

# The Romanian Economic Mission in USA

New York/ Washington 10-17 October 2019

Meet us at 2019 **KOSHERFEST** International Trade Show, Secaucus, NJ, November 12-13,  
Booth # 4005

## Presentations:

**ANAMOB** (The National Trade Association of Flour Milling and Baking Industries of Romania)

**The Trend- THE CONVERGENCE OF THE TRADITIONAL ROMANIAN TASTE WITH THE MULTICULTURAL TRENDS IN THE MODERN SOCIETY BUSINESS AT YOUR FINGERTIPS** More than 200 members - your potential business partners and a single hub - ANAMOB in just one click distance. **THE KNOWLEDGE OF KNOW-HOW** Over 20 years experience in networking for identifying partnerships and brokering businesses **FORWARD THINKING** Deeply involved in digital transition of agribusiness sector promoting digital research & innovation technologies in the grain supply chain. **ANAMOB • MOARA CIBIN • CEREALCOM TIMIS • PAINE LA LARISA UNICONFEX EXIM • CROWN FLOUR MILLS • SWEET INNOVATION UTOPIA PROD COM • WORLD SPEED**

**Who we are?** The National Association of Flour Milling and Baking Industries of Romania - ANAMOB, is the voice of Romanian agribusiness sector since 1994. It is a cluster that advocates on behalf of over 200 companies widely spread all over the country, manufacturers of goods and services from farm to fork, IT companies and research institutions. Mission To be a strong and listening voice of agribusiness environment from Romania.

## OUR GOALS

**For our members:** Identifying partnerships and joint ventures between foreign and Romanian entrepreneurs that lead to foreign investment in Romanian agribusiness, technology transfer, and/or licensing agreements. New trade opportunities between Romanian companies and foreign partners.

**For us:** Identifying resources for developing new programs and projects related to cutting-edge digital agri-food technologies, both at domestic and at international level.

Started initially as a baking and milling industry association it grew in years and attracted ingredients suppliers, equipment manufacturers and resellers, wholesalers and retailers as well as farmers, grain storage companies and consultant companies for agribusiness. As a direct outcome of that we are constantly developing the environment in such a way that every member be satisfied that he is part of our community. Having such a large array of membership we are able to match specific partnership needs to a certain category of our members, organize events and facilitate B2B meetings. One of our new challenges is to develop emergent import-export market digital platforms (e.g. Blockchain) to allow trust and transparent networking of our members with national and international trading actors. Another one is to promote the transition towards digital research & innovation technologies throughout the grain supply chain.

**AGRIFOODTECH** Total production capacity:

- Arable land - 500,000 ha
- Wheat and corn milling - 4.348.080 tones/year,
- Bakery and other products derived from cereals 1.399.680 tones/year out of which, divided in subcategories:
  - Sugar products, pastry, confectionary 87.120 tones/year,
  - Pasta 32.760 tones/year,
  - Biscuits 9.720 tones/year.

**1. MOARA CIBIN SA** has as main activity the processing of cereals and the production of milling products. The company's range of milling products includes: wheat and corn flour, wheat semolina, maize flour and wheat and maize feed. According to the Company's estimates, the market share held by Moara Cibin SA is 5 - 6.5%. It has storage capacities of 40,000 tons of raw materials and 3000 t of finished products, which allows it to produce a wide variety of end products, diversified in different qualities; produces the whole range of flour and malt on the market and at this moment is the only producer of durum wheat flour for pasta in Romania. Wheat silo and pre-cleaning area are the components of the section where storage, pre-cleaning and homogenization of the wheat is carried out for processing. The aforementioned operations are carried out using machines having a processing capacity of approx. 80-90 t / h. The whole process is automated, driving it from a single control point. Besides the range of milling products, during 2014 - 2015, the Company also included the production of pasta products (pasta, biscuits, sweet ginger, breadsticks, croquettes). Our factory is equipped to modern standards and can meet the highest expectations. With a large production capacity and our own fleet of cars we can satisfy any order and our team can handle the whole chain from the factory to the customer.

**OUR COMMITMENT** A happy customer is our business card. It was a long but satisfying journey from which we learned and refined our tastes so that any of our products create a smile. Through the technical endowment, through the professional level of the employees and through the implementation of the ISO 9001/2000 quality management system, the company achieves its main objective, namely the continuous increase of the customer satisfaction, along with the continuous improvement

**2. CEREALCOM Velrom** is one of the largest biscuits, pretzels and crackers manufacturers in Romania and is currently producing for the local and European markets.

CEREALCOM TIMIS SA is a Romanian business entity, with its headquarters located in Timisoara, Splai Nicolae Titulescu Street, no. 32-34, Timis County, postal code 300169, legally represented by **Mrs. Simcelescu Maria** as General Manager. The company carries on its activities in Timis County. Initially started as a baking company, it expanded into wheat milling industry. The company acquired a modern Buhler mill and therefore became an important flour supplier on the local market. Furthermore the company has evolved in connected industries like grain storage and trading. The company is trading grain and oilseeds, feed and fodder. Cerealcom Timis SA is also involved in hospitality services and Horeca.

**STORAGE is the KEY.** We put our customers at the center of everything we do. We partner with our customers to deliver value. We actively listen to and learn from our customers. We provide solutions for our customers that support their needs.

Its total storage capacity holds around 247,000 tones. The company also has a mill and it is dealing with miller's trade. The company has a joint stock of 6.088.925 RON (1.305.543 €) and a total number of 48 employees.

**3. "Paine la Larisa"** -in English meaning "Larisa's Bakery" is a strong company that was born in 1995 to bring in a greater quality and taste in bread and bread specialties. Gaining experience, in 2003 the company expands its domain, opening the pastry and cake department "Delicatese Larisa", "Sweet's by Larisa". Since then we have developed this branch of our business and we have managed

to position ourselves as the leading choice for buyers. We accept the new challenges of the modern market and come to complete it with the true taste always found at home.

**COMBINING THE ROMANIAN TRADITIONS** By combining the Romanian traditions with new trends, the company manages to please most demanding tastes, with professionalism and passion.

**4. UNICONFEX EXIM** The main activity of **Uniconfex Exim** is the production of cereals, oilseeds (largely organic products), their storage and marketing. We sell our products on the internal and external market. In the last period, we updated our wheat mill so we can obtain good quality flours. We are in an advanced stage for implementing of a frozen product line for bakery and pastry. We are constantly concerned about the quality of our products and ensure their traceability. We have authorized laboratories to determine the quality of the raw materials, related products through processing and the. We use throughout the circuit: production, storage, processing - high efficiency machines.

#### **Quality means success**

One of our most important characteristics of our company is the respect for clients and the professionalism with which we meet them every time.

The employees of the company regularly participate in training activities.

The company has a turnover of over 22 million euros.

#### **5. CROWN MILL**

##### **Simple milling**

The main activity of the company is the manufacture of milling products. The technological flow is that specific to the milling activity (milling wheat), resulting in specific finished products - flour and bran. The raw material - wheat bread, is supplied both from various suppliers in the area as well as outside it (Jud. Giurgiu, Teleorman, Dambovita, Ilfov, etc.) in compliance with the qualitative parameters imposed, which will ensure quality of the finished product - wheat flour, for maintaining and increasing the competitiveness on the market. In 2009 the company updated its analysis laboratory equipment. It was purchased modern equipment that allows the analysis of raw materials within the mill in order to reduce costs, production times and especially the quality of raw material (wheat) introduced in production.

#### **STRATEGIC GOAL**

**CROWN FLOUR MILLS** permanently aims at keeping customers and strategic suppliers happy, entering new markets, continuously perfecting its activity and increasing its competitiveness.

The storage capacity of the raw material was increased by the construction of additional silos. In the same time, it was built a flour storage silo with a capacity of 52to. It is worth mentioning that all these investments were made from our own resources. In order to reduce the transportation cost, the company acquires its own truck fleet.

#### **6. UTOPIA PROD COM**

Utopia is a Romanian based company, representing the brand Aurora Sweets, that produce all types of cakes and gelato. Our history starts back in the 00's , when we started to produce the first cakes, under the brand Aurora. The cakes and gelato segment grew each year and by the end of 2015, we decided to focus more on the „sweets” area and this is how Aurora Sweets was born. Now, in 2019, we have a big range of products categories - fresh and frozen cakes and gelato: mono portion cakes, cakes for events: wedding cakes, christening cakes, candy bars, gelato bars are our specialty.

## **LEADTHE WAY**

We act with integrity in everything we do. We pursue excellence, foster innovation & continuous improvement. We consider a variety of perspectives. We work to deliver sustainable performance for our communities.

Aurora Sweets delivers cakes and gelato to our sweet & coffee shops but also to other types of retailers such as: coffee shop chains, restaurants, retail shops, hypermarkets and special equipped warehouses for further delivery of distribution companies.

## **7. SWEET INNOVATION**

Sweet Innovation leads the field when it comes to understanding its consumers and their requirements, and it uses this knowledge to offer the best experience with its products and services.

**WE VALUE:** Rapid innovation with a view to continuously improving the performance of our products and services, and with a particular focus on the constant evolution of the consumers' requirements; Respect for all individuals whether they are consumers, employees, suppliers or partners; Design to achieve a distinctive yet harmonious look centered on the functionality of the product; Putting the customer first to align the products and services with the consumer's needs. A distinctive feature ensuring a cutting edge style and approach.

**OUR MISSION** Our mission is to improve everyday life with products for the “hearts” that are capable of surprising and amazing consumers national and worldwide. Also, our mission is to be the preferred company in all bakery products we produce and ingredients. We strive to always be professional and ethical in all our business dealings and to add value to our clients' businesses.

## **8. WORLD SPEED**

Our company based in Romania, Drobeta Turnu Severin, Mehedinti County. Since 2009 we have developed the restaurant and catering division. We grew from making simple dishes to more elaborate dishes nowadays. Now in 2019, we produce more than 100 types of dishes for our own restaurants and also for the catering division. We deliver fresh products to other restaurants, retail shops (snacks, sandwiches, salads) and to supermarkets who have fresh corner food. We also want to try to reach the niche market of organic food, vegan and even raw vegan.

**SINCE 2009** we have been able to meet the demands of the new trends in nutrition. We have adapted and evolved with our clients. We listened to them and respected their tastes.

Our main goal is providing very high quality Horeca services in our restaurants and also for our business partners. Our mission is to respect and to care of our customers.

## **FOOD-RELATED IT COMPANIES IN THE MISSION**

### **9. Smart RDI**

**Do it better** They say “those who can't, teach”. We're here to prove that “those who teach, can do it better”

The perfection of experience Digitally shaping the agribusiness landscape, SmartRDI turns research into development and further on into innovation.

**Our story** began with four founding partners - researchers and professors at the Distributed Systems department from the Faculty of Automatic Control and Computer Science from the University Politehnica of Bucharest, Romania. With years of experience in the field of research and countless award-winning articles published in influential conferences and journals, we decided it was time to

bring innovation to the world by transferring our technologies into the hands of the people. **Our team** is young, energetic, and has vast experience in the area of mobile applications, cloud computing, large scale distributed systems, smart technologies, and the Internet of Things. The founding partners of the company have all been involved in national and international projects through the years, and have gained experience regarding project management, teamwork and collaboration.

**INNOVATION IN MOBILE COMPUTING AND IOT** Our mission is simple - to bring innovation in **mobile computing** and **IoT systems** through a technological transfer from **research to development** and, finally, to the market.

**Our core values** are right there in the company name: R. **do Research better:** We believe that any reliable technical solution must be based on facts, and that all facts can be truly obtained only through careful analysis and investigation. D. **do Development better:** We're all about implementing high-quality software that solves real- world problems. And we always deliver solutions that are based on thorough research. I. **do Innovation better:** We constantly try to be one step ahead of the market and to provide solutions that can help people not just now, but more importantly, in the future.

## **10. TID (The Insource Development) GROUP**

**TID Group** innovatively combines critical, creative and strategic thinking. The potential and means of scientific and specialized communication through research and analysis which will leads to quality education, training, consulting and mentoring.

**Our activities** include management consulting, business consulting, brokerage, creative and strategic thinking. We conduct analysis and prognosis on phenomena, evolutions of specific areas and themes of interest to the beneficiary, collection, processing and dissemination of data and information on areas and topics of interest.

**Our company** developed many successful projects such as The Defense and Security Monitor in partnership with Mediafax which is an on-line platform on security, defense and intelligence topics. There are more than 30 contributors with expertise in areas of interest. Organizing Workshops and Global Lectures is yet another area in which we activate with European Defense Fund organized annually since 2018. Our presence within the higher-education sector is recognized by our partnership with Constanta Maritime University and The Innovx-BCR Business Accelerator in order to create the Black Sea Maritime Cyber Security Conference.

## **11. SIS (Smart Integrated Solutions)**

**Smart Integrated Solutions SRL** was established in 2013, based on a team with over 18 years of experience in the telecommunications and the fiber optic industry.

**Our projects:** Supply and install active and passive equipment for Telekom Romania SA; Design, supply and install control room for air traffic controllers -Romanian Administration of Air Traffic Services ROMATSA; Structured cabling and active network design and install for National Institute of Statistics Structured cable and data center design for Raiffeisen Bank Romania.

### **Our products and services**

1. **The production line** - Passive and active components for fiber optic networks. - Passive components for Cu networks - Design and production of equipment for transmission and amplification of optical telecommunication signal - Design and production of analog / digital monitoring and control equipment for telecommunication signal

2. **Distribution** - Passive components for FO networks - Active equipment for FO networks - Structured cabling equipment - Active equipment for networks (switch, router, FO transport solutions) - Active and passive equipment for CATV networks - Equipment for physical security (CCTV, access control) - Power (UPS, Generator) - Industrial air conditioning (close control) - Specific equipment for the Data Center (PDU, monitoring) - IT (server, storage, IT security, etc.) - CATV equipment (analog and digital).

3. **Design and installation services** - Design, installation and maintenance for FO networks - Design, installation and maintenance for wiring networks - Design, installation and maintenance for analog and digital CATV networks - Design, installation and maintenance for CWDM, DWDM, SDH transport networks - Design, installation and maintenance of integrated security solutions (CCTV, access control, burglar alarm, fire alarm) - Design, installation and maintenance DATA CENTER (architecture, electricity, air conditioning, wiring) - Resistance design / architecture / electrical / air conditioning / installations.

4. **IT services** - Partnerships with major manufacturers (HP, Microsoft, FUJITSU, VMWARE, CISCO, EMC etc.) - Software development - Hardware installation, configuration and maintenance services - Virtualization / cloud solutions - Email / VPN solutions - Information security solutions.