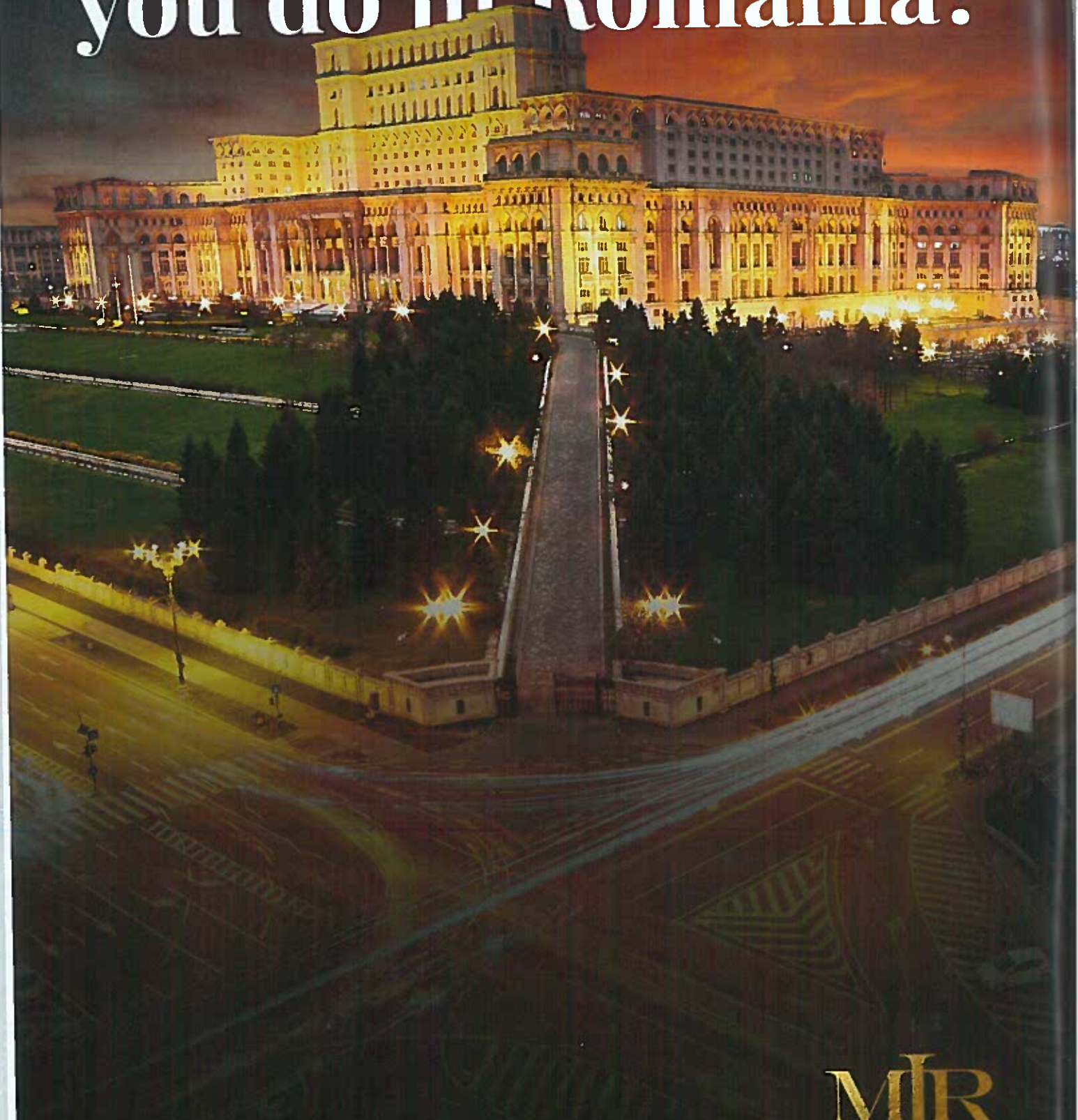
The combination of highly skilled talent, EU and NATO membership, moderate public debt and strong plan for government investments in the economy continue to make Romania an attractive location for our investments, with great benefits for both sides.

Over the past two decades we have been contributing to digitization and development of knowledge based economy in Romania. We have built a network of 350 local partners - resellers, integrators and other IT companies - with whom we are cooperating on most of our IT projects in Romania. And our Cisco Networking Academy program has helped more than 130,000 Romanian students (30% of which are female - the highest percentage in all of EU) in gaining the IT skills most required in today's tech industry”.



MAKE IT IN ROMANIA

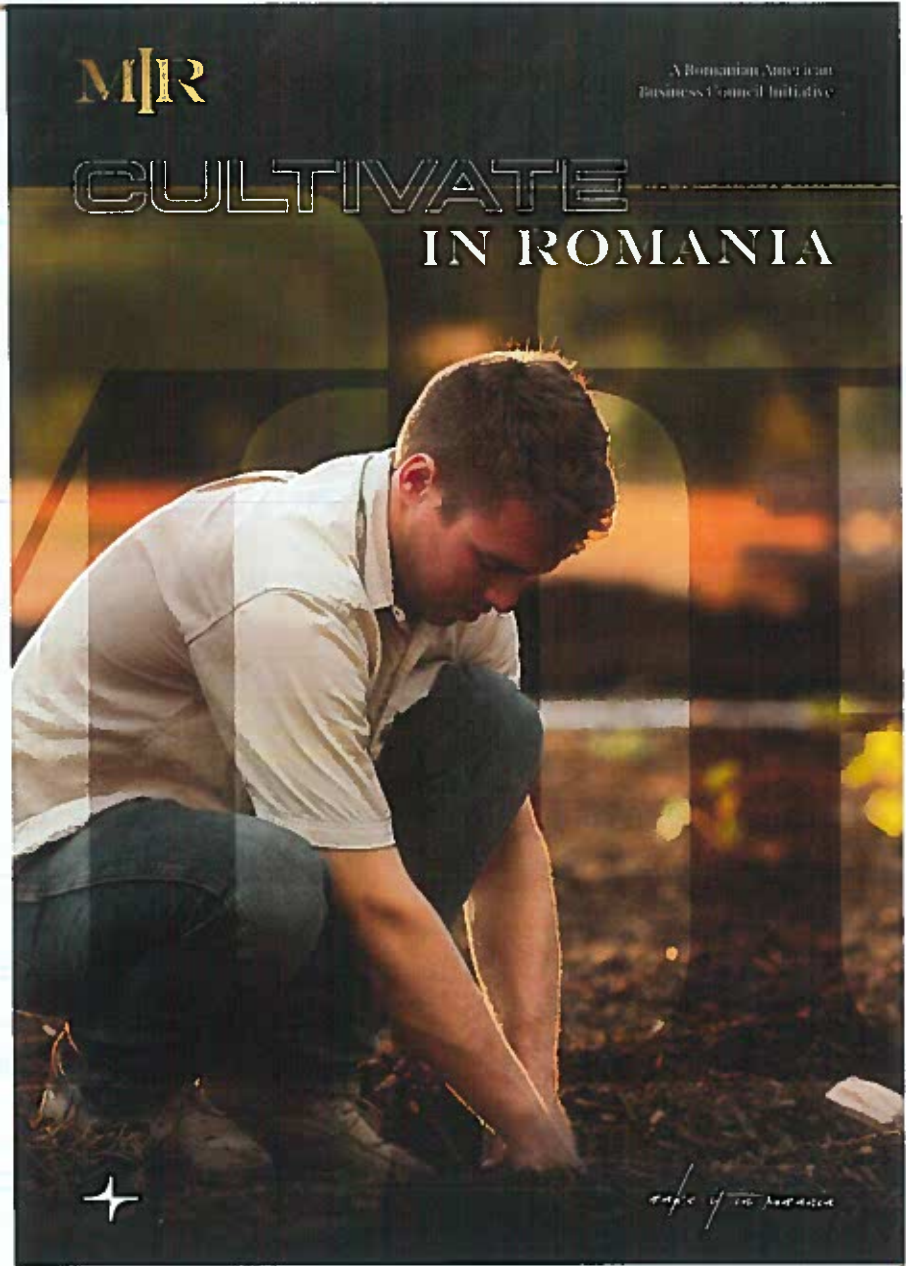
So what can you do in Romania?



MIR



IN ROMÂNIA



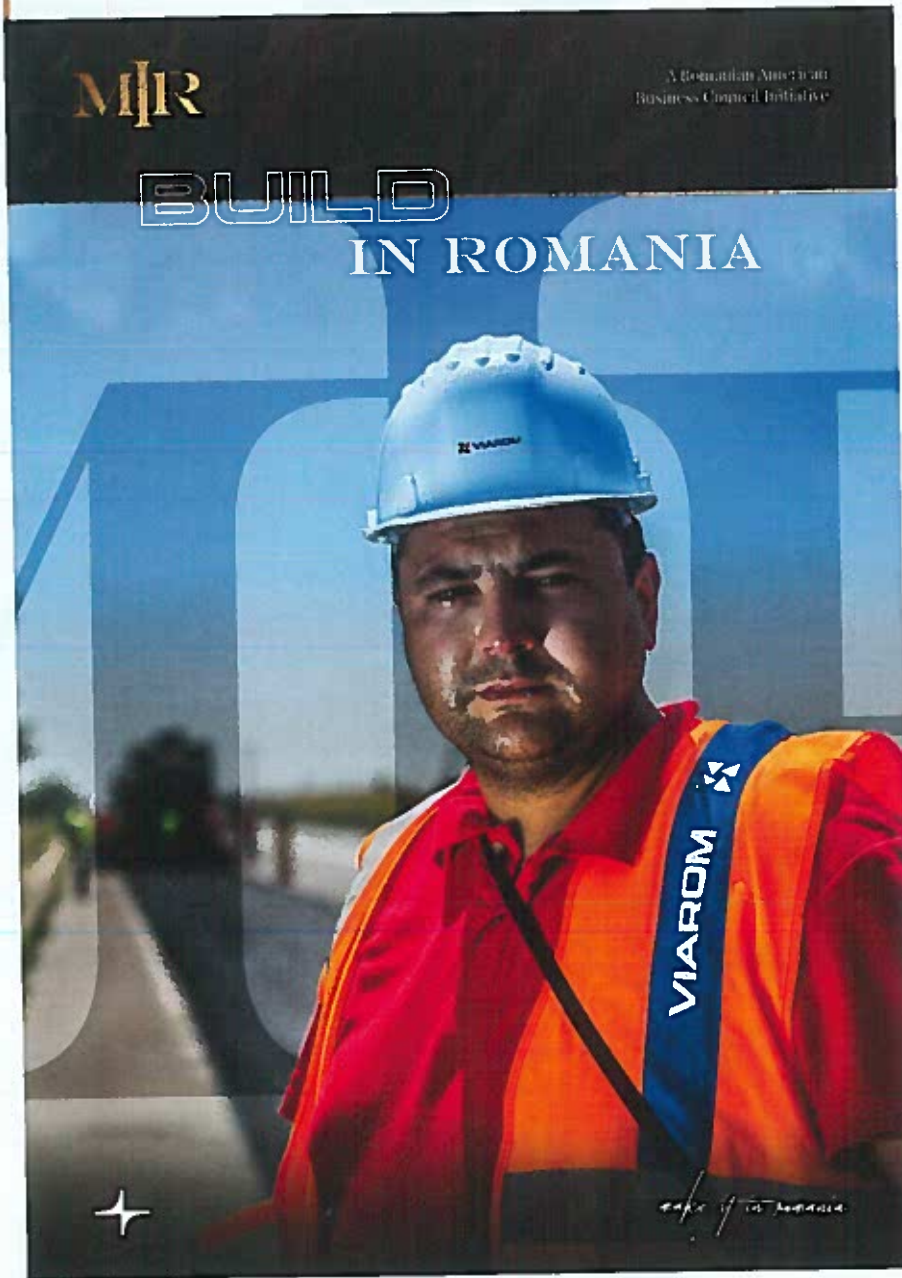
Cultivate

Cultivate in Romania where more than 10 million hectares of arable land allow agriculture to expand with various types of produce (grains, vegetables, fruits etc.). Agriculture made up around 4.6% of gross domestic product in 2019 and employed 28.4% of the population. Several foreign companies enter the Romanian Agricultural market yearly.



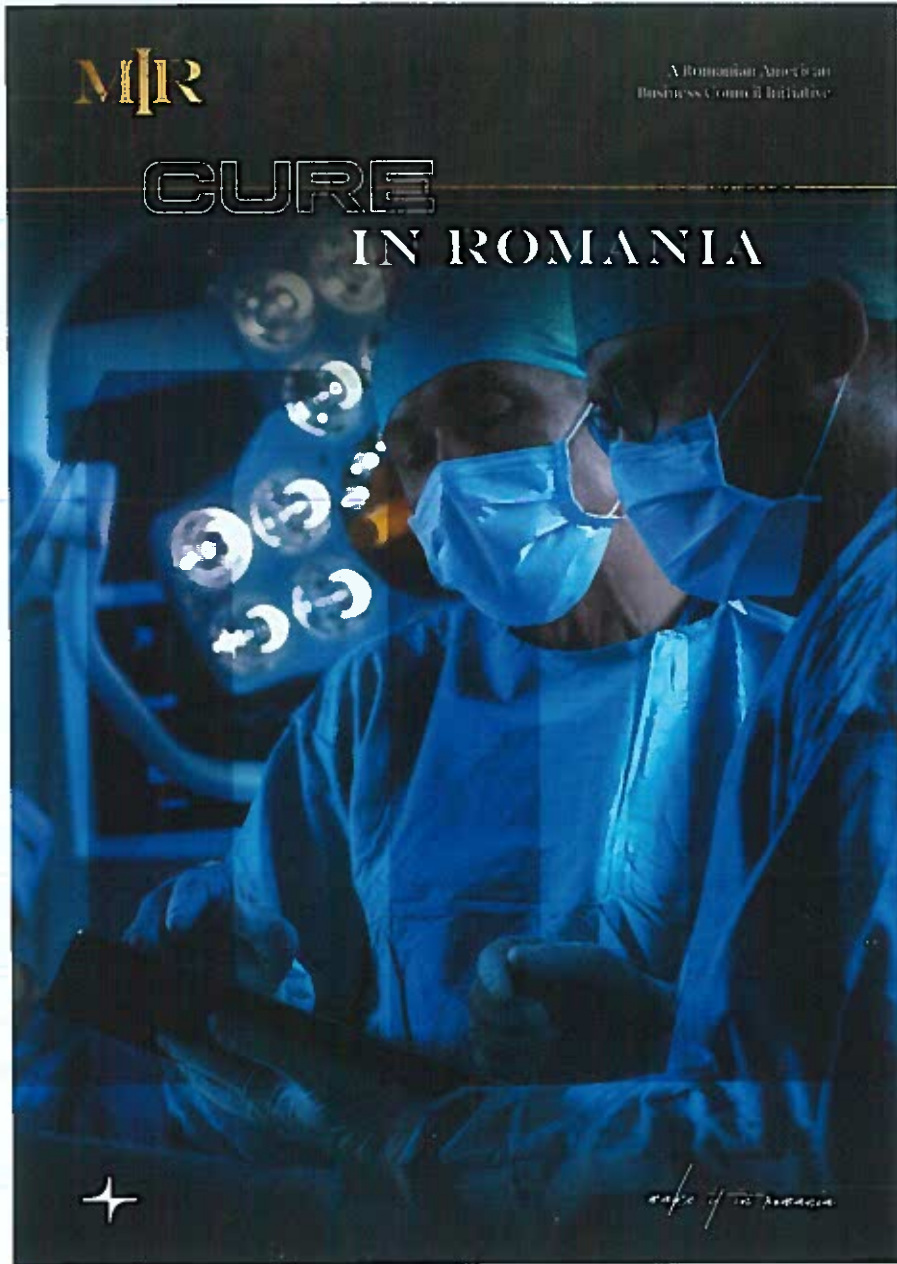
Build

Build in Romania as it has been increasingly a popular choice for foreign property investors as an emerging real estate market with vast potential, within the major cities and beyond. A strong, reliable, educated workforce is easily accessible to foreign investors. New infrastructure projects allow investors to endorse the picturesque scenery, boosting tourism revenue. Construction in Romania has been contributing to the country's GDP with an average industry growth rate of 6.84%-7.5% yearly.



IN ROMANIA





Cure

Cure in Romania, where some of the most historically significant discoveries in the medical field emerged. Their teachings and practices have been passed down from one generation to another to continuously improve our national system, and global healthcare as a result. Romanian medical experts from different specialties are sought after all over the world for their professionalism, knowledge, and skills, with top fields being cardiology, neurology and physical therapy.

IN ROMANIA



IN ROMANIA

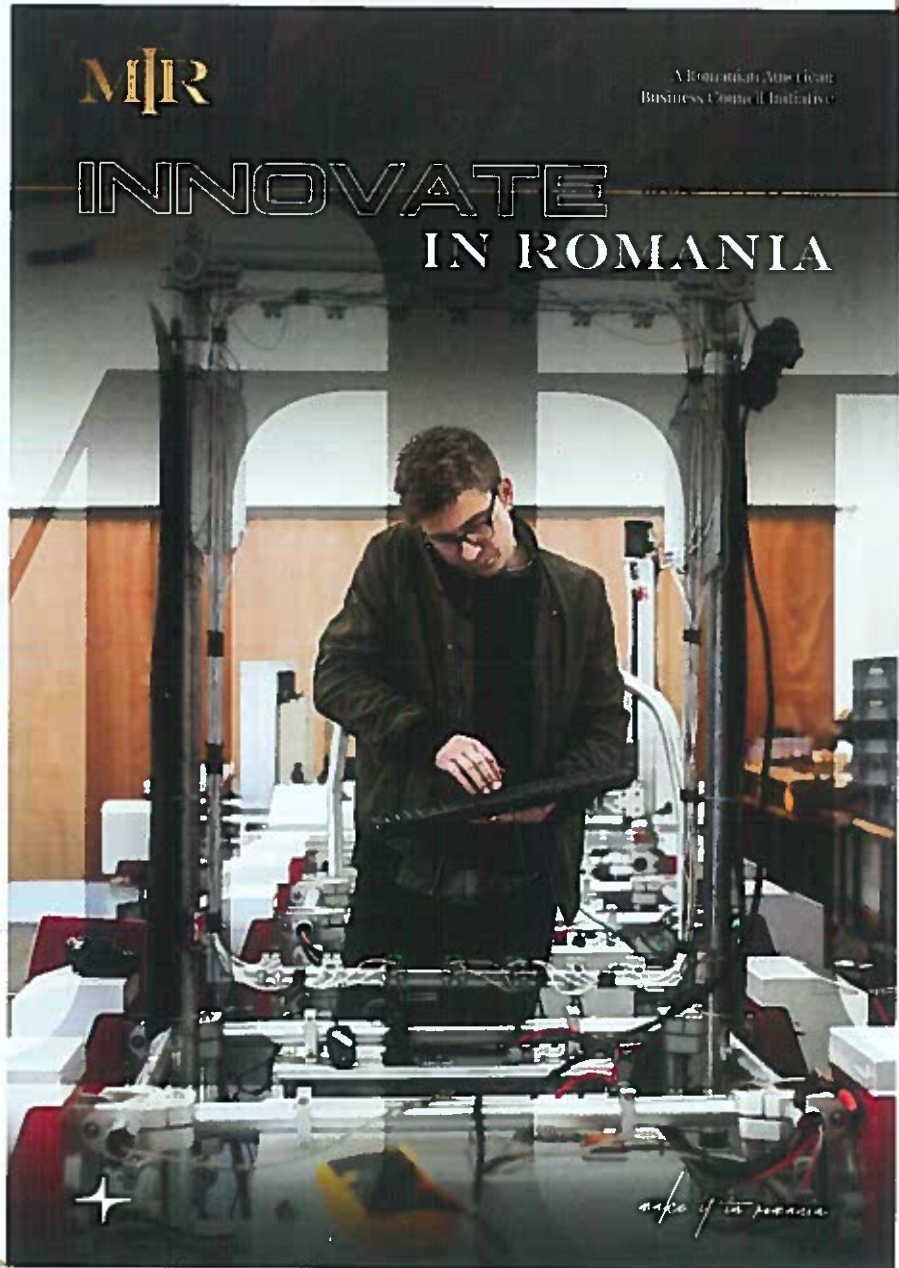
Innovate

Innovate in Romania, as it is a well-known country for its rapid internet infrastructure, science-savvy workforce, and sizable and growing domestic market. Romania is a promising destination for worldwide tech investors. It is one the most attractive markets, globally, with competitive prices and an ambitious business market worth over 40 billion EUR.

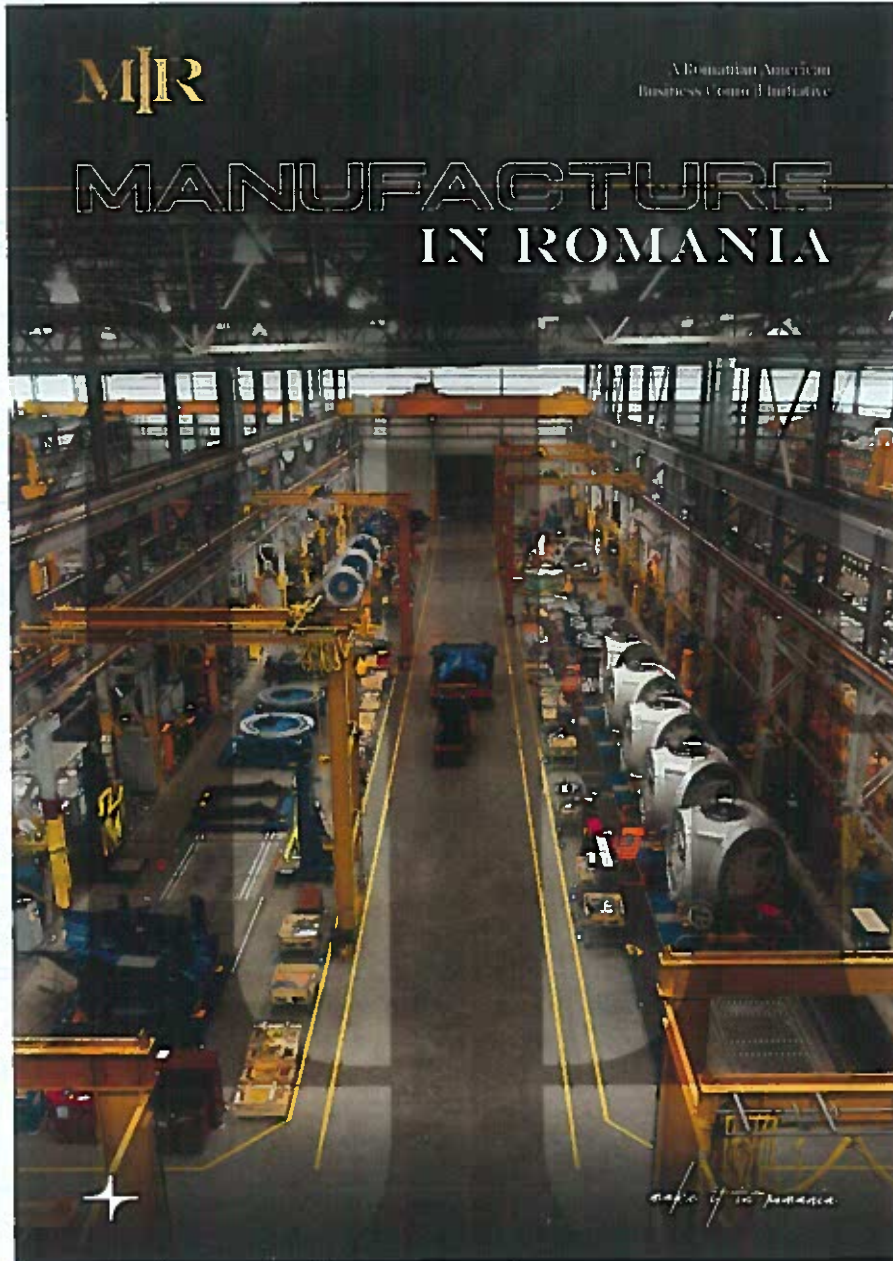
MIR

A Romanian-American Clean
Business Council Initiative

INNOVATE
IN ROMANIA



make it in romania



IN ROMÂNIA

Manufacture

Manufacture in Romania, its industries accounted for about 35% of the gross domestic product and 29% of the workforce in 2018. This growing industrial sector is seen as a principal stimulus to the economic development of Romania.

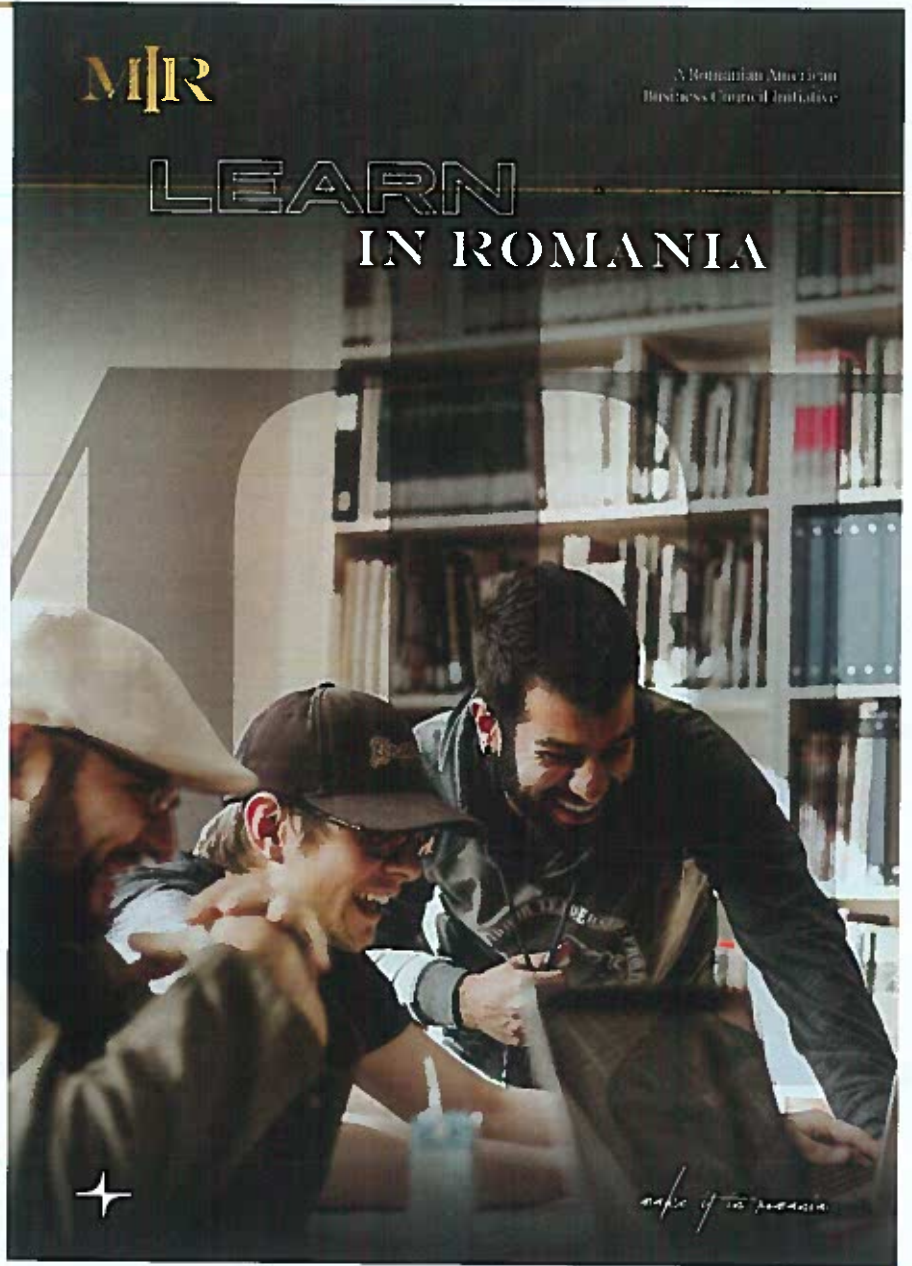


IN ROMANIA

MIR

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Business Council Initiative

LEARN
IN ROMANIA



make it in romania

Learn

Learn in Romania where access to education is free, by law, through an egalitarian system that generates exceptional students, who reach prestigious universities all around the world. Romania has produced no less than five Nobel Prize winners and eight Oscar winners. To that end, the romanian education system is also credited with generating some of the best writers, inventors, doctors, athletes and musicians around the world. Amongst them we can count the inventors of the world's first jet engine, the first fountain pen and the first oil refinery.



Play

Play in Romania as it has been known over the years that Romanians compete in various sports, from Nadia Comaneci's historic perfect score of 10 in Olympic gymnastics, to illustrious tennis players like Simona Halep and Ilie Nastase. Gheorghe Hagi, a soccer legend well known all around the world, basketball player Sabrina Ionescu and other athletes famous for a variety of sports, such as handball, rowing, fencing, and soccer call Romania home.

MIR

A Romanian American
Business Council Initiative

PLAY IN ROMANIA



make it in romania

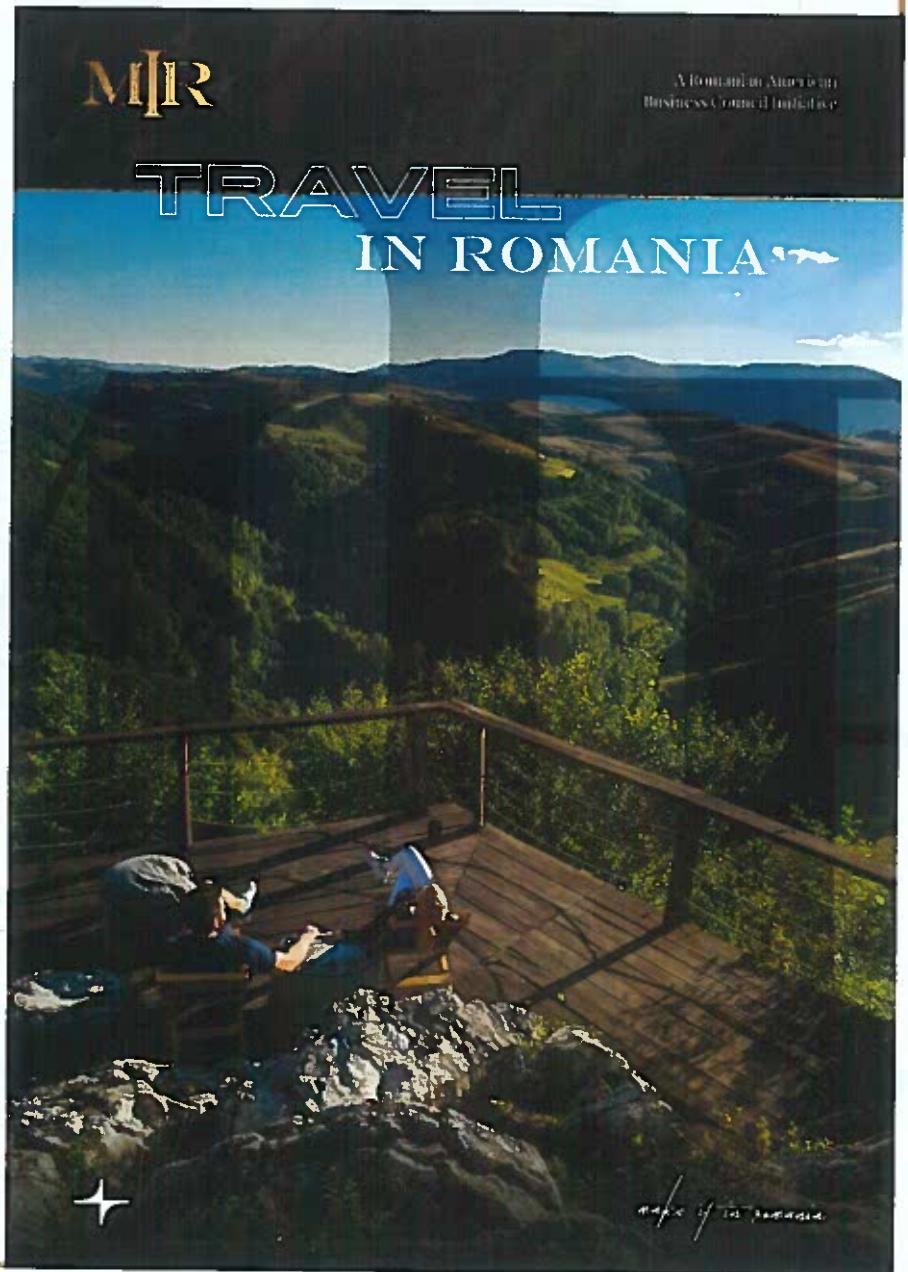
IN ROMANIA



IN ROMANIA

Travel

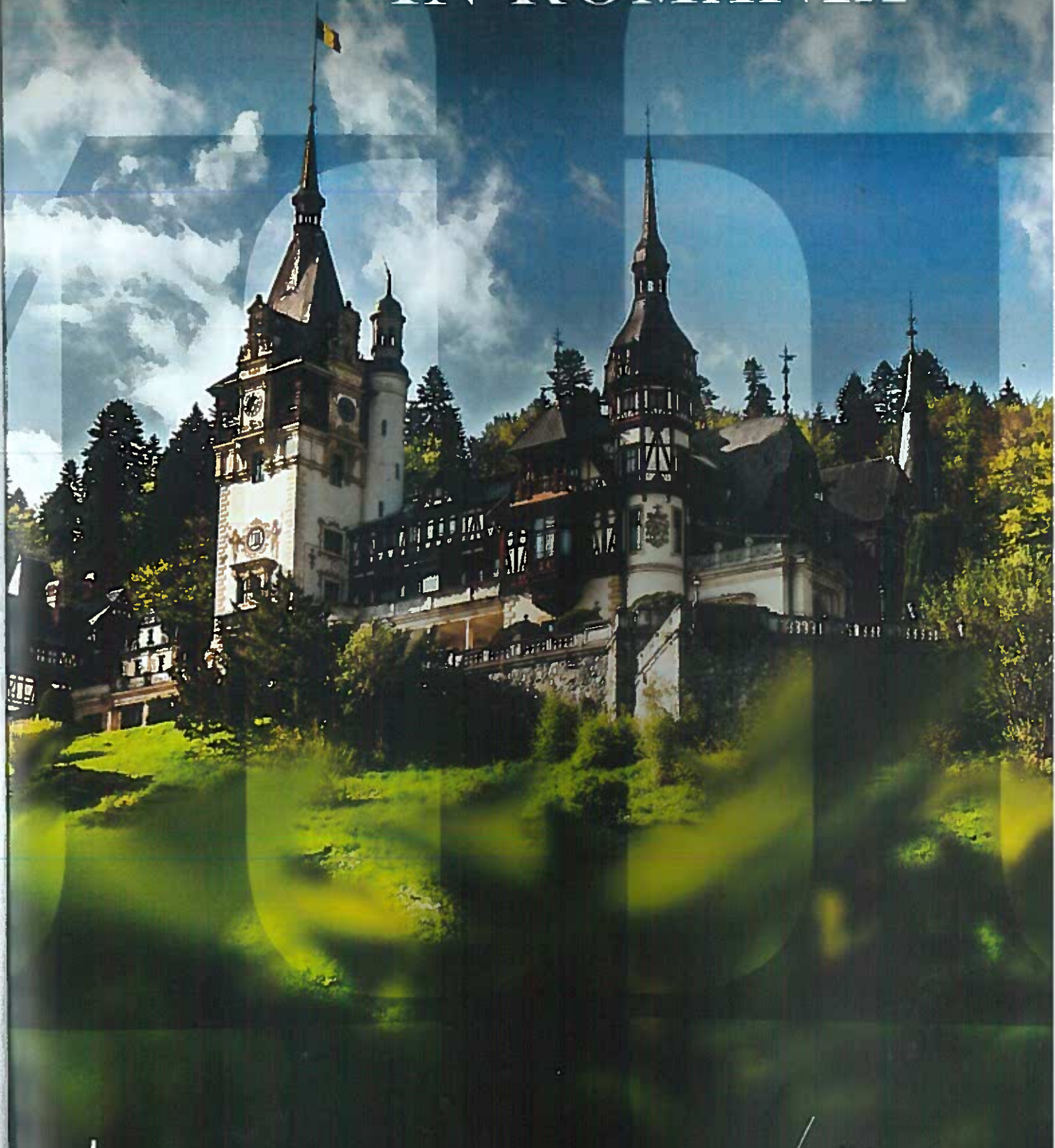
Travel in Romania, where you will discover some of the most picturesque landscapes and unique experiences, from natural wonders and breathtaking scenery, to the impressive architecture reflected in majestic castles where legends are brought to life, offering a fusion of old and modern. Romanian gastronomy is well known all around the world. For adventure seekers, Romania offers one of the most unique mountain ranges in Europe, and for those seeking more relaxing travel, the Black Sea coast will definitely create some unforgettable moments.



MAR

A Romanian American
Business Council Initiative

MAKE IT IN ROMANIA





AMERICAN COMPANIES IN ROMÂNIA

TO NAME A FEW



Abbott	Eli Lilly	Microsoft
Abbvie	Emerson	Mondelez Goods
A&D Pharma	Eaton Electro	Oracle Romania
Adobe Systems	Remington Seeds	PepsiCo
ADM Trading	Farmexpert DCI	Pfizer
Angen	Federal-Mogul Friction	Philip Morris Trading
Amway Romania	Ford	Provident Financial
Amazon	Flextronics	Procter & Gamble
Bell	Garrett Motion International Services	BCG
Benjamin Moore Paints	General Electric	PwC
Bunge	Healthcare	Quadrant-Amroq
Cameron	Google	Quest Software
Cargill Agricultura	Hewlett-Packard	Smithfield
CHS Agritrade	Honeywell	Schlumberger
Cisco Systems	Hunt Oil Company	Stryker
Citibank	IBM	Timken
Coca-Cola HBC	Johnson & Johnson	TRW Automotive
Colgate Palmolive	Johnson Control	Uber
Cushman & Wakefield	JW Marriott Grand Hotel	UiPath
AIG	Labormed-Pharma	US Food Network
Dell EMC Romania	Lockheed Martin	UPS
Deloitte Romania	Global INC.	VIAMI Solutions
Delphi Diesel Systems	McDonald's	VISA
Delphi Packard	McGuireWoods	Waters
DoubleTree by Hilton	McKinsey & Company	Whirlpool
Cluj - City Plaza	Merck Sharp & Dohme	Xerox
Dow Chemical	Metropolitan Life	First Bank



Romanian American
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ape if in Romania

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The top section of the page features a dark background with a faint, repeating pattern of the Romanian flag's stars and stripes.

MIR

MAKE IT IN ROMANIA

A ROMANIAN AMERICAN BUSINESS COUNCIL INITIATIVE

MAKEITINROMANIA.RO

