Romanian economy is by no means similar to the Western (German) economy → no much resemblance of its HC

The presented companies, among the most successful in Romania, carved their niche and the leadership in it

WHY?

- Emerging Economy with high growth up until 2008,
- Set up and run by passionate, strong, committed leaders with high goals
- Provide value through innovation (R&D Electra, sales and marketing Gliga – violins through internet, help clients to better promote and sell goods and services through virtual platform Grapefruit
- Extraordinary learning capacity: SCAN market, ADJUST quickly and if FAIL – LEARN from it.

Learning capacity is the BEST predictor of future success.
GLIGA – String Instruments

Very interesting company to visit as unusual and rare industry that require special craftsmanship for excellence

When constrained in terms of growths, GLIGA innovated

- Opened up new niches for customised products
- Satisfied special needs: It MUST SING PERFECTLY right from the very first touch
- Consolidated relationship with both retailers and the all the end users: School, Student, Professional and Maestro.
- Exhibited social responsibility and care for the community

Branding company

Describes his industry (branding) as “professional services, that includes marketing consultancy, advertising and design.

- Provide value to the customer by solving end user’s problems better than competitors
- Satisfy needs unarticulated yet

Talented, hard working and visionary CEO, recommends to wear 3 hats

- **DESIGN CONSULTANT** – gets hands dirty,
- **MANAGER** – keeps teams and clients happy and
- **ENTREPRENEUR** – move away from first two for new vision and resources
ELECTRA – Interphone company

CEO has Excellent Technical and Managerial skills

Natural growth occurred gradually as Romanian market grew

Split the company in 3 (semi)independent to take advantage of opportunities and provide self-sustained interest for growth

Investment in R&D

Seek EU expansion