



A taste of Romania - Bittersweet!

Welcome to Romania! A rich and vibrant country, shaped by years of turbulence and invasions, built by unknown proportions of ethnic backgrounds: kind, tough, authentic, impulsive, reactive, inconsistent, simple and bittersweet. While the country attempts to leave behind the legacy of the past communist regime, present attitudes and customs are still echoing years of suffering.

They may seem harsh and formal at first, but Romanians are considered among the friendliest and most hospitable people in Europe, with true compassion, a solid sense of cultural heritage and a rare sense of humor. This proud country is learning to embrace change, while allowing their past to add to their strength and ability to endure struggles.

Appreciating and understanding the roots of these traits are the first steps in successfully living and working in Romania.

Relationships

The country's communist controlled past has created an environment where family and social networks are more important than individuals. Romanians are formal and reserved with a strong need for privacy. However, once a relationship is formed, it will be a long-term one, based on loyalty and trust.

Business

Personal relationships are crucial if you want to cut through the red tape. Since the collapse of communism, Romania is still governed with a great deal of bureaucracy. Although many argue that excessive regulations and complex paperwork make Romania less attractive for investors, this year's 55% increase in FDI (Foreign Direct Investment) and the additional 30 billion Euro funding by the EU in 2013 are encouraging signs that the country's economy is becoming stronger. With flat income and corporate tax, amazingly low priced land and a booming tourism sector, Romania is growing into a land of opportunities worth investing in.

Meetings and negotiations

Meetings are generally old fashioned. Appointments are necessary and should be scheduled well in advance. During Easter, summer holidays and Christmas period business people are often unavailable.

International companies appreciate punctuality, while state run companies will keep you waiting. Expect spending some time with people before delving into the business purpose of your visit. There is also a strong hierarchical system in place, with delegation coming from the top down; decisions are rarely questioned or challenged by those of a lower rank. It takes several visits to accomplish a task, as it seems no one wants to take responsibility or make decisions.

Education

While Romania's educational system is undergoing a series of reforms, offering exciting degrees and experiences, the lack of financial resources and emigration

phenomena are greatly affecting the young generation's shift towards an improved future. Many leave the country and undertake jobs abroad below their education level, leaving them unfulfilled personally and professionally.

Although the education system has its strengths and produces talented, keen, intelligent and hardworking individuals, it still fails to meet European standards. The new generation needs to be taught to embrace change, encouraged to be flexible, be brave enough to take responsibility and make decisions, unlike its ancestors. By awakening the entrepreneurial seed, boosting self-esteem, providing consistent support and globally recognized curricula and grading systems, Romania's new generation holds promise for the future.

Tourism & Hospitality

Over the years, Romania has emerged as a popular tourist destination for many Europeans, often competing with Greece, Italy and Spain. Authentic, natural and cultural, this vibrant land is filled with romantic castles, medieval towns and rare wildlife. Amongst its treasures are the festivals that have remained unchanged for centuries, celebrating heritage, changing seasons and life cycle events. Attending some of these events is the best way to experience the true Romanian spirit.

You will be enthralled by their fun loving, hospitable and playful nature that whispers centuries of bittersweet mysteries waiting to be discovered...

This is how we can help

We can support you in building sustainable and efficient partnerships with Romanian business partners. As a strong mixed-double (Romanian and German trainer, coach and consultant) we bring a deep understanding and knowledge of both cultures and the potential opportunities to the table. Our track record in Romania spans from cross-cultural training, cross-cultural team-building, cross-cultural change management, to annual and quarterly planning- and strategy meetings as well as ad-hoc cross-cultural telephone coaching. Let us know from which area of expertise your organization would benefit from. Call us on +49. (0)6221 – 735 13 71 or send us an [e-mail](#).