

Romania needing national export competitiveness system to allow domestic capital to develop

Romania needs a national export competitiveness system to allow domestic capital to grow, thus expanding the area of employees from a competitive private sector, say officials of the Association of Romanian Export Business Centres (ACEX).

"Given that 'for a normal Romania' has risen to the rank of a slogan, it must be submitted, following the previous debates, that in terms of supporting and promoting exports and investment Romania is far from normal at least in being in line with European practice. In the current situation, we cannot speak of a coalesced and efficient Romanian device or integrated mechanisms and instruments without which the Romanian competitiveness suffers," reads a press statement released by ACEX Chairman Costin Lianu.

"Currently, we do not have a specialist agency to manage the system of aid instruments in a coherent and unitary manner. We need to create such an agency, at the level of good European and international practices."

Lianu also mentions the consolidation of a partnership with the business community via the Export Council, as well as the integration of the instrument of international fairs and exhibitions with a diversified and coherent mechanism that would include other modern instruments.

"In that sense, there are rich sources of research and options, and also practiced and non-budgeted tools (studies, missions, portals, regional centres, etc.)," says Lianu.

He also mentions modern impact assessment tools, as well as the achievement of an optimum between the size of subsidies, the number of participations of a company, the number of new/old participations, the total number of participations per sector/programme.

The list also includes securing the predictability of the programme and its fluidity, taking into account the legislation on public procurement and the development of export business centres, business incubators for SMEs and platforms for their operation abroad. ACEX also mentions the digitalisation of internationalisation and promotion, as well as sector branding programmes.

At the same time, ACEX mentions as a benchmark the consolidation and professionalisation of the external commercial and economic representation device by adapting it to the new requirements, including the development at embassies of formulas that allow hiring locals to support market surveying under the guidance of foreign economic and commercial advisers, which in their turn should undergo lifelong learning formulas.