



anamob
Forward thinking!

General presentation

The National Association of Flour Milling and Baking Industries of Romania - ANAMOB, is registered in Romania as organization with professional, non-governmental, non-politic and non-profit character.

Founded in 1995, out of the initiative of 59 milling and baking companies, ANAMOB promoted constantly the principles of modern market economy, based on the lack of any kind of discriminations and on equal chances of which every entrepreneur should beneficiate, irrespective of his turnover. Therefore, ANAMOB enumerates in present more than 170 company members, spread all over the territory of Romania. Besides the milling and baking companies that represent the biggest majority of the members of the association, in ANAMOB there are subscribed also companies specialized in depositing of cereals, farmers as well as suppliers of specific equipment of the domain and bakery ingredients.

Goals

Quality and professionalism are key elements that have to be taken into consideration about the future of a company. An association like ours fights permanently for the insurance of an appropriate legislative framework for the development of businesses, elimination of discriminations and abuses of any kind. ANAMOB offers to its members solutions and support in crisis situations; this involves often intense lobby activities..

The main goal of the Association is to support the economic, managerial, and financial development of its members, to strengthen their business relationships with other Romanian and foreign companies, and sustain mutual profitable foreign investments in Romania.

Training – with all its professional, managerial and financial aspects – was, is, and will remain an important component of ANAMOB's activity, since this is a major issue in the development of a company. Along with other organizations and associations.

Cooperation

ANAMOB developed in time close cooperation relationship with AIB – American Institute of Baking, GIA – Grain Industry Alliance, and KSU – Kansas State University, USA, Cabinet BOURBON - France which provides industrial engineering consulting and expertise to Romanian companies involved in the flour-milling and baking sector, BfR – Germany which the Food Health Risk Assessment federal authority, similar professional associations at EU and Member States levels and FFI (the International Flour Fortification Initiative network – WHO, UNICEF, GAIN etc).

Currently, ANAMOB has the chairman position of Eurasia IAOM (International Association of Operative Millers) District which assembles professionals from the milling industry from Europe and Central Asia countries.

Business opportunities in Romania

Romania offers many opportunities to foreign companies. Its strong agricultural base is rapidly being privatized, and the food industry is picking up the pace. There are many new, smaller companies that are viable and with little or no debt. These companies are eager for foreign expertise and investment.

Joint ventures and other business linkages with Romanian companies would give foreign firms a strong position to compete for sales in Central Europe and countries of the former Soviet Union.

Over the years, ANAMOB organized several in-country visits for US, French and British investors. The teams, comprising various number of foreign specialists, visited Romanian companies to identify opportunities and gather information on local firms. Detailed company profiles and brief sub-sector analyses were prepared as a result of those trips.

Potential areas of interest that have been identified as opportunities for foreign products and/or technology, in food and agribusiness include meat and dairy processing, dairy distribution networks, wine and spirits processing and marketing, baking, milling and confectionary, potato and soybean processing, integrated farm production, breeding material, foreign meat products (for further processing), feed concentrates, and financing.

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