



## British Romanian Chamber of Commerce

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### PRESS RELEASE

#### **BRITISH DAYS 2<sup>nd</sup> EDITION - A BRIDGE BETWEEN TRADITION AND CONTEMPORARY BUSINESS ISSUES**

The annual event “British Days”, organized by the British Romanian Chamber of Commerce took place on June 30<sup>th</sup> 2009 at the JW Marriott Hotel, following a significant precedent set in 2008 for the flourishing partnership between Romania and Great Britain. If the 2008 special edition has marked a milestone between the two countries’ relations, this year’s event, hosted by Mrs. Anne-Marie Martin, the Chamber’s CEO and officially opened by Mr Brian Davies, Chairman of the BRCC, saw the dawning of more modest period in the current business environment. Nevertheless, speakers reiterated Britain’s pride in being a loyal and supportive partner for Romania.

The first key speaker of the evening, HE Dan Lazar, Counsellor of State on Economic Affairs, expressed the Government’s official position on a number of deeply demanding business issues, reviewed in a challenging Q&A session moderated by Raymond Breden, the recently elected Deputy Chairman of BRCC. Mr. Lazar reiterated the Government’s determination to limit the negative affects of the recession and its willingness to support business during such difficult times. He made reference to efforts made by the Government to maintain the current flat tax and VAT rates and the fine balance in the Euro-Leu exchange rate to maintain a stable business environment. Two examples of ways in which this crisis period could be overcome are the unfreezing of financial resources/credit facilities and some of the credit and support schemes introduced to assist small and medium sized enterprises, in particular.

The key message delivered by Mr. Lazar was that the Government wants to help business and above all wants to hear what the business community has to say. The BRCC welcomes this consultative inclusive approach.

The second intervention of the evening, on behalf of British business, came from Mr. Shah Rouf, CEO of Aviva Romania, whose message was: “If the metaphor is about all of us in business climbing/trying to reach summits - we are going to have to do it blind, because nobody has clue how things are going to turn out. The problem of keeping customers is a greater priority in our business model. We are concerned to persuade customers why they should continue to invest. We are concerned about their understanding and their priorities. Promoting Romania is my job, fighting for scarce capital in the internal market. However there are missed opportunities we don’t talk about”, added Mr. Shah Rouf.

As part of the BRCC social responsibility mission, this year’s nominated charity to benefit from the fundraising element of the event was Acorns Foundation, with a specific project of the Baby Acorns facility, the first institution in Romania which offers services of care and education to children aged 1-3. On behalf of the Acorns Foundation, Ms. Fiona Dutu spoke about the need to assure a safe, healthy and happy baby environment. The Acorns Foundation’s representative happily announced the launch of their project **023 early education**, aiming to raise general awareness regarding the importance of very early learning experiences for babies and children.

The highlight of the evening was the BRCC annual photographic competition Awards Ceremony. This year's theme "Romania's Hidden Treasures" with no less than 500 entries, is a symbol of this artistic competition's purpose, highlighting Romania's undiscovered spirit. Princess Marina Sturdza, Deputy Chairman of the BRCC, stated: "We are now happy to submit through this contest Romanians' special perspective about a rich and complex country, about surprising aspects of Romanian life. We have remarked extraordinary ideas among a large area of selection. Well-being of our society is our responsibility and, as citizen of both Romania and Great Britain, I am proud to say this has always been part of British identity".

This year's winners are: First prize (1000 sterling pounds) - Andrei Baciuc from Magurele, Prahova; Second Prize (750 sterling pounds); Second prize - Paul Adrian Pintea from Sibiu; Third Prize – (500 sterling pounds) - Emil Popescu from Bucharest, all sponsored by BCR; the Popularity Award granted by the media partner MT Press - Zoltan Balog from Aiud (Alba county); last but not least, the Excellency Award granted by PointMax - Florian Simion from Bucharest.



Guests



Brian Davies



Shah Rouf



Marina Sturdza



PointMax prize



Dan Lazar



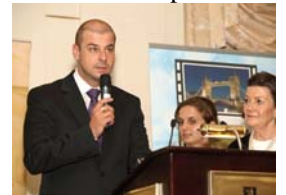
Fiona Dutu



BCR 2<sup>nd</sup> Prize



Guests



Adrian Dobre

### *About the British Romanian Chamber of Commerce*

The British Romanian Chamber of Commerce is a non-profit organisation, established in 1998. A registered company limited by guarantee and owned by its membership with **the mission** to use its good offices and activities to increase British-Romanian business and investments, to foster a better understanding between the two nations and encourage bilateral trade and industry, tourism, financial investment and cultural relations.

For more information please visit [www.brconline.eu](http://www.brconline.eu).