

NRCC BULLETIN

SEPTEMBER 2010

In this issue

Bringing Dutch Health Expertise to Romania

Peter Post, Business Development Manager,
Association FME-CWM

**Exploring opportunities in the healthcare sector
seminar**

Andreea Costache, Eureko

**Non-reimbursable funding—a real opportunity for
companies dealing with the crisis**

Irina Zugravu, Managing Partner, VAPRO Romania

**Regional health care in Romania: an alternative
possible solution**

Dr. Robbert Peter Oostveen, Architectural Group

**Support offered by Banca Transilvania to the
medical sector privatization**

New NRCC members in 2010

Next events



Romania's Most
International
Management School

7.5% Discount for
NRCC Members

Executive MBA
starts October 2010

Accredited by
Association
of MBAs

www.msmro.org

Place your ad here! *

* If you would like to place an advertisement in the Bulletin please contact us for detailed information

NRCC BULLETIN

SEPTEMBER 2010

Bringing Dutch Health Expertise to Romania

By Peter Post
Business Development Manager
Association FME-CWM

From the 14th till the 17th June the association FME-CWM in cooperation with the Task Force Health Care, the NRCC and EUNITE, organised a mission to Romania. The delegation was represented by six Dutch companies: Philips, Enraf Nonius, De Meeuw, Berkvens, Skytron Europe and Walraven.

Considering the time (just over 2 days) it was a 'mission impossible'. On the one hand the delegation wanted an overall insight and first-hand information about the Romanian healthcare sector. While on the other hand the objective was to get in contact with relevant business partners.

A seminar, various hospital visits (both public and private), a network reception at the Dutch Ambassadors' residence, a visit to the administration office and a visit to the Ministry of Health well served the first objective. Besides that the individual appointments with local agents, distributors, procurement departments of hospitals, contractors, and others made the goal of the mission complete.

The overall feeling about the medical market in Romania is very good: potentially it is a vast market with major opportunities, especially considering the governmental changes and mandate in the regions. However, realistically speaking Romania (compared to other emerging markets) is at the very short term not incredibly rich of opportunities. There seems to be a lack of financial resources (despite the major funding from the EU), in particular the public sector. And there are bureaucratic hurdles to overcome in order to make the healthcare sector more efficient and effective.

Nonetheless, the overall conclusion is that Romania is certainly a country to carefully monitor. Although in the short run one believes that nothing much will happen, the healthcare sector can not stay behind and sooner or later investments will and should be made.

With this mission The Netherlands has showed their interest to build up a long term relationship and to cooperate in the development of a sustainable healthcare infrastructure.

The association FME-CWM and the Task Force Health Care would like to thank the Netherlands Romanian Chamber of Commerce for their support during a successful trade mission.

[\(back to top\)](#)

NRCC BULLETIN

SEPTEMBER 2010

Exploring opportunities in the healthcare sector seminar

Andreea Costache, Eureko

On June 15th NRCC alongside its partners organized at the Marriott Hotel the first Trade Mission dedicated to the Romanian healthcare system.

The members of the mission aimed to gather more information regarding the structure of the healthcare sector and at the same time to identify potential investment opportunities.

The speakers touched up to date topics such as the latest news from the medical equipments domain through the presentation of Rob Armstrong - Distributor Manager South East Europe with Philips, but also about the state in which the Romanian healthcare system is both private and public through the presentations of Dr. Bogdan Pana and Dr. Adina Geana.



One of the most interesting presentations of the event was that of Dr. Bogdan Pana – Vice General Manager of Euroclinic Hospital & Medical Centers. The figures presented by Dr. Pana offered an interesting and complete image of the Romanian health system. For example, the life expectancy at birth in Romania is 75 years, below that in countries like France, where the life expectancy is around 82 years. Another interesting comparison concerns the incidence of tuberculosis or diseases of the circulatory systems. In Romania, they represent 120 of 100.000 cases, respectively 130 of 100.000 cases, compared to France where the incidence is 10, respectively 30 of 100.000 cases. The conclusion of the presentation was that even though health standards in Romania are below those of other European Union countries, there are visible improvements in this market as well as a lot of room for further developments.

The meeting offered an interesting perspective on the usage of the Romanian healthcare system. Basically, Romanian doctors do not treat chronic diseases but social cases: "In Romania, the balance of the healthcare system is unequal because of the 18 million users of medical services, only 3.3 million are payers, a situation which we would like to change in the near future" said Adina Geana - the General Management Department Director within the National Health Insurance House.

"In Romania, social cases are being treated instead of the chronic ones [...] and 80% of the hospitals should be "destroyed" as they do not meet the hygiene conditions imposed by UE" added Dr. Peter Oostveen.

Other speakers invited to attend the event were Marius de Jong – Lider of the Dutch Trade Mission in Romania, Dr. Peter Oostveen and Dr. Adina Geana - Director at the General Management Department within the National Health Insurance House (CASAN).

The seminar "Exploring the opportunities of the healthcare system" is part of the events organized by NRCC alongside its Romanian and Dutch partners. Some of the partners are Dutch Embassy, the Dutch Trade Mission in Romania, and companies like Eureko, Deloitte, Den Braven, Fokker Engineering, Friesland Foods, Heineken, KPMG, Philips, Unilever and many others.

[\(back to top\)](#)

NRCC BULLETIN

SEPTEMBER 2010

Non-reimbursable funding – a real opportunity for companies dealing with the crisis

Irina Zugravu
Managing Partner
VAPRO Romania



The current economical crisis has led to the situation in which companies are unable to allocate their in-house financial resources for the development and investment in their personnel. In this context, training programs for the employees have been excluded or scaled down inside the company's strategies for the following period. On the other hand, we know that we have a problem with the productivity of our human resources and investment in this area is necessary.

For the period 2007 – 2013, EU has allocated **32 billion euros to Romania**, out of which **4.2 billion euros** for projects that involve investment in human resource development, through the Sector Operational Program for Human Resource Development – SOPHRD. Nevertheless, at the **end of May 2010**, the money actually spend under this program were **only 21.500.000 euros**, which means **less than 1%** from the **total allocation**.

Some of the companies which got the information in time and dared to fight the bureaucratic system of EU money, are already **winners of important non-reimbursable funds** and now, they are spending EU money to invest in their human resources. We have developed projects for such organisations for a total value of more than 50.000.000 euros financing and our main clients are companies, but also universities, foundations, public institutions and social partners. These projects consist in training activities for their own employees, developing training programs and organising exchange of good practices with similar organisations in the EU, etc.

Winner organisation

One of VAPRO clients who is already spending European money is an organization from the **medical sector**. They have a project approved that started in 2009, for a total value of 500.000 euros, with a non-reimbursable funding of 98%, for developing and executing training programs in medical field. The focus is to train 100 doctors and nurses in how to use the new technologies and equipments in hospitals, but also to create a network and to exchange best practices between Romania and other EU countries. Out of the total project value 10% (approximately 50.000 euros) were used for buying specific medical equipments so, any HR project has also an investment component. The money is reimbursed by the contracting authority in several phases, over the entire project implementation, and the organisation also benefit of a pre-financing of 30% in order to start the activities.

Currently **there are 3 opportunities available**, for companies that are investing in young graduates, basic skilled workers and unemployment. This year, starting with July, there will be new calls for proposals open, with deadline by the end of the year. The financing is allocated on the principle "first come first served" so whoever is prepared and well-informed will not spend their own money, but European money, for the next couple of years.

The possibility of receiving EU support to finance Human Resources projects has become a real opportunity, so **now** is the moment to start to build good projects.

[\(back to top\)](#)

NRCC BULLETIN

SEPTEMBER 2010

Regional health care in Romania: an alternative possible solution

Dr. Robbert Peter Oostveen
Architectural Group

It is clear that the Romanian Health Care system is facing huge problems.

Given the present financial status of the state budget and its insecure future, it is imperative to strive for independence of government financial funding in order to shorten the implementation of any alternative solutions for the problems at hand:

1. The majority (80%) of existing hospitals in Romania fail to meet European Standards. Renovating these hospitals will not solve the lack of adequate modern hospital infrastructure needed for the efficient care of patients in 2010. Demolishing and building a new hospital is costly and unrealistic given the apparent lack of funds
2. The majority of hospital beds are presently occupied by chronic social cases rather than true hospital designated patients
3. Regional health care is hardly functioning or is insufficient
4. Regional infrastructure does not permit rapid safe emergency transportation
5. Out patient care is ineffective or not available
6. Budget restraints do not permit an immediate action plan
7. EU funds are not used due to the lack of co financing capability of the State, and or local authorities
8. Bad cooperation in between Counties and Municipalities slow the implementation of decentralization of health care

What could be considered as a plausible solution is to be financial independent from State budget funds by way of creating PPP projects in combination with non returnable EU funds and direct private investment involvement.

A regional highly sophisticated polyclinic which would be open 24/7 with all medical specialists in house supported by the state of the art labs and diagnostic equipments which would permit patients to be treated (including surgery) on an out patient basis.



It has been proven that a patient is best served by healing at home rather than in a hospital, eliminating the exposure of the patient to a variety of possible infections. The monitoring of the patient at home can be done by way of telematics using the well covering mobile telephone network available in Romania.

Monitoring would be on a 24/7 basis having top specialists to evaluate the situation.

NRCC BULLETIN

SEPTEMBER 2010

The renovated existing hospitals could be converted into establishments for the chronic diseased – geriatric care – etc.



The staff of the polyclinic would serve two purposes: the actual treatment of patient as well as a continuous teaching of candidate specialists in their respective fields. Collaborations by way of telematics and exchanges of specialist with national and international University Medical Centers would secure the high level of excellence in the medical field as well as the assurance of adequate personnel on sight.

Eliminating the 'spaga' circuit by being transparent would secure the majority of the cash flow needs of the polyclinic.

Hopefully the proposed law to regulate PPP projects will come shortly.

[\(back to top\)](#)

Banca Transilvania, through its Healthcare Division, supports medical sector privatization

The development of the private medical sector currently tends to focus on medical treatment and care centers. **Investments in individual medical practices are now shifting towards hospitals and clinics, as well as from doctors to investors.** There are newly emerged private hospitals with operating rooms for a wide range or surgical procedures, both classic, as well as laparoscopic.



•Business options for clinics

If until last year, the average value of investments was approximately Eur 50.000 for a medical practice, the financed amounts can currently exceed Eur 500.000, for equipments needed to properly run medical units.

Business options for average clinics are to consolidate market position by increasing the number of patients and maintaining medical staff levels, to concentrate their activity in areas where well-reputed specialists are involved, but also to cooperate with large operators on the private medical market. As for large medical centers, these currently present business opportunities for investors, whether we refer to investment funds or to large chains which are battling for superior market share at national level.

Regardless of a medical center's scale, the main strategic pillar is to attract specialists from different sectors, in order to ensure high quality services for patients.

NRCC BULLETIN

SEPTEMBER 2010

The decision regarding passing public hospitals under the management of local councils attracts financing opportunities, as long as authorities are interested in improving the medical system in those communities.

On the other hand, the openness towards public-private partnerships, as well as raising European funds will bring benefits by involving entrepreneurs in the public sector. On this background, banks will play an important role in supporting the medical sector, which has generally optimistic forecasts.

• **Banca Transilvania supports entrepreneurial doctors**

BT, the bank for entrepreneurial people, also offers support to doctors who wish to develop the medical sector, considering that this sector continues to register a significant demand for finances. As such, in 2007 BT founded a division especially dedicated to the medical sector, with packages of products and services created to cover doctors' specific professional and personal financing needs. The major difference compared to other banking offers consists of the way maximum credited amounts are set, based on professional competencies and activities, which makes the Healthcare Division much more flexible.

Over 3,700 medical units were established so far with the help of Banca Transilvania's Healthcare Division, the value of loans exceeding Eur 130.000.000. The purpose of financings consisted of start-up activities, as well as equipping and developing existing practices and clinics. The interest of the Healthcare Division for this sector continues by developing special products meant to support and encourage privatization.

.

For further information, please contact Banca Transilvania's Marketing and Communication Department: Anca Rarău – Marketing and Communication Manager; Laura Petrehuş – Head of PR, + 40(0)264.407.150; anca.rarau@btrl.ro; laura.petrehus@btrl.ro.

[\(back to top\)](#)

New NRCC members in 2010

[*Access Financial Services*](#)

[*AEGON Asigurari de viata*](#)

[*AEGON SAFPAP*](#)

[*AkzoNobel*](#)

[*BNP Scantei Laura Iuliana*](#)

[*Cocoon*](#)

[*Contexpert Consulting*](#)

[*De Meeuw and Cros Construct*](#)

[*Eurofin Consult*](#)

[*Flying Dutchman International*](#)

[*Friesian*](#)

[*HouseDM*](#)

[*Maastricht School of Management*](#)

[*PNO Grant Consultants*](#)

[*World Vision*](#)

NRCC BULLETIN

SEPTEMBER 2010

Access Financial Services

AFS

Financial services, credit activities for corporate and SME's
<http://www.afsromania.ro/>

AEGON Asigurari de viata

AEGON Romania is part of AEGON Group, one of the worldwide most important financial services providers. In Romania, AEGON group has two important business lines: private pensions and life insurance. AEGON Asigurari de Viata S.A. (life insurance), the second business line present on the local market, was set up in 2008. AEGON Asigurari de Viata S.A. ; main shareholders are AEGON Woningen Nova B.V (99% assets) and AEGON Tsjechie Holding B.V. (1%).

<http://www.aegon.ro/>

[\(back to top\)](#)

AEGON SAFFAP

AEGON is one of the world's largest providers of life insurance, pensions and long-term savings and investment products. Joining in the development strategy for the Central and Eastern Europe, AEGON group has its first contact with Romania in 2007, the year in which the company set up the private pension company, a joint-venture between AEGON and Banca Transilvania. In 2009, AEGON purchased the participation of 50% BT held in the company and became exclusive shareholder, named AEGON S.A.F.P.A.P S.A. (Societate de Administrare a unui Fond de Pensii Administrat Privat).

www.aegonpensii.ro

[\(back to top\)](#)

AkzoNobel

AkzoNobel is proud to be one of the world's leading industrial companies. Based in Amsterdam, the Netherlands, we make and supply a wide range of paints, coatings and specialty chemicals - 2009 revenue totaled €13.9 billion. In fact, we are the largest global paints and coatings company. As a major producer of specialty chemicals we supply industries worldwide with quality ingredients for life's essentials. We think about the future, but act in the present. We're passionate about introducing new ideas and developing sustainable answers for our customers.

www.akzonobel.com

[\(back to top\)](#)

BNP Scantei Laura Iuliana

- I. PERSONAL AND BUSINESS FIELD for our services:
Civil law, Commercial and company's law, Real Estate issues, succession law and fiscal, taxes, insurances and financial instruments law

NRCC BULLETIN

SEPTEMBER 2010

II. NOTARY SERVICES:

1. Authentication of documents:
2. Certification of clients' signatures on various documents.
3. Certification/legalization of the translator's signature (it is necessary that the translator has submitted a specimen signature with the Notary's office in advance.)
4. Legalized copies, of any original document, with the exception of the following: Court decisions, Land Registry Decisions or excerpts, Document which display corrections, erasures, additions or which are not perfectly legible.
5. Free of charge legal advice in connection to the perfection by our office of any document.
6. Notarial custody services: our office can receive and keep in its custody under strict confidentiality and safety your documents of value, which can be deposited in the office safe box and we can provide document escrow services in complex commercial transactions.
7. Notary support in legal request and consultancy for Land book registration procedure:
 - Whenever a property right over a registered immovable good is transferred, modified or finished, we ask *ex officio* the registration of the document in the land book of the immovable:
 - By request, we may verify at any time the legal situation of your property, as resulting from the records of the land registries, you may request from our office a *land book excerpt for information*.
8. Notary support in legal consultancy and notarized documents for the Local Trade Registry companies' registration procedure.

[\(back to top\)](#)

Cocoon

Branding & consultancy (strategy, naming, brand architecture), design services (corporate design, packaging design 2D, structural design 3D), print management services, mock ups production, workshops & training(pack calculator, Flex Design Game, working with creatives, etc.).

www.cocoon-agency.com

[\(back to top\)](#)

Contexpert Consulting

Since 1996 SC Contexpert Consulting SRL is specialised in audit, accounting, payroll, tax advisory, recruitment, business process outsourcing, accounting and tax training and due diligence services, combining local know-how with international expertise to provide efficient and tailor-made solutions to all our clients. Since August 2007 our company is the Romanian member of Morison International, one of the world's fast growing global association of more than 82 independent firms, present in 56 countries and mobilizing the expertise of 590 partners.

www.contexpert.ro

[\(back to top\)](#)

De Meeuw and Cros Construct

Since 1929, De Meeuw has developed into a leading industrial construction company and knowledge provider in the area of accommodation. This family-owned business has extensive

NRCC BULLETIN

SEPTEMBER 2010

experience in the short and long term solutions accommodating offices, schools and healthcare.

With 450 employees, the company has offices in The Netherlands, Belgium, Switzerland, Romania and Denmark, allowing De Meeuw to be an active player throughout Europe. In 2009 De Meeuw acquired the Romanian-based company Cros Construct. Since 2001, Cros Construct has been active in selling and renting offices, storage and shipping containers, both new and second hand.

By teaming up De Meeuw/Cros Construct is capable of offering temporary and longterm housing solutions for child care, schools, hospitals and offices.

Why choose De Meeuw / Cros Construct

- promptness
- quality of products and services
- over 80 years of experience
- direct availability of accommodation
- sustainable construction

[\(back to top\)](#)

Eurofin Consult

Eurofin Consult is a company specialized in work health and safety, licensed by the Labour Ministry.

The quality of our services is due to the professional experience of the people of Eurofin Consult team, specialists in health and safety, occupational psychology, engineering and law. Our knowledge in these fields along with a proactive approach give value to Eurofin's services.

Our services:

- Consultancy to optimize the employees work conditions
- Consultancy to decrease the risk of accidents
- Assessing the risk of accidents and professional illnesses
- Coordinating the Health&Safety department
- Investigating work accidents
- Health & Safety Audit
- Coordinating the health and safety activity in construction sites
- Health & Safety Instructions
- Organizational diagnosis;
- Organizational intervention;

<http://www.protectiamuncii.com.ro/>

[\(back to top\)](#)

NRCC BULLETIN

SEPTEMBER 2010

Flying Dutchman International

Sales of machines and equipment for the food processing industry

www.flyingdutchman.eu

Friesian

Business Development and Management company in the Agri Sector.

www.friesian.ro

[\(back to top\)](#)

HouseDM

Building a house in Romania with HouseDM

The idea is attractive, but how do you go about transforming your dream into your dream house? This requires knowledge, expertise and, even more important, confidence. HouseDM can help you make this dream come true. In 2006 Eddy van der Mast and Fred Dolleman founded the construction company House Dolleman Mast in Romania. They manifested themselves in realising luxury homes in the province of Arad, located in the western part of Romania. Construction of the first building was started in September 2007. In the meantime, a branch has also been established in the Netherlands: HouseDM real estate, whose objective is to sell the houses being built in Romania. HouseDM builds luxury dream villas, in a valley lying at the foot of the Carpathians, amidst a lovely hilly countryside.

Why HouseDM

HouseDM makes use of a formula which poses little risk to the buyer, because everything necessary for the construction of the house – from A to Z - is taken care of by HouseDM. HouseDM manages the entire chain starting with the purchase of the land, project development, the construction company, the maintenance company and the sales office. The most important factor is that HouseDM takes all the work out of your hands in realising your dream house; saving you lots of headache, time and – especially - money.

Country house under construction:

At this moment Housedm is realising a country house in the village Varfurile



Features:

- Ground surface 6500 m²
- Building surface 260 m²
- Volume 1000 m³
- Built in Tuscan style
- Located in a quiet valley with wonderful views in Varfurile
- Private driveway
- Various possibilities for relaxation, nature, skiing, hiking, in

NRCC BULLETIN

SEPTEMBER 2010

an environment that offers sufficient privacy

Contact Housedm :

www.housedm.com

info@housedm.com

T 0031 6 53748175 (Fred Dolleman)

T 0031 6 22239057 (Eddy van der Mast)

Construction company Romania

House Dolleman Mast SRL

Str Hireadului 185

Varfurile

Romania

Sales office Netherlands

Housedm bv

PO box 80

2660 AB Bergschenhoek

Netherlands

[\(back to top\)](#)

Maastricht School of Management

Maastricht School of Management (MSM) has its roots in the Institute for Management Science at the Technical University in Delft dating back to 1952. In 1989 the school relocated to the historical city of Maastricht and in 1993 its name changed to the Maastricht School of Management.

As a key player in the global education field, MSM is one of the few management schools that systematically combine education, technical assistance and research in its professional services.

With more than 2000 students annually graduating in more than 25 countries, MSM is the largest and most international business school of the Netherlands. MSM offers its Outreach MBA throughout the world by partnering with respected educational institutions in each local market. The Romanian partner for this Executive MBA is a new non-profit educational association which has been created for the express purpose of bringing this MBA to the Romanian market. This association, Asociatia Maastricht School of Management Bucharest

(MSM RO), was created by some of Romania's most respected educational leaders of the past decade. Among these partners is Adrian Stanciu and Oliver Olson.

www.msmro.org

[\(back to top\)](#)

PNO Grant Consultants

PNO is a leading independent grants consultancy firm, with the head office in Arnhem, the Netherlands. We operate with 400 consultants from offices across Europe, with Romanian offices in Bucharest, Cluj-Napoca, Odorhei and Targu Secuiesc.

NRCC BULLETIN

SEPTEMBER 2010

With over 20 years of experience in applying for grants in Europe and dealing with grantor bodies, such as the European Commission and country governments, we are the proven partner to assist companies in optimizing available grant schemes. The foundation of our service is a dedicated research team, focused on identifying, tracking and monitoring the thousands of grants schemes that are available each year.

Being part of the Central European (CE) operation, our clients in Romania can benefit from substantial experience with grants and funding opportunities. Our experience in other CE-operations proves to be of strong added value to prepare grantable projects.

www.pnoconsultans.com

[\(back to top\)](#)

World Vision

World Vision Romania is a Christian organization working through community development, advocacy, and relief to build a better future for the most vulnerable Romanian children. Our organization is working with over 16.000 children and their families, most of them living in rural communities, in Cluj, Constanta, Dolj, Ialomita, Iasi, Vaslui and Valcea, and with children in need and their parents in Sector 5 of Bucharest.

World Vision is a constant presence in Romania since 1990, and had a significant contribution to the child welfare and protection reform. Currently the organization is providing community development programs in over 200 rural communities, through a large range of activities including: economic development, formal and informal education programs, early intervention and rehabilitation for children with disabilities, health programs, citizen empowerment and disaster mitigation. World Vision Romania is a partner of World Vision International, active in over 100 countries throughout the world.

<http://www.worldvision.ro/>

[\(back to top\)](#)

Next events

29 September	Environment Conference
14 October	Investments & Capital Markets -lecture by Joy Chan
October	Corporate Social Responsibility Seminar
18 November	Financial Management - lecture by Aad van Mourik
November	Agriculture Conference
December	Preview 2011 Round Table

For more details please access our website: www.netherlands.ro

[\(back to top\)](#)