

Țuca Zbârcea & Asociații acted for the newly created start-up - Comarket, a B2B marketplace for the Romanian hospitality industry



Comarket is a digital tool connecting professionals and suppliers in the HoReCa community. By increasing the efficiency and further development of the procurement market, the platform is helping players from the hospitality industry (restaurants, cafés and hotels) in the day-to-day management of their business operations.

Lawyers from **Țuca Zbârcea & Asociații** helped launch Comarket, a B2B marketplace for the Romanian hospitality industry that had already benefitted from a pre-seed investment of EUR 100,000 followed by an EUR 250,000 strategic investment of Infinite IT Solutions.

Țuca Zbârcea & Asociații advised three Romanian entrepreneurs who became founders of Comarket - Florin Maxim, Eugen Zbârcea and Daniel Nanboe – on their path from idea inception to a functional product, and as such, the Romanian law firm provided legal assistance services throughout all the development stages of Comarket, from contract drafting and negotiation with the external partners to preparing the platform for launch. In so doing, an interdisciplinary approach was required, with *Partner Razvan Gheorghiu-Testa* and *Managing Associate Bogdan Halcu* leading the legal team that covered, inter alia, matters of corporate law, data privacy and intellectual property. **Țuca Zbârcea & Asociații** remains the legal partner of Comarket for the next development stages.

“From the outset, we were quite enthusiastic about the idea of a B2B marketplace for the hospitality industry. Clearly, HoReCa players need to leave behind the somehow archaic model of procurement and supply that they currently use, in favor of a fully digital one that would allow for a more efficient management of business flows and, in general, of the business itself. The sector is in dire need of digitization and this is why an initiative such as Comarket, backed up by similar actions supported by our law firm, such as the first business accelerator program for start-ups called the “HoReCa Business Accelerator”, is a valuable tool for an already battered industry”, said **Razvan Gheorghiu-Testa**, *Partner at Țuca Zbârcea & Asociații*.

Comarket platform is a quick, efficient and modern alternative to the daily procurement operations carried out by HoReCa players and more specifically to traditional procurement methods (i.e., site visits of a dedicated field agent, or placing orders by SMS, WhatsApp or phone etc.). More so, the platform successfully automates repetitive daily processes, providing inputs on the history of orders, centralization and other logistic details. All wrapped up in a 100% paperless product.