



CONSULATE GENERAL OF ROMANIA IN LOS ANGELES

EDC | GGTP  
Go Global Trade Program



## Unlock the Emerging Romania Market: Opportunities for Romania - U.S. Business Partnerships

Wednesday, August 30th, 2023  
8:00 am - 9:30 am PDT / 6:00 pm - 7:30 pm EEST



**HONORABLE COSMIN DUMITRESCU, PHD**  
Consul General of Romania in Los Angeles  
Dean of the Los Angeles Consular Corps



**SIMONA STERIU**  
Consul Economic Affairs & Trade  
Consulate General of Romania In  
Los Angeles



**MODERATOR: SIMONA FILIP RACEK**  
EDC SBDC International Trade Advisor  
WITOC Chairwoman  
Co-CEO TradeZiris



**DR. RAY BOWMAN**  
Director, Economic Development  
Collaborative's Small Business  
Development Center (EDC SBDC)



**SIDDHI KHARA**  
Women In International Trade  
Orange County (WITOC) President  
EDC SBDC International Trade Advisor



**ALINA DANIELA CAPAT**  
Commercial Specialist  
U.S. Embassy - Bucharest, Romania



**RICHARD SWANSON**  
Senior Advisor  
U.S. Commercial Service  
Pacific South Region



**SILVIAN CENTIU**  
Founder & Managing Partner  
**TRANSIRIS**

Silvian is an innovative leader with extensive experience across Fortune 500 companies in go-to-market, communication, entrepreneurship, management, engineering, and digital transformation. He is one of the founders of Transiris. [transiris.com](https://transiris.com)



**DANIEL ILINCA**  
Chief Executive Officer  
**SOFTBINATOR TECHNOLOGIES**

Daniel Ilinca is an accomplished Romanian IT entrepreneur and business leader who has been recognized by Forbes 30 under 30, EY Gala Entrepreneur of the Year, and Business Magazine for his leadership in the tech industry. He served on the board of ANIS, representing over 150 IT companies in Romania. [softbinator.com](https://softbinator.com)

# EDC SBDC GO GLOBAL TRADE PROGRAM

EDC | GGTP  
Go Global Trade Program



ECONOMIC  
DEVELOPMENT  
COLLABORATIVE



*The Economic Development Collaborative hosts the Small Business Development Center and is funded in part through a cooperative agreement with the U.S. Small Business Administration, the Workforce Development Board and a Grant with the Governor's Office of Economic Development.*



U.S. Small Business Administration

188.97K

Client's Counseled

1.41M

Hours Counseled

163.63K

New Clients Counseled

14.84K

New Businesses Started

10.05bn

Amount Approved

3783

Clients Counseled

50.69K

Hours Counseled

516.26M

Amount Approved

229

New Bus. Starts

4437

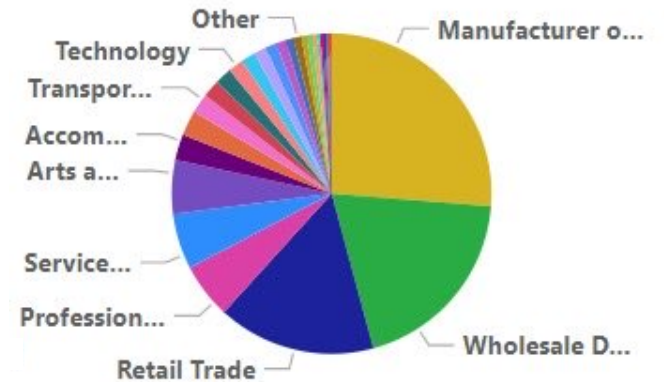
Jobs Created

794

Capital Infusions

64.16bn

Gross Revenue



# EDC SBDC GO GLOBAL TRADE PROGRAM – FOREIGN DIRECT INVESTMENT

**The Foreign Direct Investment (FDI) Program** offered through the **EDC SBDC Go Global Trade Program**, assists international companies seeking to locate or expand their business operations in the greater Los Angeles region. EDC SBDC's business advisors **provide no-cost focused one-on-one technical advising and expertise** to help navigate financial, accounting real estate, immigration and other business challenges, including:

- Building an FDI project description
- Building an FDI business/operations plan
- Building an entitlement timeline based on the project scope & description
- Engaging the various regulatory layers with complete applications (zoning, site plan, circulation plan, regulatory approval level)
- Identifying a location and possibly a local partner (zoning, site plan, circulation plan, regulatory approval level)
- Identifying the long-term tax implication at both local and international levels (local, regional, state and federal tax plan and additional tax implications based on industry)
- Identifying and analyzing startup cost and ongoing operation cost
- Framing the legal needs relative to client's specific behavior operation footprint perspective (immigration, visa, domestic entity partnership, legal structure, and company status)
- Qualitative determination about the service provider alignment
- Developing marketing strategies to establish a domestic presence (localization, social media, influencer marketing, 12-month marketing calendar, increasing brand awareness, customer loyalty programs, lead generation and reaching new market segments)
- Startup business growth strategies (launching in the U.S. market, finding partnerships and clients, identifying online sales channels and distributors, crowdfunding campaigns, and market research)



# EDC SBDC GO GLOBAL TRADE PROGRAM – GLOBAL EXPANSION

The **EDC SBDC Go Global Trade Program** is hosted by EDC SBDC, serves Los Angeles, Ventura, and Santa Barbara counties, and **provides no-cost focused one-on-one technical advising** to businesses interested in accessing international trade opportunities **in the following areas:**

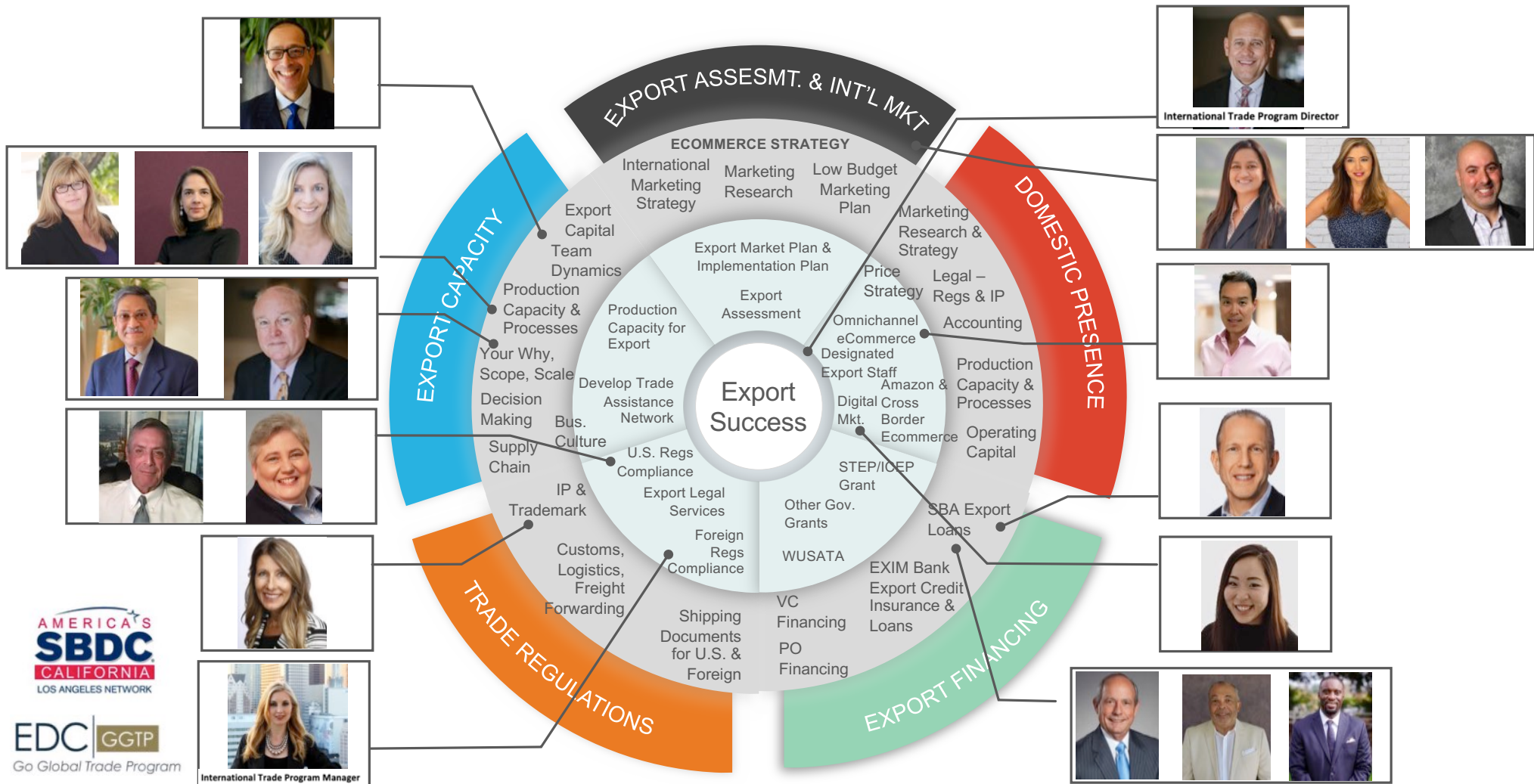
- Developing an Export Plan
- Developing a Global Marketing Strategy
- Export/Import Regulations
- Export/Import Documentation (including eUCP/eURC)
- International Financing - support with navigating local, state, and federal grants and financial programs designed to promote export activities
- International Distribution and Logistics
- International Market Research and Digital Marketing
- E-commerce Digital Tools that help you go Global

## **ADDITIONAL AREAS OF SUPPORT:**

- Manufacturing Consulting to help companies build robust management operating systems and processes
- Foreign Direct Investment consulting to help foreign companies navigate local, state and federal regulatory system and connect with the right local contacts



# EDC SBDC GO GLOBAL TRADE PROGRAM - Business Assistance



## Contact

### **Dr. Ray Bowman, CGBP**

EDC SBDC Director

[www.edcollaborative.com](http://www.edcollaborative.com)

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T: +1.805.409.9159

### **Simona Racek, CGBP**

EDC SBDC Trade Specialist

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M: +1 213.327.5278



***Thank You***

## WOMEN IN INTERNATIONAL TRADE ORANGE COUNTY (WITOC)



WITOC is a non-profit organization founded in 1985 and an affiliate chapter of the Organization of Women in International Trade (OWIT). Our mission is to foster international trade and the advancement of women in business. For over 35 years we have served the Southern California trade community as an educational resource providing our members and their guests with a variety of opportunities to learn about current international trade issues and to make valuable contacts with other professionals involved in the field of international trade.

OWIT Chapters host programs and events enabling their members to learn, network, and forge professional relationships in their business communities. Once you are a member of the local OC chapter (WITOC), you will automatically become a member of OWIT's international global network, which is comprised of individual members in chapters located throughout the world - over 3000 global members across 25 chapters.

WITOC members are professionals whose careers encompass all aspects of business and international trade. All professionals are welcome to join us. Contact us, join our business community, and start your membership today at

[www.witoc.org](http://www.witoc.org).

[www.witoc.org](http://www.witoc.org)

 [www.linkedin.com/in/witoc](http://www.linkedin.com/in/witoc)

 YouTube





## WITOC BOARD OF DIRECTORS



**Simona Racek**  
Chairwoman



**Siddhi Khara**  
President



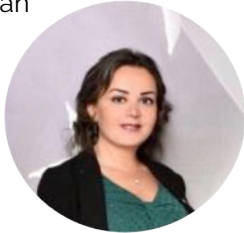
**Sharla Marocchi**  
Treasurer



**Destinee Broussard**  
Vice President



**Christopher Lopez**  
Secretary



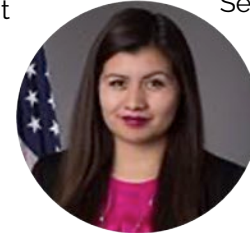
**Lina Daker**  
Government Liaison, DOC



**Jasmine Braswell**  
Government Liaison, CS



**Natalie Hatour**  
Government Liaison, FCS



**Tatyana Aguirre**  
Government Liaison, FCS



**Karen Scuncio**  
Advisory Council



**Harvinder Mudahar**  
Advisory Council



**Sean Hill**  
Advisory Council



**Michael Jackson**  
Advisory Council

## WITOC MEMBERSHIP BENEFITS

- WITOC members receive a discounted rate to OWIT events worldwide.
- Access to events through [OWIT.org](http://OWIT.org).
- Membership with [OWIT.org](http://OWIT.org).
- Networking with OWIT members throughout the world.
- Industry Events and Seminars
- Access to various events related to Global Trade Compliance and Logistics.
- Networking and Leadership Development
- Expand your network by meeting and sharing with other professionals working in International Trade.
- Enhance leadership skills through active committee and board participation
- Free listing in OWIT International searchable online membership directory
- Virtual Meetings and Events
- Invitation to Annual LA/Long Beach Port Tour
- Invitation to Holiday Networking Event

Start your membership today: [www.witoc.org](http://www.witoc.org)  
Join our email list: [outreach@witoc.org](mailto:outreach@witoc.org)





## WITOC UPCOMING EVENTS – SAVE THE DATE

**October 25-26, 2023**

Bureau of Industry and Security  
Complying With U.S. Export Controls

Avenue Of The Arts Hotel, Costa Mesa, CA  
Reserve your spot at [outreach@witoc.org](mailto:outreach@witoc.org).



**December 1st 2023**

Annual Holiday Charity Gala

 [www.linkedin.com/in/witoc](https://www.linkedin.com/in/witoc)



# Commercial Service's Mission



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

The U.S. Commercial Service (CS) is the trade promotion agency of the U.S. Department of Commerce.

It assists U.S. companies seeking to enter or expand sales in Romania and supports Romanian companies seeking to invest in the United States.

*We create the conditions for **economic growth** and opportunity.*

*We **create jobs** in the U.S.*



U.S. Department of Commerce | International Trade Administration





# U.S. DEPARTMENT OF COMMERCE SIGNATURE EVENTS

Join us for our signature events focused on doing business in Europe and Eurasia! Meet with U.S. Commercial Diplomats from overseas right in your city, or join our Trade Mission for in-country access and exposure to potential buyers and government officials. Plus, enjoy plenty of networking opportunities with fellow exporters and attendees.

## DISCOVER GLOBAL MARKETS

SEPTEMBER 2023

- Denver, CO
- San Bruno, CA
- New York, NY
- Chicago, IL
- Columbus, OH
- Charleston, WV
- Birmingham, AL

LEARN MORE:

[TRADE.GOV/DISCOVER-GLOBAL-MARKETS](https://trade.gov/discover-global-markets)

## TRADEWINDS FORUM & MISSION

MAY 2024 | TURKIYE

Optional Mission Stops in:

- Denmark
- Romania
- Poland
- Italy
- Kazakhstan

LEARN MORE:

[TRADE.GOV/TRADE-WINDS](https://trade.gov/trade-winds)  
Richard.Swanson@trade.gov



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

#DiscoverGlobalMarkets #TradeWinds

[trade.gov](https://trade.gov)

# Romania

Alina Capat  
Commercial  
Specialist –  
U.S.  
Embassy,  
Romania



## Unlocking Opportunities in Romania Market: A gateway to Success for US Companies

U.S. Department of Commerce | International Trade Administration



# Who are our U.S. clients?

- **U.S. Small and Medium-Sized Enterprises (SMEs) at various stages of growth, from:**
  - First-time exporter who is just learning the ropes to
  - Experienced exporter who is expanding to new markets.
- **Large Multinational Enterprises (MNEs) who maintain a presence in Romania**
  - May need assistance with Advocacy or dealing with trade barriers.
- **Local Companies in Romania**
  - Potential Export partners, and clients to join International Buyer Program (IBP) to visit U.S. Trade Shows, support local events, and Select USA investment candidates.
- **Associations and Trade Multipliers in Romania (AmCham, Romanian-American Chamber of Commerce, etc.).**

# Market Overview: Romania



## Key Indicators

- Location: Eastern Europe
- Population: Approx. 19 million
- Nominal GDP Per Capita: \$15,851 (2022)
- Inflation: 10.25% (June 2023)
- Currency – Lei (RON)

## Market Opportunities

- Romania is part of NATO (2004) and EU (2007)
- Over 25 years of U.S-Romania Strategic Partnership
- 10-year Defense Cooperation Roadmap to modernize the Romanian military.
- Best prospect sectors: **energy, defense, ICT, healthcare, and agribusiness.**
- Significant progress in the public sector digital maturity, excellent IT infrastructure, and supportive government incentives

## Strategic Location:

- Strategic geographical position as a bridge between Europe, the Middle East, and Asia.

## Market Access:

- Access to a market of 500 million consumers within the EU.

## Cost-Effective Workforce:

- Highly skilled, multilingual, and cost-competitive labor force.

## Stable Economy:

- Consistent economic growth and low inflation.

## EU Funding:

- Benefiting from EU structural funds.

Sources: European Commission Autumn Forecast, Oxford Economics and U.S. Census



# Market Sector Overview: Romania



**Agricultural equipment** (digital agribusiness water solutions)

- ❖ US Agriculture Tech & EU Agro-Finance Grants to Run Smart Irrigation for Water & Food Security

**Defense Industry** (explosive powder production, C4ISR-Command, Control, Communications, Computers (C4) Intelligence, Surveillance and Reconnaissance (ISR) for brigade and battalion level, amphibious 8x8 armored vehicles, LTAV-Light Tactical Armored Vehicles)

- ❖ Robust Ministry of Defense Budget (over USD 8 billion)

**Energy** (highest energy independence in the EU)

- ❖ Nuclear energy – the new builds of U3 & U4 - Cernavoda and the SMR plant - Doicesti
- ❖ Hydro power – 17 future projects/tenders - revamping or new builds (Hidroelectrica)

**Information and Communications Technology** (secure and resilient digital infrastructures, government cloud - \$615 M, and cybersecurity)

- ❖ Government Digitalization of Romania (Public services digitalization).
- ❖ Romania's National Recovery and Resilience Plan is based on green and digital transition.
- ❖ Romania was selected to host the EU Competence Center for Cybersecurity.
- ❖ Romania will host two NATO Centers: #ArtificialIntelligence & Hypersonics.

**Healthcare** (digitalization of health, eHealth, hospital infrastructure, and telemedicine)

- ❖ EU funds include over \$2 billion for hospital infrastructure and over \$550 million for digital healthcare to improve the quality and accessibility of healthcare services.
- ❖ 1st approved National Cancer Plan in the EU

Sources: European Commission Autumn Forecast, Oxford Economics and U.S. Census

# Market Overview: Romania



## Market Challenges

- Slow government procurement process
- Lack of transparency
- Labor market shortage
- Poor infrastructure
- Perceived corruption

## U.S. Romania Bi-Lateral Trade (2022):

- Bilateral trade in goods was \$5.1 billion.
- U.S. exports of goods to Romania were \$1.3 billion.
- Romania ranked 67th largest bilateral trading partner.
- Most of the largest U.S. multinational companies are present in Romania.
- Most U.S. investments in Romania are in information technology, automotive, telecommunications, energy, services, manufacturing, healthcare, consumer products, insurance, and banking sectors.
- The most significant investors in Romania are EU Member States (the Netherlands, Austria, and Germany).

Sources: European Commission Autumn Forecast, Oxford Economics and U.S. Census



# Market Entry Strategy

- Contact Foreign Commercial Service (FCS) – Romania
- A local business presence is essential to success in the Romanian market.
- How to sell to the Romanian Government
- Customized support for specific industry and company needs
  - Services available:
    - Partner search
    - Single company promotion
    - Market research
    - Due diligence reports

# Upcoming Events

- **Three Seas Summit Initiative (3SI) Summit and Business Forum**, Fall 2023 • Bucharest, Romania
- **Indagra 2023 - International Agricultural Exhibition**, October 25-29, 2023 • Bucharest, Romania
- **Commerce Certified Defense Trade Mission**, November 2023 • Romania and Poland
- **CES 2024 – Romania is the Delegation Leader from SEE (R0 Pavilion)**
- **Trade Winds Europe & Eurasia Forum and Trade Mission**, April-May 2024 • Istanbul – Spin-off Romania
- **Black Sea Defense, Aerospace and Security International Exhibition**, May 15-17, 2024
  - Bucharest, Romania

# Trade Winds 2024: Europe/Eurasia

**May 10** – Mission Stops in **Denmark** and **Romania**

**May 11** (Saturday) - Travel Day

**May 12** (Sunday) – **Istanbul**, Turkey – Ice-breaker

**May 13 – 15** – Istanbul, Turkey – Business Forum and Turkey  
B2B Mission Stop

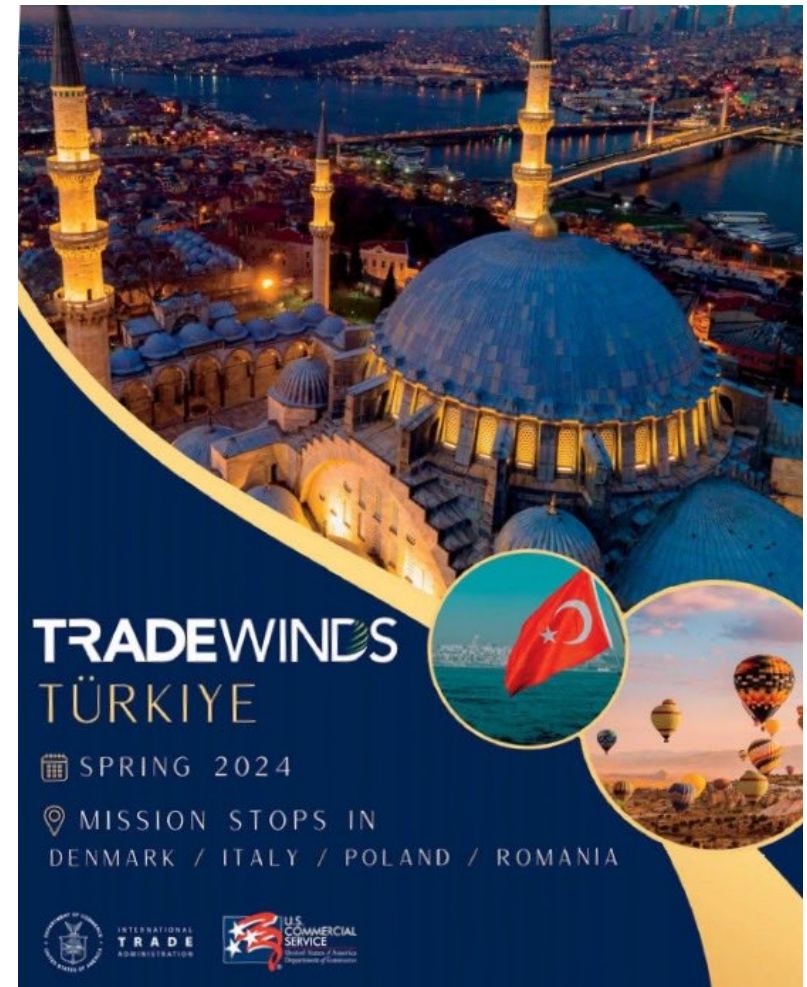
**May 16** – Travel Day

**May 17** – Mission Stops in **Italy**, **Poland** and **Kazakhstan**

- **B2B Matchmaking** in each city
- **One-on-one** Consultations with our Commercial Diplomats
- **Business Forum** in Istanbul
- **Networking**
- **Sponsorship**

[TRADE.GOV/TRADE-WINDS](https://trade.gov/trade-winds)

[Richard.Swanson@trade.gov](mailto:Richard.Swanson@trade.gov)





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[Richard.Swanson@trade.gov](mailto:Richard.Swanson@trade.gov)



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

#DiscoverGlobalMarkets #TradeWinds

[trade.gov](https://trade.gov)

# Thank you!

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Senior Advisor

US Commercial Service – Pacific South Region,  
Irvine, California

[Alina.Capat@trade.gov](mailto:Alina.Capat@trade.gov)

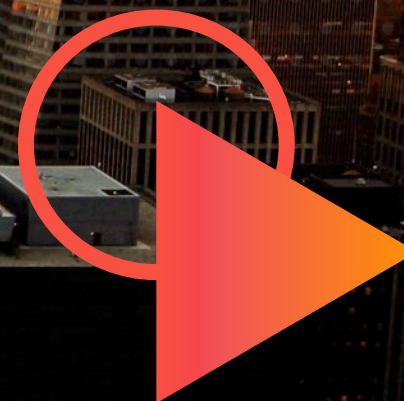
Commercial Specialist

US Commercial Service– US Embassy,  
Bucharest, Romania



transiris

**STRATEGY + CREATIVE + TECHNOLOGY**  
**GET ALL THREE**





# About Transiris

transiris

Established in 2012 in Brasov, Romania and Silicon Valley, California, the company expanded to Canada, the UK, Austria and Spain. We serve over 100 clients across all continents, with an 80% concentration in the United States.



# Unique Focus: Marketing and IT

transiris

## Digital

- ▶ Digital Marketing
- ▶ Media Management
- ▶ Website Development

## Martech

- ▶ Analytics / BI
- ▶ Marketing Tools
- ▶ Systems Integration

## Specialty

- ▶ Customer 360 / CRM
- ▶ Experiential Marketing
- ▶ Video and Film

We use the latest Digital Tools, AI, and Machine Learning to achieve optimal personalization and relevancy and drive growth in the desired KPI: revenue, profit, market share, etc..

# Ownership and Leadership

transiris



**Silvian Centiu**

Founder & Managing Partner

Silvian is an innovative leader with extensive experience in go-to-market, communication, entrepreneurship, management, and digital transformation.  
[silvian@transiris.com](mailto:silvian@transiris.com)



**Simona Nan**

Founder & Managing Partner

Simona brings over three decades of dynamic leadership experience within Fortune 500 enterprises to our operations division.  
[simona@transiris.com](mailto:simona@transiris.com)



**Ana Grigore**

Manager, Business Development

With over 10 years of experience in business development, Ana provides leadership for the success and the expansion of our client portfolio.  
[ana.grigore@transiris.com](mailto:ana.grigore@transiris.com)

# Customer Portfolio (partial)

transiris

TECHNOLOGY

ORACLE

Meta

IBM

Hewlett Packard  
Enterprise

cisco

Honeywell

ebay

KOHL'S

cora

vodafone

FINANCIAL & AUDIT

BMO

ERSTE

Eurobank

ING

ALPHA BANK

credit  
europe  
bank

mazars

KPMG

SONY

FUJITSU

LIFE SCIENCES

ThermoFisher  
SCIENTIFIC

SARTORIUS

IQVIA

marava  
LifeSciences

TriLink  
BIOTECHNOLOGIES

30 AMCHAM  
years 30 YEARS AND BEYOND

Stanford  
University

SUNY



jumio

HEALTHCARE

aetna

United  
Healthcare

Alliance  
Healthcare

PAC

PG&E

olea  
EDGE ANALYTICS

genpact

flexport.



Audi

RETAILERS

TELCO

ASSOCIATION

EDUCATION

GOVERNMENT

GROWTH STAGE

HEALTHCARE

MARKET RESEARCH

UTILITIES

PROFESSIONAL SERVICES

TRANSPORT & LOGISTICS

# Technologies We Master

## MARKETING AUTOMATION



## CRM



## CONTENT MANAGEMENT

## BUSINESS INTELLIGENCE



## ANALYTICS



# ANA Agency of the Year

transiris

Unprecedented 3 years in a row.  
2020, 2021, and 2022 Agency of The Year.



Over 80 prestigious awards,  
including for video production



transiris

# Sample Case Studies

More Case Studies at: <https://transiris.com/our-work/>





## Marketing Platform Development

Awarded an excellence prize at the Monaco Marketing Automation Summit the same year

To handle very large volumes of campaign data, Cisco upgraded their systems and purchased Unica (a leading technology in digital marketing). However, after three years of failed attempts to implement said the system, Cisco reached out to Transiris for expert guidance.

Starting from scratch, we set out clear requirements, created a highly efficient architecture, and upon implementation, provided training to campaign staff. Fully completed within just six months, the levels of success exceeded all expectations and became the largest implementation of Unica ever.







## Multi-wave Email & Social Media Campaign

Seeking to generate new opportunities as well as educate prospects on IBM Analytics and IBM partner's services, IBM hired Transiris to develop and deploy a number of highly targeted campaigns that promote IBM's Watson AI technologies, with a focus on Watson Studio.



**portal**  
from facebook

## Unboxing video production

Looking to make a splash during the launch of their innovative video calling hub, Portal +, Facebook connected with Transiris to produce an unboxing content experience. Our engaging tutorial video helped the launch attain high-engagement levels and created a relaxed customer experience.





## Personalized offers with Unica Interact

Building on our long-term relationship as a trusted advisor and technology partner, BMO selected Transiris to implement the integration of the two additional channels (ATM and online banking) for personalized offers and recommendations in real time.

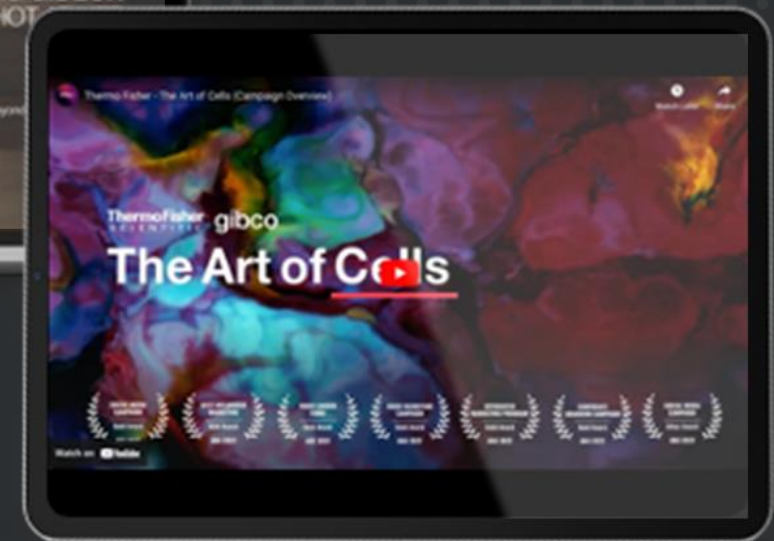
With deep technical expertise with real-time personalization and recommendations to implement according to strict functional and technical requirements, Transiris has endowed BMO with a new tool for comprehensive cross-channel tactics.



**ThermoFisher**  
SCIENTIFIC

## Content and Video Campaigns that went viral

We paired scientists with artists...  
Biochemists with poets...  
To create a unique campaign that went viral in the scientific community, government, and the public.



**transiris**

[transiris.com](https://transiris.com)



A product development company

# Building tech for humanity



Wind through Softbinator services, success stories, learn about our agile culture, involvement in education and much more.



## About Romania



We were part of the Roman Empire so our language is a romance language. The major languages of the family also include French, Italian, Spanish, Portuguese.

English can be considered the second language in Romania. Most of millennials use what we call: "Romengleza" (Romanian-English) when express themselves.

Romanians watch US movies, listen to music produced in US and watch US sports. We never do dubbing, just use subtitles until they are not necessary anymore.

Romania was never part of the Soviet Union block and we don't speak Russian language at all.

Romania is part of European Union and NATO.

# About Romanian IT



## Tech ecosystem

Tech is the main contributor to our GDP and the numbers are growing each year. The second sector is Agriculture.

Tech companies have a strong presence in all the big cities (the ones having good local universities as well) - Bucuresti, Cluj, Timisoara, Iasi, Sibiu, Constanta, Galati, Craiova, etc.

A lot of US tech companies have a presence here (in several cities): Google, Amazon, Microsoft, Adobe, IBM, Accenture, HP, Dell, Electronic Arts, Oracle, Intel, Xerox.

Well known product tech Romanian companies:

Bitdefender

Uipath (listed on NYSE)

Interakt (acquired by Adobe)

Rav Antivirus (acquired by Microsoft)

Vector Watch (acquired by Fitbit)

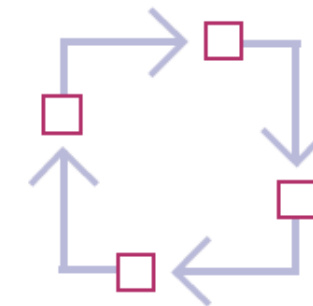
Gecad E-payments (Acquired by Naspers)

Avangate (Acquired by Francisco Partners)

FintechOS (Raised >80M USD)

FlowX (Raised >30M USD)

Druid (Raised >15M USD)



## IT Education

Intensive math and coding classes start in primary school.

The best students go to Math and Computer Science high-schools. Most of them choose intensive computer science classes (9 to 12 hours pe week).

Best high-schools students end up getting their BAs and MAs in Computer Science.

## International Olympiad in Mathematics

Rank ↕	Country ↕	Gold ↕	Silver ↕	Bronze ↕	Honorable Mention ↕
1	China	168	36	6	0
2	United States	137	117	29	1
3	Russia	106	62	12	0
4	South Korea	86	74	28	7
5	Hungary	85	167	107	10
6	Romania	78	149	110	7

## International Olympiad in Informatics

Rank ↕	Nation ↕	Gold ↕	Silver ↕	Bronze ↕	Total ↕
1	China (CHN)	96	27	12	135
2	Russia (RUS)	68	40	12	120
3	United States (USA)	61	38	16	115
4	South Korea (KOR)	46	45	28	119
5	Poland (POL)	41	49	33	123
6	Romania (ROM)	33	55	35	123



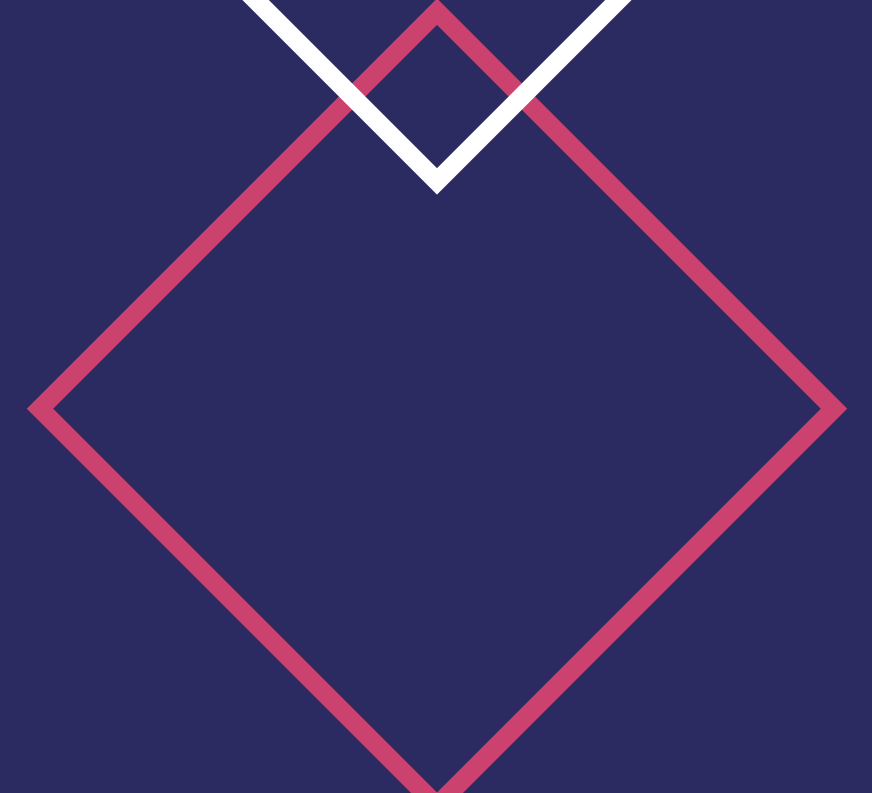
# hello!



What started as a software development foundation (NGO) in 2011, is now one of the fastest growing software development companies in Europe (listed on Bucharest Stock Exchange). We believe in the transformational power of software and in agility as the only way to see it come to life.



HOW WE WORK



# embracing agility by respecting the Agile Manifesto principals:



**Individuals & Interactions**

**over**

Processes & Tools



**Working Software**

**over**

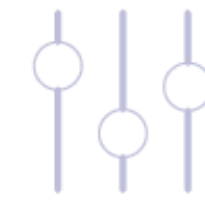
Comprehensive Documentation



**Customer Collaboration**

**over**

Contract Negotiation



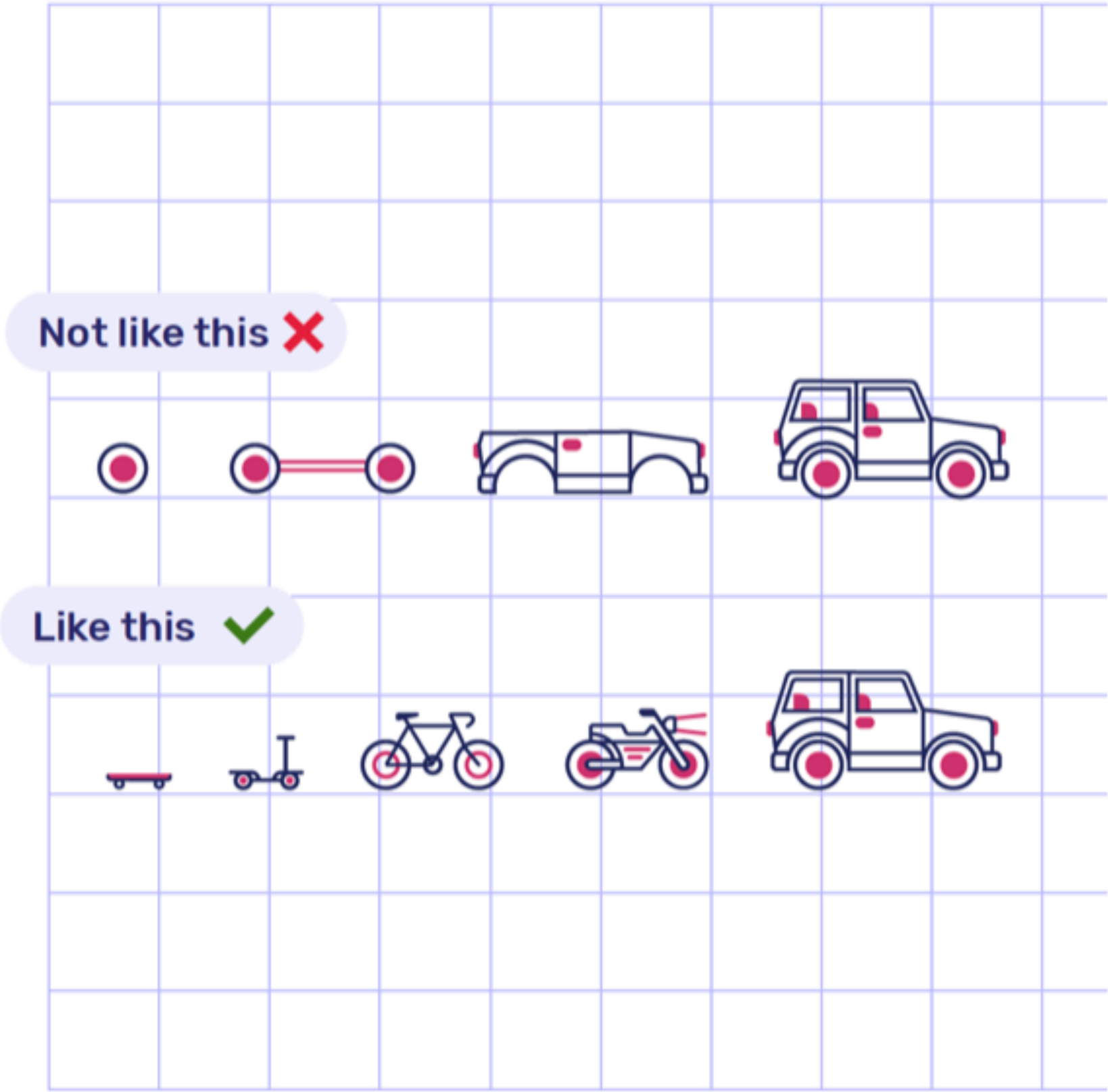
**Responding to Change**

**over**

Following a Plan

product building  
not by deconstruction,  
but by evolution

Product Thinking



# ◀ Our Services

we believe in long term partnerships,  
from first line of code to big value.



## UX / UI Design

As Martin Leblanc said, "A user interface is like a joke - if you have to explain it, it's not that good". We are focusing on fast prototyping and fine-tuning, going from wireframing to high-fidelity design.



## Software Development

We do believe in self-management, cross-functional teams. We are forming Agile teams (Scrum or Kanban) for you, as our customer, constantly measuring and improving our performance.



## DevOps Process

Our main focus is to develop in a quality matter and create the best environment for our customers, in order to continuously deliver the best solutions and allow constant feedback.



## Agile Testing

We consider testing at least as important as coding. We make sure we follow the Agile testing quadrants and assure solutions for all phases.



## Consultancy Services

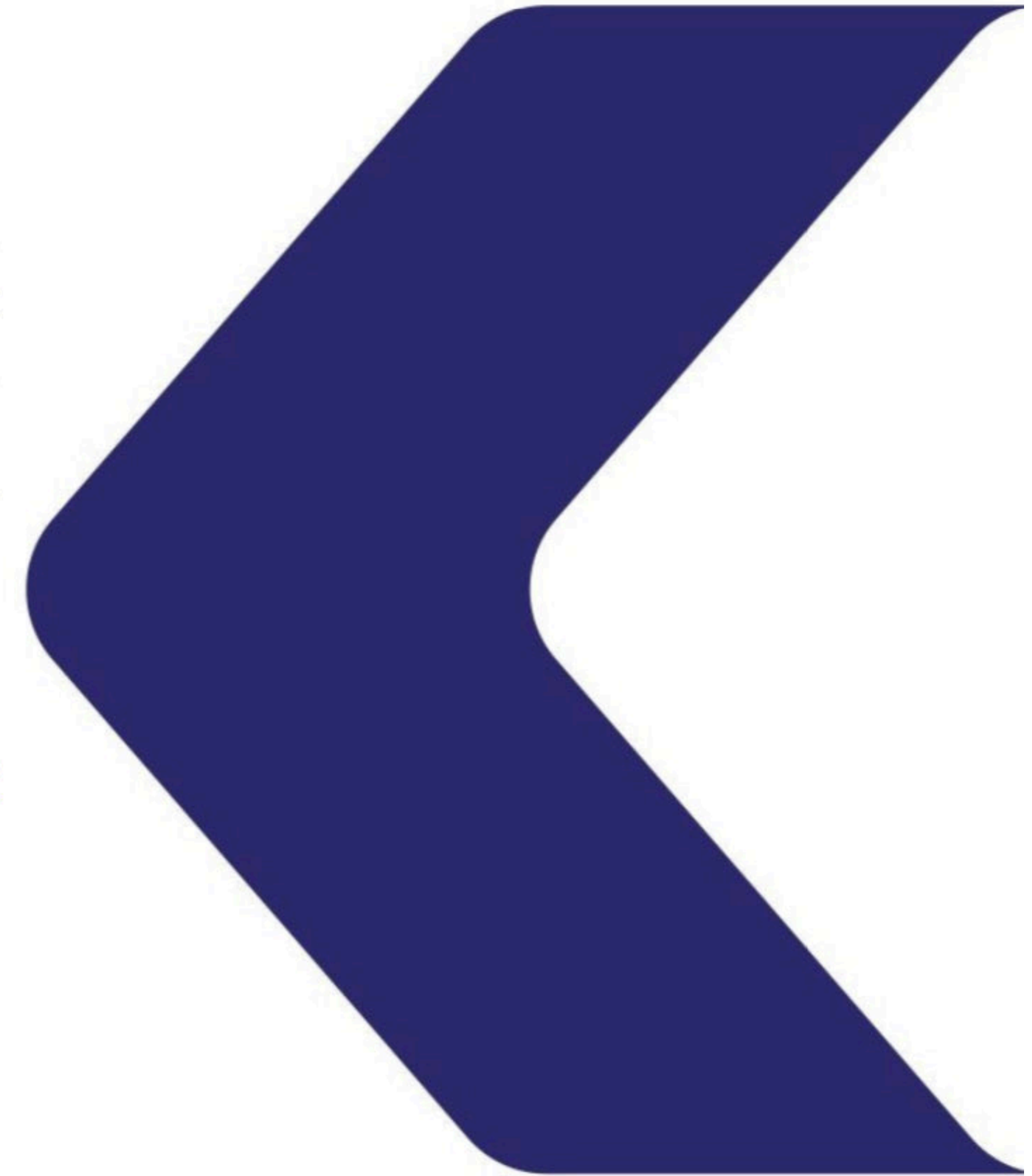
There are four types of problems (simple, complicated, complex & chaotic) in the software/hardware development world. We are handling all your obstacles.



x-factor in  
coding  
and  
building tech  
products

### Recruiting best talent from Romania

Regarding our **unique talent acquisition strategy**, Softbinator's recruitment team is focused on finding not only the best talent in development but focused on engineers who understand our clients vision and industry. We attract top talent by maintaining a strong relationship with the main Universities in Bucharest and running IT labs as well as nurturing the tech community with our NGO -[Softbinator Foundation](#), a community dedicated to engineers that has hosted over 170 in person meet-ups since 2012.



# Why people choose us?

Diversity. Cutting edge. Cool Products. Tech for Humanity.

Softbinator was ranked in top Romanian IT companies based on the reviews from employees on undelucram, a well known platform, the equivalent of Glassdoor in the Region (in 2021 and 2022).

In 2020, Softbinator was awarded as the Employer of the year by the University of Bucharest.

During the last 10 years, Softbinator Foundation hosted over 160 “Talks” (meetups) and managed to build an important name in the Romanian software development world.

In 2021, Softbinator was awarded as **the best IT business services company of the year from Romania**, having less than 800 employees (more details [here](#)) as well as ranking in the top 5 Romanian IT companies of the year in 2021 and 2022.

## Success stories across different verticals

