

A company from Romania is willing to act as a commercial agent and distributor in the field of bakery, pastry and horeca for products like dairy products and delicacies, preserves and spices, sweets and chocolate decorations.

## Summary

Profile type	Company's country	POD reference
<b>Business request</b>	<b>Romania</b>	<b>BRRO20230331013</b>
Profile status	Type of partnership	Targeted countries
<b>PUBLISHED</b>	<b>Commercial agreement</b> <b>Supplier agreement</b>	<b>• World</b>
Contact Person	Term of validity	Last update
<a href="#">Ginta Zalaka</a>	<b>31 Mar 2023</b> <b>30 Mar 2024</b>	<b>31 Mar 2023</b>

## General Information

### Short summary

A Romanian commercial company is looking for long-term partnerships with manufacturers and commercial agents in the fields of products for bakery, pastry and horeca like dairy products, delicacies, preserves, spices, sweets and chocolate decorations that is interested in generating export sales in Romania through factories, commercial agency or distribution contracts.

### Full description

The Romanian company has over 12 years of business experience in developing import sales in Romania.

The main sales channels are in the fields of basic products for bakery, pastry and horeca.

The company has the capacity of 2 large warehouses and can trade and manipulating 5 containers of 40 high cube, on a monthly base.

The company is located in the middle of Romania with good proximity to all cities. Thus, it has a well-organized distribution network and an existing customer base.

Complete service delivery, from the warehouse door to any destination to customers;

The company has identified opportunities in Romania for the development of trade with:

- dairy products: cheese, smoked cheese, mascarpone, cheese cream, whipped cream, butter, grana padano, grana duro

- tuna can
- potato flakes
- seeds of all kinds
- a wide variety of jams and marmalades
- olives: canned green olives, canned sliced black olives, canned calamata olives, olive oli.
- chocolate and chocolate decorations

The company commercializes a variety of products provides the basis for customers in the bakery and pastry and horeca industry some of them are dairy products and delicacies, preserves and spices, sweets and chocolate decorations. In order to expand its business, the company wants to be a commercial agent or distributor for manufacturing companies producing and comercializing the products shown above for the client like, restaurants, bakerys, pastry shops and commercial agents.

The Romanian company can represent both SMEs and large companies that have the ambition to expand their sales outside their home market.

The company can identify competitor products, pricing/margin expectations of channel players and highlight gaps that may exist for a client's products and work to develop and implement a sales strategy.

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#### Advantages and innovations

This is a professional company that has considerable business experience. The company is flexible and can tailor its support to include market development activities to meet customer needs. The company is interested in building long-term relationships based on trust, honesty and commercial success. Fluent communication in Romanian, English, Hungarian, German.

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#### Technical specification or expertise sought

The company has sales channels that are in the fields of basic products for bakery, pastry and horeca.

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#### Stage of development

#### Sustainable Development goals

- **Goal 17: Partnerships to achieve the Goal**

#### IPR Status

## Partner Sought

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#### Expected role of the partner

The potential partners will be manufacturing companies, distributors who want to enter the Romanian market. The company is looking for manufacturers of dairy products and delicacies, preserves and spices, sweets and chocolate decorations, potato flakes and olives. Foreign partners are expected to provide full marketing support and grant exclusive rights under a commercial

agency agreement.

Type of partnership

**Commercial agreement**

**Supplier agreement**

Type and size of the partner

• **SME <=10**

• **Other**

• **Big company**

• **SME 50 - 249**

• **SME 11-49**

## Dissemination

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Technology keywords

• **008003 - Nutrition and Health**

Targeted countries

• **World**

Market keywords

• **007003005 - General food products**

• **007003006 - Other food and beverages**

Sector groups involved