

# AGRICULTURAL EQUIPMENT AND FARM MACHINERY IN ROMANIA - 2012



**A DEMO REPORT BY  
FRD CENTER MARKET ENTRY SERVICES**

FRD Center Market Entry Services  
[www.market-entry.ro](http://www.market-entry.ro)

# AGRICULTURAL LAND IN ROMANIA - 2012



The agricultural sector has increasingly attracted the attention of international investors. A key factor behind this trend is the long-term upwards trend of food prices during the last decade, fuelling higher return expectations of investors.

*Source: DTZ ECHINOX CONSULTING S.R.L. , [doing.business.ro](http://doing.business.ro)*

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## AGRICULTURAL LAND IN ROMANIA - 2012



The agricultural surface in Romania owned by foreigners is of 709,000 hectares, this representing 8.5% of the Romanian arable surface.

The agricultural surface in Romania owned by foreigners increased by 10% in 2011 compared to 2010.

The demand from the foreigners to acquire agricultural lands in Romania is a growing phenomenon at present. The foreigners are attracted to Romania by the low price of the agricultural land compared to other EU countries and by the high agricultural productions recorded in the last period.



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## AGRICULTURAL LAND IN ROMANIA - 2012



The price/ hectare of large consolidated areas of agricultural land and forestry is significantly higher than the price of fragmented land

It is common practice for foreign individuals/ legal entities to acquire land indirectly via corporate vehicles incorporated in Romania due to the restrictions of directly acquiring land

Prices of agricultural land in Romania have gone up in recent years. However the prices are still 3 to 7 times lower than in most European countries. Market estimates indicate that the price is likely to remain on this upward trend in the next years.

In Romania, land prices differ strongly between regions. In the North-East and South-East regions the average agricultural land sale prices are of approximately Euro 1,500-1,600 per hectare while in other counties which are located near Bucharest, average land prices are of approximately Euro 2,200 – 2,700 per hectare.

*Source: DTZ ECHINOX CONSULTING S.R.L. , [doing.business.ro](http://doing.business.ro)*

## AGRICULTURAL LAND IN ROMANIA - 2012



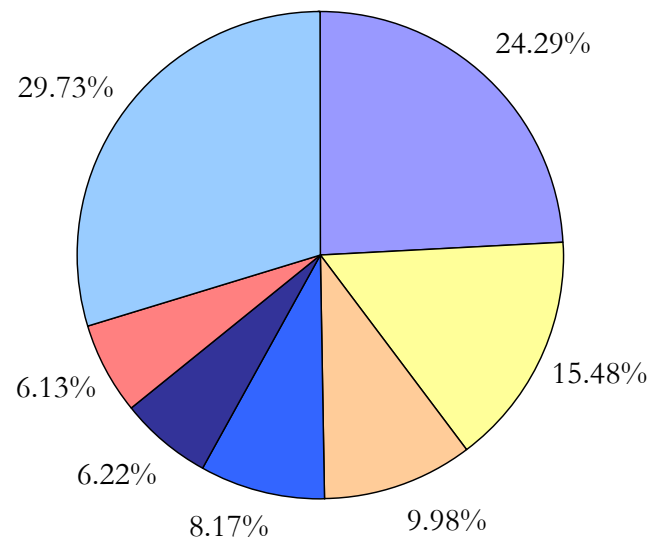
**The agricultural land in Romania owned by foreigners, by countries, is as follows:**

- Italy: 172 thousand hectares
- Germany: 110 thousand hectares
- Arab countries (e.g. Iraq, Lebanon, Syria): 71 thousand hectares
- Hungary: 58 thousand hectares
- Spain: 44 thousand hectares
- Austria: 43 thousand hectares
- Malta, Cyprus, Monaco, San Marino, Luxembourg (through off-shore systems): 42 thousand hectares
- Denmark: 32 thousand hectares
- the Netherlands: 17 thousand hectares
- Greece: 17 thousand hectares
- Turkey: 6 thousand hectares
- Other countries: 97 thousand hectares

# AGRICULTURAL LAND IN ROMANIA - 2012



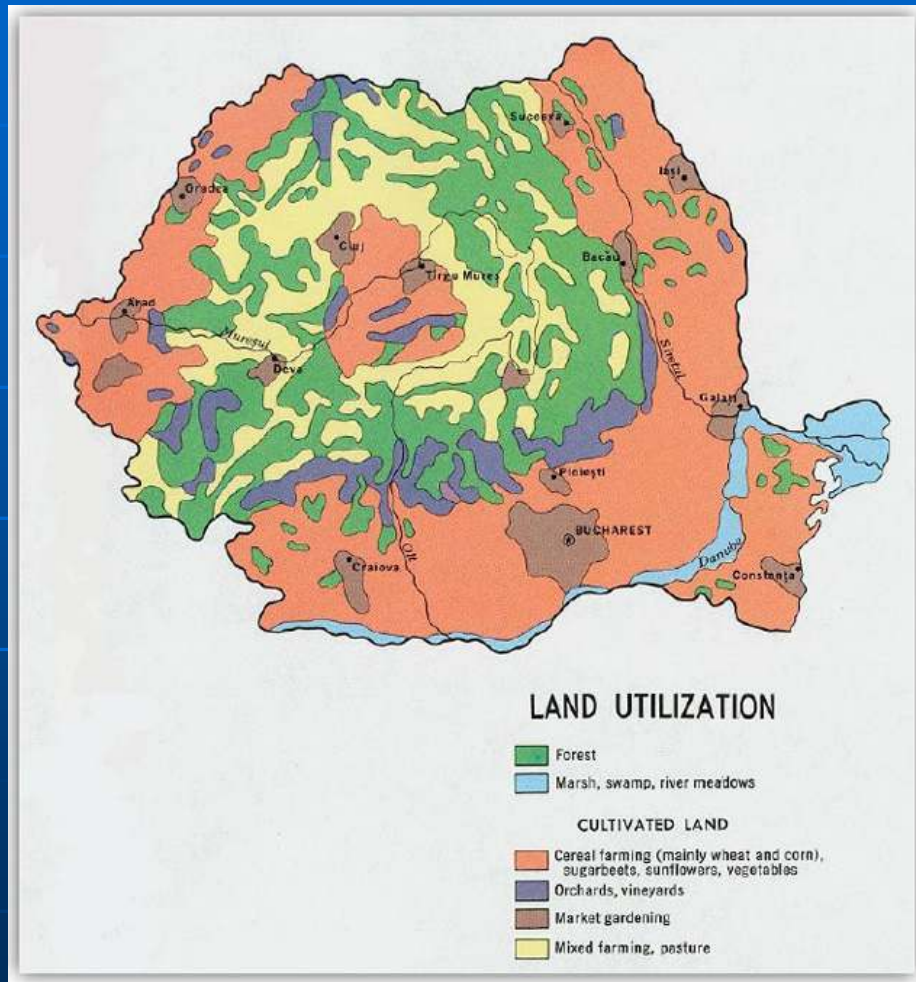
**Agricultural land in Romania  
owned by foreigners, by countries**



Italy Germany Arab countries Hungary Spain Austria Others



# UTILISATION OF AGRICULTURAL LAND IN ROMANIA



Following the enforcement of the restitution laws, currently around 90% of the agricultural land in Romania is privately owned.

The amount of agricultural land available for purchase in Romania is currently broadly estimated at 500,000 hectares. Generally, it is virtually impossible to find very large parcels of farmland for sale in Romania.

Real offers are rare and more expensive when they exist.

Source: DTZ ECHINOX CONSULTING S.R.L. , [doing.business.ro](http://doing.business.ro)

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# AGRICULTURAL PRODUCTION IN ROMANIA 2010 -2011



The Romanian agricultural production in 2011 was as follows:

- Wheat: 7.2 million tonnes (up by 24% compared to 2010)
- Barley: 1.424 million tonnes (up by 8% compared to 2010)
- Corn: 11.4 million tonnes (up by 26% compared to 2010)
- Sun flower: 1.85 million tonnes (up by 46% compared to 2010)
- Vegetables: 4.1 million tonnes (up by 8% compared to 2010)
- Fruits: 1.7 million tones (up by 20% compared to 2010)

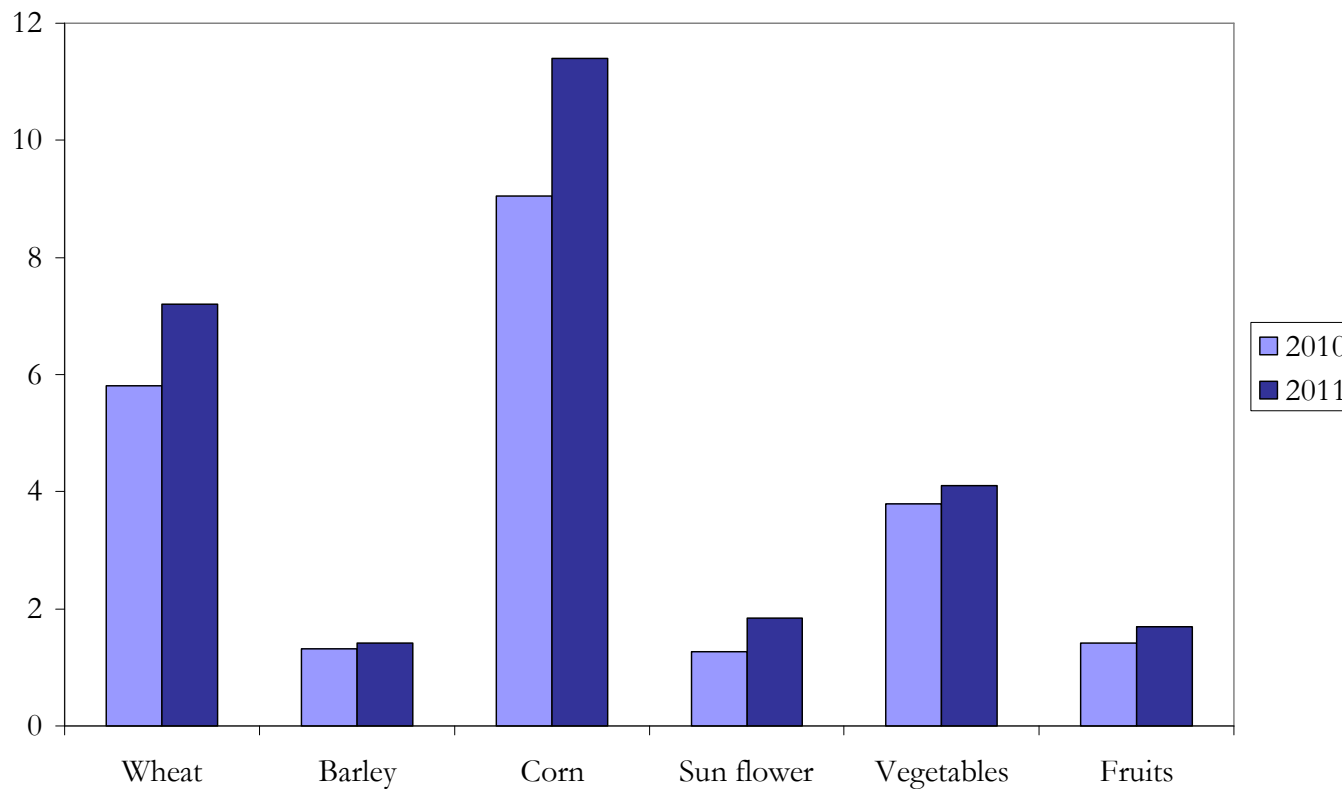
*Source: Romanian Ministry of Agriculture*



# AGRICULTURAL PRODUCTION IN ROMANIA 2010 -2011



Agricultural production in Romania during 2010 - 2011



Source: Romanian Ministry of Agriculture

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# AGRICULTURAL EQUIPMENT AND FARM MACHINERY IN ROMANIA - 2012



The imports of agricultural, horticultural or forestry machinery for soil preparation or cultivation in Romania recorded some 150 million USD in 2011, up by 46.1% compared to 2010.

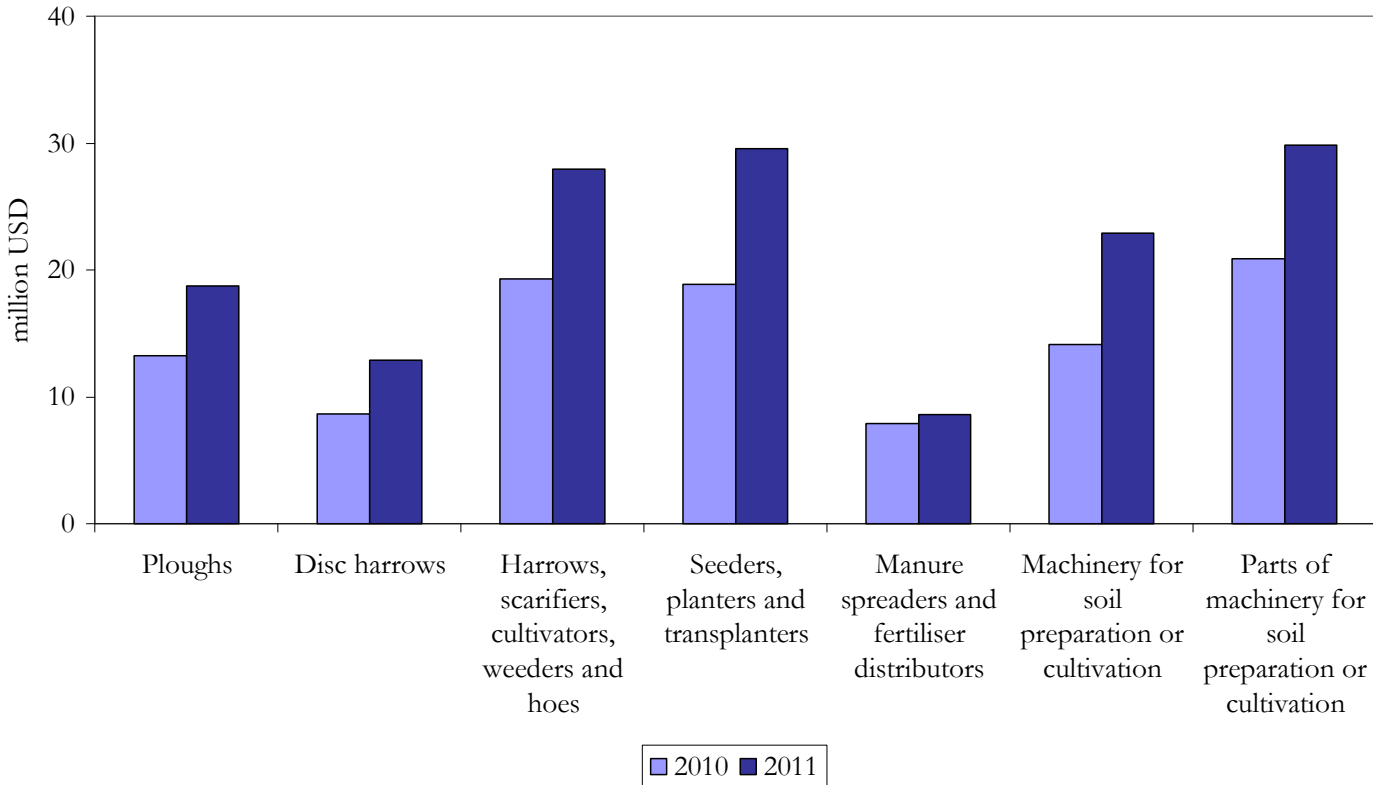
The categories of agricultural, horticultural or forestry machinery for soil preparation or cultivation recorded the following increases of the imports in 2011 compared to 2010:

- Ploughs: +41.5%
- Disc harrows: 48.8%
- Harrows, scarifiers, cultivators, weeders and hoes: 45.1%
- Seeders, planters and transplanters: 56.4%
- Manure spreaders and fertiliser distributors: 9.4%
- Machinery for soil preparation or cultivation: 61.8%
- Parts of machinery for soil preparation or cultivation: 42.9%

# AGRICULTURAL EQUIPMENT AND FARM MACHINERY IN ROMANIA - 2012



Imports of agricultural, horticultural or forestry machinery for soil preparation or cultivation in Romania, by categories



Source: Romanian Center for Trade and Investment

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www.market-entry.ro

# IMPORTERS AND DISTRIBUTORS OF AGRICULTURAL EQUIPMENT IN ROMANIA - examples



**IPSO**



## *General data*

Company name:

IPSO SRL

Address:

Sos. Bucuresti - Targoviste 174D, Mogosoia, Ilfov

Phone:

+4021 2072070

Fax:

+4021 2072080

Web:

[www.ipso.ro](http://www.ipso.ro)

Email:

[office@ipso.ro](mailto:office@ipso.ro)

Year of establishment:

1991

Ownership:

Monnoyeur Group

## *Brief profile*

IPSO imports and distributes agricultural equipment: tractors, harvesters, balers, loaders, seeders, sprayers, fertilizer spreaders, ploughs, harrows, cultivators etc. The company distributes both new and second hand agricultural equipment.

The company distributes the following brands: John Deere, Kuhn, Manitou, Strom, Maraton, Perard, Pichon, Bugnot, Geringhoff, Franquet, Kemper.

IPSO has offices in Mogosoia (Ilfov county), Timisoara (Timis county), Fetesti (Ialomita county), Filipesti (Bacau county), Galati (Galati county), Oradea (Bihor county), Ulmeni (Calarasi county), Craiova (Dolj county), Targu Mures (Mures county), Alexandria (Teleorman county), Alba Iulia (Alba county) and Ovidiu (Constanta county).

The company offers integrated solutions to the agricultural producers in Romania: distribution of agricultural equipment and spare parts, service, consulting, financing etc.

IPSO participated as exhibitor at the International Exhibition for Agriculture and Agricultural Equipment RomAgroTec that took place in May 2011 in the Ialomita county

In 2010 compared to 2009, the company recorded a net turnover growth of some 6%.

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# IMPORTERS AND DISTRIBUTORS OF AGRICULTURAL EQUIPMENT IN ROMANIA - examples



## Financial data

Year	Net TO (mil. EUR)	Average no of empl.	Net profit (mil. EUR)
2010	82.0	358	4.8
2009	77.3	506	1.1
2008	85.1	564	0.8

## Key persons

Name	Position	Contact details
Mr. Arnaud Van Strien	Managing Director	Email: office@ipso.ro
Mr. Thom Gady	Marketing Director	Email: agricultura@ipso.ro
Mr. Florin Flacau	Parts Marketing Manager	Email: office@ipso.ro
Ms. Daniela Dinu	Regional Spare Parts Manager	Email: office@ipso.ro

# IMPORTERS AND DISTRIBUTORS OF AGRICULTURAL EQUIPMENT IN ROMANIA - examples



**MAP**



## *General data*

Company name: MAP Masini Agricole Performante SRL  
Address: Str. Oxigenului 2C, Caldararu village, Cernica commune, Ilfov county  
Phone: +4031 2281556  
Fax: +4021 2235152  
Web: [www.map-agricultura.ro](http://www.map-agricultura.ro)  
Email: [office@map-agricultura.ro](mailto:office@map-agricultura.ro)  
Year of establishment: 2005  
Ownership: Mr. Mauro Flora, Ms. Daniela Mailat

## *Brief profile*

MAP imports and distributes agricultural equipment (tractors, combines) and spare parts.  
The company distributes the following brands: Deutz Fahr, Same, Lamborghini and Venieri.

The firm has offices in Cernica (Ilfov county), Piatra Neamt, Arad and Braila.

MAP participated as exhibitor at the Exhibition Integra Bacau that took place during 3 - 5 February 2012 and at the Exhibition Integra Craiova that took place during 2 - 4 March 2012.

The company registered a significant net turnover growth of some 94% in 2010 compared to the previous year.



# IMPORTERS AND DISTRIBUTORS OF AGRICULTURAL EQUIPMENT IN ROMANIA - examples



**MAP**



## *Financial data*

<b>Year</b>	<b>Net turnover (mil. EUR)</b>	<b>Average no of empl.</b>	<b>Net profit (mil. EUR)</b>
2010	19.2	30	0.63
2009	9.9	18	0.03
2008	6.7	18	0.03

## *Key persons*

<b>Name</b>	<b>Position</b>	<b>Contact details</b>
Ms. Daniela Mailat	General Manager	Email: <a href="mailto:office@map-agricultura.ro">office@map-agricultura.ro</a>
Ms. Carmen Danciu	Area Commercial Manager	M: +40755 079554 Email: <a href="mailto:Carmen.danciu@map-agricultura.ro">Carmen.danciu@map-agricultura.ro</a>

# IMPORTERS AND DISTRIBUTORS OF AGRICULTURAL EQUIPMENT IN ROMANIA - examples



**MEWI**



## *General data*

Company name: MEWI Import Export Agrar Industrietechnik SRL  
Address: DN 69 Timisoara - Arad, km 22, Ortisoara, Timis county  
Phone: +40256 494350  
Fax: +40256 490729  
Web: [www.mewi.ro](http://www.mewi.ro)  
Email: [info@mewi.ro](mailto:info@mewi.ro)  
Year of establishment: 1995  
Ownership: Heinrich Schröder Landmaschinen KG Germany

## *Brief profile*

MEWI imports and distributes agricultural equipment (tractors, combines, soil cultivation machines, seeders, harvesters, feed machinery, ploughs, fertilizer spreaders, trailers, loaders) and spare parts. The company distributes both new and second hand agricultural equipment. Also, the company offers technical consultancy for its products and financing services.

The company distributes the following brands: Challenger, Fendt, Valtra, Horsch, Knoche, Geringhoff, Maschio, Gaspardo, Fella, Lemken, Spearhead, Rauch, Mascar, Kemper, Krampe, Kroeger, Hawe, Strautmann, Kotte, Merlo, Rassepe, Vaia. Starting with January 2012, the company decided to include in its portfolio the Challenger tracked tractors.

The company registered a net turnover increase of 5% in 2010 compared to 2009

# IMPORTERS AND DISTRIBUTORS OF AGRICULTURAL EQUIPMENT IN ROMANIA - examples



**MEWI** 

## *Financial data*

<b>Year</b>	<b>Net turnover (mil. EUR)</b>	<b>Average no of empl.</b>	<b>Net profit (mil. EUR)</b>
2010	12.1	36	1.2
2009	11.6	30	1.6
2008	10.8	29	0.8

## *Key persons*

<b>Name</b>	<b>Position</b>	<b>Contact details</b>
Mr. Volker Schröder	Administrator	T: +40372 566616 Email: <a href="mailto:VSchroeder@schroeder-gruppe.de">VSchroeder@schroeder-gruppe.de</a>
Mr. Cristian Danescu	General Director	M: +40723 560202 Email: <a href="mailto:cristian@mewi.ro">cristian@mewi.ro</a>
Mr. Leontin Coca	Sales Director	M +40723 170036 Email: <a href="mailto:leo@mewi.ro">leo@mewi.ro</a>

# IMPORTERS AND DISTRIBUTORS OF AGRICULTURAL EQUIPMENT IN ROMANIA - examples



## NHR Agropartners



### *General data*

Company name:	NHR Agropartners SRL
Address:	Cales Bucurestilor 247, Otopeni, Ilfov county
Phone:	+4021 3007906
Fax:	+4021 3515440
Web:	<a href="http://www.newhollandromania.ro">www.newhollandromania.ro</a>
Email:	<a href="mailto:office@vait.ro">office@vait.ro</a>
Year of establishment:	1999
Ownership:	Voest Alpine Intertrading AG Austria

### *Brief profile*

NHR Agropartners imports and distributes agricultural equipment (tractors, combines, ploughs, seeders, harrows, harvesters, frontal loaders, spreaders, sprayers, soil working equipment etc) and spare parts. The company sells both new and second hand equipment.

The company distributes the following brands: New Holland, Pottinger, Hydrac, Hardi, Bogballe, Einboeck, Gustrower, Matermacc, Dondi. NHR Agropartners has offices in Otopeni (Ilfov county), Arad, Cluj Napoca, Strunga (Iasi county), Constanta, Craiova, Braila, Carei (Satu Mare county) and Giurgiu.

The company recorded a y/y net turnover growth of 11.5% in 2010.

# IMPORTERS AND DISTRIBUTORS OF AGRICULTURAL EQUIPMENT IN ROMANIA - examples



## NHR Agropartners



### *Financial data*

Year	Net turnover (mil. EUR)	Average no of empl.	Net profit (mil. EUR)
2010	9.7	119	0.08
2009	8.7	115	0.12
2008	15.8	98	0.01

### *Key persons*

Name	Position	Contact details
Mr. Joseph Kutzenberger	Managing Director	Email: joseph.kutzenberger@vait.ro
Mr. Florin Neacsu	Deputy Managing Director	M: +40722 275569 Email: florin.neacsu@vait.ro
Mr. Gheorghe Balaceanu	Area Sales Manager	M: +40724 220728 Email: gheorghe.balaceanu@vait.ro

# IMPORTERS AND DISTRIBUTORS OF AGRICULTURAL EQUIPMENT IN ROMANIA - examples



## Agriromex A.D.



### *General data*

Company name: Agriromex A.D. SA  
Address: Str. Lt. Av. Gheorghe Negel 29, Bucharest  
Phone: 021-316 01 65  
Fax: 021-316 01 94  
Web: [www.agriromex.ro](http://www.agriromex.ro)  
Email: [office@agriromex.ro](mailto:office@agriromex.ro)  
Year of establishment: 1997  
Ownership: Mr. Aurel Dumitrascu, Ms. Iuliana Dumitrascu, Mr. Sorinel Dinu  
Ms. Carmen Daniela Greciuc, Mr. Adrian Laurentiu Chitimia

### *Brief profile*

Agriromex A.D. imports and distributes agricultural equipment (tractors, combines, plows, harrows, combinators, seeders, cultivators, balers, harvesters, dryers, loaders, mowers, rakes, fertilizer spreaders, sprayers, irrigation installations, trailers etc) and spare parts.

The company distributes the following brands: Deutz-Fahr, Same, Mat Craiova, Mecanica Ceahlau, Ovlac, Agrisem, ma/ag, Breviglieri, Imac, Mecmar, Sigma, SIP, Tehnofavorit, Giunti, Joskin.

In 2010 compared to 2009, the company registered a net turnover growth of some 20%.



# IMPORTERS AND DISTRIBUTORS OF AGRICULTURAL EQUIPMENT IN ROMANIA - examples



## Agriromex A.D.



### *Financial data*

<b>Year</b>	<b>Net turnover (mil. EUR)</b>	<b>Average no of empl.</b>	<b>Net profit (mil. EUR)</b>
2010	4.6	39	0.05
2009	3.9	37	0.08
2008	4.1	31	0.07

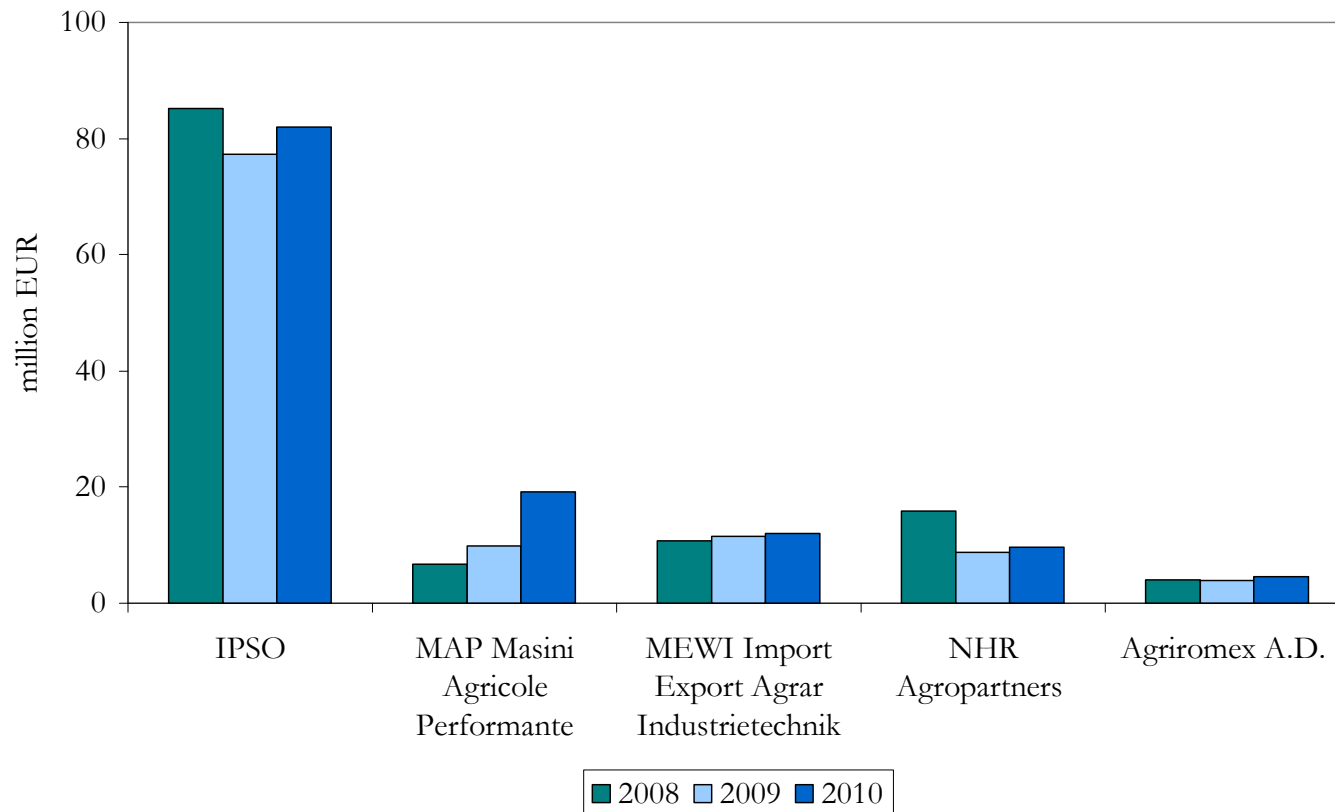
### *Key persons*

<b>Name</b>	<b>Position</b>	<b>Contact details</b>
Mr. Aurel Dumitrascu	General Director	Email: <a href="mailto:office@agriromex.ro">office@agriromex.ro</a>
Mr. Constantin Dima	Sales Director	M: +40740 095015 Email: <a href="mailto:dima@agriromex.ro">dima@agriromex.ro</a>

# IMPORTERS AND DISTRIBUTORS OF AGRICULTURAL EQUIPMENT IN ROMANIA - examples



Net turnover dynamics - examples

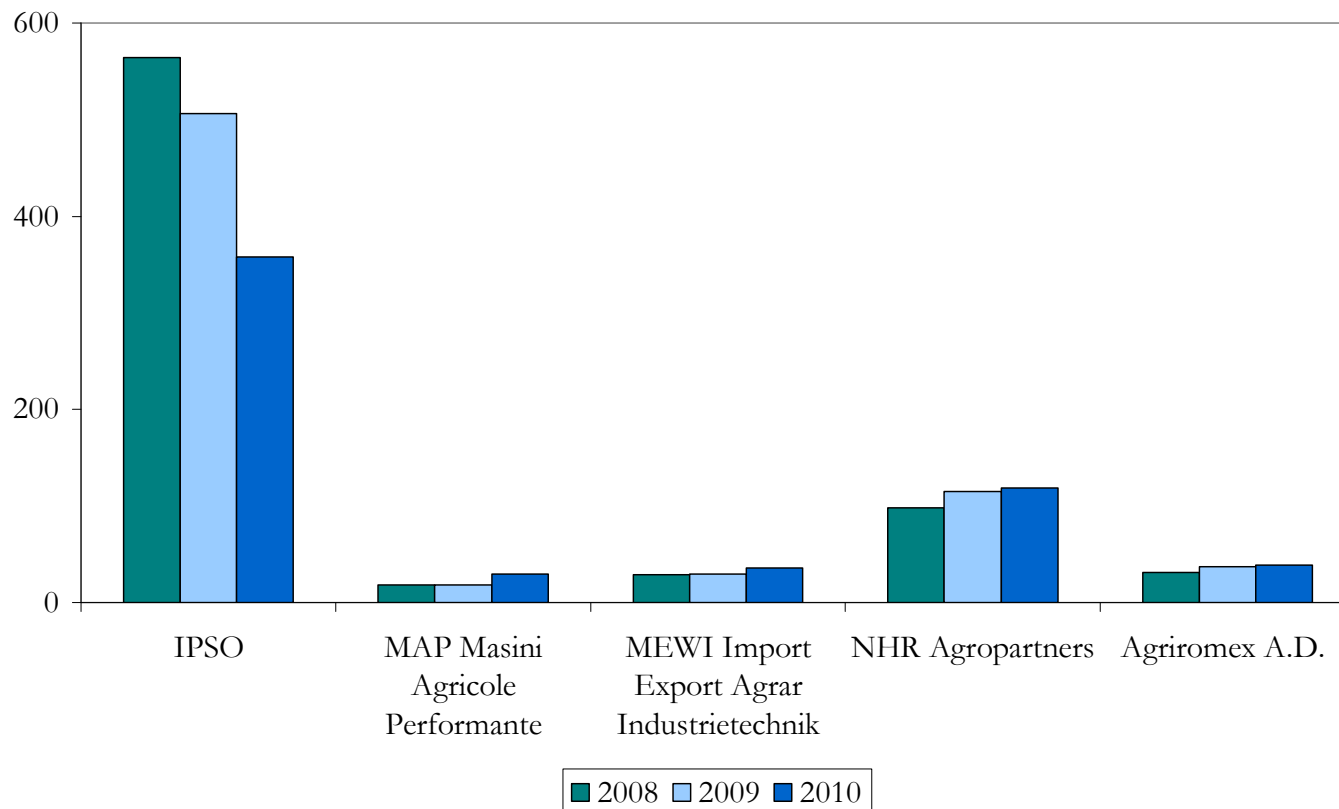


Source: Romanian Ministry of Public Finance

# IMPORTERS AND DISTRIBUTORS OF AGRICULTURAL EQUIPMENT IN ROMANIA - examples



Average no of employees dynamics - examples



Source: Romanian Ministry of Public Finance

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