

INVEST IN HARGHITA



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DEAR
READER!



In Harghita County You will feel safe, You can relax here and last but not least, You will have the chance to get acquainted with our values. Compared to other areas, You can find here an untouched natural environment, living traditions, a specific culture. The main goal of the Harghita County Council and of its subordinate institution, the Harghita County Development Agency consists in drawing the attention of economic agents to these features and values of our county. We cordially invite You to visit our county where You will find the highest quality at a very good price.

Visit the area of opportunities!

Borboly Csaba
President
Harghita County Council

WHY ROMANIA?



POPULATION

19 474 936

(2018, source: WDB)



CURRENCY

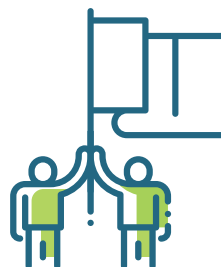
LEI (RON)



OFFICIAL LANGUAGE

ROMANIAN

(source: NSH, 2017)



POLITICAL SYSTEM

REPUBLIC

(source: NSH, 2017)



TOTAL AREA

238 397 KM²

(source: WDB)



CAPITAL

BUCHAREST

(population: 1 835 462 – 2016)



TIME ZONE

GMT + 2 HOURS

(source: time.is)

Member of the following international organizations:

**EU, IMF, NATO,
WTO, UNESCO
and other organizations**



NEIGHBORING COUNTRIES

**Serbia,
Hungary,
Ukraine,
Moldova,
Bulgaria**



GDP

**239 553 BILLION
DOLLARS**

(source: <http://countryeconomy.com>)

GDP/person

**10 420 EURO/
CITIZEN**

(source: Report of the National Commission for
Strategy and Prognosis, 2019)

WHY ROMANIA?

Due to its total area (9th among the 28 EU member states) and its population (7th among the 28 EU member states) Romania offers fantastic market opportunities. Concerning its total area, it is the second largest country in Central-Eastern Europe, and the largest state in South-East Europe. The Romanian market, which consists of approximately 20 million consumers, it offers immense advantages for those entrepreneurs and investors who wish to develop/extend their businesses.

6 REASONS FOR ROMANIA:

1
APPROXIMATELY 20 MILLION CONSUMERS

2
NATURAL GASES HAVE A LOW PRICE IN THE EUROPEAN CONTEXT (4TH PLACE)

3
LOW PRICE OF ELECTRICITY IN THE EUROPEAN CONTEXT (6TH PLACE)

4
AT INTERNATIONAL LEVEL ROMANIA IS THE 5TH IN INTERNET-USE.

5
COMPETITIVE SALARIES IN THE EUROPEAN CONTEXT

6
APPROXIMATELY 85 INDUSTRIAL PARKS IN ROMANIA

CLASSIFICATION OF INVESTMENTS IN ROMANIA ON THE BASIS OF MOODY:
STABLE
(BAA3, 2017)

source: tradingeconomics.com/romania

VALUE OF DIRECT FOREIGN INVESTMENTS, 2018:
5266 MILLION
EUROS

source: tradingeconomics.com/romania

GDP:
239 553 BILLION
DOLLARS

source: <http://countryeconomy.com/>

GDP/CITIZEN:
11 534 EURO/
CITIZEN

source: tradingeconomics.com/romania

GROWTH OF GDP:
1,5%
(JANUARY 2020)

source: tradingeconomics.com/romania

INFLATION:
3,6%
(JANUARY 2020)

source: tradingeconomics.com/romania

GROSS MONTHLY INCOME:
5225 LEI/MONTH

BUDGET BALANCE:
-3%
(2019)

source: tradingeconomics.com/romania

5% VAT

- for textbooks, books, newspapers and magazines (except those whose partial or entire goal is advertising)
- tourism and leisure time services
- services for visiting castles, museums, historical monuments, archeological monuments, zoos, botanical gardens, entertainment parks (whose activity is specified by the following CAEN codes: 9321 or 9329)
- economic activities, fairs, exhibitions and cultural events, sports events, movie theaters and artistic exhibitions)
- accommodation in hotels or similar centers
- leasing territories for camping
- hotel and restaurant services
- sports centers whose goal is sports and physical education
- passenger transportation with the goal of tourism, with the possibility of transportation by cable (elevators, gondola, tele skies), towing vehicles and ships
- buildings and territories belonging to the following categories: nursing homes for the elderly, orphanages, rehabilitation centers
- houses no larger than 120 m² whose value does not exceed the amount of 450 000 lei, without taxes, in the case of natural persons
- quality food products, ecological and traditional mountain products authorized by the Ministry of Agriculture and Rural Development (these products need to possess the authorization except in cases when they are sold to the final customer).

19% VAT

In Romania the standard value of the value added tax (VAT) is 19%

9% VAT

- orthopedic products
- prostheses and their accessories
- medicine
- food products and non-alcoholic drinks
- products that serve as food supplements
- traditional and mountain products
- water source for agricultural irrigation
- fertilizers and pesticides used in agriculture
- products that serve sowing or planting in agriculture: seeds, seedlings
- specific services in agriculture
- provision of drinking water and sewerage services.

TYPES OF TAXES IN ROMANIA

INCOME TAX:

16% of the income (except companies whose activities take place in the field of gambling or possess night clubs – whose income tax is 5% or 16% depending on the value).

INCOME TAX FOR MICRO-ENTERPRISES:

Income tax is paid in the case when the income of the previous year does not exceed the amount of 1 000 euros. Depending on the number of employees, there are two types of income tax: in the case of enterprises that do not have employees, the income tax is **3%**; those who have employees, the income tax is **1%**.

VALUE ADDED TAX:

In Romania the standard value of the value added tax (VAT) is **19%**. The value of the decreased VAT is **9%** or **5%**.

INCOME TAX:

10%, except those working in the IT sector, people with disabilities, and those working in the sector of research and development – they are exempt from paying income tax.



SOCIAL SECURITY CONTRIBUTIONS PAID BY THE EMPLOYEE:

45%

SOCIAL SECURITY CONTRIBUTIONS PAID BY THE EMPLOYER:

2,25%

TAXES FOR REAL ESTATE OWNED BY LEGAL PERSONALS:

0,08%–0,2% of the value of residential buildings
0,2%–1,3% of the value of commercial buildings

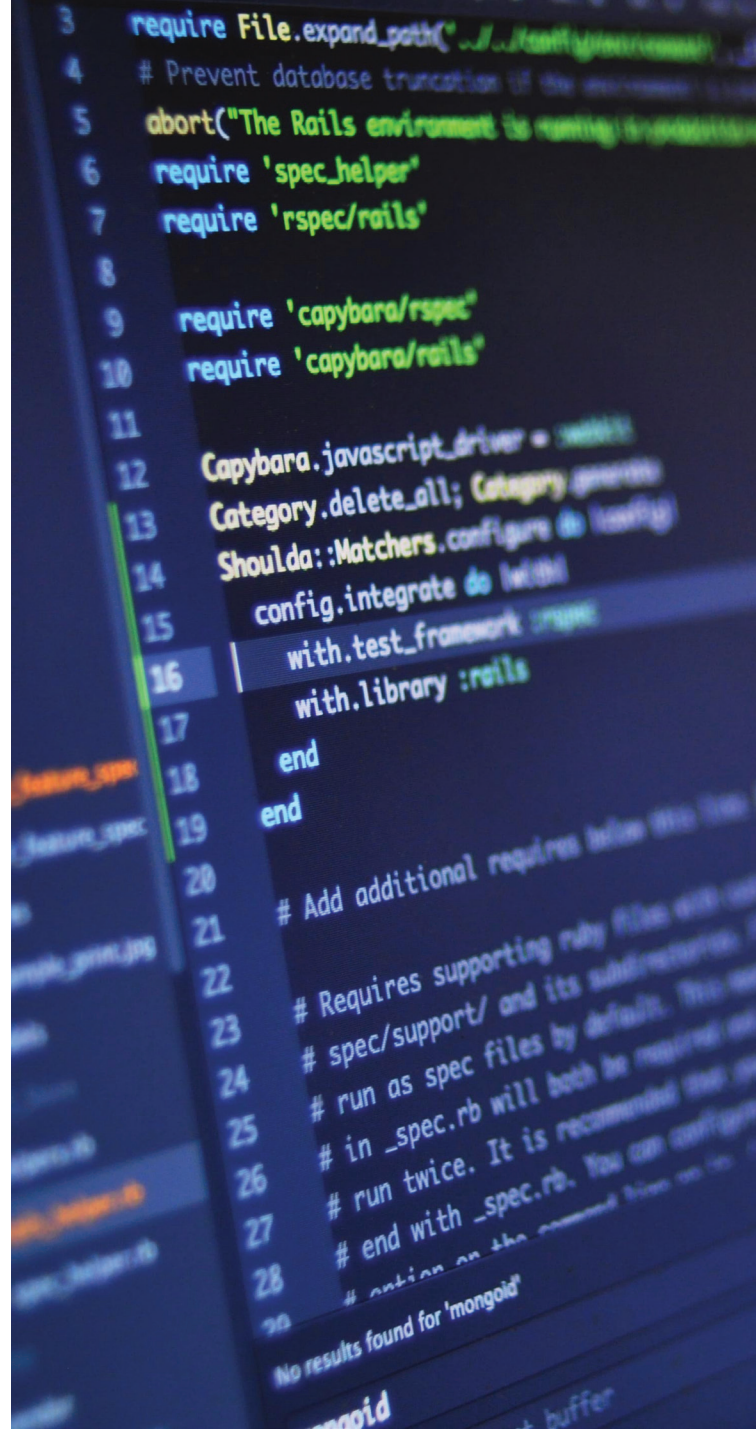
FACILITIES, FINANCING

- **The possibility of 3% income tax:** in the case of micro enterprises when turnover is no more than 100 thousand euros (if the company does not have any employees)
- **The possibility of 1% income tax:** in the case of microenterprises when turnover is no more than 100 thousand euros (if the company has two employees)
- **2250 lei (500 euros) state financing:** for those employers who hire unemployed people and people who receive social aid (additional payments).
- **50 thousand euros** non-reimbursable financing for setting up a business (Start Up Nation)
- **32-36 thousand euros** non-reimbursable financing for new enterprises (Start Up +)
- The possibility of compensating financial losses from the profit of five years.
- The possibility for requesting financing – from national or European funds – for investments in infrastructure or innovative development.



COMPETITIVE LEVEL OF SALARIES AND WORKFORCE WITH HIGHER STUDIES

- **Minimum wages** in Romania are around **490 euros**.
- The **average gross salary** is **1090 euros** (January 2019)
- 75% of the population state that they **speak at least one foreign language**
- 99% of people with higher studies have **studied at least two foreign languages** (EUROSTAT)
- Internationally **well-known IT specialists**
- **Active population:** 8979 thousand people, 65,5% (source: National Statistics Office, report for the year 2016, elaborated in 2017)
- **Employment** 8449 thousand people, 61,6% (source: National Statistics Office, report for the year 2016, elaborated in 2017)
- **Unemployment rate:** 530 thousand people, 5,9% (source: National Statistics Office, report for the year 2016, elaborated in 2017)
- Gross minimum wage **2230 Ron**
- Gross minimum wage **for graduates 2350 Ron**
- Gross minimum wage for **construction workers 3000 Ron**.



NETWORK OF ROADS

Total length of the network of roads:

86 080 KM

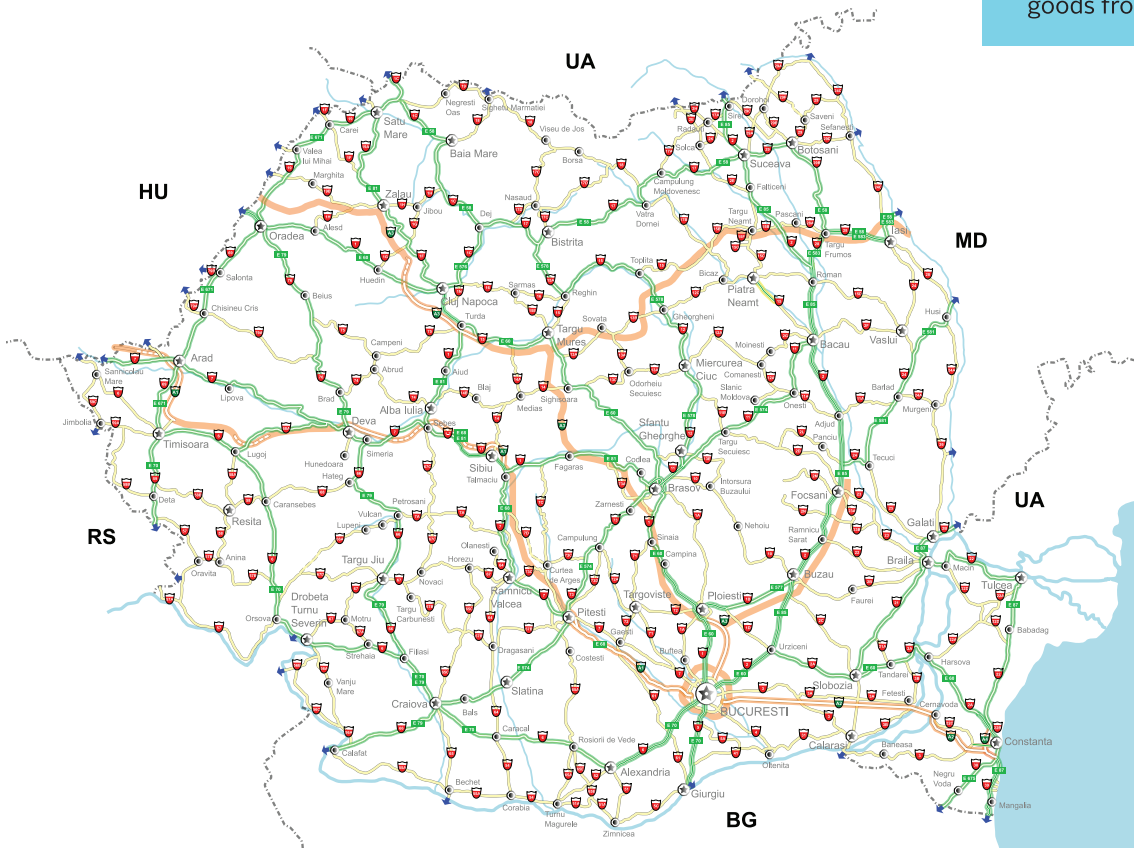
HIGHWAYS:

850 KM

DID YOU KNOW?

Did you know that the Danube flows through Romania?

In Romania the largest port is Constanta with access to the Black Sea, which has links to the oceans of the world, thus there exists the possibility of naval transportation of goods from all over the world.



10 OF THE BUSIEST ROADS IN ROMANIA:

- 1 Bucharest-Pitești
- 2 Sibiu-Nădlac
- 3 Bucharest ring road
- 4 Bucharest-Brașov-Făgăraș-Sibiu-Alba Iulia-Cluj Napoca-Oradea-Borș
- 5 Bucharest-Giurgiu
- 6 Constanța-Mangalia-Vama Veche
- 7 Bucharest-Cernavodă
- 8 Pitești-Slatina-Craiova
- 9 Cernavodă-Constanța
- 10 Ploiești-Buzău

NETWORK OF RAILROADS

Romania has a well-developed network of railroads. This covers the entire territory of the country and is part of the international network of railroads. This offers the possibility of the transportation of goods between Romania and other European countries. The total length of Romanian railroads is 20 104 km.

LENGTH OF RAILROADS:

10 765 KM

(2018)

(source: <http://w3.unece.org>, 2018)

DID YOU KNOW?

Did you know that the Romanian railroads cover the entire territory of the country which has a total length of approximately 10 765 km (2018)?

IN EUROPE, ROMANIA IS ON THE 7TH PLACE CONCERNING THE LENGTH OF RAILROADS.





AIRPORTS

DID YOU KNOW?

In 2018 the number of tourists on Romanian airports reached over 19,8 million.

More than 100 foreign cities are directly accessible from the Romanian airports.

In the

15 INTERNATIONAL AIRPORTS

of the country the traffic of passengers is of

20 MILLION.

Number of airports in Romania:

<15

WHY HARGHITA COUNTY?

8 REASONS FOR HARGHITA COUNTY

1
ON EUROPEAN LEVEL LOW TAXES

2
PUBLIC INSTITUTIONS THAT ARE OPEN TOWARDS NEW INVESTMENTS

3
EXCELLENT COLLABORATION AMONG PUBLIC INSTITUTIONS AND ENTREPRENEURS

4
MAINTAINING TRADITIONS AND A LIVING CULTURE

5
DEVELOPING TOURISM

6
QUALIFIED WORK FORCE

7
RICH IN NATURAL RESOURCES

8
HUGE TOURISTIC POTENTIAL THAT IS YET UNEXPLORED



PHOTO: SZŐCS DÉNES

Hungarian investors can communicate with the majority of economic agents in Harghita county in their mother tongue: according to the data of the last census 82,9% of the county's population are Hungarian.

On national level in Harghita county You will find the best conditions concerning human resources. With reference to the competitiveness of the work force of Harghita county You will find the best conditions on national level. This is due to the existence of higher education institutions, but also to the diligence and love of work of the population.





PHOTO: SZÓCS DÉNES

Huge unexplored touristic potential: salt mines and stalactite caves, skiing slopes with superb views, numerous mineral water springs, therapeutic thermal waters, forests and local legends.

Possibilities to collaborate with the local public ownerships, and the organizations of forest and pasture owners.



HARGHITA COUNTY



POPULATION

310 867

Source : General development strategy of Harghita county, 2016



OFFICIAL LANGUAGE

ROMANIAN

source: National Statistics Office, report for the year 2017



ETHNIC GROUPS

12,6% Romanian
82,9% Hungarian
1,7% Roma



AREA

6639 KM²

source: WDB



TIME ZONE

GMT + 2 ÓRA

(source: time.is)



CURRENCY:

LEI (RON)



LOCATION:

Central region

NEIGHBORING COUNTIES:

**Maroș, Brașov, Covasna,
Bacău, Neamț and
Suceava**

CENTRAL MUNICIPALITY OF HARGHITA COUNTY:

MIERCUREA CIUC

MUNICIPALITIES:

**Miercurea Ciuc,
Odorheiu Secuiesc,
Gheorgheni,
Toplița**

EXPORT:

511 062 thousand euros

IMPORT:

791 124 thousand euros

GDP:

10 006 million lei

(2018)

Source: the report of the National Strategy and Prognostics Commission, 2019

GDP/INHABITANT

7087 euro/inhabitant

(2020 JANUÁR)

Source: the report of the National Strategy and Prognostics Commission, 2019

NUMBER OF EMPLOYEES:

129 thousand

(2019)

source: insse.ro

UNEMPLOYMENT:

5146 people

(2019)

source: insse.ro

UNEMPLOYMENT RATE:

4,2%

(2018)

source: insse.ro

AVERAGE GROSS MONTHLY INCOME:

3383 lei/person

(2018)

source: insse.ro

POPULATION DENSITY:

46 people/ km²

INHABITANTS OF URBAN AREAS:

54,8%

INHABITANTS OF RURAL AREAS

45,15%

INFRASTRUCTURE

NETWORK OF ROADS



8 national roads (DN), 43 county roads (DJ) and 142 rural roads (DC) provide the efficient traffic in the county. The network of county roads make transportation easy and fast in the country and abroad.

**THE TOTAL LENGTH OF THE NETWORK OF
ROADS IN HARGHITA COUNTY:**

2088 KM

(source: General strategy of Harghita county, 2016)

NATIONAL ROUTS:

DN13C, DN13A, DN15:

Harghita-Mureș

DN15, DN12C:

Harghita-Neamț

DN12A:

Harghita—Bacău

DN11B:

Harghita—Covasna

INFRASTRUCTURE

NETWORK OF RAILWAYS

Harghita county is linked to the important cities of Europe, while thanks to railroads it also has a direct link to the Black Sea (through Constanta).

The network of railroads offers to investors and entrepreneurs the possibility to rail transportation in the country and throughout Europe.

THE LENGTH OF RAILROADS IN HARGHITA COUNTY:

207 km

From which 83,57% electric

LINKS:

**Bucharest,
Braşov,
Sfântu Gheorghe,
Baia Mare,
Satu Mare,
Cluj Napoca, Oradea
and foreign cities**

THE NETWORK OF RAILROADS IN ROMANIA:

ROMANIA

10 765 km

CENTRAL REGION

1333 km

HARGHITA COUNTY

207 km



INFRASTRUKTURE

TRANSFER TO AIRPORTS

THE NEAREST AIRPORTS TO HARGHITA COUNTY:

Bacău International Airport
(George Enescu)
145 km

Târgu Mureș International Airport
157 km

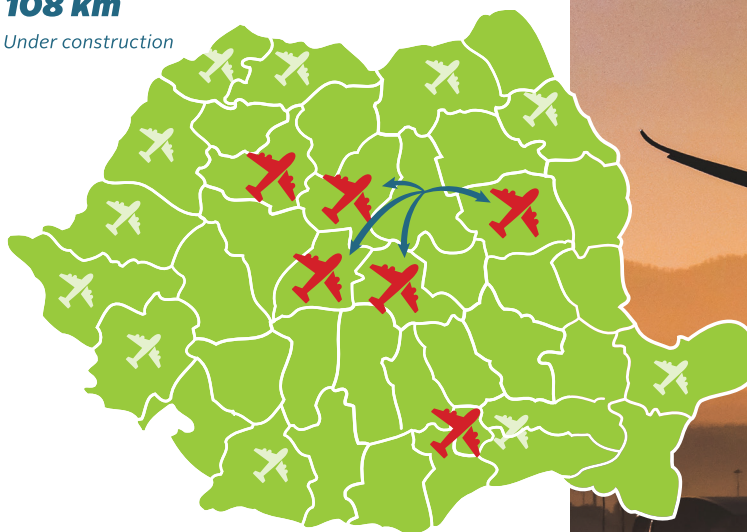
Sibiu International Airport
207 km

Cluj Napoca International Airport
(Avram Iancu)
233 km

Otopeni International Airport
(Henri Coandă)
249 km

Brașov International Airport
108 km

Under construction



#	DEPARTURES	ARRIVAL	TIME
1	VIENNA	BUCHAREST	1:35 HOURS
2	BRUSSELS	CLUJ-NAPOCA	2:30 HOURS
3	BUDAPEST	TÂRGU MUREȘ	1:00 HOURS





ENTREPRENORIAL ENVIRONMENT

NUMBER OF ENTERPRISES REGISTERED IN HARGHITA COUNTY, 2019:

1485 *vállalkozás*

NUMBER OF ENTERPRISES REGISTERED IN HARGHITA COUNTY, 2018:

1247 *vállalkozás*

GROWTH RATE IN ONE YEAR:

19,9%

NEW LIMITED LIABILITY COMPANIES (LTD) IN HARGHITA COUNTY:

19,9%

In Harghita county the entrepreneurial spirit is high. The setting up of new SMEs is continuous, and these offer quality work and services and they operate with clients both from the country and from abroad. Local public institutions together with the Harghita County Council places high emphasis on supporting and promoting young entrepreneurs.

LARGE COMPANIES:

Iris Service SA, Perla Harghitei SA, Harmopan SA, Lactate Harghita SA, Impex Aurora SRL, Apemin Tuşnad SA, Harplast SRL, Confecția Miercurea Ciuc SA, Tuşnad SA, Industry Transilvan SRL, Fapicom SRL, Industry Steel Corp SRL, Authentic Meat SRL, Ikos Conf SA, Norada SA, Amigo&Intercost SRL, Elan Trio SRL, Famos SA, Melinda Impex Instal SA, Gordon Prod SRL, Melinda Impex Steel SA.

ASSOCIATIONS OF ENTREPRENEURS

PROFESSIONAL ORGANIZATIONS IN HARGHITA COUNTY:

The Association of Entrepreneurs Arbor

The Association of Entrepreneurs from Ciuc

The Association of Small and Medium-size Enterprises Odorhei

CLUSTERS:

IT plus Cluster

Harghita Wood Cluster

Innovative Region-Tree Cluster

“Transylvania” Central Region Cluster

FINANCING IN SUPPORT OF THE ENTREPRENEURIAL SPIRIT:

National funds StartUP Nation, Start Plus, funds from Hungary and public institutions for sustaining enterprises.

Business incubator for new enterprises in Odorheiu Secuiesc: “Harghita Business Center” – from 2021 construction works start on the next business incubator.

At county level there are plans for setting up business incubators in Gheorgheni and in Miercurea Ciuc.



HARGHITA BUSINESS CENTER

Professional consulting / Mentoring /
Innovation / Facilities / Success / Con-
sulting

The leadership of Harghita county pays special attention to supporting new enterprises. In this sense, new business incubators in Miercurea Ciuc and Gheorgheni are planned.

The number of enterprises in Harghita county is growing thus it is necessary to set up new business incubators. The next business incubator to be set up together with the Harghita business Center will provide space for new enterprises.



1 konferenciaterem
33 vállalkozó
48 iroda
2 gyűlésterem

HUMAN RESOURCES EDUCATION



Sapientia University, Miercurea Ciuc

- Faculty of economics, social and human sciences and engineering
- Műszaki és Társadalomtudományi Kar
- MA programs:
 - Translation and interpreting
 - Applied economics and finances
 - Management and leadership

Babeş-Bolyai University, Cluj-Napoca

- Faculty of Mathematics and IT, Odorheiu Secuiesc
- Faculty of Psychology and Educational sciences, Odorheiu Secuiesc

- Faculty of Geography and Tourism, Gheorgheni
- MA programs:
 - Eco-tourism and sustainable development, Gheorgheni

College of Modern Business (MÜTF) Odorheiu-Secuiesc

Institution where professional support is provided by several educational institutions from Hungary.

- Commerce and marketing – BA
- Agro-engineering in economy and rural development – BA
- Economist in tourism – BA
- Light industry engineer – BA

- MA programs:
 - Commerce, marketing
 - Marketing

Lucian Blaga University, Miercurea Ciuc

- JLaw school – MA
- Economics faculty – MA

HUMAN RESOURCES

DUAL EDUCATION

In Harghita county there are 2500 graduates per year, out of whom 65% have studied a profession and plan to get employment in the given profession.

Taking into account the demand of the labor force market of Harghita county there is high demand for specialists in different fields. A large number of schools offer students the chance to choose a profession and study that profession within the school system.

Dual education in Harghita county

- **Technical high school „Kós Károly” Odorheiu Secuiesc**
chef/waiter
- **Technological high school „Zeyk Domokos” Cristuru Secuiesc**
carpenter/gardener
(woodworks, agriculture)
- **Technological high school „Bányai János” Odorheiu Secuiesc**
carpenter/turner
- **Technological high school „Székely Károly” Miercurea Ciuc**
turner (metallurgical industry)
- **Technological high school „Puskás Tivadar” Ditrău**
Baker/confectioner/sylviculture

Educational institutions:

- 19 technological high schools
- 9 theoretical high school
- 3 gymnaziums
- 3 post-secondary schools
- 2 technological colleges
- 2 arts high schools
- 1 pedagogical high school
- 1 college of the Reformed Church
- 1 special school



HUMAN RESOURCES

PROFESSIONAL COURSES



■ **Post-secondary school “Louis Pasteur”, Miercurea Ciuc** Nursing courses, the language of education is Hungarian

■ **Sanitary post-secondary school “Eugen Nicoara”** Nursing / pharmaceutical assistant courses

■ **FEG EDUCATION Post-secondary school, Odorheiu Secuiesc** General nurse courses

■ **Harghita county Chamber of Commerce and Industry** bricklayer, stonemason, plasterer, carpenter courses, carpenter, plumber, tailor, waiter, trade worker

■ **“Spectrum” Education Center** foreign language courses: English, German, Italian, Spanish, etc.

■ **Harghita county workforce occupation agency** courses take place depending on actual projects

■ **“EduTech Consulting”** present courses: seminar or preventing irregularities in projects with financing from European funds, courses for workers in waste management, seminar on public acquisitions – legislation and utilizing the economic system trainings: strategy and planning, telephonic communication, speaking

techniques, stress and conflict management

■ **„Fidelitas” Foundation** courses: agro-tourism worker, informatics, English language, nursing / medical assistant, trade worker, construction worker, German language, computer operator, plumber, webdesiner

MIERCUREA CIUC

THE SEAT OF HARGHITA COUNTY

POPULATION:

41 621

(2019)

source: insse.ro

UNEMPLOYMENT:

1,2%

(2019)

source: insse.ro

INDUSTRIAL AREA:

YES

NATURAL GASES NETWORK:

YES

NUMBER OF EMPLOYEES:

HIGH

CLOSEST AIRPORTS:

BACĂU INTERNATIONAL
AIRPORT (GEORGE
ENESCU)

144 km

TÂRGU MUREŞ
INTERNATIONAL AIRPORT

169 km

ENTREPRENEURS' ASSOCIATIONS:

ENTREPRENEURS'
ASSOCIATION FROM THE
CIUC AREA (CSVE)

HUMAN RESOURCES:

QUALIFIED PERSONNEL /
WELL-TRAINED

YOU CAN REACH THE TOWN ON::

European roads E578,
DN 13A

DISTANCE BETWEEN BUCHAREST AND MIERCUREA CIUC:

262 km

UNIVERSITIES:

- „SAPEINTIA” UNIVERSITY,
MIERCUREA CIUC
- „LUCIAN BLAGA”
UNIVERSITY, MIERCUREA
CIUC BRANCH

PHOTO: SZÓCS DÉNES



GHEORGHENI

POPULATION:

19 765

(2019)

source: insse.ro

UNEMPLOYMENT:

2,6%

(2019)

source: insse.ro

INDUSTRIAL AREA:

YES

NUMBER OF EMPLOYEES:

MAGAS

NETWORK OF ROADS:

DN13A, DJ137

NATURAL GASES NETWORK:

YES

UNIVERSITY:

■ BRANCH OF BABEȘ-
BOLYAI UNIVERSITY

ENTREPRENEURS' ORGANIZATIONS /
ASSOCIATIONS

ENTREPRENEURS'
ASSOCIATION ARBOR

HUMAN RESOURCES:

QUALIFIED PERSONNEL /
WELL TRAINED



PHOTO: KERESZTES MÉDIA

ODORHEIU SECUIESC

POPULATION:

38 195

(2019)

source: insse.ro

UNEMPLOYMENT:

1,5%

(2019)

source: insse.ro

INDUSTRIAL AREA:

YES

NATURAL GASES NETWORK:

YES

NUMBER OF EMPLOYEES:

HIGH

NETWORK OF ROADS:

EUROPEAN ROAD E578,
NATIONAL ROAD DN15

HUMAN RESOURCES:

QUALIFIED PERSONNEL /
WELL TRAINED

UNIVERSITY:

- BRANCH OF BABEȘ-BOLYAI UNIVERSITY
- COLLEGE OF MODERN BUSINESS

ENTREPRENEURS' ORGANIZATIONS / ASSOCIATIONS

ASSOCIATION OF SMALL AND MEDIUM SIZE ENTERPRISES ODORHEI

BUSINESS INCUBATOR:

YES

HARGITA BUSINESS CENTER



TOPLIȚA

POPULATION:

15 673

(2019)

source: insse.ro

UNEMPLOYMENT:

2,4%

(2019)

source: insse.ro

INDUSTRIAL AREA:

YES

NUMBER OF EMPLOYEES:

HIGH

NETWORK OF ROADS:

EUROPEAN ROAD E 578,
NATIONAL ROAD DN 15

NATURAL GASES NETWORK:

YES

HUMAN RESOURCES:

QUALIFIED PERSONNEL /
WELL TRAINED



AGRICULTURE:

In Harghita county there exist approximately 400 000 hectares of agricultural land where vegetables are grown organically or through integrated methods. Starting from 2009 the rate of employees in agriculture in Harghita county at regional and national level has grown to over 35%.

In Harghita county in Harghita county – besides lands where vegetables are grown intensively, industrially, there also exist extensive methods (primarily in the field of raising animals) which, compared to other methods, contributes largely at the durable maintenance of the natural environment.

Reasons for Harghita county:

- extensive quality pastures
- optimal climatic circumstances for growing potatoes and certain cereals
- due to the varied relief diversified growing of vegetables is possible
- spontaneous flora of herbs, forests and pastures rich in mountain flora and forest fruit
- the rate of precipitations is above the national average
- natural environment, biodiversity.

Economic conditions:

- large number of human resources / workforce
- profitable enterprises
- support for positioning brands,
- fairs of enlarging the market for local producers.

System of social and organizational conditions:

- knowledge with reference to the production and protection of plants,
- a new generation of farmers,
- professional associations and organizations,
- proactive approach on the part of the Harghita County Council.

Technological conditions:

- the number of tractors / hectare is higher than the national average;
- Research and development Center for Potatoes
- engineering specialists





AGRICULTURE

SMALL FAMILY FARMS

Besides working the land raising animals is also important where small family farms play the leading part: in rural areas farmers raise cattle, pigs, poultry, rabbits. Given the local conditions in Harghita county, besides large farms, the number of

small family farms has grown significantly and they produce quality goods. The interest for such goods has been growing both on the national market as well as on foreign ones. The great advantage of these products consists in the fact that they are not

mass-produced, but these are handcraft products produced according to traditional recipes. Their specificities are: small quantities and superior quality.

VALUES OF THE FORESTS:

MUSHROOMS, BLACKBERRIES, PINE CONES, POLYFLORAL HONEY, ...

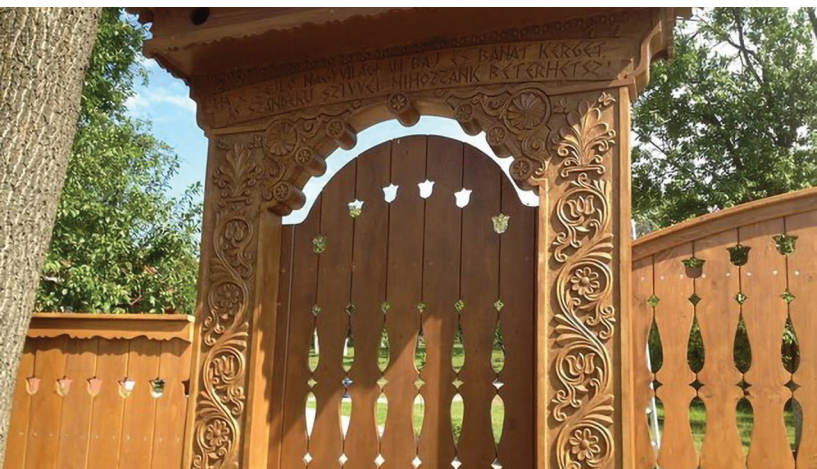
The feature of edible forest mushrooms is that despite any efforts to produce them in an artificial environment, they can be found only in their natural environment. In the forests of Harghita county the tastiest mushrooms are the yolks, deer legs and other types of mushrooms.

Forest fruit rich in vitamins: raspberries, blackberries, strawberries, respectively blackberries and their relatives, red berries.

Among the dowry of the forest we also find fir cones and the young sprouts of branches from which we can produce syrup which in traditional medicine is known as antitussive.



FOLK ART AND HANDICRAFTS



THIS IS THE PLACE WHERE YOU WILL FIND THE LARGEST NUMBER OF TRADITIONAL SZEKLER GATES.

Satu Mare is known all over Europe for its Szekler gates older than 150 years, known as masterpieces of folk art.

THE CENTER OF TRADITIONAL POTTERY – WITH THE ONLY ARAGONITE MUSEUM IN THE COUNTRY.

Corund is known for its folk art, tourism and cultural center. Corund reminds us of folk pottery, many considering it the most important pottery producing settlement from Europe. Among the seven wonders of Szeklerland we count: Mountain of Snails – the only geological reservation from Romania which is also important from the perspective of science: besides aragonite you can also find here calcite crystals. Similarly there were also found the fossils of ancient creatures here.





TRADITIONAL CENTER OF BLACK POTTERY

Danesti is the center of black pottery and of the woolen blankets. Black pottery is made from the same clay as other pottery made of clay but during its burning the smoke colors the pottery to a deep black. This only happens on the outside of the pottery, not on the inside. These objects made of clay are not only beautiful but they are also suitable for holding water given that the smoke fills the pores of the pottery which thus does not absorb the water.

SZEKLER FOLK COSTUME – A COMBINATION OF COLORS

The variety of the Szekler folk costume is due to the fact that there are different costumes depending on the weather, age, event and area. Thus there are different combinations of colors. Every year the festival of “A thousand Szekler girls” is held in Sumuleu where people dressed in different folk costumes gather to celebrate traditions.



TEXTILE INDUSTRY, CONFECTIONS



MAKING SUITS OF INTERNATIONAL LEVEL

With reference to producing suits, in Harghita county there are enterprises that produce for internationally known brands. Suits are made – according to latest trends – on the basis of Swedish design for which quality raw materials are imported from Italy.

MAKING FABRIC FOR FURNITURE IN HAR- GHITA COUNTY

The most important enterprise that produces textiles for furniture is located in Harghita county. At present these textiles are made from cotton, acrylic fiber and polyester, with traditional and modern motives and both strong and pastel colors. The products of this factory are used by the largest upholster producing enterprises from Romania and they are also sold to Germany, France, Norway and Hungary.



A photograph of a two-story wooden house with a balcony. The house has a gabled roof with exposed wooden beams. The upper floor has a balcony with a wooden railing and two windows with dark frames. The lower floor is clad in horizontal wooden siding and has two windows. A satellite dish is mounted on the side of the house. The background shows trees and a blue sky with clouds.

WOOD INDUSTRY

Approximately half of Harghita county's territory is covered by forests a large part of which constitute coniferous woods. Thus the rate of coniferous woods in Harghita county is above the national average. Entrepreneurs and producers involved in building wooden houses and wooden tools purchase their wooden raw material from these forests. The quantity of the exploited wood in 2014 in Harghita county placed the county on the third place on national level.

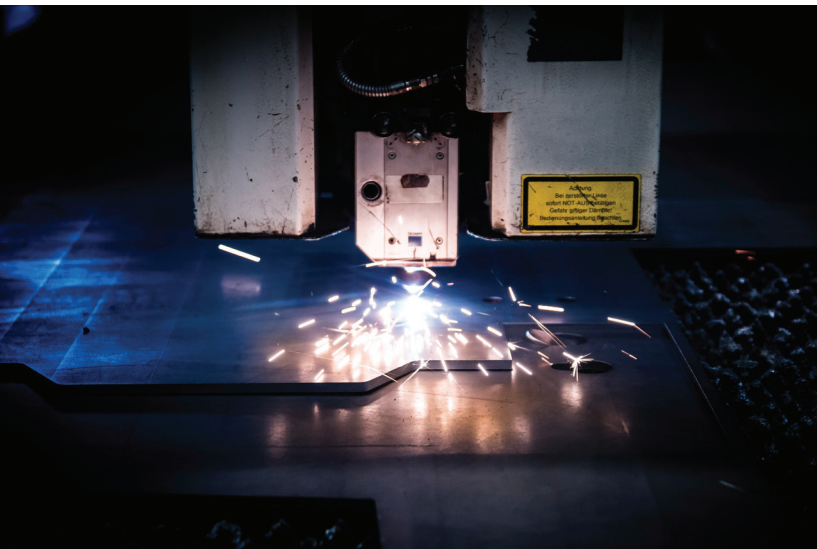
Given the natural resources of the county, wood industry is one of the key sectors that provides an income for many people both in the exploitation phase and in woodworking. Pine wood is a light wood easy to work with and due to its color the furniture made from pine can easily be combined with other materials and textiles.

FARYTALE-LIKE HOUSES MADE OF WOOD

Local entrepreneurs receive orders from the entire country for the building of wooden dwelling houses of high quality. In the county there are several enterprises that are involved in building internationally renowned wooden houses. They constantly receive orders from France, Germany, Italy, Spain, Slovakia and Austria. Besides providing superior quality these enterprises also pay great attention to the needs of the clients.

Given all the forests, wood is one of the most accessible raw materials for the construction of houses. In Harghita county building wooden houses has a long tradition of hundreds of years. You can find here several settlements with more than one hundred years old wooden houses. This tradition has been maintained and is continued by the entrepreneurs involved in the construction of wooden buildings.

METALLURGICAL INDUSTRY AND PRODUCING SPARE PARTS



HIGH SPEED CNC MILLING

In the Odorhei area there are more CNC machines than in the rest of Harghita and Covasna counties. Several enterprises involved in the activities of the metallurgical industry in the county collaborate with foreign partners from Hungary, Germany, Austria, the Netherlands, the USA and Russia.

WITHOUT SPARE PARTS THERE ARE NO CARS EITHER

Several large companies that produce spare parts have branches in Harghita county. These produce spare parts for the most important brands of cars at international level. There are also companies that produce spare part for over 25 brands of cars: Mercedes, BMW; Audi, Ford, Volkswagen.

The metallurgical industry – including the production of spare parts – in Harghita county constitutes a branch of industry that is developing dynamically and enterprises constantly set up new partnerships with foreign companies.



INVESTMENT OPPORTUNITIES

The Harghita County Council, together with the Harghita county Development Agency and in collaboration with local public institutions aim to support local economy and to strengthen the entrepreneurial spirit.

In Harghita county there are several land plots and real estate that local public institutions / and actors of the private sphere wish to lease to an investor thus contributing to starting new economic activities and to the creation of new jobs.

Taking into account the natural resources of Harghita county there are multiple possibilities for tourism activities and given the highly qualified human resources we can provide high quality tourism services. Students specialized in tourism can study in several educational institutions in the county.

Investment opportunities / Private sphere / Public sphere / Infrastructure / Real estate / Agricultural buildings / Investinharghita / Useful information / Notifications / Setting up partnerships / Public institutions supporting businesses / Attracting investors / Harghita county

2020.investinhargita.ro



INVESTMENT OPPORTUNITIES IN **BORSEC**



OBJECTIVE OF THE INVESTMENT:

Hotel near the wellness center

LOCATION OF THE INVESTMENT:

Borsec, the area of the “Hármasliget” Botanical Reservation, Harghita county

TYPE:

for lease

OWNER:

local public institution

The building situated near the center of the settlement provides the opportunity for investors to set up a hotel here. The building is close to the area of the “Hármasliget” Botanical Reservation and is set on urban land. The building has running water, sewerage and electricity.

The strong points of the location are tourism and balneo-therapeutic tourism.

INVESTMENT OPPORTUNITIES IN **ULIEȘ**



OBJECTIVE OF THE INVESTMENT:

building located in Ulieș village with the urban lot on which it stands

LOCATION OF THE INVESTMENT:

Ulieș, Cerbului str., Harghita county

TYPE:

for lease

OWNER:

local public institution

The building is appropriate for setting up workshops / offices for the production of handicrafts.

At present the building is out of use and it needs renovation.

INVESTMENT OPPORTUNITIES IN **REMETEA**



OBJECTIVE OF THE INVESTMENT:

20 hectares terrain

LOCATION OF THE INVESTMENT:

Remetea, Gheorgheni area, Harghita county

TYPE:

for lease

OWNER:

local public institution

All the documents concerning the lot are in order, it has the necessary authorization for the harvesting of mineral waters valid for 20 years.

The lot is suitable for setting up a bath or a balneo-therapeutic center plans of which have already been prepared. The lot is accessible from a European road.

INVESTMENT OPPORTUNITIES IN **SÂNSIMION**



OBJECTIVE OF THE INVESTMENT:

5 hectares terrain

LOCATION OF THE INVESTMENT:

Sansimion, Ciuc area, Harghita county

TYPE:

for lease

OWNER:

local public institution

The lot is in its original state, no building has ever been built here.

It is accessible from DJ 123, DE 578, and it is also near the railways.

INVESTMENT OPPORTUNITIES IN **VĂRȘAG**



OBJECTIVE OF THE INVESTMENT:

terrain with a building near the center of the settlement

LOCATION OF THE INVESTMENT:

Vârșag, Odorhei area, Harghita county

TYPE:

for lease

OWNER:

local public institution

The lot is accessible from a county road, while the building has running water, sewerage, electricity and gas. The lease has the opportunity to set up a thermal power plant.

The local public institution is open to any investment offer in order to create new jobs in the settlement.

INVESTMENT OPPORTUNITIES IN **TUȘNADU-NOU**



OBJECTIVE OF THE INVESTMENT:

land with three lakes with fish

LOCATION OF THE INVESTMENT:

Tușnadu-Nou, Tușnad village, Harghita county

TYPE:

for lease

OWNER:

local public institution

The local public institution from Tusnad wishes to lease the terrain to investors. The terrain is located at approximately 200 m from the road E578.

The lot is with all its documents in order and after arrangement it may be used for sport fishing.

INVESTMENT OPPORTUNITIES IN ȘIMONEȘTI



OBJECTIVE OF THE INVESTMENT:

2 buildings with a terrain of 5500 m²

LOCATION OF THE INVESTMENT:

Șimonești village, Medișoru Mare/Tărcești, Harghita county

TYPE:

for lease

OWNER:

local public institution

The building in Medișoru Mare has a surface of 266 m², situated on a lot of 4334 m². The roof of the buildings and their walls are in a good condition. The building is suitable for handicrafts activities.

The building from Tărcești has a total surface of 84 m², it is located on a lot of 1438 m². You can access the lot from a village road.

INVESTMENT OPPORTUNITIES IN ȘIMONEȘTI



OBJECTIVE OF THE INVESTMENT:

2 building with a terrain of 2000 m2

LOCATION OF THE INVESTMENT:

Șimonești, Chedia Mică/ Nicoleni, Harghita county

TYPE:

for lease

OWNER:

local public institution

The building from Nicoleni has a total surface of 132 m2 (lot: 652 m2).

The building from Chedia Mică has a total surface of 132 m2 (lot: 1393 m2).

INVESTMENT OPPORTUNITIES IN **VLĂHIȚA**



OBJECTIVE OF THE INVESTMENT:

building with terrain, where a social center is set up

LOCATION OF THE INVESTMENT:

Vlăhița, Harghita county

TYPE:

for lease

OWNER:

local public institution

The local public institution offers for lease the building with a total surface of 1800 m² and the terrain with a total surface of 589 m². The building is suitable for setting up a nursing home for the elderly or for a nursery.

In the basement there are 3 rooms while on the ground floor 24 rooms. The building has running water, sewerage and it is linked to the gas network.

INVESTMENT OPPORTUNITIES IN **PĂULENI-CIUC**



OBJECTIVE OF THE INVESTMENT:

building in old style and terrain

LOCATION OF THE INVESTMENT:

Delnița, Păuleni-Ciuc, Harghita county

TYPE:

for lease

OWNER:

local public institution

The roof of the building was renovated in 2018. The structure of the building is made of wood. There can be set up offices, a workshop, production area, or sports center.

Tourism has been growing in the settlement.

The building fits well the settlement's construction style.

INVESTMENT OPPORTUNITIES IN **ȘOIMENI**



OBJECTIVE OF THE INVESTMENT:

old bath with buildings and terrain

LOCATION OF THE INVESTMENT:

Șoimeni, Ciuc area, Harghita county

TYPE:

for lease

OWNER:

local public institution

There used to be a bath here that satisfied the needs of Olympic sportsman. The bath had dressing rooms and a parking lot. The bath could be reopened or through its renovation a new sports center could be set up.

The terrain is an urban lot and it is accessible from the village road.

INVESTMENT OPPORTUNITIES IN **JOSENI**



OBJECTIVE OF THE INVESTMENT:

0.25 hectares of terrain accessible from a national road

LOCATION OF THE INVESTMENT:

Joseni, Gheorgheni area, Harghita county

TYPE:

for lease

OWNER:

local public institution

The terrain is registered in the cadaster and it is easily accessible from the national road. At present it is out of use, but it is suitable for economic activities. Due to its good location the terrain may raise the interest of investors.

Joseni village is one of the oldest and biggest settlements in the Gheorgheni basin. Joseni village is situated near DN 13B, at a 6 km distance from Gheorgheni.

INVESTMENT OPPORTUNITIES IN **CIUMANI**



OBJECTIVE OF THE INVESTMENT:

urban terrain of 1.5 hectares and a mill

LOCATION OF THE INVESTMENT:

Ciumani, Gheorgheni area, Harghita county

TYPE:

for lease

OWNER:

local public institution

The mill is suitable for setting up a hotel or an events hall.

The building is set on an urban terrain of 1.5 hectares and it is linked to the electricity, water and sewerage networks. It has an excellent location.

INVESTMENT OPPORTUNITIES IN **HOMOROD BATH**



OBJECTIVE OF THE INVESTMENT:

terrain in Homorod Bath, suitable for setting up a hotel

LOCATION OF THE INVESTMENT:

Homorod Bath, Căpâlnița, Harghita county

TYPE:

for lease

OWNER:

local public institution

Investment opportunity: setting up a tourism center on your own or in collaboration with the local public institution. According to plans, a hotel might be set up here with wellness and spa with a capacity of 200 rooms, with a conference room of 500 seats and an events hall of 500 seats.

The settlement is one of the main tourism sites in Harghita county.

INVESTMENT OPPORTUNITIES IN **IZVORUL MUREȘULUI**



OBJECTIVE OF THE INVESTMENT:

“Silver Pine” Hotel in the center of Izvoru Mures for sale

LOCATION OF THE INVESTMENT:

Izvoru Mureșului, Harghita county

TYPE:

for sale

OWNER:

private property

The “Silver Pine” Hotel is located in Izvoru Mures in Harghita county. It is at a 20 km distance from Gheorgheni and 35 km distance from Miercurea Ciuc. From the perspective of tourism it is set in an advantageous and idyllic location: opposite the ski slope.

The total surface of the building is 5000 m2, with a terrain of 80 acres, with a parking lot.

The hotel contains the following: an events hall of 350 seats, a conference room of 200 seats, rooms that can accommodate 80 people, 50 accommodation opportunities for sportsmen, a conference room with 40 seats, a bar that can seat 50 people.

<https://2020.investinhargita.ro/investments/magan-teszt-3/>

INVESTMENT OPPORTUNITIES IN **GHEORGHENI**



OBJECTIVE OF THE INVESTMENT: complex of buildings in the center of Gheorgheni

LOCATION OF THE INVESTMENT: Gheorgheni, Harghita county

TYPE:
for sale

OWNER:
private property

The complex of buildings has a total surface of 500 m² out of which the total surface of the main building is 200 m², accessible from a European road. From the point of view of tourism its location is highly advantageous: at a distance of 60 km you can find the hotel complexes from Praid and Sovata, the Red Lake is at a distance of 40 km, thus there are lots of tourists who choose Niki Apart as accommodation.

The pension contains four apartments with 23 places for accommodation. All apartments are set up with home appliances that make your stay here comfortable.

The total surface of the building is 200 m² out of which the usable area is 600 m², with contains: 260 m² – Niki Apart Pension 50 m² – a commercial area of 200 m², with an entrance from the main road – the Retro Pub restaurant with the following annexed rooms: kitchen, toilets, dressing rooms for the employees, terasse, basement 70 m² used at present as a storage.

<https://2020.investinhargita.ro/investments/magan-teszt-4/>

INVESTMENT OPPORTUNITIES IN **TUSNAD BATH**



OBJECTIVE OF THE INVESTMENT:

Astoria Hotel in Tusnad Bath

The hotel looks back upon an interesting past: it opened in 1940. During these seventy years it has had multiple administrators. The present owners wish to sell the impressive hotel to an investor.

LOCATION OF THE INVESTMENT:

Tusnad Bath, Harghita County

The building is on St. Ana street no. 47, in the center of Tusnad Bath. The advantages of its location: the street is not used by heavy traffic. Thus it is an excellent place for those who wish to relax.

TYPE:

for sale

Features of Astoria Hotel: a total surface of 1005 m², out of which the total surface of Astoria Hotel is 750 m². There are 40 rooms: 13 rooms on the ground floor, 13 rooms on the first floor, 13 rooms on the second floor and the rest in the basement.

OWNER:

private property

2020.investinhargita.ro/investments/befektetore-var-a-patinas-elnevezesu-astoria-szalloda-tusnadfurdon/

INVESTMENT OPPORTUNITIES IN **MIERCUREA CIUC**



OBJECTIVE OF THE INVESTMENT:

Incognito Pension

LOCATION OF THE INVESTMENT:

Miercurea Ciuc, Harghita county

TYPE:

for sale

OWNER:

private property

The pension was set up in 2004. It is located at a distance of 6 km from Miercurea Ciuc, in the direction of Odorheiu Secuiesc. In this modern pension there can be accommodated 17 people: there are 3 rooms for two people each, one room for 5 people, a mansard, a studio, a dining room and a kitchen.

Guests can also relax in the 2000 m2 garden where you will find a table for eating, a place for barbequing and a parking lot.

On the ground floor of the building of more than 140 m2 there are: the reception, a dining room, a kitchen and two bathrooms. On the first floor there are 3 double rooms and a room for 5 people. The studio set up above the garage provides accommodation for further four people.

<https://2020.investinhargita.ro/investments/magan-teszt-5/>

INVESTMENT OPPORTUNITIES IN **LUPENI**



OBJECTIVE OF THE INVESTMENT:

one of the largest farms in Lupeni

LOCATION OF THE INVESTMENT:

Lupeni, Harghita county

TYPE:

for sale

OWNER:

private property

The farm was set up according to the precision agriculture model. Besides modern agricultural buildings there is also a building for milking the cows, a building for the gathering and keeping of milk, as well as offices.

The livestock consists of 150 cows, out of which 100 calves and 40 cows. Races: holstein, frizz and fleck wiech. All the animals are registered.

The produced milk may be sold to Gordon Prod Ltd. from Lupeni. The setting up of the agricultural buildings is such that the feeding of the animals may be done automatically.

2020.investinhargita.ro/investments/befektetore-var-a-patinas-elnevezesu-astoria-szalloda-tusnadfurdon/

DEVELOPMENT IDEAS AND INVESTMENT OPPORTUNITIES AT COMMUNITY LEVEL

- **Setting up an industrial area or an airport** on the 12 hectare lot in Siculeni
- **Industrial area** on a terrain of 1 hectare (near the railways) in Sândominic
- **Investment opportunity** a terrain of 3350 hectares in Toplita
- **Construction of ski slopes** in Harghita Bath
- **Investment opportunity** on a terrain of 2.5 hectares in the **industrial area** of Joseni
- **Setting up a chocolate factory or a water bottling factory** in Ciumani
- **Investment opportunity: urban terrain** of 1.5 hectares in the **industrial area** of Ciumani
- **Investment opportunity: a terrain of over 11 hectares** in Sânsimion
- **Setting up a camping site** in Ciaracio
- **Investment opportunity: terrain of 10 hectares** in Tusnad
- **Setting up a slaughterhouse** in Pauleni Ciuc



HUGE POTENTIAL IN TOURISM



HARGHITA COUNTY: ALWAYS GREEN

In the East of Transylvania, in the central area of the Eastern Carpathians and in the basin surrounded by these, in a mountain area you will find Harghita county. The total area of the county is 6639 km² out of which one third is covered by coniferous forests. Thus we may say that Harghita county is always green.

DEVELOPING TOURISM

The fast development of tourism that we have been witnessing in recent years in Harghita county is a factor that deserves special attention from investors. Given the development of the infrastructure, the number of tourists has been growing intensively, thus new tourism centers are being built so that tourists can spend their free time in the best possible circumstances. Taking into consideration the natural resources of the county there exist several investment possibilities with potential to be explored.

THE LARGEST BEAR POPULATION FROM EUROPE

The largest population of bears, wolves, streams full of trout – all of these expect those interested.

In Harghita county there are 35 protected areas / national parks. These are unique both on European and global level..





TOURISM

350 329

ACCOMMODATIONS

357

TOURIST
SITES

26

TOURIST
ROUTES

23

SKI SLOPES

17

TOURISM
INFORMATION
CENTERS

6

TOURISM
COMPLEXES



visit
HARGHITA

TOURIST SITES IN HARGHITA COUNTY

Cheile Bicazului-Hășmaș National Park / Lacul Roșu (Red Lake) / Cheile Bicazului (Bicaz Canyon) / Piatra Altarului (Altar Rock) / Cheile Vârghișului (Varghisului Canyon) / Peștera Merești (Meresti Cave) / Tinovul Luci (Luci Marsh) / Lacul Sfânta Ana (St. Ana Lake) / Poiana narciselor (Daffodil meadow) / Tinovul Mohoș (Mohos Marsh) / Peștera Șugău (Sugau Cave) / Lacul Iezer (Iezer Lake)

THE PENTECOST PILGRIMAGE IN ȘUMULEU CIUC

The Pilgrimage from Sumuleu Ciuc is a medieval pilgrimage of the Szeklers that – string from 1990 – has become the event of all Christian Hungarians.

Thus annually there is a Pentecost mass for hundreds of thousands of believers both at the Cathedral from Sumuleu and in the open air: at the altar located in the saddle between the two Sumuleu hills.

Folk belief and tradition says that you have to touch the statue of the Virgin Mary in the hope of she listening to your prayers. In 2019 even Pope Francis visited the Pentecost mass from Sumuleu Ciuc.

From 2020 the Pentecost Pilgrimage from Sumuleu Ciuc is part of the UNESCO world heritage sites.



PHOTO: SZEKELYHON.RO

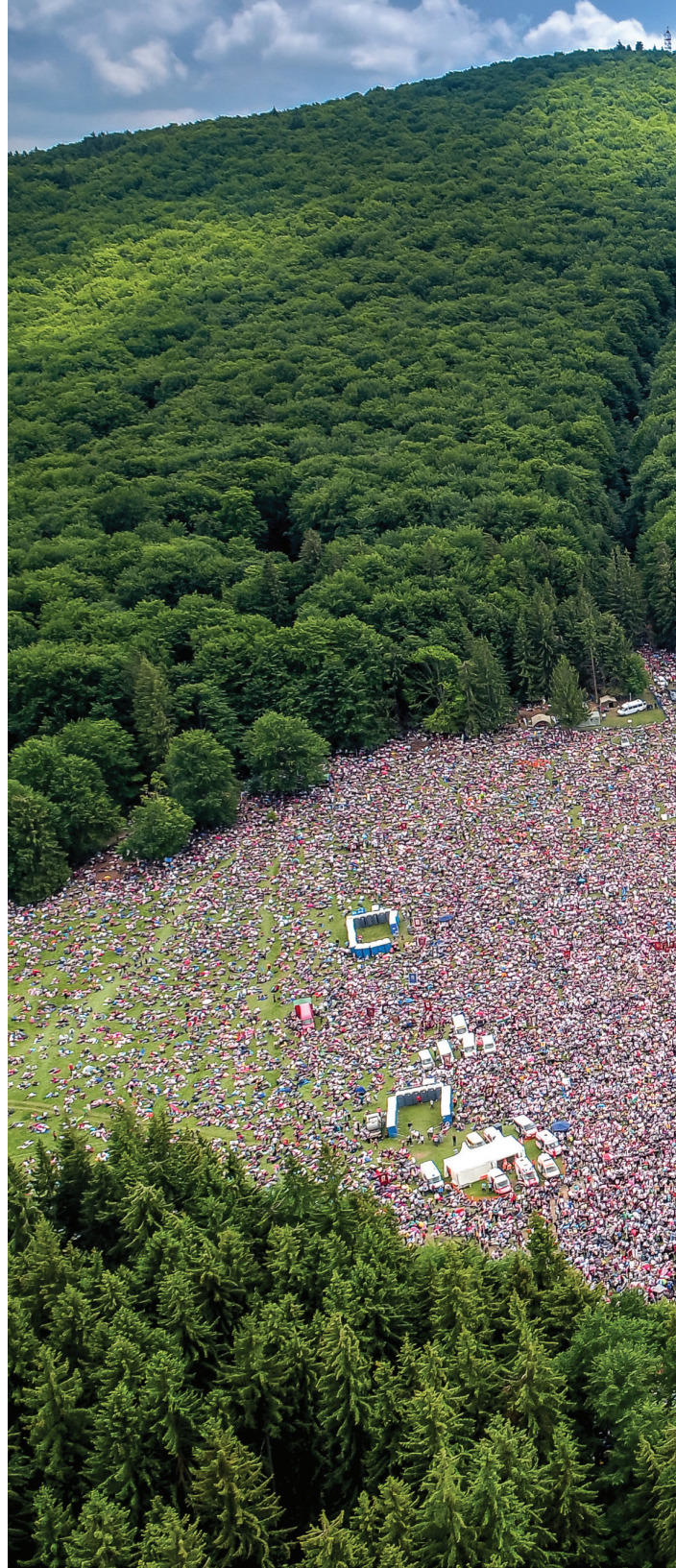




PHOTO: MIHÁLYDEÁK ANTAL



PHOTO: FB.COM/ERDELYIMARIAUT

VIA MARIAE

The pilgrimage route Via Mariae is a spiritual touristic route. It is a pilgrimage route that is based on honoring the Virgin Mary by all peoples of Central Europe, but it also links the sites dedicated to the Virgin and the historical and cultural values situated along the route without making any

difference among religions. The aim is to construct in Central Europe a tourism and pilgrimage route and a network that would systematize the religious values of this region. Via Mariae links east to west from Mariazell in Austria, Máriapócs and Sumuleu Ciuc, while in the north-south direction

Czestochowa, Esztergom, Budapest and Medjugorje. The route traces a cross on the map of Central Europe (Austria, Hungary, Romania, Slovakia, Poland, Croatia and Bosnia) creating thus a network of pilgrimage routes based on local values, similarly to the El Camino.

THE DAY OF THE ONE THOUSAND SZEKLER GIRLS

The day of the one thousand Szekler girls is celebrated on the first Saturday of July in Miercurea Ciuc and it is the day of music, dance and Szekler folk costumes. It offers the chance to present, preserve and promote the values of Szekler folk art and costumes.

This yearly event provides the possibility for the presentation, promotion and maintaining of traditional values.

The event starts with the folk costume parade. Girls and boys dressed in traditional folk costumes walk through

the town center presenting folk games and dances. The program continues in the saddle that links the two Sumuleu hills where – after a Catholic mass – folk dance groups from all over Szeklerland perform their dances and there is a veritable celebration of folk costumes, songs and dances.

PHOTO: ADÁM GYULA



NATURAL RESOURCES FOR INVESTMENTS IN TOURISM



Bicazului-Hășmaș Canyon National Park:
the springs of the rivers Mureș and Olt



Lacul Roșu (Red Lake) is a unique natural site: it was formed as a result of a landslide in 1837 – and we are reminded of this even today by the tree trunks that you can see in the lake.



Cheile Bicazului (Bicaz Canyon) is an internationally known gorge and it constitutes a paradise for rock-climbers.



Piatra Altarului (Altar Rock), also known as the **Porch of Hell**, offers an unforgettable experience to tourists.

NATURAL RESOURCES FOR INVESTMENTS IN TOURISM



Cheile Vârghișului (Varghisul Canyon) is one of the most spectacular destinations in Transylvania.



Merești Cave have explored parts and parts that cannot be visited yet, thus there are still undiscovered archeological treasures.



The large number of marshes are the results of volcanic activity in the area, one of them being the **Luci Marsh** in the Harghita Mountains.



St. Ana Lake was formed in the crater of the volcano unique in Central and Eastern Europe given the fact that it has remained intact.

NATURAL RESOURCES FOR INVESTMENTS IN TOURISM

PHOTO: BÁLINT ELEMÉR IMRE



Daffodils Meadow: it is a rarity in Europe, one of the largest such meadows in the country where you can find more than 180-200 daffodils (*Narcissus stellaris*) on every square meter.

PHOTO: PRISMA FOTOKLUB



Mohos Marshes, situated at an altitude of 1050 m is one of the most valuable protected botanical regions in Romania. It is part of the **Mohos Marshes Natural Reservation.**

PHOTO: ANDRÁS ZSOLT



Sugau Cave is located in the south-western part of the Sipos Rock of 1568m in the Gurgeu Mountains.



The Iezer Lake is located in the **Calimani Mountains** at a height of 1730 m.

THE KING OF THE CARPATHIANS

Transylvania is the key to saving the planet – Prince Charles said with the occasion of his visit in Romania in 2015.

The features of the natural environment in the county, the traditional agriculture and the relatively large dimension of natural areas contribute to the maintaining of the natural habitat of the brown bear.

Thus this species was able to survive in the forests of the county where the bear population is the highest even at international level.

The hunting associations from the county registered approximately 1300 bears in 2014.

Hunting tourism can be complemented and synchronized with other programs

and tourist events (rural tourism, ecotourism, etc.). Tourists coming with the purpose to hunt spend twice as much as the rest of visitors. Still, when speaking about hunting tourism we do not only think of those visitors who actually hunt but also those making photos, observing forests and animals. Hunting areas belong to large game territories.



FANS OF EXTREME SPORTS

Those wishing to invest in tourism have a large number of possibilities to attract visitors into the county: this area is attractive to all tourists no matter whether they are fans of extreme sport or only wish to relax.

The geographical features of the area offer an ideal place also for the fans of extreme sport both in the air and in water, on land or underground. The limestone cliffs are appropriate for rock climbers, paratroopers or gliders while the caves offer the chance to discover a

new world every time you visit them. The climate is ideal for winter sports, Harghita county is the cradle of ice hockey in Romania. Similarly, fans of winter sports may choose among several slopes. The most well-known slopes are those in Harghita Bath, Harghita-Mădăraș, Izvorul Olt, Homorod Bath, Bucin, Ciumani, Toplița, Borsec and Tușnad Bath.

Tourists who wish to recharge themselves spiritually may know the fairytale-like sites from Harghita county walking on the Via Mariae pilgrimage route. This touristic spiritual

route may be done on foot, by bicycle or on horseback. Learn more about it on: <https://100km.mariaut.ro/ro>

Besides extreme sports you also have the opportunity to explore the beauties of Harghita county through hikes, horse-drawn sleigh rides, excursions by jeeps or simple hikes in nature.



SZEKLER PRODUCTS

MORE THAN

1000

PRODUCTS

MORE THAN

140

PRODUCERS

14

THEMATIC
EXHIBITIONS
WITH SALES

12

MONTHLY
EXHIBITIONS
WITH SALES

10

INTERNATIONAL
EXHIBITIONS

8

NATIONAL
EXHIBITIONS

4

LARGE
EXHIBITIONS
WITH SALES
PER YEAR

3

COUNTIES

2

COMMUNAL
SITES

1

ONLINE
PLATFORM

1

E-LEARNING
MATERIAL



www.szekelytermek.ro



COMPASS FOR INVESTORS

- Whom to turn to with your questions if you want to invest in Harghita county?
- How can you contact an accountant, a translator, a lawyer or new colleagues?
- Where can you find information about tenders, forced executions and other business opportunities?
- Where can you find detailed information about investment opportunities?
- Where can you find information with reference to local facilities?
- Where can you get information about projects?
- Where can you find the latest information on legislation?
- How can you take part in the tenders announced by local public institutions?
- How, where, from whom? What should you do if you want to invest in Harghita county?

CONTACT THE HARGHITA COUNTY DEVELOPMENT AGENCY!





- We provide information about the situation of investments, taxes and economy in Romania.

- We gather information about investment opportunities.

- We offer our help in finding a site for your office.

- We organize visits to potential locations for our future investors.

- We collaborate with local public institutions in finding potential investors.

- We organize meetings for the two parties involved.

- We provide contacts during negotiations.

- We support the course of investment at every stage.

- We collaborate with educational institutions and the entrepreneurial sphere in order to provide qualified personnel.

- We organize economic forums for the entrepreneurial sphere and local governments where new partnerships can be set up.

- We provide up to date information about new projects and non-reimbursable financing.

WE ARE LOOKING FORWARD TO WORKING WITH YOU!

DEVELOPMENT AGENCY OF HARGHITA COUNTY

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