

EDITORIAL

Dear All,

“May you live in interesting times!” This often used phrase, but with still unidentified origin, seems to characterize the present status of Romania’s political and economic environment within which we, the business operators, have to perform in the best interest of our shareholders and stakeholders while observing the continuously changing legal framework.

As a Romanian member of the Swiss business community since the early days of the post-Ceausescu era, I have been asked many times about the role of the foreign companies in the transformation from an oppressed society with a centralized economy imposed by a unique party into a flourishing society with a free-market economy supported by a democratic political system where the separation of state powers is a consistent reality.

My answer to the question has always been the same: “no such process can be imagined without the key role of the foreign companies, that bring along investments, know-how, experience and, most of all, desire to explore economic opportunities into a significantly populated country, with consistent natural resources, strategically positioned at the frontiers of Europe and characterized by a unique blend of Latin spirit and orthodox behaviour”.

Romania’s economic growth of the last decade and its joining the European Union would not have been possible without the foreign companies that contributed to the articulation of a new economic structure in spite of all the political turmoil.

Therefore, in spite of the apparent “more than interesting times” that we live in now, in April 2007, there is no other way for Romania than to align as soon as possible to the international expectations in general and to the European Union recommendations in particular. And for us, the business operators, the best way to support this alignment is to create every day more added value, to be more performant, to offer the best business practice, to reach new competitive levels, in one phrase “to be a good example”.

Since its foundation in 2000 the Chamber of Commerce Switzerland-Romania has been a catalyst for such efforts, both directly as a facilitator/promoter/ supporter of the bilateral Swiss-Romanian economic relations and through our members’ activity. The present times require even more determination from all of us to follow this path.

Sincerely yours,

Dan C. LUCA

President of BIOS Diagnostic

CCE-R Founding Member

CCE-R Member of the Board

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THE CCE-R BOARD INFORMS

Board meetings

CCE-R Board Meeting - April 26, 2007

The CCE-R Board meeting in April took place at the CCE-R head-office and was chaired by Markus Wirth, CCE-R President.

The Board emphasized the importance given to the requests and suggestions for the improvement of the Chamber's services that CCE-R members were asked to send. We would also like to seize this opportunity and ask once again our members to send us any request or suggestion that they might have for the Chamber so that we could better serve their interests.

Another issue touched by the Board was the possibility of drafting in the near future a new procedure for accepting new members, based on the recommendations of CCE-R members and Board members.

The next CCE-R Board Meeting will take place at the head-office of Intervet Romania on May 30, 2007, 17:30.

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Activities

Business Club (19:00 April 26, 2007)

Mattig Management Partners RO hosted the April Business Club of the Chamber of Commerce Switzerland-Romania. On behalf of Mattig-Suter & Partner Schwyz, Dr. Franz Mattig has made a presentation about the activities of the Mother Company and its Romanian branch. This introduction was followed by a stimulating debate about the current business environment in Romania and Bulgaria and the status of FDI in these countries. Dr. Michael Divischek and Ms. Claudia Mattig also attended this meeting.

During the second part of the meeting, CCE-R Members had the occasion to witness a presentation of the **Romanian Red Cross (RRC)** from the 4th Sector Branch in Bucharest. Red Cross volunteers presented the aims, current programmes and future projects of this organization, but they also spoke about the problems that the 4th Sector Bucharest Branch has to face.

A networking cocktail followed the presentations. We seize this opportunity to thank Mattig Management Partners RO and Mr. Barbu Mihaescu for their kind welcome. We also thank His Excellency, Mr. Ambassador Jean-Claude Richard for his decision to honour us with his presence.

The next CCE-R Business Club will take place at the head-office of Intervet Romania, in 27-28, Sos. de Centura, Sat Chiajna, Com. Chiajna, Jud. Ilfov, on May 30, 2007, at 19:00.

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MEMBERS

New members

[SZ IT-Services SRL](#)

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SZ Informatique was established in 2000 by Stephan Zwettler, an independent consultant. The company, which has seen rapid growth, specializes in the development of applications centered on the clients' businesses taking advantage of the latest technologies. This has led to long-term relationships with several leading companies in the Geneva region. We have also worked in the UN sector with UNHCR and UNCTAD. We have done important work as well with governmental clients such as the Geneva cantonal government and the Swiss federal government in Berne. For many of these clients we are responsible for the maintenance, expansion, enhancement, and renewal of business systems used by hundreds of users. In these relationships our clients commit significant budgets several years in advance which greatly contributes to our financial stability. A graduate of the Technical University of Graz (Austria), Stephan Zwettler has created, in SZ Informatique, a dynamic and effective company based on his wealth of experience in Austria, Germany, France, Romania and Switzerland. Under this leadership, we have created a team of highly qualified university graduates, further trained in the most up-to-date technologies, working in close collaboration with our clients. **SZ Informatique** demands of its team: • Profound understanding of the client needs and objectives ; • In-depth technical analysis within the context of the client's business ; • High quality of application development ; • Methodological project management ; • Constant and close collaboration with the client team. **SZ Informatique** established, in 2005, an application development branch in Romania (SZ IT-Services) in order to offer its clients a high level of service at a very much reduced cost. After a little more than one year of assembling the required technical installations, communications and personnel, the service became fully operational by mid 2006. We are now able to offer its clients the highly qualified capabilities available in Romania. The technical expertise available in Romania, which became a member of the European Union this year, has a reputation for excellence that has resulted in the establishment of Romanian service centers by the global leaders of the IT industry. Our staff is guided in their work by eight basic principles, as follows: 1. Identify and meet our clients' needs in complete confidence and confidentiality. 2. Operate at all times with complete respect to our clients, partners, and co-workers. 3. Avoid any conflict of interest with respect to suppliers by focusing on 'open' systems which do not lock the clients into proprietary technologies. 4. Systematically search all sources for the best quality / price / service solutions for the benefit of our clients. 5. Guarantee our clients the highest levels of security, confidentiality, and availability possible. 6. Enhance our co-workers by ensuring that they and their work are met with success. 7. Work in complete transparency with respect to our clients and pay careful attention to the quality of our work and the clarity of our communications. 8. Work at all times to ensure that our technical and human resources are of the highest quality.

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This Month's Member / News and company profile

This column gives our members the possibility to present themselves to the other companies and to highlight important aspects of their activity. Our initiative goes together with the invitation for subscribing to this facility: **if you want to present your company to the other members in one of the next issues of the Newsletter, please contact us at ccer@ccer.ro.**

SZ IT-SERVICES SRL

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LEGAL AND FINANCIAL ISSUES

All CCE-R members acting in the legal and financial fields are invited to contribute to this column.

Legal Focus

Collection of Debts in respect of Outstanding Unpaid Medical Expenses within the Extrajudicial Dunning Procedure

Collection of Debts in respect of Outstanding Unpaid Medical Expenses within the Extrajudicial Dunning Procedure

Claims of foreign hospitals and doctors with respect to the payment of outstanding unpaid medical expenses can basically be enforced by legal action in front of the competent court. The collection of debts may also take place amicably by initiating an extrajudicial dunning procedure.

The extrajudicial dunning procedure aims to exert pressure on the debtor and force him to effect the outstanding payments, as well as to amicably settle the conflict between the parties, in order to avoid a possible lawsuit. Although the extrajudicial dunning procedure is regulated by many legal provisions, the conditions of drafting a dunning letter are not expressly stipulated. Pursuant to the Romanian juridical literature, the Romanian Code of Civil Procedure regarding the compulsory enforcement will be considered as legal framework for drafting such a letter.

The dunning letter may be conveyed to the debtor by registered letter with notice of receipt, or by a judicial enforcer. In practice, the dunning letter is transmitted in most of the cases by a judicial enforcer. Thus, the dunning letter will have an official character and will act upon the debtor more convincingly. The debtor is summoned to pay to the creditor the debt resulted from the unpaid medical expenses, within a certain term. A copy of the proof of debt – i.e. the agreement regarding the medical treatment and/or the invoice issued to the debtor – has to be rendered to the debtor. Furthermore, the dunning letter will contain an invitation for the debtor to a settlement discussion.

The purpose of the settlement discussions is to reach with the debtor a notarized agreement with reference to the payment of the debt or a notarized unilateral payment obligation. By the notarized form, the agreement or the payment obligation acquires a writ of execution according to the Romanian law. This means that the creditor can enforce the debt directly, with the support of the judicial enforcer without having to take action in court. Furthermore, in most cases the parties usually agree a payment by instalments. Interests on late payments can be provided in the agreement, respectively in the payment obligation, as well. To secure the payment of the debt, depending on the respective amount, a pledge of movables or a mortgage may be negotiated and set up.

Taking into consideration that the success of the compulsory enforcement depends among other things on the availability of debtor's goods to be executed, the debtor's patrimony shall be established with the competent Romanian authorities. The purpose of the investigations is to find

out possible real estates of the debtor.

The investigations for the establishment of the real estates shall be basically carried out with the Romanian Land Register and Cadastre and Real Estate Publicity Office, by searching the Land Register.

Should the debtor have no reaction to the summons to the settlement discussions or should the settlement discussions end without success, the claim could be further enforced by legal action.

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BUSINESS NEWS

May 30 , 2007 Economic Forum Switzerland-Romania / Forum economico Svizzera-Romania



The Romanian Embassy to Bern and the Honorary Consulate of Romania organised on May 30, 2007 in Lugano an economic forum focused on the development and business opportunities of the Romanian economy.

The “Economic Forum Switzerland-Romania” aimed to offer the participants an opportunity to get information on the potential and perspectives offered by the Romanian economy. Particular attention has been given to national priorities and sustainable development programmes, the legislative framework corresponding to the business and investment environment and the opportunities for trade and international cooperation.

This event has represented an unique opportunity to obtain information on the Romanian market directly from the representatives of the Romanian authorities, such as the Ministry of Economy and Trade, the Romanian Trade Promotion Centre, the Romanian Agency for Foreign Investments and the Economic Section of the Romanian Embassy to Bern.

Source: Business Network Switzerland

May 30 , 2007 Switzerland Lifts Labour Market Restrictions for Bulgarians, Romanians



Swiss government has decided to gradually lift labour restrictions on Bulgarians and Romanians, the Bulgarian News Agency reported. The decision will be officially announced following negotiations between officials from the twenty-six cantons of Switzerland and a parliamentary foreign affairs commission. Talks are expected to wrap

up before the summer recess, according to the report. The new measures, however, will not provide Bulgarian and Romanian job seekers with unfettered access to Switzerland's labour market and their stay in the country will also be limited.

At the beginning of May Swiss authorities decided to make it easier for western Europeans to work in the federation, expanding the reach of regulations first introduced in 2002. A similar plan to gradually lift restrictions by 2011 is in place for the Eastern European countries that joined the EU in 2004.

Source: Sofia News Agency

May 20 , 2007 Report of the SEC General Assembly (April 2007)



The SEC General Assembly took place in Zürich, on April 13, 2007. Cristina Bucur has represented CCE-R in the meetings with SEC and counterpart chambers of commerce in Central Europe.

Priority for finding a new head-office

At the 2007 Annual Meeting of the Chamber of Commerce Switzerland-Central Europe (SEC), Peter Jenelten, SEC President, has emphasized that the most important task of the current year is to find a new head-office. In the second part of the meeting, Gerold Bühler, President of the *economiesuisse* has characterised the Swiss foreign economic policy as the engine of economic growth.

Approximately 80 SEC members and guests have attended the SEC Annual Meeting in Zürich. Among them there have been ambassadors, economic counsellors and all the executive directors of the counterpart Chambers of Commerce members of the SEC.

Solidarity with partner countries

Max Steiner, Managing Director of the Chamber of Commerce Switzerland-Central Europe has emphasized the recent publication of four issues of the SEC-Info Magazin, the events that took place in Switzerland and abroad, the improvement and development of the SEC homepage and the set up of new advertising concept for SEC.

Although the number of SEC members was reduced to 155, following the decision of 8 members to withdraw, the annual balance has been positive: 2006 profit reached 19.000 CHF, while patrimony increased to 517.000 CHF. This profit goes to the spare account "Country Fund/Counterpart chambers, which was set up according to the decision taken by the SEC Board, by putting together the country account funds. In this regard, the Board has followed the idea of solidarity with partner countries.

The 2007 budget has been evaluated as well-balanced. The automotive industry fair in Brunn is regarded as the central event of the current year's programme. According to Max Steiner, State Secretary Jean-Daniel Gerber (*seco*) has accepted the invitation to participate. The agenda of this event has been published on the SEC website as well as in the SEC-INFO. SEC members have also approved the annual programme and the 2007 budget, leaving the membership contributions unchanged.

A particular highlight was given to the changes in the SEC Board. Patrick Kraus, Bruno Rosset, Stefan Schön and Beat Kälin have announced their decision to step down. Laurent Dereux from Nestlé and Jaqueline Keefer from UBS Zürich have been elected as new members of the Board.

President Peter Jenelten has thanked the members who have applied for country responsibility and

asked for patience given the fact that SEC is undergoing a restructuring process and the Board has granted priority to finding a new head-office.


Foreign economic policy – engine of the Swiss economy

This is the title of the presentation made by the National Counsellor Gerold Bührer, President of the *economiesuisse* and former member of the SEC Board. Taking into consideration the importance attached to the foreign economic policy, *economiesuisse* aims to provide an appropriate and continuously optimized business framework for Swiss companies. “Every second franc earned comes from abroad, all of which makes Switzerland one of the most global economies in the world”. The best option is therefore multilateralism, followed closely by bilateral agreements which help to prevent the discrimination of Swiss companies in the competition with other countries.

EU is Switzerland’s most important economic partner. From the economic point of view, it is nevertheless better to adopt the bilateral way of integration. “The EU integration benefits would be more than unbalanced by disadvantages brought about by monetary, financial, fiscal, work and social policies.” The EU proposals as far as fiscal policy is concerned have to be turned down. Fiscal competition on national and international scale has positive consequences and should be encouraged, the more so as it has not only an European but also a global dimension. From the economic perspective, “the fiscal sovereignty of the Swiss cantons is not the subject of negotiations”. In order that the Swiss economy should remain competitive one should encourage the internal market characterised by intense competition as well as the laws which favour economic competition and the international framework agreements which can guarantee the most unrestrictive access on the market.


Source: Chamber of Commerce Switzerland-Central Europe (SEC)

May 19 , 2007 Swiss-Romanian Musical Evening

 The Swiss Embassy to Bucharest and the Swiss Foundation Lucia Benovici Portmann organised a literary and musical evening on Saturday, May 19, 2007, from 19:00, at the Romanian Athenaeum. After the concert, a cocktail was offered by the Swiss Embassy.

Source: Swiss Embassy

May 18 , 2007 SwissCham Annual General Meeting 2007

 *The SwissCham Annual General Meeting (AGM) took place on Friday, May 18 and Saturday, May 19 in Diessenhofen, Switzerland. CCE-R was not represented in this meeting.*

On May 18 and 19, 2007 fifty SwissCham members and guests gathered on the banks of the River Rhein for the SwissCham Annual General Meeting 2007. This year's event in the charming village of Diessenhofen, Canton Thurgau brought together bilateral chambers from Switzerland, Argentina, Turkey, Brazil, France, Germany, Hungary, Portugal, Italy, Czech Republic, Morocco, Bulgaria, Austria, Australia and Estonia.

The event, expertly hosted by Jürg Schweri, began with an overview of activities that took place in 2006/2007. Susan Horvath, Swiss-Chinese Chamber of Commerce, updated the audience on recent activities of the Fairs and Project Commission (Messe- und Projektkommission – MPK), while Dorit Probst-Sallis, Managing Director, SwissCham, reported on the current status of the Association's training program. Jürg Schweri then addressed the central question of the SwissCham secretariat and the optimal strategy for it to pursue in the future: a lean strategy whereby the Association acts as a networking platform and organizes one large event a year, or a rich strategy,

where it plays the role of a host and offers a full palette of services to its member chambers.

In order to provide for a more active exchange of know-how and experience, participants broke out into groups which brainstormed one of four central issues pertaining to chamber activities: marketing, financing, services and membership. Each group's findings were then presented for analysis and discussion by all participants.

As in previous years, the issue of cooperation between the bilateral chambers and the network of business promotion instruments was on the agenda. Daniel Küng, CEO, Osec, discussed the newly restructured organization that would be launched in 2008 to deal with all aspects of foreign trade and investment. Following him, Jürg Schmid, Director, Switzerland Tourism, gave an overview of his organization's activities and the chambers' roles in presenting Switzerland abroad. A high point of the first day's proceedings was a speech by Federal Councillor Doris Leuthard titled, "Switzerland's Economic Position in Europe and in the World." The audience not only had an opportunity to ask Mrs. Leuthard questions following her speech, but to chat with her informally during the coffee break.

A number of exciting developments took place at the AGM held on the second day, May 19. The members voted in a new president, Peter Silberschmidt, who before his recent retirement was the Director of Switzerland's Export Risk Guarantee (erg, now SERV) for 16 years. Two new board members were also voted in Ms. Jacqueline Keefer, UBS, a member of the Swiss-Central Europe Chamber of Commerce (SEC) and Mr. Maximilien de Watteville, President, Chambre de Commerce Suisse en France.

The members said a fond farewell to Jürg Schweri, the outgoing president, and several board members: Jean-Luc Peyrot, Beat Kälin, Susan Horvath and Daniel Küng (ex officio). Also departing is Dorit Probst-Sallis, Managing Director of SwissCham, after four years of tenure as the Swiss Organisation for Facilitating Investments (SOFI), SwissCham's host organization, will close down at the end of 2007.

Hard work was attenuated by a cultural program that included a guest presentation by Professor Manfred Spreafico, "Hydrology, Foundations for the Sustainable Protection and Use of Water Today and in the Future," a gala dinner at Schloss Laufen am Rheinflall and an excursion to Stein am Rhein. Having discovered some of the rural charms of Eastern Switzerland, members can now look forward to the glittering metropolis of Paris where AGM 2008 will be held.

A main focus of this year's AGM will be the future role of SwissCham and its bilateral chambers of commerce in relation to the restructured instruments of SECO, namely, the association for the promotion of international business and the association for the promotion of Switzerland.

Source: Dorit Probst-Sallis, SwissCham

May 18 , 2007 InterContinental Bucharest - Winning Days



InterContinental Bucharest Starts Implementing An International Human Resource Interactive Program

In December 2006 InterContinental Bucharest signed a Management Contract with InterContinental Hotels Group chain. One of the main goals of this contract is to reposition the hotel in the next years as the leading hotel on the five star market.

The new General Manager of the hotel, Mr. Jonathan Soper, firmly believes that the staff are a key factor in achieving this goal and joined all the other InterContinental Hotels Group hotels in an

international interactive programme to stimulate, teach and motivate hotel staff over the next two years.

The program, called “Winning Ways”, is based on five Human Resources principles that came from the employees themselves: Do The Right Thing, Show We Care, Aim Higher, Celebrate Difference, Work Better Together. Each hotel has to develop action plans in order to reach the maximum level of the implementation of these principles.

The launching of the program was simultaneous in all IHG hotels in Europe and involves the challenge of completing a surprise jigsaw with the principles. Every time the hotel reaches the highest level in implementing one principle, the management will receive a part of the jigsaw representing that principle. When the jigsaw is completed, the goal is achieved. The time frame of this program is 2 years. After all 5 pieces will be received by the hotel, the final phase of the program is a Social Involvement Plan in order to integrate even more InterContinental Bucharest into the life of the Bucharest community.

This is a program created by InterContinental Hotels Groups and it is part of the new standards and programs that will be implemented after InterContinental Bucharest signed the Management Contract with the chain at the end of 2006.

Source: InterContinental Bucharest

May 18 , 2007 Romsys Recognized at European Level



Already reaching over 40 successfully implemented complex infrastructure projects, the Romanian IT&C integrator , Romsys is getting acknowledged for its work at an European level.

During last year only, multinational companies such as: ING Bank, E.ON Gaz, Nestlé, Gaz de France, Renault or Lockheed Martin have requested Romsys to design high-quality IT solutions and to improve their products and services quality and increase their competitiveness as well.

Moreover, early in 2004 Romsys was awarded by Lockheed Martin the `Lockheed Martin Star Supplier` distinction for performance criteria - being the first Central and Eastern European company receiving this distinction.

Romsys professionals have lead the implementation process as well for Program Management Office within the program SAP Globe at Nestle Romania following a project started in 2006 and ending in the next couple of weeks.

Nonetheless, our team of professionals has successfully designed and implemented `mission critical`, processes such as the Business Continuity Planning module, which controls the crucial activities whether SAP application does not work for a week and analyzes its impact if it is not valid for the business. "We chose to work with Romsys due to their professional work and expertise in developing and implementing similar projects", stated Mr. Paul Nuber, General Manager for Nestle Romania.

Romsys has imposed its status on the European market in the last few months working with international partners customers, not present in the locally in Romania. In this regard, the international company CSC (www.csc.com) has signed along term contract for the provision of services and support for CSC customers in Romania, Motorola and Freescale. The contract includes the maintenance for more than 200 different equipments with guaranteed interventions from two up to eight hours.

The major IT service provider in Switzerland, Consultas, (www.consultas.ch), a long term partner of Romsys has decided to extend a the contract signed back in 2004 for one of its major clients - Publicitas, a Swiss mass-media market leader. The initial contract for providing maintenance services and support for the software Media 2000 software application has been redesigned to also include the migration and optimization of the [ww.publicitas.com](http://www.publicitas.com) portal.

In April, Romsys signed on another new international client German integrator EDS (www.eds.com) for the support and maintenance of the IT operations of their clients in Romania. The partnership started with two locations in Ineu and Sannicolau Mare. In addition, the contract may be signed with other EDS clients in Germany and in Romania.

Romsys, founded in 1993, is the first IT company in Romania certified ISO 9000 since 1996. Romsys is praised for the quality of services offered to their customers, including solution design and development, implementation of business management solutions, security solutions, communication and infrastructure solutions on a variety of technologies and platforms. Romsys solutions and services are used primarily in banking, defense and national security, government, telecommunications and public utilities sectors.


Source: Romsys, Press Release. Internet: <http://www.romsys.ro>

May 10 , 2007 Foto Vernissage organised by Norr Stiefenhofer Lutz

Norr Stiefenhofer Lutz hosted at its head-office in Bucharest a photo exhibition of Stelian Pavalache, one of Romania's most popular photographers and Sabina Dimitru, a young up-coming photographer.

Source: Norr Stiefenhofer Lutz

April 25 , 2007 NESTLÉ ROMÂNIA POSTS 40% SALES GROWTH

 Bucharest – April 25th, 2007. Nestlé România has recorded in the first quarter of 2007 a sales growth over 40%, thus continuing the good performance of the previous years. This increase is on a comparable basis versus 2006 and does not include the results of the pet food division (with the brands PURINA, PRO PLAN, GOURMET, CAT CHOW, DOG CHOW, FRISKIES, DARLING) and the Nestlé ice cream brands sold by NESTLE ICE-CREAM ROMANIA SRL (Best, Aloma, JOE, Nestea, Top Gun, Hit, Super Vafa, Premium Vafa, Dream, Nirvana, Kiss, Kiss Familia, Nesquik, Pen, Pretty, Bruni, Fantastico, Crunch, Choco Delight, Maxi Bon, Glamour, Cool&Slim) acquired in May 2006.

This financial performance has been driven by the diversification of the product portfolio and their enhanced visibility at the points of sale, as well as by the improvement of the distribution system, which makes Nestlé products available in more stores across the country. A major contribution to these results has been made by the positive market evolution and the involvement of the over 600 company employees from Bucharest and Timisoara.

“In the first three months of this year, we have registered a strong increase, ranging between 15% and 72%, for all categories and businesses, as well as in all regions, where the best performance being recorded in Bucharest. Until now, we have exceeded our targets and have increased our margins. We are confident and determined to continue along the same line for our full –year targets”, declared **Paul Nuber – General Manager, Nestlé Romania.**

Nestlé has been present in Romania since 1995, having permanently invested in the Romanian

market and assuming a firm long-term commitment towards this country. By manufacturing and launching products adapted to the preferences of Romanian consumers and by respecting the growth pace of the consumption power, Nestlé will further its long-lasting tradition in providing consumers with products with superior taste and quality.

With a wide experience in highly challenging economic environments, Nestlé is committed to playing an important role in the development of Romania, by creating economic value and contributing to improving living standards. Consistent with the group values, Nestlé Romania is a responsible company which is actively involved in the life of the communities where it is present, by educational programs for a healthy nutrition and lifestyle, research in nutrition, healthcare projects and charity.

Nestlé Romania wants to be considered the best food company in Romania, both by consumers – for the taste and quality of its products, and by its customers – due to the quality and professionalism of the services. The brand portfolio of the company includes: NESCAFÉ Red Cup, NESCAFÉ Braséro, NESCAFÉ Gold, NESCAFÉ 3in1, NESCAFÉ Frappé, NESCAFÉ Cappuccino, Nestlé Choco, NESQUIK, JOE, LION, KIT KAT, JOE Crunch, MAGGI, CHOCAPIC, CHEERIOS, CINI MINIS, CORN FLAKES, GOLD FLAKES, FITNESS, MUSLI, NESTLE, NAN, PURINA, PRO PLAN, GOURMET, CAT CHOW, DOG CHOW, FRISKIES, DARLING.

The Swiss company Nestlé, the global leader of the food industry with 2006 sales of CHF 98.5 billion, was established in 1866 and entered the Romanian market in 1995. In Romania, the company has over 600 employees, of whom 300 in the Timisoara. In 2006, the company recorded 120 million euros in turnover (including Petcare and Delta Romania, now renamed Nestlé Ice-Cream Romania).

Source: Nestlé România

April 18 , 2007 Raiffeisen awarded "Best Bank in Central and Eastern Europe"

Global Finance awards RZB and Raiffeisen International with the prestigious award for entire region. Country awards were given to the Network Banks in Albania, Bosnia and Herzegovina and Serbia.

April 16 , 2007 Breakfast cereals: a 30m-euro market per year

Although the market for daily breakfast cereals serving companies such as Nestlé is vying over, it is still quite small in Romania when compared with other European states. Nevertheless, the growth pace of up to 50% a year is likely to push the market beyond 35 million euros.

In terms of volume, the Romanian market amounts to around 8,000 tonnes, while exceeding 26 million euros in terms of value. As the consumer profile is changing each year, companies operating on this market are making annual investments both in the development of their product portfolio, and in product promotion.

Romeo Cazanescu, the manager of the cereal unit of Nestle subsidiary of Romania, expects to see sales up by 30% on the domestic market this year, driven by the expansion of the product portfolio and by the upward trend of the market. According to Cazanescu, the cereals unit last year generated 12% of the 120 million turnover of Nestlé Romania. The company launched Cookie Crips in early February, a product aimed at children and is to launch another two cereal bars destined to grown-ups by the end of this month. Nestlé started selling breakfast cereals in 1997, although such products had been present on the market ever since 1994 through a distributor that imported them from France. Since 1997 Nestlé has been importing breakfast cereals from Poland.

April 13 , 2007 General Assembly of the Chamber of Commerce Switzerland – Central Europe (SEC)



The SEC General Assembly took place in Zürich, on April 13, 2007. Cristina Bucur has represented CCE-R in the meetings with SEC and counterpart chambers of commerce in Central Europe.

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THE CCE-R EVENTS CALENDAR

EVENT	WHERE	WHEN
CCE-R Business Club	Chronotime International	19:00 May 30 , 2007
CCE-R Board Meeting	Chronotime International head-office, Bucharest	17:30 July 10 , 2007
<i>Board Meetings are only for Board Members.</i>		
CCE-R Business Club	Chronotime International	19:00 July 10 , 2007
CCE-R Board Meeting	CCE-R head-office, Bucharest	17:30 August 29 , 2007
CCE-R Business Club	Prima TV Headquarters, Bucharest	19:00 August 29 , 2007
<i>Together with the Swiss Association.</i>		
CCE-R Board Meeting	CCE-R head-office, Bucharest	18:00 September 19 , 2007
Business Trip	Sibiu	09:00 September 28 , 2007
<i>A meeting with Sibiu's mayor will be scheduled. Cultural events will be attended. The Swiss Association will also participate in this trip.</i>		
		22:00 September 29 , 2007

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This is a monthly Newsletter, released at the end of each month. Should you have any suggestions concerning it or should you want to contribute to its realization, please send us your proposals at:

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