

A Romanian company seeks to become a commercial agent and distributor for bakery, pastry, and HoReCa products, including dairy, delicacies, sweets, and chocolate products.

Summary

Profile type

Business request

Company's country

Romania

POD reference

BRRO20240516013

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

• **World**

Contact Person

[CEC CCIC EEN PORTUGAL](#)

Term of validity

16 May 2024

16 May 2025

Last update

16 May 2024

General Information

Short summary

A Romanian commercial company is looking for partnerships with manufacturers and commercial agents in the fields of products for bakery, pastry and confectionary products, delicacies, and chocolate that is interested in generating export sales in Romania.

Full description

The Romanian company has 10 years of business experience in developing import sales in Romania.

The main sales channels are in the fields of basic products for confectionary field.

The company has the capacity of 2 large warehouses and can trade and manipulating 3 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
- potato flakes
- 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 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.

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.

Technical specification or expertise sought

The company has sales channels that are in the fields of basic products for the confectionary field.

Stage of development

Already on the market

Sustainable Development goals

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

IPR Status

No IPR applied

Partner Sought

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, chocolate decorations, potato flakes and oil of any kind. Foreign partners are expected to provide full marketing support and grant exclusive rights under a commercial agency agreement.

Type of partnership

Type and size of the partner

Commercial agreement

• **SME <=10**

Dissemination

Technology keywords

• **08001002 - Food Additives/Ingredients/Functional Food**

Targeted countries

• **World**

Market keywords

• **05008002 - Food and feed ingredients**
• **07003002 - Health food**

Sector groups involved