

Development cooperation Centru-Brandenburg

Potsdam - November 5, 2025





Alba



Braşov



Covasna



Harghita



Mureş



Sibiu

CENTRU REGION



6 counties, 34 1 00 km²

Population : 2.28 million inhabitants (202 3)

Urbanization rate: 5 6%

Ethnic and linguistic diversity: Romanians (65.6 %), Hungarians (28.5 %), Roma (5.4 %), Germans (0.3 %)

GDP/capita: 25 2 00 euros in 20 2 2 (71 % compared to the EU average); 3rd nationally

Unemployment rate: 3.2 % (February 2024)

Orașele Regiunii Centru după mărimea demografică



- urban **settlement network** includes 57 administrative - territorial units (20 municipalities) and 37 cities)
- 1 municipality exceeds 200,000 inhabitants , 2 have between 100,000 and 200,000 inhabitants , 3 have between 50,000 and 100,000 inhabitants , 7 cities have between 30,000 and 50,000 inhabitants , 18 cities have between 10,000 and 30,000 inhabitants and 26 cities have less than 10,000 inhabitants .
- **3 metropolitan areas** : Brașov, Țirgu Mureș, Sibiu
- **357 rural ATUs**

Connectivity

Infrastructure road (2024)

- ❑ 11.502 km of public roads (+13% compared to 2005)
- ❑ 3 Motorways : A1, A3, A10 (total length at regional level: **228 km**), 0 km in 2005

Infrastructure railway (2024)

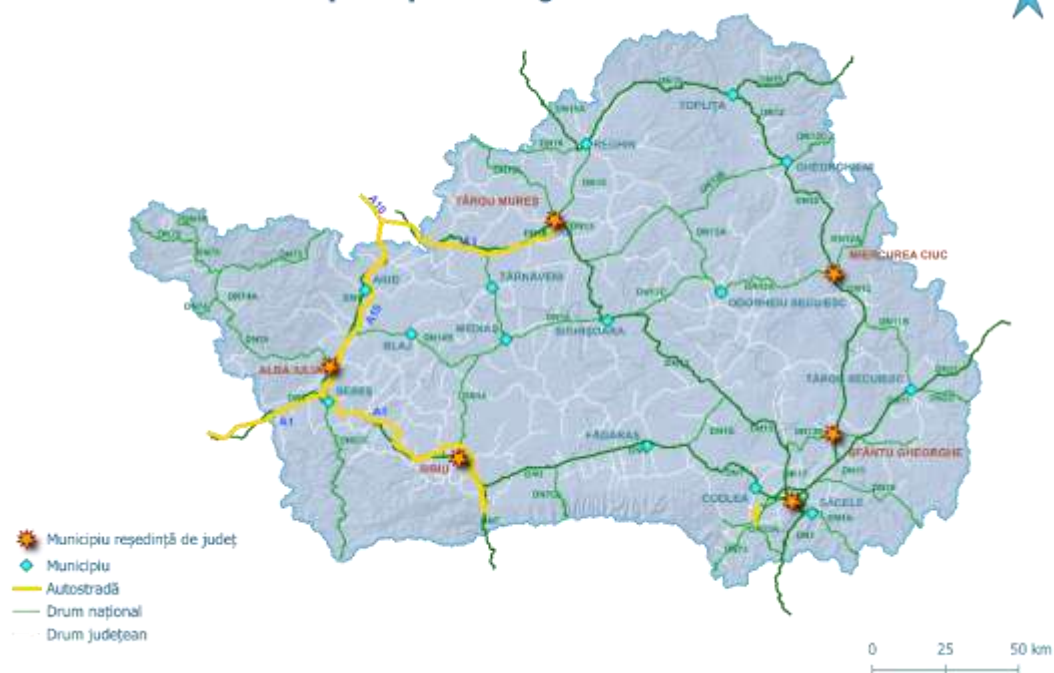
- ❑ 1438 km of railway
- ❑ 3 railway lines

Airports

- ❑ Sibiu
- ❑ Tirgu Mures
- ❑ Braşov (opened in year 2023)



Infrastructura rutieră principală a Regiunii Centru



Economic development

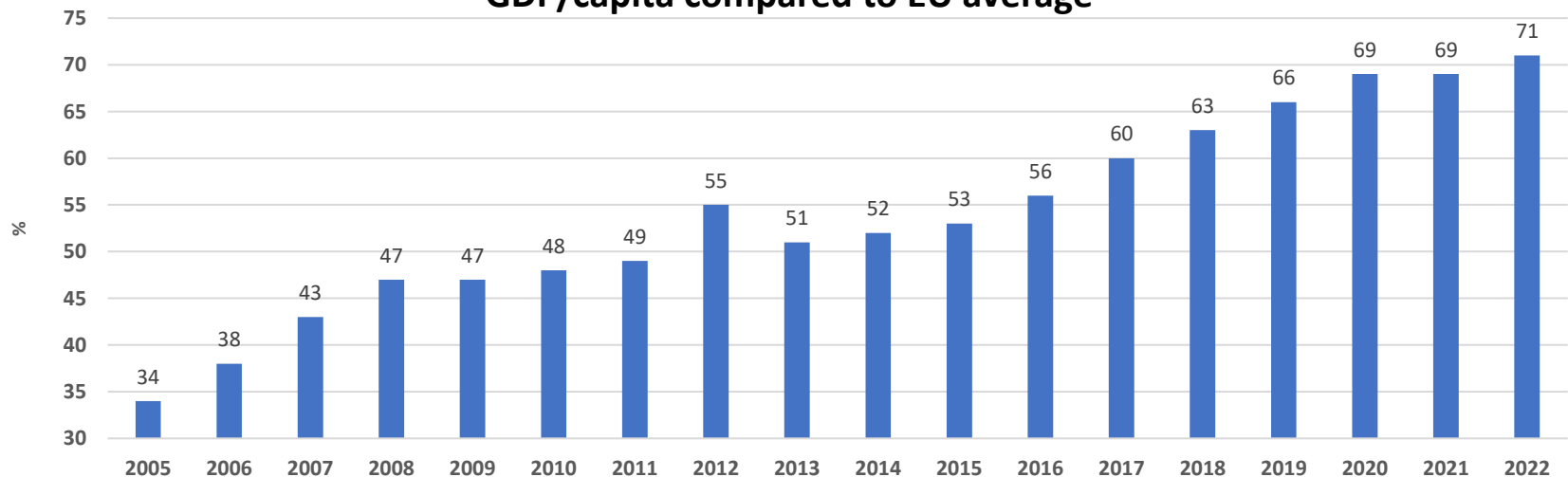
GDP

- 59.1% Services
- 29.1% Industry
- 6.5% Construction
- 5.3% Agriculture

Accelerated growth of economic convergence towards the European economy: **GDP/capita increased from 34% of the EU average in 2005 to 71% of the EU average in 2024**



GDP/capita compared to EU average



Economic

Balance of foreign direct investments in the Centru Region (2022) :

€9.4 billion (8.7 % of total FDI at national level, 2nd place after the Bucharest-Ilfov region).

The FDI balance at regional level in 2005 was € **1.6 billion**



Regional exports (2024) :

13.3 billion (representing 14.3 % of total exports from Romania), up from **€3.6 billion** in 2005

Main export commodity groups (2024)

- Machinery, electrical equipment: 33.6%
- Vehicles and components: 29.8%
- Metals and metal objects: 8%
- Textiles and clothing: 4.6 %
- Wood and wood products: 4.2 %
- Furniture: 1.8%
- Pharmaceuticals: 1.5%



The main branch industrial: automotive, agrofood, textile industry and footwear manufacturing, wood processing, materials construction, IT and creative industries, aeronautics, medicine and pharmaceutical industries.

REGIONAL LABOR MARKET TRENDS



- **The active population** of the Centru Region decreased by 5.7% between 2005 and 2022, reaching **1,025,000 people in 2022**.
- **Occupancy rate** of the population aged 15-64 increased from 55.8% in 2005 to **61% in 2023**
- **The number of employees** increased by 19 % between 2005 and 2024 , reaching **719 thousand employees in January 2024**
- **Labor productivity at regional level**, expressed in purchasing power parity/person employed/year, reached over **70% of the EU27 average in 2023**.
- **The average monthly net salary, in euros**, increased almost 5 times between 2005 and 2024 , reaching **1050 euros in January 2025**.



CENTRU REGION

MOUNTAIN SURFACE	Over 60% of the region's area
FORESTRY FUND:	37% of the region's area
Agricultural holdings	Over 318 thousand (2020) 11% nationwide
Total Utilized agricultural area	1.93 million hectares 1.6 million hectares
Average area/ exploitation	About 5 hectares
Agricultural area	1.93 million hectares
Arable land	768.9 ha (40% of agricultural area)
Cultivated area	569.8 ha (74%% of arable land)



KEY DATA ON AGRICULTURE IN CENTRU REGION

- **Agricultural area: 1.9 million hectares** , representing 55.7% of the total area of the region and 13% of Romania's agricultural area
- Agriculture and forestry account for **8.9% of the total employed population in Centru Region** , this share being below the share recorded at national level (11%).
- Regional agriculture has a significant **technical and material base** : 16.8 % of the country's tractor fleet , 14.8% of all tractor plows, 17.3% of mechanical cultivators and 38.6% of potato harvesters.
- **of regional agricultural production: 12.2 billion lion** (in 2022), representing 11.1% of the value of national production
- Agriculture and forestry account for **5.4% of the total regional GVA** , close to the rate recorded at national level (5.3%).



KEY DATA ON THE AGRI-FOOD SECTOR

(agriculture + food and beverage industry) in the Central Region

- **11 7 thousands of people employed** (11.8 % of the employed population of the Central Region, 2022)
- **Turnover achieved : approx. 3 billion euros** , representing 7% of total regional turnover (2021)
- **Exports** : 512 million euros, representing 3.9 % of the Central Region's exports (2023)
- **Imports:** 1.05 billion euros (2023)
- **Representative subsectors :**
 - Cereal cultivation (rye)
 - Potato cultivation
 - Sheep and goat farming
 - Poultry farming
 - Manufacturing of dairy products
 - Processing and preservation of meat and meat products
 - Beverage manufacturing



DATA ON EXPORTS OF AGRI-FOOD PRODUCTS

and the share of the agri-food sector in total exports at county and regional level (2023)

	Value of agri-food exports (thousands of euros)	Share of the agri-food sector (%)
Central Region	512 874	3.87
white	171,525	5.12
Braşov	102 430	2.20
Covasna	86 179	21.34
Harghita	27 325	8.25
Mures	45 645	3.16
Sibiu	79 770	2.60

Source: Data processing from the online tempo database



VOCATIONAL TRAINING IN THE AGRI -FOOD SECTOR

PRE-UNIVERSITY EDUCATIONAL INSTITUTIONS



Agriculture

- "ALEXANDRU BORZA" Agricultural School Group Ciumbrud, Alba County
- College for Agriculture and Food Industry "TARA BÂRSEI" Prejmer, Braşov County
- "APOR PETER" School Group Târgu Secuiesc, Covasna County
- "BATTHYANY IGNAC" Technical College Gheorgheni, Harghita County
- "Traian Săvulescu" Agricultural College, Târgu Mureş, Mureş County
- "DPBARCIANU" Agricultural College Sibiu, Sibiu County

Industry food

- Agricultural School Group "Av. Dr. Ioan Şenchea" Făgăraş, Braşov County
- "Eotvos Jozsef" School Group Odorheiu Secuiesc, Harghita County
- "Venczel Jozsef" School Group Miercurea Ciuc, Harghita County
- "Traian Săvulescu" Agricultural College, Târgu Mureş, Mureş County
- "Terezianum" Technical College of Food Industry, Sibiu, Sibiu County

HIGHER EDUCATION INSTITUTIONS

- Faculty of Agricultural Sciences, Food Industry and Environmental Protection, " Lucian Blaga " University of Sibiu
- Faculty of Food and Tourism, Transilvania University of Braşov
- Technical University of Cluj Napoca with academic extension in:
 - Alba Iulia: Faculty of Mechanical Engineering and Faculty of Mechanics
- Sapientia " University of Cluj Napoca with academic extensions in:
 - Miercurea Ciuc: Faculty of Technical and Social Sciences and Faculty of Economic and Human Sciences
 - Târgu Mureş: Faculty of Technical Sciences and Humanities



RESEARCH - DEVELOPMENT - INNOVATION

The Faculty of Agricultural Sciences, Food Industry and Environmental Protection, " Lucian Blaga " University of Sibiu, has 2 research centers:

- Biotechnology and Food Engineering Research Center
- Research Center for Agricultural Sciences and Environmental Protection

RESEARCH, DEVELOPMENT OR INNOVATION INSTITUTES:

- National Institute for Research and Development for Potato and Sugar Beet Braşov
- Research and Development Institute for Grasslands Braşov
- Research and Development Institute for Montanology (Sibiu County)

RESEARCH AND DEVELOPMENT STATIONS

- Blaj Research and Development Station for Viticulture and Winemaking
- Iernut Vegetable Research and Development Station
- Târgu Secuiesc Potato Research and Development
- Research Station and Potato
- Şercaia Research and Development Station for Buffalo Breeding
- Research and Development Station for Sheep and Goat Breeding Reghin
- Târgu Mureş Cattle Breeding Research and Development





Of the total of 750 **traditional products** in the National Register of Traditional Products * (RNPT) approximately 38 %, i.e. **2 8 2 traditional products** , are from the **six counties of the Central Region** .



Romania has **12 food products with Geographical Indication Protected or with Name of Protected Origin** , recognized at European level + a significant number of alcoholic beverages (especially wines) that benefit from recognition and protection at European level. Central Region: **Sibiu Salamul**, product with Geographical Indication (PGI) **Smoked Novac from Țara Bârsei**, product with Geographical Indication (PGI), **Telemea Cheese from Sibiu** and **Telemea cheese from Ibănești** , produced with Protected Designation of Origin (PDO).



PROTECTED GEOGRAPHICAL INDICATION : Originating product from a certain place, region or country ; a certain quality , reputation or another characteristic can be attributed mainly of origin geographical location of the product and he little one from the production stages are taking place in the geographical area delimited .

PROTECTED DESIGNATION OF ORIGIN: Product originating from a specific place, region, in exceptional cases country , The quality or characteristics of the product are due to the geographical environment with its own natural and human factors . All stages of production are carried out in the geographical area bounded



SMART SPECIALIZATION SECTORS



Programul Regiunea Centru 2021-2027



Policy tool

1

Automotive industry and mechatronics

2

Industry AVIATION

3

AGRIFOOD sector

4

Forestry ,
processing wood
and Industry
furniture

5

Industry EASY

6

IT sector and
creative industries

7

Health.

8

Environment built
sustainable

9

Tourism

NICHES IDENTIFIED DURING THE FOCUS GROUP ORGANIZED BY RDA CENTRU

- New agricultural production, processing and packaging technologies
- Digitalization of the agri-food sector
- Climate SMART agriculture
- Smart Agri-food Hubs
- Bio -economy
- Quality control
- New varieties and hybrids
- New business models
- Increasing innovation capacity

REGIONAL DEVELOPMENT AGENCY CENTRU (RDA CENTRU)



Year of establishment	November 20, 1998
Legal framework	Law 151/1998 and Law 315/2004 on regional development in Romania
Organization type	non-governmental, nonprofit, public utility body
Action/covered area	Centru Region – counties of ALBA, BRAȘOV, COVASNA, HARGHITA, MUREȘ, SIBIU
RDA Centru location	Alba Iulia, Alba County
General Manager	Simion Cretu
Average number of employees	12 people
2000	69 people
2007	
Number of employees 2025 (1st semester)	210 people
Territorial offices	Brașov, Sfântu Gheorghe (Covasna), Miercurea Ciuc (Harghita), Târgu Mureș (Mureș), Sibiu (Sibiu County)



Funds managed in Centru Region



Total - Over 4.5
billions euro

1.4 billions
euro

2021-2027

3.1 billions
euro

1999 -2020

Management and implementation of funds 2021-2027



Managing Authority for the Regional Program of Centru Region

- Allocation: 1.14 billion Euros
- 8 Investment priorities

Intermediary Body for the Just Transition Program - Mureș County

- Allocation to Mureș County 277 million Euros

Intermediary Body for the Health Program

- National allocation - 5.8 billion Euros
- Regional management 355 million Euros



From strengthening institutional and administrative capacity to stable cooperation between the regions

Twinning projects
2002/2003,
2004/2006



Twinning Light
2006/2007



Twinning follow-up
2008/2009,
2011 / 2012

Brandenburg State
Representative Office in
the Centru Region
2008



Joint projects on tourism,
renewable energies,
demographic
developments, historic
urban centers, culture
and society
2007-2023

Expanded partnership for common opportunities and interests

Tourism development



2005-2007

**Renewable energy
resources 2008-2010**



**Education and
training 2009-2011**

**Demographic
changes 2010-2012**



**Economic cooperation
2009, 2011, 2015, 2019,
2023, 2024**

**Culture and
theater for young
people 2017-2025**



**Fairs and exhibitions
2008-2025**

Economic cooperation

Economic Missions *Enterprise Europe Network

27-30.04.2009	Visit to Lusatia - 5 organizations from the Central Region visit RES investments: Cottbus University , IBA , ZAB - 8 DE companies , 4 RO companies : 32 meetings
23.09.2010	Economic mission with ZAB - 9 German companies, 42 organizations Central Region, 65 meetings
19.10.2011	Braşov, Romania - Renewable Energy Resources Brokerage Conference and Event : 9 German companies , 9 Romanian companies : 31 meetings
13-14.10.2014	Economic mission of 10 German companies in the Centu Region - 9 German companies , 35 Romanian companies: 111 meetings
13.04.2016	Economic mission of 9 German companies in the Central Region (Braşov and Tg Mureş) Approx. 120 meetings with 57 Romanian companies
07.11.2018	Alba Iulia - Conference and brokerage event, trilateral cooperation : Brandenburg (DE), Centru (RO), Central Transdanubiana Region (HU)
11.04.2021	Study visit to economic and promotional organizations from the Prignitz District in Alba County
3-6.10.202 2	Wittenberge and Munich - Study visit: from the Central Region (RO) and 5 companies from the Central Region (MD) in Prignitz + Joint stand participation at EXPO REAL
22 .03. 2023	Cluj Napoca / Alba Iulia – Blaj - Braşov Economic mission : Brandenburg (DE) – Center Region – North -West Region (RO) - 8 German companies, 39 Romanian companies: 50 meetings
14-16.10.202 4	Alba Iulia – Blaj – Sibiu – Braşov: Economic Mission in the agri -food sector from Havelland / Brandenburg in the Central Region – 18 German companies, 20 Romanian companies.

Cooperation for promotion and mutual knowledge

- Presentation of the Centru Region in the Berlin-Brandenburg Region at the International Tourism Fair in Berlin
- Representation Office of the Centru Region in Brussels (2008)
- Brandenburg State Representation and Partnership Office opened in the Centru Region

(unique in Romania, starting from 2008)

- Participation in the Brandenburg Land Days
(7 times in a row, starting in 2012)
- Partnership renewed in Alba Iulia (2017)
- Permanent cooperation with the Embassies of the two countries: *in Bucharest and in Berlin*



Cultural and youth projects:

- ❖ **Theater: Romanian-German communication bridge**
- ❖ **General culture: What does Europe know, what do the residents of Brandenburg know, about Romania?**
- ❖ **Joint sports competitions!**
- ❖ **Unique concerts (2) in Romania by an orchestra made up of 100 young people from 4 countries**



**With the support of the
Representative Office
for Partnership matters**



A map of Europe with the regions of Brandenburg in Germany and Centru in Romania highlighted in blue. A graphic of two hands shaking is positioned between the two regions, with the German flag on the left and the Romanian flag on the right. Several yellow stars are scattered across the map.

Thank you !

Regional Development Agency

CENTRU

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www.adrcentru.ro