



# Romania



## Country Overview:

*Location: Southeastern Europe, bordering the Black Sea, between Bulgaria and Ukraine*

*Size: 238,391 sq km*

*Population: 21,790,479 (July 2013 est.)*

*Capital: Bucharest*

*Exports-commodities: machinery and equipment, textiles and footwear, metals and metal products, machinery and equipment, minerals and fuels, chemicals, agricultural products*

*Imports-commodities: machinery and equipment, fuels and minerals, chemicals, textile and products, metals, agricultural products*

*Currency: Lei (RON)*

*Ethnic groups: Romanian 89.5%, Hungarian 6.6%, Roma 2.5%, Ukrainian 0.3%, German 0.3%, Russian 0.2%, Turkish 0.2%, other 0.4%*

*Religion: Eastern Orthodox (including all sub-denominations) 86.8%, Protestant 7.5%, Roman Catholic 4.7%*

*Government type: Republic*

*Chief of State: President Acting Crin ANTONESCU (since 6 July 2012)*

*Head of Government: Prime Minister Victor-Viorel PONTA (since 7 May 2012)*

*Language: Romanian 91% (official), Hungarian 6.7%, Romany (Gypsy) 1.1%, other 1.2%*



## Romania / România

### Meetings and

### Negotiations

-Romanians are generally shy and quiet when you first meet and admire **modesty and humility** in themselves and others.

-Although always polite, **they seldom move to a first-name basis** with people outside their extended family or very close friends.

-Initial greetings are formal and reserved: a handshake, direct eye contact, and the appropriate greeting for the time of day.

-Some older Romanians kiss a woman's hand when meeting them. Foreign men are **not** expected to kiss a woman's hand.

-People are addressed by their honorific title ("**Domnul**" for Mr. and "**Doamna**" for Mrs.) and their surname.

-Business is **hierarchical**. Decision-making power is held at

the top of the company.

### Business Attire

-**Men** generally wear dark suits with white shirts and a tie. They always have their shoes polished.

-For **women**, elegant styles are common. Business suits, usually with a skirt and high heels.

### Behavior

-Romanians are **concerned** about being taken advantage of by foreigners.

-As long as you are considered an **outsider** (someone who is not family or a friend), you will be treated with utmost formality.

-Once your Romanian colleagues get to know you, they will think of you as an insider, which lets them treat you more informally.

-Romanians prefer to do business with people who are **down-to-earth** and do not brag about their accomplishments or financial

achievements.

-If your company has been in business for more than 50 years, include the founding date on your business card. Romanians are **impressed by stability**.

-The American "OK" (thumb and index finger forming a circle) sign is an **obscene** gesture.

### Gift Giving

-If giving flowers, give an odd number of flowers. Even numbers are used for funerals.

-Gifts are generally opened when received.

### Appropriate Gifts:

-flowers (roses and carnations are always well received), chocolates, or imported liquor

### Gifts to Avoid:

-Anything overly expensive or extravagant, as this can embarrass the recipient or be viewed as a **bribe**.

## Business Tips continued

### Conversation

-Most Romanian businesspeople speak some English, but usually not very well. It is a good idea to inquire about an interpreter.

-During small talk you may be asked questions that Americans consider **personal** (such as your salary or age).

- **Do not** use confrontational or aggressive sales tactics.

-Romanians have a tendency to tell others what they think they want to hear.

-**Avoid** hyperbole or making exaggerated claims. Include facts and figures to back up your conclusions.

-Most decisions require several layers of approval. At times it may appear that no one wants to accept responsibility for making the decision.

**Topics to Discuss:** sports, family, Romanian landmarks and history

**Topics to Avoid:** The Ceausescu regime, Eastern Block, politics, and religion

