

BRCC NEWS & VIEWS

BRITISH ROMANIAN CHAMBER OF COMMERCE

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Ending the year on a high note

By Anne-Marie Martin, CEO

As 2010 draws to an end, we can all breathe a huge sigh of relief to see that our year at the BRCC is ending on a high note! Not only for us the team, but for our members too. It has been a challenging ride, but despite the recession, we have managed well during the last year, with hopes of doing even better in 2011.

We set out to consult members in order to make sure that we are indeed doing what you want us to be doing on your behalf, and that we are on the mark when it comes to representing your views to public institutions, the media and others.

We have also continued to develop the uniqueness of our very British sense of mutuality.

The BRCC is needs driven, building bridges between people and organisations. We have continued to maintain our visibility in the public arena and are committed to collaborating with other organisations in joint events and other initiatives, in order to represent the views of our collective members.

We are pleased to benefit from a relatively high media profile, built over a number of years. With regular interviews, news releases and opinion in various online publications and business periodicals, we are continuing to be a voice for business in the markets we represent.

Our web portal continues to be a highly visible, greatly visited source of information – a marketing platform for us, our members and partners.



Entertainment at this year's Christmas party

**Season's Greetings
to all our readers
We wish you a merry Christmas
and a happy and
prosperous New Year!**

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Anne-Marie Martin, CEO,

“We are looking forward to offering you an excellent menu of good events next year, with one or two special highlights.”

A key focus over the last year has been ensuring our financial stability in the face of a changing business environment, to ensure our future viability for the benefit of our members. The main priority of the management team has been to maintain a balance; primarily to think, plan and act ‘smart.’ As we steer the course of our Chamber towards its ultimate goals, we do so without lowering the standard, level or quality of activities and services that you, our members, have quite rightly come to expect from us.

Popular events

Our events in the last six months have continued to be relevant and of a high quality with a focus on members’ issues; A full compliment of business events, well interspersed with good old fashioned social events, have continued to prove to be very popular.

We are looking forward to offering you an excellent menu of good events next year, with one or two special

highlights. These will include our annual traditional British Days, which next year will be a garden party with live music. And later, in November, we are planning a fantastic Guy Fawkes weekend near Bran, with fireworks, a bonfire and a visit to Bran Castle. Very exciting!

Romania office strengthening

We are pleased to announce that our Romania office is strengthening and Agata Stefan will soon take over the role of Romania Office Manager and will be joined by Sandra Gadea, who following on from a three months’ internship with us, will become our new Membership Services Assistant.

A hard act to follow

As most of you will know by now, Brian Davies, our wonderful Chairman, will be retiring at the end of June 2011. We are delighted to advise that the Board has elected Raymond Breden to be his successor. Ray has been a fantastic member of our team for a long time now and he will

be a great Chairman, but as he says, “Brian will be a very hard act to follow.” Ladies, do not despair – Brian will continue to attend our parties and help us to dance the night away for a long time to come.....

On that happy note, it remains for me to thank you all from the bottom of our hearts for all your support. We look forward to working with you for yet another great year.

Wishing you all a wonderful Christmas and a very happy, healthy and wealthy 2011!

**Anne-Marie Martin, CEO
British Romanian
Chamber of Commerce**

www.breconline.eu



Notes from the Vice-Chairman

Meetings with Government

The BRCC attended two meetings in early November with senior Government Ministers.

The first was with the Foreign Minister, Mr Teodor Baconschi, and I represented the BRCC. The purpose of the meeting was to establish the extent to which business representatives would enter into ongoing dialogue with government, to help develop a good business strategy for the government in relation to the Romanian economy.

I welcomed the proposals for dialogue, but urged that a strategy should be put in place to enable dialogue to be meaningful.

The second meeting was with the Minister of Justice, Mr Catalin Predoiu. The BRCC was represented by Mr Lucian Danilescu (Board Director) and myself.

The Minister and his officials presented a draft plan for reforms to the Trade Register.

There were two key features:

- A proposal to shift certain responsibilities away from the judges to Trade Register officials. The idea behind this was to reduce the workload of the judges and speed up those processes requiring Trade Register consent.
- To move away from publishing decisions etc in hard copy in the Official



Monitor and instead to do this electronically.

The Minister explained that there were of course difficulties, and indeed some opposition, to the proposals. The BRCC welcomed the proposals in general and agreed to continue to be part of the consultation process.

Social Dialogue Code

As is usual with Government, we were asked at very short notice to comment on the Social Dialogue Code, which basically is an 'umbrella law' covering various labour code issues.

At the time of writing this article our submission is in progress, but essentially it will co-ordinate with the submissions being made by Amcham, the Foreign Investors' Council and other Chambers. My next report will provide more details.

Trade Delegations from the UK

At the invitation of the British Embassy I have attended meetings with three trade delegations (Northern Ireland, Airports and Food and Drink) in recent weeks to talk about 'Doing Business in Romania'.

The presentations that I have given appear to have been well received by the three delegations. My thanks to the British Embassy for involving the BRCC in this process.

Members' Events

In the last three weeks we have had two members' events.

The first one was a cocktail evening sponsored by the K & K Hotel, who provided their usual superb range of food and drink. The event was well attended and it was good to be able to meet everyone who attended.

The second event was a Breakfast Meeting organised in conjunction with Medcover, the subject being 'Stress in the Workplace'. Several members contacted myself and Agata afterwards and made suggestions regarding future events on the same topic, and this is being actively considered.

Raymond A Breden
Vice-Chairman
BRCC

www.brcconline.eu



What can the BRCC do for you?

Whether or not you're a BRCC member, here's a reminder of the valuable benefits and services that membership brings

ACCESS TO:

- **A large number of potential clients** through the BRCC internal membership and external networks
- **Wider networks** through our membership of umbrella organisations operating in the UK, Romania and Europe
- **The City of London network** through BRCC CityLink
- **Government officials** - and contact with them
- **Business and market research services** provided through the commercial arm of the Chamber, and access to members' own pool of services
- **Discounted travel** with member airlines and **discretionary fee arrangements** for rooms and conference facilities with member hotels.

PLUS:

- **Business, social and educational networking** at our gatherings and events
- **Active support of members' activities** and initiatives
- **Opportunities to exchange information**
- **Collaboration** with like minded business organisations, government and representatives
- **Opportunities to develop your marketing strategy** and to promote your organisation through the BRCC's promotion suite - publications, online facilities, advertising, speaking and sponsorship opportunities
- **The ability to make a difference** and shape the Chamber's future through involvement in working groups and committees.

About the BRCC

The award winning British Romanian Chamber of Commerce is a not for profit organisation, established in 1998 with a reputation that speaks for itself. A British registered company limited by guarantee, the BRCC has a permanent presence in both London and Bucharest.

The Chamber has developed its brand reputation over many years of solid growth and is now considered to be one of the top professional business organisations of its kind in the marketplace, which is seen to be both an effective voice for its members and the British-Romanian community.

Membership driven

BRCC is owned entirely by its membership. We pride ourselves on being membership driven and invest all our resources in ensuring that we serve the needs of our membership.

ALL THIS COMES WITH THE ADDED VALUE OF A WARM, FRIENDLY AND PERSONAL APPROACH TO EACH INDIVIDUAL ENQUIRY - ALWAYS

Membership Categories

Regular membership has proven to be the most popular choice, attracting both small and medium size enterprises, as well as larger organisations from a wide range of industries.

Sustaining members include organisations wishing to make a more substantial commitment to the Chamber's development and in return enjoy enhanced benefits.

To find out more,
please contact
Agata Stefan

Tel: +40 (0) 752 003 06

email: astefan@brcconline.eu

www.brcconline.eu

New Work Experience Scheme

The BRCC's newest scheme needs members' support – it will help students prepare for the workplace and provide employers with a large pool of talent for the future

The BRCC recently set up the Work Experience Scheme to help Romanian students studying in the UK gain much needed work experience. Launched in October, this project has the potential to deliver significant benefits to members of our Chamber, as well as to the students themselves.

Scheme rationale

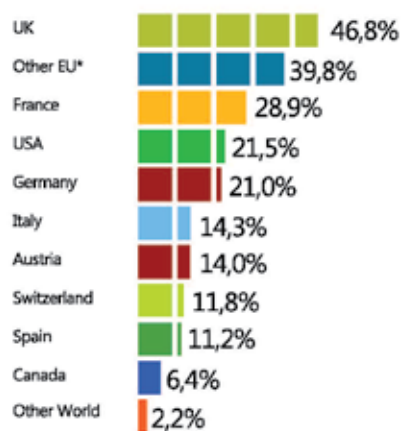
As the end of the recession approaches and we enter a period of recovery, the challenge of recruitment, retention and development of talented workers will become a priority for businesses.

Students, employees and employers all need to prepare for the investment, business development and careers opportunities that are re-emerging.

And because we live in a dynamic world, change management is the key skill for all good leaders.

Yet educational organisations face the challenge of meeting students' training and development needs, and their thirst for knowledge, with trimmed budgets. The successful organisations are those that work smart, doing more with fewer resources.

Where do Romanian students want to study?



Source: www.riuf.ro

Aims of the Scheme

The BRCC Work Experience Scheme aims to create a platform for Romanian students studying in the UK at undergraduate, graduate and masters levels to gain work experience with members of the Chamber based in the UK or Romania (or both).

It also aims to give BRCC members the opportunity to access a potential future workforce, while creating even greater opportunities to strengthen business relationships between the UK and Romania.

How the Scheme works

Acting as a catalyst, the BRCC is collecting information from interested members. The chamber will then develop a web portal that will be the focal point for making the connections between students and employers.

A list of members willing to take on students for work experience or internship placements during the holidays will be posted on web pages accessed through the BRCC homepage.

Students will then be able to contact the companies listed directly, according to their areas of interest.

How the Scheme started

The idea for the BRCC Work Experience Scheme arose from the second Conference of Romanian Students, Professors and Researchers in the UK, held in London in October 2009.

A key question was posed at this event:

'How should one prepare for careers in this changing business environment?'

The business community wanted qualifications to be complemented by relevant work experience to make a smooth transition from student to employee. The business community also recognised the benefits of being able to access a large pool of talented workers in the future.

As a result, the BRCC Work Experience Scheme was launched at the following event, held last October.

Romanians studying abroad – the facts:

- 50,000 Romanians are studying abroad
- 50,000 more plan to do so within the next two years
- The UK accommodates around 3,500 Romanian students
- 46.8% show a preference for UK universities

Source: *Romanian International Universities Fair (RIUF) 2009*

BRCC Work Experience Scheme

(continued)

Now in its third year, the Conference of Romanian Students, Professors and Researchers in the UK is held under the patronage of the Embassy of Romania in London, the Ratiu Foundation and the BRCC, with the support of ROMANi ONLINE.

Introducing the Scheme

The BRCC is introducing the Work Experience Scheme through a three step plan:

1. To survey members and compile a list of companies willing to participate.
2. Using this list, develop a web button displaying work experience providers, with links to HR departments and recruitment contacts, to which students can email applications and enquiries.
3. Market and publicise the facility to Romanian student societies within UK universities, the Romanian Embassy in London and on various relevant websites.

BRCC's role

Acting as a catalyst, the BRCC will not be a party to the selection process, nor will it be involved in individual placement agreements or contracts, as this will be for the individual companies and candidates to agree between themselves.

Please contact the BRCC if you are interested in offering placements for the Work Experience Scheme.

Pemier Global wins prestigious award

BRCC member is recognised for quality student placement and agrees to work with the BRCC to support young Romanian professionals

BRCC member Premier Global was recently awarded the certificate of Q-PlaNet (Quality Placement Network) standard for quality student placement.

This prestigious award from the European University Enterprise Network was made following the second 'Life Transition Programme' event.

This event is held twice a year in Bucharest for more than 200 students wishing to acquire the necessary skills and techniques for making the crucial transition from student into their new business lives.

The three day programme is delivered by Colin

Lovering and Adina Sucea. It focuses on everything from Business etiquette to effective communication and business awareness, and is proving to be a big boost for both students and employers now taking on pre-trained and 'ready for action' young professionals.

The BRCC will be working with Premier Global on the next event in April to further promote and support improvements in the commitment and contribution to business of young Romanian professionals.

www.pgrom.com



Colin Lovering delivers Premier Global's 'Life Transition Programme'

Why is it so tough to master the English language?

If you find English difficult to read, don't despair - even native speakers have trouble learning it!

By Răzvan Costache,
Managing director, Avalon Media



In an article dedicated to the lingua-franca of the world, James Randerson from the *New Scientist* challenges the merits of English as the most widely spoken and preferred language.

Studies revealed that despite being the world's lingua franca, English is the most difficult European language to learn to read. Children learning other languages master the basic elements of literacy within a year, but British kids take two and a half years to reach the same point.

Philip Seymour of Dundee University and his team compared the reading abilities of children in 15 European countries. They found that those learning Romance languages such as Italian and French progressed faster than those learning Germanic languages such as German and English. "Children do seem to find English particularly complex and problematic" says Seymour.

They tested the children's ability to match letters to sounds, their capacity to recognise familiar written words, and their ability to work out new words from combinations of familiar syllables.

Seymour's findings might explain why more people are diag-

nosed as being dyslexic in English-speaking countries than elsewhere. The condition would be more difficult to diagnose in children who speak languages where sounds simply match letters, though subtle

"The dominance of English has more to do with historical accident than any innate superiority of the language"

symptoms such as impaired verbal short-term memory would remain.

The Germanic languages are tricky because many words contain clusters of consonants. The word 'sprint' for example, is difficult because the letter 'p' is sandwiched between two other consonants, making the 'p' sound difficult to learn.

Another feature of English that makes it difficult is the complex relationship between letters and their sounds. In Finnish, which Seymour found to be the easiest European language to learn to read, the relationship between a letter and its sound

is fixed. However, in English a letter's sound often depends on its context within the word. For example, the letter 'c' can sound soft (as in receive) or hard (as in cat), while many words, like 'yacht,' don't seem to follow any logic at all!

In spite of all this, the things that make English difficult to read might have contributed to Britain's rich literary tradition. Words like 'sign' and 'bomb' are difficult because of their silent letters, but these hint at relationships with other words; their connection with the words 'signature' and 'bombard' is obvious.

The dominance of English has more to do with historical accident than any innate superiority of the language, conclude scientists who dedicated their time to the matter.

It is also said: "People who speak English happen to have been the ones that were economically and politically dominant in recent history. Those forces greatly outweigh any small difficulties in language acquisition."

www.avalon.ro



CESIRO – A well known Romanian brand



Now one of the biggest household ceramic producers in Europe, Cesiro continues to provide quality products at competitive prices

SC Cesiro SA was founded in the city of Sighișoara in 1957, as the Glass and Pottery Factory of Sighișoara. It inherited the ceramic tradition particular to the culture and spirit of Transylvania, being among the first companies in Romania in this field.

The factory was named CESIRO (Ceramics, Sighișoara, Romania) on 1 January 1991, when it began functioning as an independent unit, no longer a section of the former factory.

In the last 15 years since

privatisation, several investments have been made, amounting €15 million. Through this, modern kilns, glazing machines, isostatic presses, etc have been acquired.

All of these have led to an increase in production from 7,000 tones in 1991 to 17,000 tones last year. Exports have risen from €3 million in 1991 to €18 million in 2010 and the number of countries where Cesiro products are sold has now reached 30.

This wide range of products has resulted in the expansion of storage facilities to 9,000 square metres in two locations.

Cesiro recognises that its performance could not have been achieved without the help of its employees, who number 1,289 people today.

The company's main customers are IKEA (Sweden), SD Selection (France), Tognana (Italy), Carrefour (France), NFK (Russia), Vetro Plus



(Czech Republic), Michael Fischer (Germany), Homeline (France), and many others.

To maintain its well earned position in domestic and international markets, the company's management will continue with the refurbishment projects envisaged for the coming years, and will also be giving more importance to employees' working conditions and environmental protection, so that Cesiro remains a viable and profitable company, providing its customers quality products at competitive prices.

www.cesiro.com



WIDE RANGE OF PRODUCTS

The current production of household ceramics features a very wide range of products in the most diverse colour palette. Cesiro currently produces 4.1 million pieces each month, including:

- **Plates and platters** between 10cm and 32cm in diameter – 2 million pieces per month
- **Mugs and bowls** between 70ml and 500ml capacity – 2 million pieces per month
- **Casting products** (tea pots, vases, egg cups, napkin holders, etc) – 100,000 pieces per month.

The range of colours in production is more than **100 colours** each month.

Decorated products are also produced with decals, strips, lines, direct screen-printing, tampography and hand painting.

All Cesiro products comply with ISO 9001 international quality standards.



Dickinson Dees commercial law firm

**As one of the UK's top law firms,
Dickinson Dees provides a full range of
services and access to specialists**



DICKINSON DEES

Dickinson Dees is a commercial law firm based in the north of England. It has the largest, stand-alone corporate company and commercial practice in the region, and within that a wealth of resources, offering a wide range of specialisms.

The firm's expertise and experience covers everything from commercial agreements to tax and regulatory issues; from employment to planning; from intellectual property rights to pensions.

Dickinson Dees offers access to specialists in rail infrastructure, construction, engineering, waste and waste to energy, renewables, IT and e-business, and property.

It also has a dedicated Corporate Recovery & Insolvency practice.

A significant part of the business is devoted to advising the public sector (namely central government, local government and the national health service)

on a range of public law issues, including Public Private Partnerships (PPP) in areas like education, health, waste, energy, fire, police, leisure and prisons. It is now actively engaged in talking to both local and central government in Romania about their plans for PPP.

Contact: Robyn Grafton
Business Development Executive
Tel: +44 191 279 9878
www.dickinson-dees.com



Newcastle Upon Tyne, England

Alexandrion leads the way this Christmas

Romania's market leader introduces responsible drinking initiative and launches Christmas gift sets

The Alexandrion Grup Romania continues to lead the way in the drinks market by introducing responsible labeling.

"We have run various corporate social responsibility (CSR) campaigns over the years to prove to consumers that we are, by nature, a responsible corporation" said Gyuri Eperjessy, Commercial Director of Alexandrion Grup Romania.

"Although current legislation does not require these measures, we consider our action to be both useful and



necessary" he explained.

Being mindful that Alexandrion's position as market leader has been gained through the support of its consumers, Mr Eperjessy pointed out that it is crucial to give them information that helps them understand the facts.

"We must make clear that we are against the consumption of alcohol in the three cases* shown on the new logo labels" he said.

"We always support the responsible consumption of alcohol, no matter what the occasion."

www.alexandrion.ro

* These are driving, under 18 and pregnant.

CHRISTMAS GIFT SETS

To welcome the Festive Season this year, Alexandrion has created new gift sets that will bring customers plenty of winter cheer:

The Alexandrion Five Star gift set includes 'Good Will Hunting', a classic movie starring Robin Williams, which won two Oscars and a Golden Globe.

The Montrouge wine sets include a specially designed tasting glass, so that Romanian consumers can enjoy the Festive Season with a genuine 'vin de France.'



Celebrate in style

Glamour, fashion, happiness and more...

St. Nicholas Brunch
5th December - 210 Ron/person

A very merry Gospel Brunch
12th December - 210 Ron/person

A very merry Jazzy Christmas Brunch
25th December - 210 Ron/person

Timeless at Roberto's - Glamorous
Italian New Years Eve Party
Roberto's - 750 Ron/person

Boutique Club at the Athénée - Fashionable
New Years Eve Party
Cafe Athenee - 350 Ron/person

English Bar - 80s Disco Party
English Bar - free entry, regular menu prices

...All you need to enjoy a festive celebration at the
Athénée Palace Hilton Bucharest.

British Airways invites you to come Christmas shopping

With the weak pound and British Airways' new fares, Christmas shopping in London is more affordable than ever



Now that the airline has reduced the price of a return ticket to London, you can travel to this wonderful city for only €230 all-inclusive (in Euro Traveller). For those looking to travel in style, a return ticket in Club Europe now costs only €692, including all taxes, reduced from €860.

And the good news doesn't stop there. British Airways, American Airlines and Iberia have received regulatory approval to operate between North America and Europe as a joint business – significantly strengthening the customer benefits of the oneworld® Alliance. This relationship gives British Airways' passengers even more choice for their Christmas shopping, by providing a more integrated worldwide network, expanded codesharing, greater choice of routings and schedules, and enhanced opportunities to earn and redeem frequent flyer miles/points.

British Airways has also focused on making the overall travel experience easier and more comfortable through its new and enhanced cabins. The airline has spent £100m on fitting out the longhaul aircraft with new First-class cabins that create an exclusive experience based on classic British design and understated luxury.



Furthermore, World Traveller and World Traveller Plus cabins now offer 50% more choice on movies, and double the range of TV and music options, due to the new in-flight entertainment systems. These cabins also provide greater comfort due to the new seats.

And to add even more value, British Airways offers

passengers a very generous loyalty programme, at both the individual and the corporate level. Executive Club and On Business will make your personal or company travel budget go further by rewarding you with miles and points every time your or your employees fly with British Airways.

www.britishairways.com

Bank of Cyprus

With its wide range of banking services for individuals, corporations and SMEs, Bank of Cyprus offers flexibility, competitive rates and high quality service

Bank of Cyprus Romania was licensed on December 20th 2006, by Banca Nationala a Romaniei to start operations in the Romanian market.

Headquartered in Calea Dorobantilor 187b, the bank offers both corporate and retail products and services, supporting companies and individuals equally.

Leasing operations complete the portfolio of services, as the Cyprus Leasing IFN operates from the same address.

Thanks to its indisputably robust finances and its ability to raise capital from the market, the Bank of Cyprus Group has moved towards firmly establishing its presence in Romania as a starting point for its expansion into the Balkans, Russia and the Ukraine.

Leading Cypriot banking and financial services group

Founded in 1899, the Bank of Cyprus Group is the leading Cypriot banking and financial services group. In addition to retail and commercial banking,

the group's activities include finance, factoring, investment banking, brokerage, fund management, life and general insurance.

In May 2008, the Bank acquired 97.2% of the share capital of the Ukrainian bank AvtoZAZBank, and in October 2008 it successfully completed the acquisition of an 80% interest in Uniastrum Bank in Russia. Founded in 1994 and headquartered in Moscow, it has the ninth largest distribution network in Russia, consisting of over 220 outlets.

International presence

The Bank of Cyprus Group employs around 12.000 staff worldwide; it operates 284 branches throughout the world, conducting its business in Cyprus, Greece, Romania, Russia, UK, Channel Islands, Australia, USA, Canada and South Africa.

Bank of Cyprus shares are listed on the Cyprus and Athens Stock Exchanges.

Products and services

The banking services offered by Bank of Cyprus Romania are provided for individuals and for also for corporate and SME clients. The bank aims to offer each customer specialised products that meet their needs and ensure long-lasting cooperation, based on mutual trust and high quality services.

Bank of Cyprus has developed a range of products and services that are easy for clients to access, and which operate efficiently.

These include: mortgage loans and equity loans, term deposits in lei and euros at very competitive interest rates, current accounts, saving accounts, loans for professionals, online banking and Visa Card.

Flexibility and competitive rates are the main strengths of the products provided by Bank of Cyprus Romania.

www.bankofcyprus.ro



Bank of Cyprus

BDR Associates celebrates 15 years

The leading strategic communications agency celebrates its contribution to the communications and PR industry

BDR Associates, a Hill and Knowlton Associate and a leading strategic communication agency in both Romania and the Republic of Moldova (since 2002), is celebrating 15 years of excellence and high standards in communications. The four pillars on which BDR Associates has built its reputation and achievements are:

- smart PR thinking,
- creativity,
- business results and
- good service.

A pioneer in the Romanian communication industry, BDR Associates was incorporated in 1995. Over the years, it has positioned itself as a top strategic communication agency, with solid expertise and superior capabilities to assist and advise its clients in various aspects of communications.

Regional and international prominence

Strong values, a good reputation and remarkable achievements brought BDR into the WPP Group in 2003, as a result of becoming the only Romanian associate of Hill & Knowlton, one of the world's top three international communications consultancies.

BDR Associates opened the way for the Holmes Report competition for the Romanian PR industry by winning the first SABRE Awards in 2006 for the Best Communication Campaign and Best Practice in Central and

Eastern Europe. Ever since, BDR Associates has featured in top international competitions, either as a finalist, as at the Stevie Awards and SABRE Awards, or by being represented by its founder and CEO, Catalina Stan, on the judging panels of prestigious international competitions, such as the European Excellence Awards (for four consecutive years).

“A leading light of the fledgling public relations industry – and of Romania business in general”

*Paul Holmes -
the European Consultancy
Report Card*

Strong, wide-ranging expertise

In its 15 years, BDR Associates can claim to have brought value and measurable results to over 500 projects, developed for over 200 large companies, governmental and non-governmental institutions and organisations, as well as for international bodies operating in Romania or abroad.

Matching the extensive know-how and strong expertise provided by the Hill & Knowlton network with its own local exceptional resources, BDR Associates provides clients with strategic consulting and a broad

range of specialised practice areas and capabilities. These include:

- **media relations,**
- **public affairs and Government relations,**
- **issues and crisis management, corporate communications,**
- **internal communications,**
- **communications training,**
- **creative development,**
- **branding,**
- **corporate responsibility, and**
- **event management.**

The agency's portfolio includes multinational and Romanian companies from all industries, with specific expertise in IT&C, finance, banking and investment, M&As and privatisations, stock exchange listings, healthcare and pharmaceuticals, oil and the petrochemical industry, the automotive industry, the hospitality industry, consumer goods, retail, airlines/aviation, agriculture, real estate and many others.

Superbrands project

In parallel with achieving and delivering high quality outcomes for its clients, BDR Associates is also dedicated to supporting Superbrands - the most important worldwide programme in branding culture, operating in over 100 countries.

BDR Associates introduced the Superbrands concept and programmes in Romania in 2005, offering a reputable and acknowledged instrument for measuring and celebrating the success of the brands in the Romanian market.

2010 marks the fifth anniversary of Superbrands in Romania.

(continued on next page)

Danila Petre & Associates continues expansion

Danila Petre & Associates Attorneys and Counsellors extends services to meet clients' needs

Danila, Petre & Associates Attorneys and Counsellors is continuing its expansion in the fields of fiscal consultancy and the recovery of debts and goods. To this end, the firm has incorporated a company whose main activity is fiscal consultancy services, and has also acquired a percentage of the share capital of Active Recovery SRL.

This expansion was brought about by the firm's accelerating development, and by the need to adapt its services to the needs and requests of its clients.

Fiscal consultancy services and the recovery of debts and goods are currently in great demand from clients, Danila, Petre & Associates has therefore adjusted its strategy, in order to meet that demand.

As a result of this expansion, the law firm is currently able to provide an even wider range of services that are directly linked to the existing legal services provided.

Fiscal consultancy is essential

Fiscal consultancy services are becoming a must for every small,



Nicoleta Grama

mid-sized or large business. Trying to find a way through the maze of ongoing amendments to fiscal legislation, which are sometimes equally confusing for the private and public sectors, requires specialist expertise.

Alternative to insolvency

Debts and goods recovery services are a preferable alternative to the insolvency procedure, as they are less time consuming and more



Cristian Petre

cost efficient. By turning to these measures, the creditors benefit from a higher recovery rate and a shorter recovery term in respect of the recovered goods and debts.

Nicoleta Grama, partner with Danila, Petre and Associates, expects that the additional services will lead to an increase in turnover for the law firm and its related companies of some 30% for the year 2011.

www.dpp.ro

BDR Associates *(continued)*

The current edition, Consumer Superbrands 2010/2011, represents the fourth Superbrands programme developed for the local market. It has assessed the most representative consumer brands on the local market and will be launched by mid December as the Consumer Superbrands Book.

The book features success stories of brands with exceptional reputations, which are appreciated both by the expert panel and by consumers, providing a broad picture of the business potential of the Romanian market. The brands that have joined the programme

this year will be celebrated at the Superbrands Awards & Tribute Event Gala, which takes place in December.

BDR Associates has always been perceived by its clients and business partners as a visionary agency, with strong strategic communication skills and the highest professional standards, always focused on meeting the business objectives of its clients.

BDR Associates is one of the founding members of the Romanian Lobbying Register and is a member of prestigious international business associations, such as the British Romanian Chamber of Commerce

and AmCham.

The contribution that BDR Associates has made to the growth and prestige of the Romanian communications industry was highlighted by Paul Holmes in the recently published European Consultancy Report Card: "One of Romania's best-respected full-service public relations firms, BDR focuses on strategic consultancy, having experience across a broad range of practice areas ... a leading light of the fledgling public relations industry – and of Romania business in general."

www.bdr.ro

Dexion supports Romanian mechanical engineers

Dexion Storage Solutions helps Romanian mechanical engineers to develop and become internationally recognised

Brian Howson, General Manager of Dexion Storage Solutions, has recently been appointed as the Corresponding Member for the UK's Institution of Mechanical Engineers (IMechE). This is the leading Institution for the engineering profession in the UK.

As Corresponding Member, Mr Howson will act as contact person for the IMechE in Romania and assist Romanian Mechanical Engineers in becoming registered with the IMechE.

"In my new position as Corresponding Member, I hope to be able to encourage Romanian mechanical engineers, to benefit from the professionalism and international recognition which the IMechE membership brings" commented Mr Howson.

Supporting the engineering industry
IMechE has been supporting the engineering industry and its members for more than 150 years and is well placed to help its members at every stage of their careers with benefits that include:

- **Career development** – By joining the Institution, a member will benefit from gaining a qualification with international recognition, which will enhance their career prospects and ensure a long-term increase in earning potential.

- **Information and resources** - The Institution's library and information service has a 70,000 strong catalogue and virtual library, which comprises a collection of full text engineering e-books, journals and databases from various publishers and sources which can be accessed by members for free 24/7 from anywhere in the world.

- **Support** - The Institution's Scholarships and Awards help members at all stages of their careers. Each year, the Institution supports the educational and developmental needs of students, graduates and working professionals, with grants.

- **International recognition** - The Institution currently represents engineers in over 130 countries worldwide. Understanding that engineering is a truly international



discipline, the Institution uses its considerable expertise to help engineers based outside the UK.

Membership of the Institution enables engineers and technicians to benefit from international recognition for their professional skills, to be able to work freely within a global market-place.

The Institution is an international gateway to engineers wishing to work throughout the world, and membership of it is considered an international professional passport.

About IMechE

IMechE is a fast growing professional engineering institution, counting over 80,000 members worldwide, who work at the heart of the most important and dynamic industries.

Today's Institution is a forward-looking, campaigning organisation. By working with leading companies, universities and think tanks, IMechE creates and shares knowledge to provide government, businesses and the public with fresh thinking and authoritative guidance on all aspects



Brian Howson, General Manager

of mechanical engineering.

The Institution's credo is that the world can be improved through engineering. As such, IMechE finds and nurtures new talent, helping engineers build their careers and take on the challenges that, when solved, will make a difference to all of us.

About Dexion

Dexion has been present in Romania since 2006, becoming one of SE Europe's market leaders in the field of designing, manufacturing and selling various storage systems, from pallet racking to archive solutions. Dexion offers storage systems manufactured in the Romanian factory, as well as from the factories in Holland, Finland and Germany.

About Brian Howson

Mr Howson is a UK citizen, a Chartered Mechanical Engineer and he holds an MBA. He has been working in Central Europe since 2001 and came to Romania in 2007 as General Manager for Dexion Romania.

www.dexion.com
www.imeche.org

Enchange

Working with some of the foremost companies in Central and Eastern Europe, Enchange has developed an approach designed specifically for the challenges of the region

Enchange is an international supply chain consultancy founded in 1993. Working in Europe, Africa and the Middle East, Enchange has delivered in excess of 500 projects for more than 100 clients in over 60 countries.

Enchange has been working with some of the foremost FMCG, pharmaceuticals and telecommunications companies in Central and Eastern Europe (CEE) since 1996. During that time it has developed an approach to supply chain performance improvement designed specifically for the challenges faced by organisations in the region.

The consultancy has two product and service offerings that

are relevant to the current needs of organisations in CEE and that can give them considerable financial benefits. They are:

- **Route to Market (RTM)** to improve Distributor performance and generate a sustainable uplift in sales.
- **Integrated Supply Chain Planning** to reduce costs, raise efficiency and improve customer service levels.

Many supply chains were slow to mature after accession to the EU and progress has been stunted by the ongoing economic recession. Successive austerity measures are forcing companies to critically evaluate their operating expenses.

Why do clients use Enchange?

- We make things happen.
- We do it quickly.
- We deliver bottom line results.

www.enchange.com



World Class Supply Chain

Client Testimonials

Supply Chain and S&OP Reengineering, Pharmaceuticals, PE Investment, Romania

"... [Enchange] contributed millions of Euros to the exit value of the investment"
Chairman & Partner, Private Equity Firm

Post Acquisition Supply Chain Re-engineering, FMCG, Romania

"... we cannot believe the progress you [Enchange client] have made in less than two years"

Group Internal Auditor
(Post-acquisition internal audit following supply chain redesign AND S&OP implementation by Enchange)

RTM and Distribution Design, Brewing, PE Investment Exit, Romania

"... the distribution options presented have provided a clear view of the future that include very attractive savings potential. ... [Enchange] has made an immensely valuable contribution to the sale of the breweries..."

Chairman, Brewery Group

G&T initiates football fundraiser

Bucharest Football Project III and FC Steaua raise funds for Hospice Casa Speranței

Construction companies in Romania took part in a friendly football tournament organised for the benefit of Hospice Casa Speranței in Ghencea in November. 'Bucharest Football Project, Phase III: Football and Friends for Hospice Casa Speranței' was hosted by FC Steaua. Players Helmuth Duckadam and Narcis Răducan took part, along with the ex-FA referee, Vic Callow.

The event aimed to increase awareness of palliative care services and support Hospice Casa Speranței in its provision of free specialist assistance to patients with incurable conditions. The funds collected at the event will support the Hospice centres in Braşov, Bucharest and Făgăraş, and help provide home visits for patients looked after by the foundation.

Other construction companies taking part were Alukönigstahl, Coldwell Banker Affiliates of Romania, Corporate



gardiner&theobald

Office Solutions (COS), DTZ Echinox, H&J Martin, Procema Engineering, Summa Europe Contracting (the winning team) and WSP Romania.

G&T initiative

An initiative of Gardiner & Theobald (G&T), Bucharest Football Project is a friendly football competition that involves the construction and property sectors in Romania. Now in its third phase, the Bucharest Football Project aims to become a meeting point for construction and property professionals in the country, as well as being a fundraising initiative.

About Vic Callow

As one of England's top referees, Vic Callow has refereed over 600 important games in England, and was chosen as one of the referees to officiate on the opening day of the Premiership. During his career, he refereed Arsenal FC, Liverpool FC and Manchester United FC.

Hospice Casa Speranței

A pioneer NGO in the sector of palliative services, Hospice Casa Speranței is a centre of excellence in Romania and South-Eastern Europe. The organisation was set up in 1992 and is run through the centers in Bucharest, Braşov, Făgăraş and Zărneşti. More than 10,000 patients have benefited from its services.

About G&T

G&T is an International Construction and Property Consultancy with headquarters in London and offices throughout the United Kingdom, America, Africa, Asia and Europe. G&T provides Project and Cost Management, Construction Management, FM Consultancy, Dispute Management, as well as a wide range of services that pertain to construction and property.

G&T has over 10 years of experience in the construction market in Romania and has provided Project & Cost Management services on developments that include Liberty Center (Mivan Developments, Bucharest), City Gate (GTC, Bucharest), Floreasca 169 (Portland Trust, Bucharest), Asmita Gardens Residential (Asmita Gardens, Bucharest) and Colosseum (Nova Imobiliare, Bucharest).

www.gardiner.com



Helmuth Duckadam, former goalkeeper for Romania, and Bobby Durbaș

Halcrow – building a better Romania

Halcrow has worked on projects in Romania since 1992, establishing a permanent office here in 2001. Today, its Romanian operation employs 100 people with permanent offices in Bucharest and Timisoara

Halcrow's work in Romania has gained the trust and recognition of many local, regional and central authorities.

Halcrow has worked on projects funded by international financial institutions – World Bank, European Bank for Reconstruction and Development, International Bank for Reconstruction and Development, European Investment Bank – as well as the EU, central and local Romanian authorities, private companies and private-public partnerships.

Our values

- Bring imagination to all we do
- Deliver on our commitments
- Advance skills and experience
- Enjoy what we do.

Our conduct

- Act with integrity
- Be open and honest
- Respect the dignity of others
- Share knowledge freely.

The purpose of everything we do is to sustain and improve the quality of people's lives.



AREAS OF EXPERTISE

Water and power

- Design, site supervision and technical assistance for water treatment plants and waste water treatment plants, hydraulic modeling for water and waste water systems
- Placing dams under safety conditions
- Flood risk management
- Feasibility and market research for energy projects, including renewable energy
- Maintenance and operation management for industry fixed assets
- Design and TA for waste abandonment remediation plants and landfills for non-hazardous waste.

Transportation

- Design for highways, roads, bridges, trams, airports, railways, ports
- Feasibility studies, tender designs and detailed designs
- Master planning
- Tender documents
- Technical and financial assistance, business plans
- Financing applications for

various funds

- Supervision of works
- Project management

Environmental protection

- Design and management for waste infrastructure
- Environmental impact assessments
- Environmental due diligence audits
- Environmental balances for operational and closure permitting
- Investigation and solution for remediation of contaminated sites
- Technical documentation for water management permitting
- TA for finding feasible solutions to environmental problems.

Urban and territorial planning and development

- Strategic sectoral and integrated territorial planning
- Spatial planning at inter-communal, country and regional levels
- Land management
- Urban management: integrated planning, regeneration, local development strategies and
- Complex projects for local, regional and cross-border, rural development.

www.halcrow.ro



Horváth & Partners - Operational Excellence

Factors of success in the value-added chain of production businesses

Increasing efficiency and quality requirements set new challenges for the existing production locations in Romania. Operational Excellence (OpEx), the ability to obtain added value in a more effective and efficient way through process-related, organisational, technical and cultural customisation, is gaining ground in Romanian businesses too.

Horváth & Partners conducted a recent study which analysed the future role of Operational Excellence. There is a high level of management focus on OpEx at the moment.

Sixty-three percent of the businesspeople questioned are already implementing a clear OpEx strategy. The study identified actual factors for success that require operative excellence to a great extent. Important knowledge can be gained in specific spheres of activity from the statistical analysis of 100 companies:

DESIGN AND DEVELOPMENT PROCESSES ARE THE BACK BONE OF OPEX

Internal logistics

This permits a high level of flexibility in production and an adequate reaction to volume sinking. Moreover, it represents the key to delivering high, and at the same time efficient, performance. However, it is often a weak spot for businesses; only 32% demonstrate a high or extremely high level of internal logistics and many score badly or extremely badly (13% to 19%) in this category.

Process management

Companies with powerful process management are more successful than their competitors. The



indicators of the distributors' performance offer, for example, an effective tool for reducing the rejection rate in production.

Moreover, a significant interrelation occurs between the performance measurements of distributors and their own productivity. Of the businesspeople questioned, 43% had good assessment results in process management and 27% showed visible improvement potential.

THE KVP STRENGTHENS OPEX FROM THE INSIDE

The **permanent improvement process** was considered to be very important: 65% of the businesspeople surveyed showed a high or very high propensity to change, while 14% proved visible deficits. The continuous improvement process stands in close interrelation with productivity, quality and financial success.

In companies with a **participative decision structure** and a strong management commitment, the changes required by the continuous improvement processes are

greatly supported. This way, these companies generate innovative, valuable, high quality products and are financially more successful.

Functional integration and qualification of the employees, for example through job rotation, has important positive effects on delivering performance.

THE SUPPLY CHAIN WILL BE NETWORKED EVEN MORE STRONGLY

It is striking that within the **Supply-Chain-Management** methods, consignment stores are the most widespread (implemented by 51% of businesses), and yet these are the least effective (only 51% of the subjects evaluated their effectiveness as high or very high).

Cooperative approaches are extremely popular for controlling materials (VMI, SMI, CPFR) and malfunction effects analysis (logistics-FMEA). Many companies plan to implement these methods concretely (between 13% and 15%).

EMPLOYEES

The increasing efficiency and quality requirements in production also create new challenges for the management of personnel. For the successful implementation of Operational Excellence, companies need better qualified and motivated employees.

www.horvath-partners.com

HORVÁTH & PARTNERS
MANAGEMENT CONSULTANTS

Medicover

Innovative solution for occupational healthcare services

The mobile medical unit allows Medicover to maintain high standards when providing healthcare services all over the country. It offers an optimal consultation environment in an efficiently organized space.

The unit consists of:

- two examination rooms,
- a procedure room, and
- an area for the collection of biological samples.

Each examination room has the necessary

equipment for occupational health consultations and investigations, including

- eye tests,
- ear checks (including a sound proof room),
- EKG and
- a spirometer (for measuring lung function).

The unit's medical team includes two doctors and one nurse, who are able to run complete checks for 30 to 40 patients within eight hours.

www.medicover.com



Musat & Asociatii establishes a correspondent office in the Republic of Moldova through an exclusive partnership with Popa & Asociatii

Musat & Asociatii has recently entered the legal market in the Republic of Moldova through an exclusive partnership with the local law firm, Popa & Asociatii.

“We decided to expand our activity in the Republic of Moldova as commercial relations between Romania and Moldova have intensified and our clients have become more interested in pursuing investments opportunities in this region.

“Combining our high level of expertise with the profound and proven knowledge of the local market of Popa & Asociatii, this partnership will enable us to provide legal services at the highest standards and to achieve local recognition.

“This partnership continues our process of territorial expansion through the implementation of the same strategy and legal practices that define Musat & Asociatii’s successful business model” said Gelu-Titus Maravela, coordinator of Musat & Asociatii’s territorial offices.

International investors

Musat & Asociatii has developed extensive expertise in advising foreign investors active in emerging markets, having been involved in many of the major investments and high profile privatisations undertaken in Romania in the past 20 years. Nowadays, international investors and multinational corporations account for over 80% of the firm’s extensive client portfolio. As a ‘full service’ law firm, Musat & Asociatii will provide legal services in Moldova in all areas of business law.



Gelu-Titus Maravela, coordinator of Musat & Asociatii’s territorial offices

Growth in Moldova

“The demand for business legal services is continuously growing in the Republic of Moldova, stimulated by the economic environment and the multinational corporations’ appetite for new investments, including the increasing awareness and interest from the Romanian companies.

“The attractiveness of this market is growing every year since multinational corporations can benefit from tax exemption facilities and from the strategic geographical location of Moldova, which acts as a connection hub between global producers and markets such as Ucraina and Russia.

“In this respect, the partnership with Musat & Asociatii will play a strategic role in our development and in

fulfilling our clients’ requirements on this specific market” said Igor Popa, Managing Partner of Popa & Asociatii.

Popa & Asociatii

Popa & Asociatii is the largest firm in the Republic of Moldova, with a team comprising 17 lawyers and three partners. The firm provides legal services in a wide range of practice areas and economic sectors, such as transport, IT and communications, corporate law, privatisation, litigation, infrastructure, labour and employment, banking and finance, capital markets, tax, intellectual property and public acquisitions.

www.musat.ro

MUSAT & ASOCIATII
Celebrating 20 Years of Excellence

AT NOVOTEL, WINTER IS FULL OF TASTY SURPRISES

St. Nicholas Brunch
by NOVOTEL

5th of December 2010

Only for the good kids Saint Nicholas will come with his sack full of presents. Make sure your shoes are shiny!



Sunday Brunch
by NOVOTEL

12th of December 2010

Fresh lobster, tiger prawns, foie gras and other delicacies!
Kids corner with toys and playstation.



Christmas Brunch
by NOVOTEL

26th of December 2010

Feel the magic of Christmas and enjoy our seasonal delicacies together with your family. Novotel has prepared for you a lot of surprises!



The price of each brunch is 183 LEI/person (all taxes included)
Sundays between 12:00 and 16:00

Book your table at:
021.308.85.30 or H5558-FB@accor.com
Calea Victoriei 37B

Free underground parking. Access from Matei Millo street.



Let him Horace
to promote you.

Horatiu Malaele
POINTMAX
art and experience
ESCAPE AND TURNS UP!

Launching the 'Graficisme – Horatiu Malaele & Adrian Dobre' premium design graphic arts atelier. An independent brand – part of the PointMax company.

Product brand Graphic Studio Horatiu Malaele & Point Max.

www.pointmax.ro

Sponsoring the restoration of city parks and playgrounds through ‘Every Park has a Story!’ community engagement project

Provident Financial Romania rolled out a community engagement project from June to October this year called ‘Every Park has a Story!’. The project sponsored the rehabilitation of some parks and playgrounds in the cities of Iași, Galați and Cluj-Napoca.

In each of these cities, Provident collaborated with the NGO in charge of managing the project and communicated with public authorities and local people to select the place to be restored. Not only did the company provide all necessary funds for the projects, it also played an active part in its implementation through local teams of volunteers consisting of employees and company agents.

Volunteers from ‘Asociația Eurodezvoltare Galați’ and company employees helped restore the Scooby-Doo Park, located in the Youth Recreation and Tourist Centre in Galați (Micro 21 neighbourhood) in September. Agents and employees helped assemble two new see-saws, slides and other playground equipment for children.

The Iasi project took place in October, and was completed in partnership with Bethany foundation



A safe place to play thanks to Provident Financial Romania

and the City Hall. This time, 40 volunteers from the foundation and from Provident helped restore a park in the Ciurchi area, Tatarasi neighbourhood. This location had been chosen by a public vote attended by 3,500 people.

In Cluj, the project put forward by the Student Organisation for Tourism (OST) was selected. It took place in October and resulted in the development of an eco-park that was fashioned in a rustic and natural style, using natural eco

resources only (wood, hemp rope, etc). The park was built from scratch with the help of more than 40 OST and Provident volunteers.

“The project was launched as an initiative of Provident employees and agents who are eager to play an active part in improving the quality of life in the areas where they work and live. By engaging communities in the selection of projects, we are trying to meet the real needs of the communities we are serving.

“This year, more than 350 Provident employees and collaborators have volunteered to be part of our social responsibility projects, often during their work programme” said Russell Johnsen, Managing Director of Provident Financial Romania.

The ‘Every Park has a Story!’ programme will be rolled out again in 2011 in several important cities in the country.

www.providentfinancial.ro



Romanian Air Transport joins SkyTeam Alliance and offers welcome bonus, winter sports deal and special fares



TAROM became a member of the SkyTeam Alliance in June, marking the beginning of a whole new era in the airline's history.

The Sky Team Alliance is the world's second largest international airline alliance, providing customers with access to an extensive network of destinations, more frequent flights and more connections.

In the first seven months of this year, TAROM transported more than 1,120,000 passengers, and the average load factor was 61%, eight points higher than the same period last year. For 2010, TAROM estimates that over two million passengers will be transported, with a load factor of over 60%.

Welcome bonus

To celebrate TAROM joining SkyTeam, there is a special welcome bonus of 3,000 miles

for the first round trip flight between London and Bucharest for members of SkyTeam airlines' Frequent Flyer Programs (offer ends 31 January), in addition to the regular miles earned on this flight.

You can also earn the 3,000 bonus miles on round trip flights on nine other TAROM routes.

TAROM has adopted the Flying Blue frequent flyer program, created and operated by Air France and KLM. This program currently includes over 15 million members worldwide.

TAROM daily flights to London - book now!

TAROM Bucharest-London promotional round trip fares start at €92, without taxes, for Economy Class, €700, without taxes, for Business Class. These fares apply to tickets purchased from the TAROM website.

Choose Salzburg as your ski destination

Let TAROM take you to the world of Mozart's music. Prices start at €159, all taxes included, for a round trip ticket purchased online (www.tarom.ro). Flights to this popular destination commence on 11 December.

Bucharest – Salzburg flights will operate every Saturday until 5 March 2011.

And if you do choose Salzburg as your ski destination, TAROM is offering to transport your winter sports equipment free of charge! (Conditions apply.)

Special corporate and governmental air fares

Now you can have direct access to negotiated fares and significantly cut the cost of staff travel.

TAROM's 22 Romanian and 26 international agencies are at your service with specialist corporate customer staff. Ask for a meeting with a TAROM representative right now and enjoy our special air fares for institutions and corporations.

You can also find us on Twitter, at www.twitter.com/tarom_ro and on Facebook, at www.facebook.com/tarom.ro.

Visit us and be the first to find out about our news and special offers!

www.tarom.ro

Bucharest – London Winter schedule

Daily flights (until 26 March 2011):

RO 391 13:30 Bucharest 15:05 London (T4)
RO 392 16:25 London (T4) 21:45 Bucharest



Țuca Zbârcea named ‘Best Employer’

The award-winning law firm tops the SME category of the Best Employer Survey for the second year running

Tuca Zbârcea & Asociații has been named this year’s Best Employer in the small and medium sized enterprise category.

The Romanian independent law firm came top in its category (less than 250 employees) in the 2009/10 survey conducted by Monday Insight Consulting, a strategic partner of Aon Hewitt.

Țuca Zbârcea & Asociații stood out from the rest of the participating companies in its category on almost every indicator.

The results show that 90% of the firm’s employees are engaged in delivering better business results and that their level of satisfaction is 88%. By comparison, the Romanian Best Employers’ Average scores for the same indicators are 78% and 83%, respectively.

Țuca Zbârcea & Asociații also achieved impressive results for the following employees’ satisfaction drivers: Senior Leadership (96%), Line Managers (84%) and Brand Alignment (96%), while the Company Reputation stood at 100%, making the firm not only one of the most desired professional services firms to work for, but also a place where good management practices, mutual respect and recognition are common practice.

Commenting on the distinction, Florentin Țuca, Managing Partner with Țuca Zbârcea & Asociații stated: “To us, empowering our team members and eventually converting them into



Florentin Țuca, Managing Partner

credible ‘brand ambassadors’ have been paramount since the firm’s inception. Our brand is about people and it reflects the convergence of multiple ways of thinking into a single powerful vision about our business and its future.

“Therefore, having been recognised as the Best Employer in Romania for the second year in a row is an exceptional achievement that we dedicate to all of our team members, whose permanent desire to outperform and relentless commitment to excellence have contributed to ours being acknowledged as one of the best companies to work for.”

For the survey, 6,414 employees and 167 top managers from 24 companies were asked to assess the quality of their workplace in 2009/10, following a methodology aimed at measuring

employees’ satisfaction, as well as engagement of both employees and managers.

Companies were analysed based on three aspects –

- feedback from employees,
- people management policies,
- practices and views of top management.

The key statistics influencing the final rank of each company was the engagement of its employees.

www.tuca.ro

www.bestemployersromania.com

AWARDS

Law Firm of the Year: Eastern Europe and the Balkans Award (*The Lawyer* European Awards 2010)

Law Firm of the Year Award (Chambers Europe Awards for Excellence 2010)

Romanian Law Firm of the Year 2006, 2007, 2008 and 2009

Most Innovative Law Firm in Continental Europe (*Financial Times* Innovative Lawyers 2009)

Business Innovator of the Year 2009 (Top Legal International Awards)

Most Trusted Law Firm of the Year 2009 (ACQ Country Awards)

**TUCA ZBARCEA
ASOCIAȚII**

Attorneys at law

Ștefan Botezatu boosts Kinstellar's energy practice



Kinstellar, the leading independent law firm in Emerging Europe,* is delighted to announce the appointment of Ștefan Botezatu as Partner and head of the Energy practice in Romania.

Ștefan Botezatu, previously Partner in the local office of Gide Loyrette Nouel, is a respected and highly regarded local specialist in energy and competition law. Ștefan has substantial experience in energy-related transactions, including in the electricity, district heating, natural gas and nuclear sectors, as well as in the implementation of renewable energy projects. He joins Kinstellar with a significant portfolio of key energy clients and is determined to develop a

strong practice in Romania.

Daniel Torsher, Bucharest Managing Partner, commented: "Ștefan's appointment represents an excellent step in the expansion of our capabilities in Romania. We are delighted to have such a senior and high profile practitioner join us. We are confident that Ștefan will be instrumental in the successful future of this office and in the firm's development and growth in the region.

www.kinstellar.com

* Kinstellar was recently named 'Emerging Law Firm of the Year' by the UK and European legal magazine, *The Lawyer*.

KINSTELLAR

Delia Dragomir joins Salans as Managing Counsel

Delia Dragomir has joined Salans Buchares as a Managing Counsel. She is focusing primarily on fiscal and administrative litigation, as well as tax, corporate and M&A and capital markets.

In her 10 years of experience, Delia has assisted large international clients from various industries, including automotive and retail, on litigation matters.

She has also been involved in several major transactions,

including media, FMCG and insurance companies.

A graduate of the West University Law School in Timisoara, Delia also holds an MA degree in political sciences. Besides Romanian, she speaks English, Italian and French. Delia has been a member of the Arad Bar since 2003.

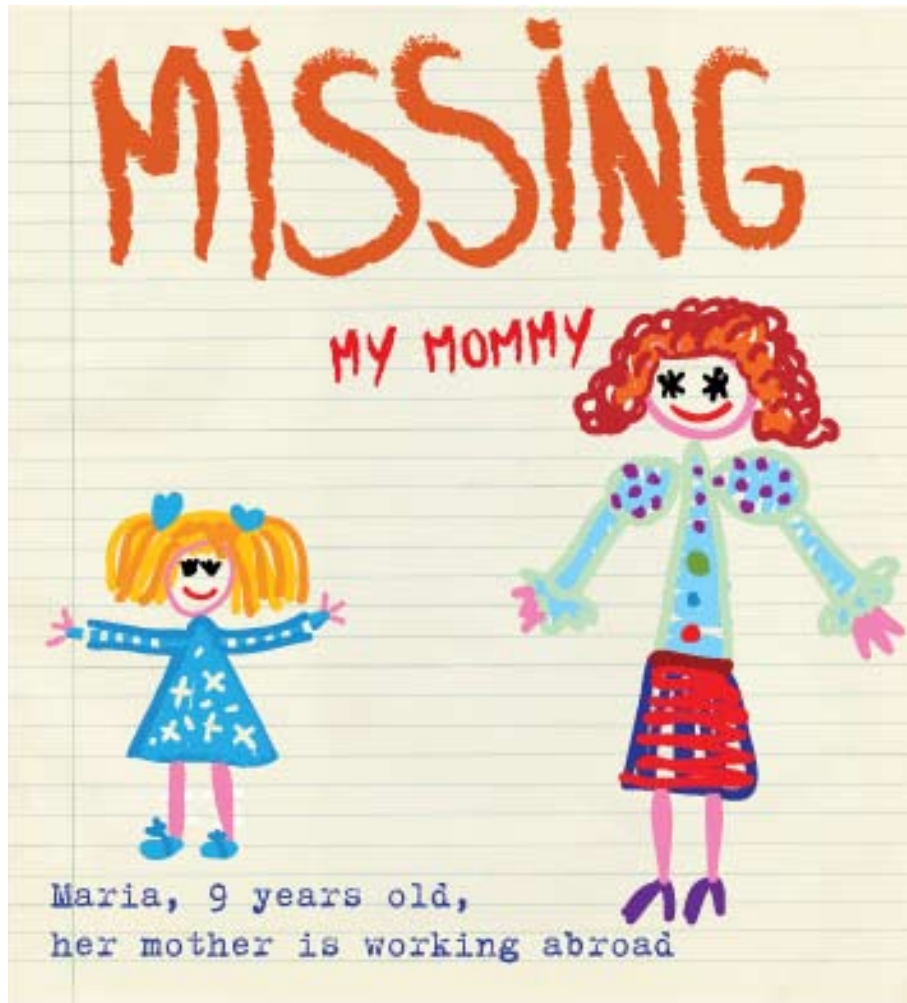
www.salans.com

 **SALANS**



CHARITY NEWS

The Child Helpline



“Hello, the Child Helpline? I want my mommy to come back home.”

This is the type of message the Child Helpline receives very year on 116 111. It currently manages to answer to just some of these phone calls.

This is why it needs YOU!

“During its nine years of existence, the Child Helpline has answered over 1,530,000 phone calls. But more and more children need us” says Catalina Florea, Executive Director, The Child Helpline Association

“Throughout the years,

How to donate

Online at www.telefonulcopilului.ro/donatii-online or send an SMS to 876* to donate €2 to enable the Child Helpline to answer as many help requests as possible. (*Service available from Cosmote, Orange, Vodafone networks - no chargeable VAT.)

Follow donations in real time on Facebook www.facebook.com/pages/Asociatia-Telefonul-Copilului/158475614581

Europa FM and The Child Helpline Association have successfully cooperated, and now a new opportunity has arisen to join forces for children’s well being. It is every child’s right to be nurtured and to develop in a safe environment.

“Together with The Child Helpline Association and Europa FM’s listeners, we would like to help at least some of them” said Marius Furdul, Deputy Director, Europa FM.

This campaign is initiated by The Child Helpline Association and Europa FM.

www.telefonulcopilului.ro

BRCC NEWS & VIEWS

FARA Foundation

Jane Nicholson,
President of Fundatia
FARA Romania
is delighted to invite you
to its first

Icon Exhibition

With internationally
renowned Iconographers
Mihai Morosan,
Cristinel Paslaru and
Jane Nicholson

At the Muzeul Taranului
Roman ‘La Nuiete’
Carturesti Gallery, 1st floor
(Monetariei Street Entrance)
6 to 12 December 2010
10.00 - 20.00 hours, daily

All Icons are generously donated to FARA and are for sale, along with Christmas cards and gifts. Raffle tickets will be sold at the reception for 100 RON per ticket.

The event is kindly supported by our Royal Patron, HRH The Prince of Wales and our Patrons Princess Marina Sturdza and Nicole Kidman. All proceeds will go to FARA.

A registered charity in both the UK and in Romania, FARA has been working with abandoned and orphaned children since 1991. It aims to transform the lives of some of the most vulnerable and marginalised children and young people by providing care, family support, education and training.

FARA’s mission is to develop and provide services for these forgotten children, young people and their families, so they can live a normal life, reach their potential, and find a way out of poverty. It also promotes social and economic inclusion, while giving them Christian values and hope.

www.faracharity.org

Light into Europe

Supporting deaf and blind children and young people

In 2010 Light into Europe continued its commitment to supporting deaf and blind children and young people by representing their interests and campaigning for their rights in every aspect of their lives. The charity's goal was to develop as an effective, reliable, scientific and creative partner for the children, their families and teachers, and to open up their communities to greater diversity.

In everything the charity does, its most important focus is the child. It exists only to help deaf or blind children and young people. From campaigns and research, to information and events that allow children and young people to access new skills, everything it provides has the aim of improving their quality of life.

Focus on families

Light into Europe aims to focus on families' needs and aspirations. The charity believe that the family is the most important influence on a deaf or blind child's development. To enable families to provide effective support for their deaf/blind children and young people, it provides a wide range of services, such as support, training and information.

Access to everything

Light into Europe aims to make education accessible for all. It make schools and teachers viable educational partners by building solid relationships based on performance improvement. It has provided equipment and educational materials adapted to deaf or blind students' needs,

and has provided educational experiences to children in schools and in other learning settings (social, cultural, professional and recreational). It has also offered training, support and information to teachers.

This charity believes in free access to information and to community for everyone, no matter what their abilities or disabilities. It wants to improve the life of sensory impaired children and young people by ensuring accessibility in every aspect of their lives: education, culture, work life and health.

Building independence

Light into Europe helps build their independence and life skills by providing practical, personal and caring services with long-term benefits. With either individual or group sessions on independent life skills (ILS), or by training teachers and parents, or by arranging two more ILS studios in schools, the charity has come much closer to meeting its objectives.

Guide dogs

This year, the Guide Dogs for the Blind programme developed considerably, delivering the first guide dog to a Romanian blind gentleman. The breeding programme is developing through a new partnership with Croatian guide dogs. The expected results are very encouraging; around seven new puppies are expected by next summer.

Generous support

This has been a challenging year, but Light into Europe has benefited from the generous support of old and new friends, who have been welcomed to activities and events, such as Bonfire Night on 5th November, a traditional British celebration. The charity hopes to remain close to all its friends, and as the season of Christmas joy approaches, it thanks its supporters and wishes everyone "Happy Holidays!"

www.lightintoeurope.org



WHAT WE CAN'T DO ALONE WE CAN DO TOGETHER

Light Into Europe Charity

working with the Romanian deaf and blind young people

Motivation Romania Foundation

First annual gala for people with disabilities

Motivation Romania Foundation and Active Watch - Media Monitoring Agency organised the First Annual Gala for People with Disabilities - 'Employing Ability' in November in Bucharest. The event aimed to promote understanding of the issues related to disability and to gain support for the disabled in Romania, and their right to a life of dignity.

A jury of prominent personalities helped raise awareness of the individuals, organisations and institutions that support disabled people. Representing non-governmental organisations, embassies, business people active in the disability field and journalists, the jury gave awards to four categories:

First category

Wholesome People

This category was for people who through their work, had overcome their disabilities and succeeded in remarkable achievements.

Vladut Stamate, a 13 year old boy who is studying to become a homeopathic doctor, was given this award. He convinced his colleagues and teachers that a



child with spastic tetraparesis can have a great future among people with and without disabilities.

Second category

Employers of Ability

This award was given to two companies whose hiring policies include individuals with disabilities and who are involved in their inclusion in the Romanian workforce.

Third category

Open Doors

This award went to a public institution that has made its buildings accessible to people with disabilities.

Fourth category

Promoters of Ability

This award was given to a journalist who promotes the integration of people with disabilities in society and the workforce, and who covers subjects that raise awareness of the social problems confronted by people with disabilities.

Motivation Romania Foundation is a non-governmental, non-profit organisation created in 1995 to support the social inclusion of children and adults with disabilities in Romania.

“Together we can create real opportunities for people with disabilities in Romania!”

www.motivation.ro

Contact: Motivation Romania on Facebook or info@motivation.ro
+4021 448 02 42.

MOTIVATION
Romania

2010

December 7 BRCC Key members' Christmas Lunch, House of Lords, London
10 BRCC Christmas Party, Bucharest
14 BRCC CityLink/Serbian City Club Christmas Ball, London

2011

February BRCC Business Breakfast in association with ZRP, Bucharest
BRCC support organisation – Investment Conference, Azuga
10 BRCC seminar – Infrastructure Development, London

March Business Breakfast – Labour issues, Bucharest
Informal gathering – Ladies' Night, Bucharest

April 4&5 COBCOE Annual Conference and Gala Dinner
Chamber of the Year awards 2011, London
Business Breakfast – Bribery Act, Bucharest

May 19 Lunch with Lord Digby Jones, Patron BRCC, Reform Club, London
British Business Forum - Bucharest
Informal gathering – Barbecue, Bucharest

June 1-30 Photo Competition and Exhibition, Bucharest
30 British Days Garden Party & Photo Competition Awards, Crowne Plaza Hotel, Bucharest

JULY & AUGUST - SUMMER BREAK

September Business Breakfast – Smart Management
BRCC Annual General Meeting
BRCC CityLink Business Discussion Event

October Consultation meeting

November Guy Fawkes Weekend in Transylvania – Transylvania Inn Hotel, Bran
4-6

December Christmas Lunch, House of Lords, London
7 Christmas Party, Bucharest

FOUNDER AND SUSTAINING MEMBERS

Alexandrion Group

ArcelorMittal

Delamode

GlaxoSmithKline

KPMG Romania

Alison Hayes

Athénée Palace Hilton

BDR Associates

Bulboaca & Asociatii SCA

Crowne Plaza Hotel

Howard Johnson Hotel

JW Marriott Hotel

Point Max

Residence Hotels

Sanders Polyfilms Ltd

Stanleybet International

Thomson Reuters

Zamfirescu Racoti Predoiu (ZRP)

BRCC - FOCUSED ON MEMBERS' NEEDS

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