

Oradea Metropolitan Area





TABLE OF CONTENTS

1. GLOBAL OFFER

- Global Overview
- Economic Facts
- Public Administration
- Business Infrastructure
- Public Utilities Infrastructure
- Transport and Means of Communications
- Human Resources
- Natural resources
- Touristic and Cultural Attractions
- Development Perspectives
- Transport & Communication
- Business Infrastructure
- Human Resources
- Tourism

2. AGRICULTURE

- General Perspective
- Investment opportunities
- Human and Natural Resources

3. ELECTRONIC INDUSTRY

- OMA, a space for bolstering the emergence of knowledge-based economy
- Human Resources

4. TOURISM

- Area of Health and Leisure
- The Human Resources
- Natural Resources
- Cultural and Touristic Attractions



1. GLOBAL TERRITORIAL OFFER

Global Overview

Location and Population

Oradea Metropolitan Area (OMA) is a cooperation space created in 2005 by the Municipality of Oradea along with 11 neighbouring administrative units. OMA is situated in the North-Western part of Romania, in Bihor county, part of the North-West Development Region.

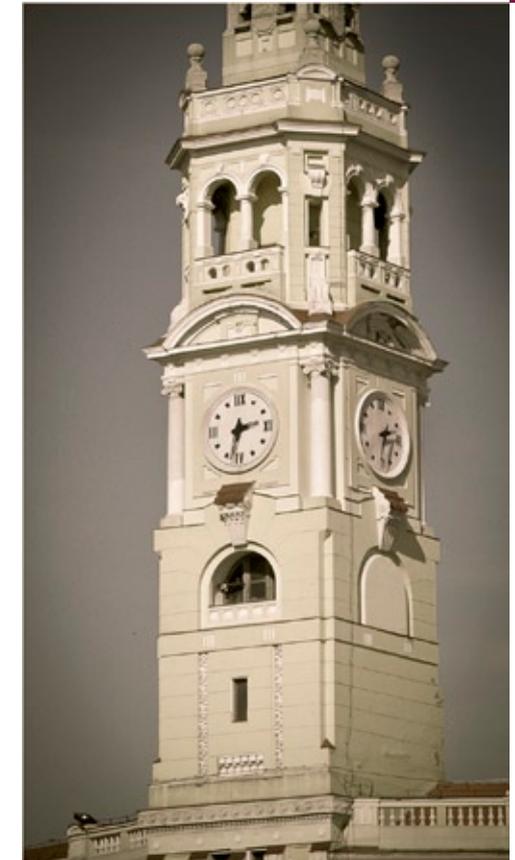
OMA's agglomeration covers about 75,000 hectares. In 2010 the population of the Oradea Metropolitan Area surpassed the 250,000 inhabitants mark. In the last 6 years, the number of inhabitants had a slight increase. Over 52% of the inhabitants are women, exceeding the national average. The population within the age category of 18 and 65 years sums up to 70% of the total population, slightly over the national average of 66%. Within this category,

persons between 30 and 55 years of age represent more than half. The ethnic composition of OMA's population consists mainly of Romanians (around 70%) and Hungarians (27%).

The metropolitan area's climate lime found within OMA is a temperate-continental type, with a Panonic shade. The landscape of the metropolitan area is diverse in this climatic context. In the North-Estearn and South-Eastern part it is hilly, whereas in the rest of the territory „Câmpia Crisurilor” (The Crişurilor Plain) dominates the scenery. OMA is crossed from the East Westwards by Crisul Repede river. The river flow is contained, thus eliminating the danger of floodings.

Oradea with around 205.000 inhabitants, the 11-th city in Romania, is the urban core of the Metropolitan Area, and has a good location being neighboured by important urban European centres:

- Westwards, at around 300 km the city of Budapest, Hungarian capital (via Debrecen, on M3 and M35 highways) and 500 km to Vienna on the same route.
- Eastwards, at 150 km the city of Cluj-Napoca (310,000 inhabitants)
- Southwards, at 116 km the city of Arad (166,000 inhabitants) and 166 km to Timișoara (312,000 inhabitants)
- Northwards, at 130 km the city of Satu Mare (112,000 inhabitants)
- South-East, at 578 km the city of Bucharest, the capital of Romania, and at 800 km furthermore Constanța, the largest port at the Black Sea.

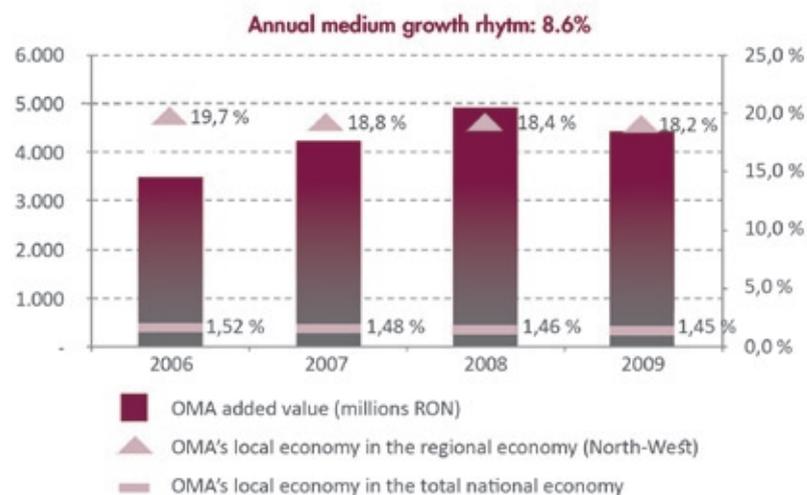


Economic Facts

The economy of OMA has registered lately a dynamic similar to that at national level.

The added value created by the companies within OMA has increased with an annual average growth rhythm of 8,6% (period 2006 – 2009).

Within OMA, 15,086 non-financial companies carried out their activity at the end of 2009, all producing 1.4% of the total national added value and employed 2% of the total labour force. At a regional level, OMA plays a high importance role for the regional economic activity, being the second development pole after Cluj.



Source: Ministry of Public Finance, MIND Research & Rating

The companies in OMA produce 18% of the regional added value and use around 20% of the total labour force (2009).

The main economic sectors within OMA with activities generating added value excluding the financial companies are: services, processing industry, commerce and constructions.

The trade and service sectors have an increased importance in OMA's economy, in comparison to the situation registered at regional and national level, while industry has a smaller impact in the economy of OMA when comparing it with national figures (2009).

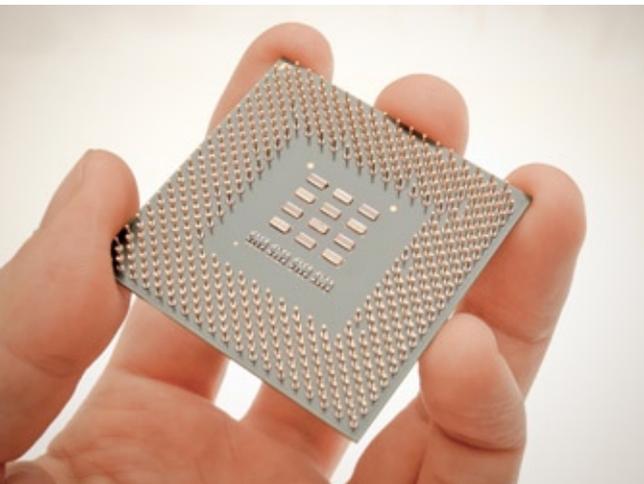
Agriculture

Agriculture has a reduced share in the economy of OMA, similar to that registered at national level, being, nevertheless, better developed in comparison to that of N-W region. The development of agriculture in Romania, particularly in OMA, can be a great asset, considering the existence of relatively widespread agricultural surfaces, but with a low productivity because of the excessive segmentation of cultivable surfaces.

Investments in technology and an increased cultivated/used surface will double the cereals production in Romania on an average term.

Name	Turnover (RON)	Value added (RON)	Employees	Productivity (RON /employee)
Nutrientul S.A.	131,916,712	26,837,177	173	155,128
Agroind Cauaceu S.A.	74,144,752	13,007,250	53	245,420
Flavonia S.R.L.	33,745,269	11,119,509	269	41,336

Companies of systemic importance for the OMA in agriculture (2009)



Industry

In OMA the industry is dominated by the sector of computers and electronic components, leather products, food industry, rubber and plastic materials sector and the non-metallic mineral products sector (construction building materials). With the exception of the food industry, in all the above-mentioned sectors, OMA has comparative advantages in relation to N-W region and the national economy.

The rapid development of the electronic components industry in

the last years in OMA has lead to the creation of a competitiveness pole in the area of production activities that incorporate a high level of technology.

OMA has attracted a higher and more sustained level of investments in this sector, both related to the national average and the N-W region level.

From a macro-economic point of view, the development of this sector shall be auspicious for the local economy, as the degree of risk in the electronic industry from the perspective of the sensitivity to the economic cycle is an average one. At

the same time, moving on to producing goods and services with a high added value (high-tech industries) is necessary also for maintaining or increasing OMA's presence on foreign markets and for entering new ones.

The building materials industry is also well represented in OMA, being oriented more towards the area of the products designed inclusively to works for building renovation and rehabilitation (adhesives). Considering this, the sector has a lower fluctuations in relation to the demand, thus reducing the risks of production in comparison to the producers of building materials used for structural works on a construction site (for example: cement, brick etc.).

Name	Turnover (RON)	Value added (RON)	Employees	Productivity (RON /employee)
Celestica	649,081,001	95,432,501	590	161,750
Connectronics Romania	43,368.640	22,982,717	655	35,088
Hanil Electronics	44,873,140	20,960,572	453	46,271

Companies of systemic importance for the OMA in the Electronics industry (2009)

Constructions

The infrastructure works and special works are the best positioned sectors in the constructions sector in OMA relative to the national level. The share of infrastructural works in the total real economy of OMA is superior to the one existent at the level of the national economy, the efficiency of the infrastructure activity (productivity) being also higher in OMA. The infrastructure deficit present both at national level, and in OMA shall maintain the sector of the infrastructural works on an increasing pattern in a medium to long term time frame.

Services

The sector of transportation and storage activities/facilities is the most important sector of OMA's economy, creating up to 13% of the total added value. The proximity of the area to the Hungarian border and to important highway system (Debreceen to Budapest) has triggered investments in transportations in the period 2006-2009, there fore consolidating and strengthening the sector relative to the national or regional average.

Tourism is relatively well structured in OMA, comparing it with the situation at

the national or regional level. The share of tourism in OMA's economy is higher both relative to the national average and to the regional one; comparing it with the situation at the national level, the tourism in OMA is more profitable due to increased investments in the period 2006 - 2009.

The development potential of this sector in OMA is significant, the area being endowed with a natural reservoirs of geothermal waters which are partially exploited in Băile Felix (Felix Spa) and Băile 1 Mai (1 Mai Spa). Recent researches indicate high potential for operating with geo-thermal waters in other areas of OMA (Sîntandrei and Borş).

Companies of systemic importance for the OMA in the industry of the construction materials (2009)

Name	Turnover (RON)	Value added (RON)	Employees	Productivity (RON /employee)
Adeplast S.A.	113,589,375	47,789,037	135	353,993
Readymix Romania	68,101,606	24,815,990	125	189,528

Companies of systemic importance for the OMA in the Tourism (2009)

Turism Felix	52,019,303	43,152,111	822	52,496
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Apart from the touristic potential, the pools of thermal springs represent an alternative source for "green" energy for industrial units as well as houses hold use. The service sector of exploiting these resources both in tourism and "green" energy purpose will become a niche sector in OMA's economy on a medium and long term.



Public Administration

National taxes, social contributions, local taxes

The companies registered in Romania pay the following main taxes:

State budget:	Social insurances budget:	Local budgets	Various taxes
<ul style="list-style-type: none"> - 16% at the income tax - 24% VAT 	<ul style="list-style-type: none"> - Pensions (20,8%) - Health(5,2%) - Unemployment (0,5%) - Risks of accidents (0,168%) 	<ul style="list-style-type: none"> - Land tax - Building tax (between 0,25% and 1,5% of the inventory value of the building) - Vehicle tax 	<ul style="list-style-type: none"> - Public roads usage - Authorizing commercial activities - Street publicity - Hotel tax - Environmental tax

Romania residents pay the following taxes:

State budget:	Social insurances budget:	Local budgets
<ul style="list-style-type: none"> - Income tax (16%) - Value added tax (24%) - Excise at fuel, alcohol, tobacco and coffee 	<ul style="list-style-type: none"> - Retirement (10,5%) - Health(5,5%) - Unemployment (0,5%) 	<ul style="list-style-type: none"> - Land tax - Building tax (0,1% of the taxable value of the building) - Vehicle tax

Taxes owed to the local budget are set according to the provisions of the fiscal Code and can be increased with up to 20% compared with the initial established values.



Fiscal incentives and state aid

Investors can benefit from local tax exemptions on lands and buildings. These exemptions are considered as state aid and must comply with the procedures and limitations stipulated by the EU legislation.

For Oradea Metropolitan Area, the quantum of exemptions granted until year 2013 must not exceed 50% of the eligible value of the initial investment (60% for medium-sized enterprises, 70% for small businesses). For investments higher than 50 million Euro, the approval of the European Commission is required.

Procedures for obtaining local tax exemptions are transparent for investors situated in Industrial Parks (nominated so, through governmental decision). Benefits such as tax exemptions can be obtained when taking the land out of the unused agricultural network. When investments are made outside industrial parks, fiscal incentives are decided by local authorities.

Permits

The general procedure of setting up a company is neither complicated, nor expensive. With the aid of a lawyer or a public notary or by the future manager, a limited company can be set up in less than a week. However, for certain activities, special permits are necessary.

For carrying out investments, a building permit is required. This is issued by the Townhall of the administrative unite. The building permit will be issued if technical project, and other permits and design features according to local and national provisions are submitted to the urbanistic department of the townhall. If the submitted documentation is complete, the building permit is issued in less than 30 days.

Development Strategies

Oradea Metropolitan Area has adopted its own Strategy for Sustainable Development for the period 2009-2027, which presents public investments projects with metropolitan amplitude.

The City of Oradea and the other 11 local administrations have each development strategies, presenting projects of local interest.

Oradea is a national development pole, together with other two municipalities from the North-West region. It thus benefits from

an allocation of 11 million Euros from the Regional Operational Program in 2007-2013 for projects from the Integrated Plan of Urban Development.

The 12 townhalls from the Oradea Metropolitan Area have responsibilities in the following fields:

Exclusive responsibilities	Joint responsibilities with the government
Streets and roads of local interest	Undergraduate education
Water supply and sewerage	Hospitals (4 managed by the City of Oradea)
Heating	Primary social assistance
Public Transportation (road transport)	Social aid
Lighting	•
Sanitation	•
Culture Institutions	•
Local Police	•
Urbanism and territorial planning	•
Social homes	•



The expenditures from the local budgets of the members of OMA in 2009 were over 100 million Euro. The highest of these incurred in education (35%), transport (14%) and community services of public utilities area (26%). The capital expenditures represented 14% of the total. Further more, the City of Oradea made investments of over 17 million Euro from loans.

The incomes to the local budgets of OMA members reached in 2009 almost 110 million Euro. Out of these, around 20% represented local tax, and 30% shares split from the income tax. Over 42% of the incomes are transfers from the state budget.

Apart from the 12 members of the metropolitan area, the activity of Bihor County Council has an important impact upon the inhabitants' quality of life, and

also upon the means of communications. The County Council represents the superior administrative level, i.e. the county one without being a hierarchical supra-ordination in relation to the administrative units, towns and municipalities.

The County Council of Bihor has responsibilities in the field of county road maintainance, social assistance, special education, culture and the administration of Oradea Airport. Starting with 2010, the County Council coordinates and finances the County Clinical Emergency Hospital from Oradea. In 2009 its income exceeded 60 million Euros, having expences of 58 million Euro. To the latter one, other 8 million are added from loans.



Inter-community development Associations “Zona Metropolitană Oradea”

Inter-community development Association “Zona Metropolitană Oradea” (OMA) is the co-operation structure set up in 2005 by Oradea Municipality and the 11 neighbouring administrative units with the aim of promoting the sustainable development in the common space made up of the 12 local communities. **The association promotes supports and implements development projects having a metropolitan impact, as well as the development projects for the business environment.** At the same time, the association is a spokesperson for the 12 administrations in the relationship with the central administration, the Parliament, the cross-border partners, the European Union institutions and last but not least investors.



The list of members of the OMA is as follows:

The administrative-territorial unit	Population 2010	Surface (hectars)
Oradea	204,880	11,556
Biharia	3,982	6,337
Borș	3,743	4,341
Cetariu	2,171	6,534
Girișu de Criș	3,598	4,441
Ineu	4,332	4,951
Nojorid	4,714	12,557
Oșorhei	6,473	6,492
Paleu	1,892	4,786
Sînmartin	9,114	6,175
Sîntandrei	4,228	2,801
Toboliu	2,255	4,354

The rating analysis of OMA and the City of Oradea

In 2009, Fitch Rating Agency has attributed to Oradea Metropolitan Area a „B” rating for the debt in foreign currency on a short term and „B+” for the long term debt in foreign and national currency. The rating reflects the main objective of OMA; supporting the development of the metropolitan infrastructure, its dynamic activity from the moment it was created to now, as well as the financial situation of the City of Oradea, the main contributor to its budget. In 2010 OMA's rating was confirmed.

In 2009, Fitch rating agency has attributed to the City of Oradea an „F3” rating for the short term debt in foreign currency and

„BBB-” for the long term debt in foreign and national currency. The rating for the long term debt in foreign currency has evolved to „BB+” in the year 2010, and the others have been confirmed. The ratings reflect a satisfactory operational balance, supported by a dynamic and evolved local economy, comparative with the national average.

Health Services

The health services infrastructure is diverse. In Oradea there are 5 public hospitals, of which one is an emergency hospital and a municipal one. All in all, in OMA uses over 800 doctors of all specializations. There are almost 3,000 beds in all of the above mentioned hospitals. Each of the administrative units fo OMA has acces to health services.

Business Infrastructure



OMA offers to interested investors an integrated business infrastructure, which at the moment is composed of two industrial parks.

Eurobusiness Park Oradea

- **Location:**

Oradea, Soseaua Borsului (E60)

- 4 km from the Hungarian border
- 4 km to the access node for the Transylvania highway
- 3 km from the entry to Oradea
- 6.8 km distance to the Oradea international airport
- 5.2 km distance to the centre of the town (Townhall)
- 2 km distance to the Oradea railway
- Street front at the national road DN 1 (E60): 1,2 km.

- **Surface:** 121 hectares
- **The land owner:** Oradea Municipality
- **Administrator:** Eurobusiness Park Oradea

The park is situated in the vicinity of companies of systemic importance for OMA's economy, in the electronic industry (Celestica, Connectronics), constructions (Selina, CIAC, SIMBAC), international transport (Galassini, Centrum, Frigoexpress) or energy (Electrocentrale). This strategic positioning can attract investments with a similar profile, thus contributing to the vertical integration and the consolidation of the industrial activities.

Until January 2011, there occupancy rate of Eurobusiness Park was approximately of 30%

Services and utilities in the park

The park is authorized and can benefit from the legal provisions concerning the regional state aid granted for investments made in the industrial parks, namely:

- Tax exemption: building land
- Tax exemption for taking land out of the unused agricultural network

The Park offers: inner roads, water and sewerage, heating, electric energy, natural gases, telecommunications.

Procedures and costs of concessioning in the industrial park

Interested investors can take into concession land within the industrial park through public tender procedure with prices starting at:

- 0,32 Euro + VAT/sqm/year
- Administration Fee of 0,5 Euro/+ VAT sqm/year.

Concession can be obtained through direct negotiation for investments over 5 million Euros.

The investors have the option of buying the land after finalizing the planned investment, at a price starting from 8 Euro/sqm.

website: www.eurobusinessparc.ro



Borş industrial Park

Financed through a PHARE project, Borş Industrial Park spans over a surface of 25 hectares having an occupancy degree of 50%. The land plots leased can reach a surface up to 3 hectares. The leasing price is approximately 1.8 euro/sqm, with the possibility of buying the land at the price of 24 euros/sqm.

Borş Industrial Park is not authorized as an industrial park, thus the investors cannot directly benefit from fiscal facilities.

Website: <http://www.pcbors.ro>

Local authorities of OMA own a far amount of real estate assets that can be capitalized within an investment project in fields such as agricultural or forestry exploitation, industrial parks, logistic parks or in tourism.

Public Utilities Infrastructure

The water and sewerage systems are provided by the the Regional Operator Compania de Apa (The Water Company) commerical society, whose shareholders are 9 members of OMA.

The majority of the setlemets from OMA are connected to the water infrastructure. The sewage infrastructure is undergoing a drasting modernization and expansion process through an 80 million ruto EU projec. The standard costs for sewerage are increased for the polluting economic operators, that fall into two risk categories.

The sanitation service is furnished by different operators. Thus, in Oradea the

service is performed by a private operator, whereas in seven of the local authorities' members of OMA the service is provided by S.C. REOSAL S.A., whose shareholders are the beneficiaris of the service (representatives of the 7 local authorities).

The electric energy is deliverd by the society S.C. Electrica Furnizare Transilvania Nord S.A., and the natural gases by S.C. EON Gaz Romania S.A. Inside the industrial parks, the electric and natural gas networks correspond to any needs of the investors. For the private investments outside cities, the companies must foresee budgets for connectiong these to the public network.



Transport and Means of Communications



Oradea Metropolitan Area is connected to the main urban centres in the region by a network of national roads, administrated by the *National Company for Roads and Highways* subordinated to the Ministry of Transportation. The links between the administrative units members in OMA but not only, are ensured by county roads, administered by the Bihor County Council. The National Company for Roads and Highways will modernize the main national roads in the county and OMA.

The connexion with Budapest is ensured through the connecting roads via Szolnok (E 60) or Debrecen (E 71). The nearest highways are A3 (Romania, Gilau-Turda, part of the future highway Bors-Brasov) and M 35 (Hungary, Debrecen-Miskolc).

The railway network ensures the links with Hungary via Biharkeresztes. The network also ensures the connexion with Cluj-Napoca (150 km), Arad, Satu-Mare and the resort Baile Felix Spa.

The transport of commodities on the railways is made with special containers and wagons. The transport of trucks on the railways is not made at speeds that would ensure costs efficiency. The quality of rail infrastructure, as well as the configuration of the routes must be improved in order to support the needs of the business environment and those related to the mobility of inhabitants from OMA.

Oradea provides air transport through Oradea International Airport. At this time, it offers only domestic and private flights. The domestic flights to Bucharest (Henri Coanda Airport) are daily flights, except week-ends.

The nearest international airports are Cluj-Napoca (150 km distance) and Timisoara (around 175 km).

The nearest river ports are Budapest, Drobeta Turnu Severin (in the South –West of Romania, at 385 km), and maritime Constanta (the South-East of Romania, at 800 km).

The public transport system is well developed in Oradea. The transportation to the local authorities of OMA is carried out by private operators. The members of OMA are decided to create a common public transport Operator that will operate at a metropolitan level with a sole ticketing system.

Human Resources

Labour force market

During the period 2006-2008, the number of employees in the non-financial companies with activity in OMA has increased with both rather slower than the one at national level, registering an average annual growth rhythm of 6.8% lower than the 8.2% in the national economy. Also, the impact at the level of the labour force market in 2009, as a consequence to the economic and financial crisis, was more profound in relation to dynamics registered at national level. The average number of the employees in OMA registered a fall down of 6% higher than 4% of the national economy.

Evolution employment in the non-financial companies

As the economic activity in the industries with low technological level diminished and deteriorated, a reorientation of the work force occurred, towards other sectors with a similar (low) level of professional qualification (for example commerce).

The rapid development of the electronic industry has triggered an increased work force in the industries with a high level of technology.

Evolution employment in the non-financial companies

Period	OMA	Bihor County	North-West Region	Total economy
2006	68,785	99,449	382,666	3,618,836
2007	74,526	106,518	411,004	4,027,891
2008	78,480	111,504	435,649	4,239,872
2009	73,748	105,238	408,329	4,068,964

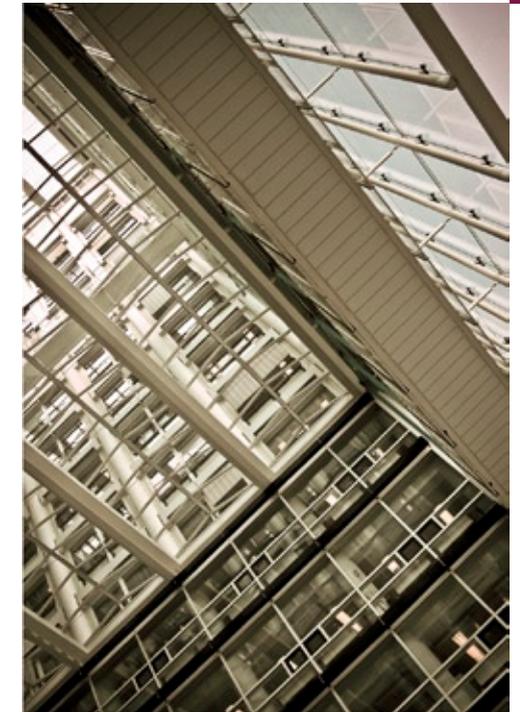
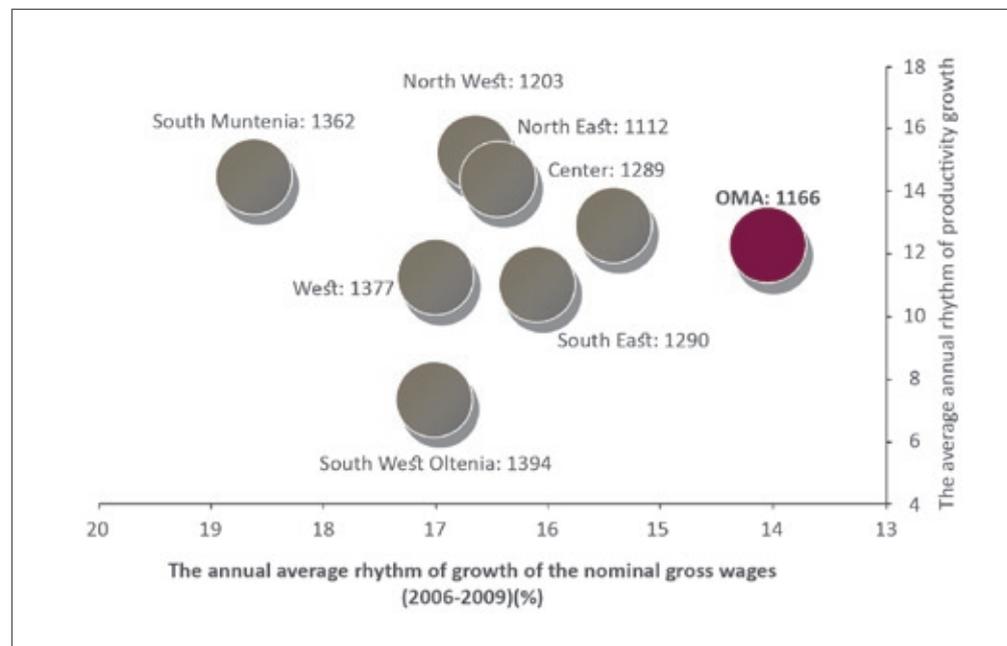
The wages levels from OMA are among the lowest in the country, being situated on the last places after the North-East Development Region. From 2006-2009 OMA has registered the smallest rhythm of wages growth, but having productivity growth similar to the national average.

The position of OMA on the lower places concerning wages favoured particularly the

development of industries with a low level of technology/ knowledge.

Sector according to the incorporated level of technology/ knowledge	2006	2007	2008	2009
Industry with a high level of technology	1%	2%	2%	3%
Industry with an average towards high level of technology	4%	4%	3%	3%
Industry with an average towards low level of technology	8%	7%	7%	7%
Industry with a low level of technology	32%	28%	24%	24%
Industry with a high level of knowledge	12%	14%	13%	12%
Industry with a low level of knowledge	42%	45%	51%	51%

The correlation wages – productivity in the OMA vs the main regions of development



The education system

The Education system from the metropolitan area covers a great variety of needs, starting from nurseries and kindergartens to higher education, Masters and PHD studies.

The business environment, is supported by eight units of undergraduate education with technical profile in with a number of over 3,000 students in specializations such as: Automatisation Electronics, Electrics, Mecatronics, Tourism, Agriculture, Constructions, Wood processing.

The higher education is provided by four universities, of which three are private. The biggest of these is „University of Oradea”, a state public university with 18 faculties, of which technical profile faculties, training the students for the business environment.

University of Oradea		Places offered in 2010	
Faculty:	BA/B.Sc. level	Master & Post-graduate	
Electric engineering and technology of information, of which:	338	267	
<i>Electric Engineering</i>	110	60	
<i>Electronic and telecommunications engineering</i>	52	64	
Energetics	104	150	
Textiles and leatherworks	66		
Constructions and architecture	232		
Environmental Protection	1270		
Economic Sciences	1242		



Natural resources



The most important natural resource of OMA are the geothermal waters beneath its surface. These are present in the local authorities of Sîmartin, Sîntandrei and Borş.

These are exploitable both for balneary and leisure purposes, and heating purposes. The geothermal potential is turned to good account in the balneary resorts of Baile Felix and Baile 1 Mai Spas, both on the territory of the Sinmartin, local authority situated at 8 km from Oradea.

Other important natural resources in OMA are the fertile soils in the West and South-West part, and also the forests from the North-East.



Touristic and Cultural Attractions

The main touristic attractions of OMA are related to the geothermal waters, from Baile Felix and Baile 1 Mai Spas.

These have a total number of over 6,000 accomodation places B&B lodgings and hotels acoounted.

Nautical sports can be practiced in Oradea at the Olympic swimming pool, and at the open air Olympic complex.

The metropolitan area also has a series of Nature 2000 protected areas.

These, as well as the surroundings of Ineu, Cetariu and Paleu can be particular attractions for the leisure time tourism.

Oradea has culture institutions of great tradition and quality, such as the State Theatre, the State Philarmonic and the "Țării Crișurilor" Museum.

Historical monuments are another touristic attraction. The centre of Oradea, built at the end of the XIX-th century and the beginning of the XX-th century, as well as other buildings are declared historical monuments. The architectonic styles is the Vienna secession (art nouveau/ Jugendstil), Eclectic, Baroque and Classical.

Apart from the touristic attractions in OMA, one must mention those offered by the Apuseni Mountains (40-60 km East and South-East of Oradea). A large system of caves The Bears' Cave, Vântului, Meziad, Ungurului and Vadul Crișurilor which can be all visited. Moreover, in the winter resort Stâna de Vale (40 km East of Oradea) is the winter choice destination for skyers .

Name of protected area	Location within OMA
Valea Alceului	Girișu de Criș, Nojorid
Lacul Pețea	Oradea, Sînmartin
Lunca Inferioară a Crișului Repede	Borș, Girișu de Criș, Oradea, Santandrei
Crișul Repede amonte de Oradea	Ineu, Oradea, Oșorhei
Pădurea de la Alparea	Oșorhei
Păduricea de la Santău	Borș
Valea Roșie	Ineu, Oradea, Paleu

Development Perspectives



The determinants of OMA's economic development, are the strong industrial background, educational system, skilled labour force, strategic geographical position, the multiculturalism and various natural resources.

OMA yields a significant potential in producing electronic and optical products, which attracted in the area large multinational companies such as Samsung. Other well developed industrial activities are the leatherworks industry and production of building materials.

In terms of services, the geothermal and leisure tourism have a special potential. Due to the strategic position, OMA is one of the major logistic centres at national level.

OMA has an important development potential in agriculture, fishing and forestry.

From the point of view of territorial development, the metropolitan area tends to become a common urban area, with public infrastructures and all inclusive services for its inhabitants and investors.

Transport & Communication

OMA's major transport projects aim to ensure rapid and affordable access to the touristic objectives, main neighbouring residential areas as well as access to the (sale) markets. The projects shall simplify the access of the local work force to the industrial platforms and reduce the time for the tourists to arrive from the city to the touristic resorts.

The projects are implemented in partnership with the Romanian Ministry of Public Transportation and public authorities from Hungary.

Major road infrastructure projects for the period 2011-2016 are:

- Construction of Borş - Gilău section of the Transylvania Highway (A3)
- Construction of OMA's ring belt
- Rehabilitation of the national roads to Arad, Deva and Satu Mare.

Main railway infrastructure projects , for the period 2011-2020 are:

- Rehabilitation of Oradea-Toboliu-Korosszakal (Hungary)
- train line Development of privately managed local routes
- Construction of an inter-modal station for the transfer of goods
- Modernizing the Episcopia Bihorului - Braşov route in order to enable the transport of trailer-trucks on the railway.

The modernization, extension and obtaining the Schengen accreditation of Oradea International Airport is of an utmost importance for OMA as a business and touristic destination.

The County Council has finalised the technical documentation for the airport track extension and air-station modernisation. In parallel, an important objective for the airport is to diversify the flight routes towards major hubs.



Another major project, currently under implementation, regards the development of the Public Transportation System.

Apart from setting up a regional transport operator, the existing routes will be extended towards the rural areas and newly developed industrial parks.

Business Infrastructure

Industrial parks

The final stage of the infrastructure works for the Oradea EuroBusiness Industrial Park is scheduled at the end of the year 2011.

There is potential for new industrial parks through the valorification of real estate properties (mainly land fields) owned by OMA's public local authorities. One of the proposed locations consists of 80 hectares of land with direct access to E60 in Oșorhei commune.

Exhibition Centres

The Oradea Municipality's project of renovating the Fortress of Oradea, includes the construction of an exhibition centre .

Public utilities infrastructure

The role of OMA in the public utility expansion projects is major. The project for introducing the water supply and sewage system, with a value of 100 million Euros, was submitted and will be implemented under the co-ordination of OMA in the period 2011-2015. The network of water supply and sewage system will be extended in all localities of the OMA, while the cleaning facilities will be tailored to the growing needs of the population and companies.

Another on-going project foresees the extension of the waste-management services in the rural area. The services are provided by the regional operator Reosal – publicly owned joint stock company.

Oradea – Debrecen Cross-Border Poly-Centric Development

Taking into account the geographic positioning, the co-operation traditions, and the structure of education and the work force, the future development of Oradea Metropolitan Area is closely linked to the Hungarian town Debrecen (around 200,000 inhabitants) and its metropolitan area.

The Oradea-Debrecen cross-border development pole is an alternative to the Timisoara-Belgrad-Szeged pole, as well as to the town of Cluj-Napoca and its metropolitan area. In this context, developing clusters from the electronics industry as well as in tourism are important opportunities.

As a first step in this respect, an cross border association project „Gruparea Europeana de Cooperare Teritoriala Oradea-Debrecen” („Oradea-Debrecen European Grouping of Cross-Border Cooperation”) has been set up.



Human Resources



Education system

The network of undergraduate and university education facilities offers the necessary basis for the development of the economic potential of OMA. The partnerships between university, technical colleges and the art and trades schools, on the one hand, and the private companies, on the other hand, shall be reinforced. The school's educational curricula and the practical training stages have to be adapted to the needs of the latter.

Professional reconversion/ retraining system

The development of activity sectors incorporating an average-high level of technology/ knowledge is based on the existence of a critical mass of human capital. In the context in which the majority of the existent work labour force works in industries requiring a low level of professional development, increasing the number of courses of professional reconversion and the adapting of the education system to the needs of the private sector represents the necessary basis for the sustainable development of OMA.

A part of the specialized work force emigrated from the district of Bihor in 1990-2000 periods, predominantly in Italy, France and Spain and can be convinced to return home if there is an adequate offer of new jobs.

Tourism



One of OMA's main natural resources is the geothermal water. As a consequence to this, the main projects in the field of tourism are reconstruction of Aqua Parks and Spa-type treatment facilities.

The projects should be implemented through private-public partnerships.

The leisure tourism is encouraged by the setting up and development of a forestry area (Ineu-Cetariu-Paleu). At the same time, there is another project which will have as result the construction of a bicycle track from Oradea to Berettyoujfallu (Hungary).





Agriculture

ORADEA METROPOLITAN AREA

2. AGRICULTURE

General Perspective

Agriculture holds a small share in the OMA's economy, similar to the one at national level, but still more developed than the N-W region. **The development potential of agriculture in OMA remains on a high level, given the existence of fertile agricultural areas, with land improvements but low rate of productivity and investments.**

In 2009, in the agricultural field, 301 companies were developing their activities. Top 10 largest companies, according to the turnover, cumulated about 77% of economic activity of that sector within OMA.

Top 10 companies in agriculture working in OMA (2009)

Name	Area of Activity	Turnover (RON)	Added value (RON)	No. of Employees
Nutrientul	Poultry	131,916,712	26,837,117	173
Agroind Cauaceu	Cereal cultivation (rice only),leguminous crops and oil seeds	74,144,752	13,007,250	53
Flavoia	Poultry	33,745,269	11,119,509	269
Patrol Service	Cereal cultivation (rice only),leguminous crops and oil seeds	28,875,928	7,480,975	40
Fructispor	Vegetables,melons,roots and tuber cultivation	28,142,589	1,763,192	-
Nutrisuin	Swine growth	19,635,750	3,984,842	20
Sadelli Prodcum	Cereal cultivation (rice only),leguminous crops and oil seeds	16,952,763	5,477,919	44
Westgrain	Cereal cultivation (rice only),leguminous crops and oil seeds	15,556,632	6,418,361	163
Biospor	Cereal cultivation (rice only),leguminous crops and oil seeds	13,832,585	1,230,109	9
Nutripig	Swine growth	11,422,652	5,682,646	62





Comparison OMA- National Economy

Sector	Share in total economy OMA	Value added 2009	Value added 2006-2009	Average profitability 2006-2009	Average productivity 2006-2009	Dynamics value added 2006-2009	Average Investments 2006-2009	Degree of risk
Agriculture	3%							●

Comparison OMA- The North-West Region

Sector	Share in total economy OMA	Value added 2009	Value added 2006-2009	Average profitability 2006-2009	Average productivity 2006-2009	Dynamics value added 2006-2009	Average Investments 2006-2009	Degree of risk
Agriculture	3%							●

The economic sectors are classified according to this analysis into three classes of risk:

- - high risk (high cyclicality),
- - average risk,
- - low risk

For each sector of activity in the OMA, the factors analysed can be found in three possible states:

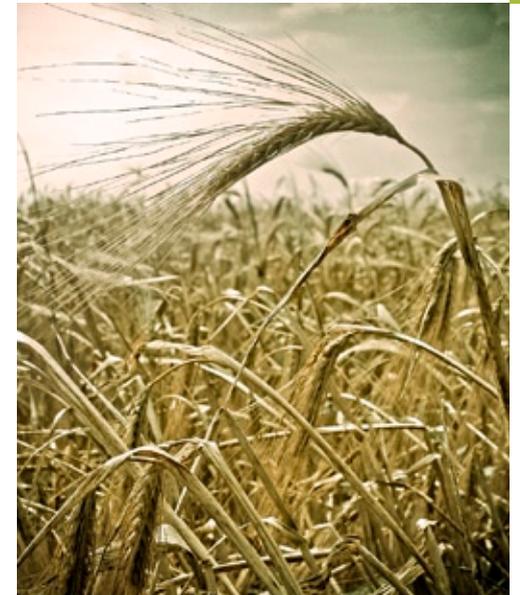
- - the factor registers higher values in the OMA as to the comparison group (the region N-W or the national economy),
- - the factor registers approximately equal values in the OMA as to the comparison group,
- - the factor registers inferior values in the OMA as to the comparison group.

Evaluation grid for the sectorial competitiveness

- The value added in the year 2009 – the sectorial structure of the value added in the OMA comparative with the national economy and the N-W region.
- The value added in the period of time 2006-2009 – this factor quantifies the average sectorial specialization of the OMA the time between 2006-2009, comparative with the national economy and the N-W region.
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- The risk degree of the sector of activity – represents an evaluation of the sensitivity of economic sectors to the variation of the economic cycle at national level. Evaluating the risk at sectorial level was performed according to the degree of cyclicality of the activity sector, quantified by the average deviation of the economic growth in the analysed industry as to the economic growth trend at a national level.



Investment opportunities

Most agricultural lands in Oradea Metropolitan Area are private properties. However, OMA local authorities still have real estates that can be used in agricultural investment projects.

Human resources

In 2009, in the agricultural sector, over 1526 employees were working. An increasing trend of employment in the field was registered even in the context of economic crisis in 2009.

Given the fact that most activities in the area of agriculture do not require specialized / qualified workforce, availability of the human work element is not an issue when considering further development of the sector.

The average wage in the agriculture sector is close to the economy average of OMA.

The evolution of agriculture employment compared with other sectors in the OMA:

The main sectors of activity in the OMA	2006	2007	2008	2009	Average Term	Short Term
Agriculture	1,262	1,168	1,391	1,526	•	•
Food & Beverage	2,555	2,539	2,510	2,605	•	•
Leather and related products	7,258	7,233	6,249	5,983	•	•
Rubber and plastic products manufacture	1,622	1,717	1,864	1,787	•	•
Manufacture of other non-metallic mineral products	687	751	758	704	•	•
Manufacture of computers and other electronic and optical products	848	1,754	1,319	1,858	•	•
Infrastructure buildings	527	535	2,095	1,833	•	•
Special works buildings	1,838	2,351	3,038	2,893	•	•
Tourism & Restaurants	2,685	3,107	3,532	3,447	•	•



Human and Natural Resources



Educational system

Considering an environment where the educational system should provide skilled work force, some general facts regarding the institutions providing the skilled personal in agriculture, should be mentioned. The eight pre-university educational institutions of technical profile in Oradea and Borş provide specialized classes in agriculture and forestry where in 2010 over 266 students attended.

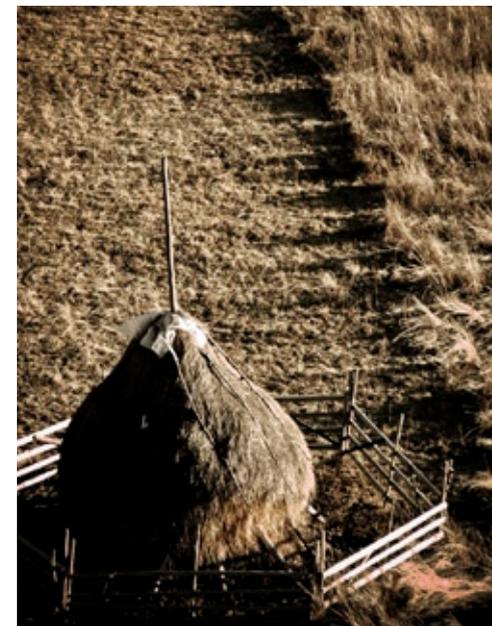
The Faculty of Environmental Protection is a main source of highly skilled personal for investments in the agricultural sector.

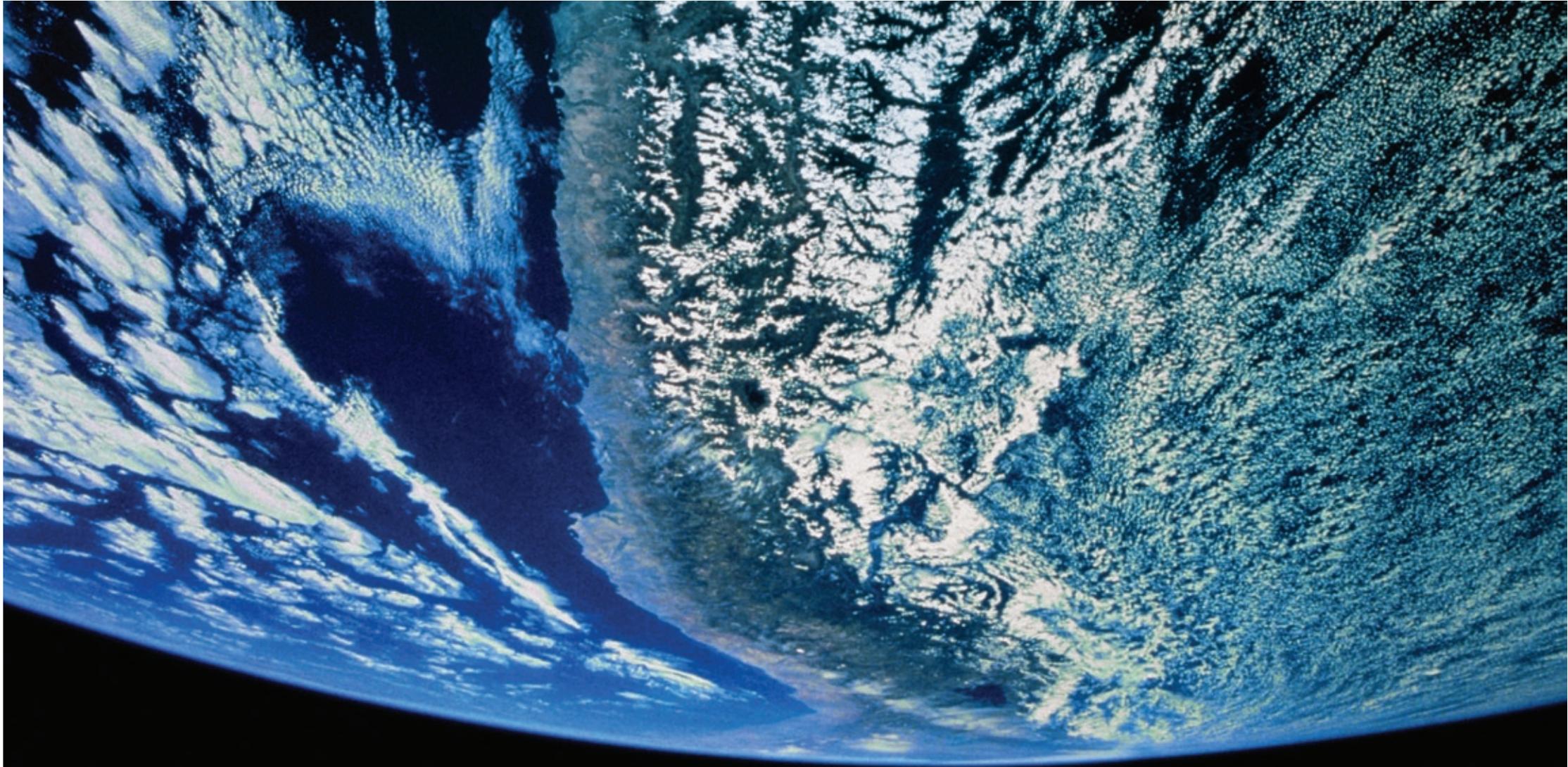
University of Oradea	Number of students accepted in 2010
Faculty of Environmental Protection	License
Agriculture	80
Horticulture	90
Forestry	230
Zootechnics (livestock)	40
Food engineering	300

Natural Resources

In terms of agriculture, the most important resource of Oradea Metropolitan Area is soils that have a significant fertility.

Also, the hills of north and northeast are an important viticulture resource. In addition, Paleu and Cetariu local authorities have a remarkable potential in the area of forestry. The local authorities' members of OMA hold land plots that can be used for crop production, livestock and forestry.





Electronic Industry

ORADEA METROPOLITAN AREA

3. ELECTRONIC INDUSTRY

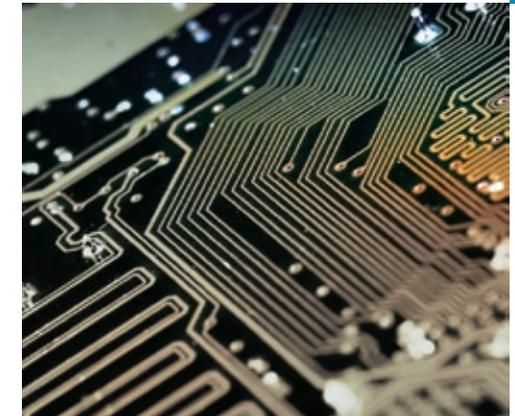
OMA, a space for bolstering the emergence of knowledge-based economy

Electronic Industry in Oradea Metropolitan Area

OMA has a comparative advantage on the segment of the industry with a high technological level relative to the situation registered at national level. Companies from OMA producing goods that incorporate a high technological level are mainly involved in producing computers and electronic and optical products (CAEN Rev 2: 26 – electronic industry).

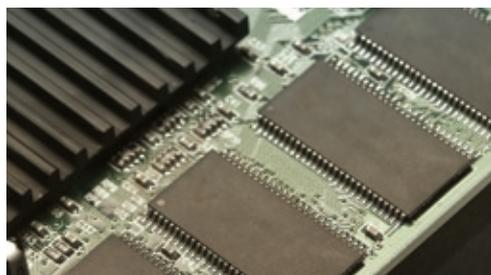
The added value produced by the companies in OMA incorporating a high level of technology represents 2.8% of the total local economy comparative with only 0.9% at national level.

High-Tech Industries	Turnover (RON)	Value added (RON)	Number of employees	Number of companies
Manufacturing basic pharmaceutical products	439,071	439,297	4	1
Manufacturing prepared pharmaceutical products	-	-	-	1
Manufacturing electronic components	1,444,042	687,813	42	7
Manufacturing electronic slates	43,368,640	22,982,717	655	1
Manufacturing computers and equipment peripheral	694,254,497	116,697,018	1,053	6
Manufacturing communications equipment	11,014,256	4,420,549	41	2
Manufacturing instruments and devices of measuring, testing and navigation	28,187	27,686	1	1
Manufacturing watches	2,834,079	2,371,301	12	2
Manufacturing equipment for Radiology, Electro-diagnosis and Electro-therapy	2,739,333	1,073,488	42	2
Manufacturing optical instruments and photographic equipment	1,317,743	730,764	12	6



The biggest companies in the electronic slates industry and the manufacturing of computers and of peripheral equipment

Name	Turnover (RON)	Value added (RON)	Number of employees
Celestica (Romania)	649,081,001	95,432,501	590
Hanil Electronics	44,873,140	20,960,572	453
Connectronics Romania	43,368,640	22,982,717	655
Sentron	187,642	217,641	8
Polifem	112,714	86,304	2



Exports and imports achieved by the companies in OMA which activate in the electronics industry represent approximately 38%, respectively 24% the fluxes of foreign trade from OMA.

Comparison OMA- National Economy

Sector	Share in total economy OMA	Value added 2009	Value added 2006-2009	Average profitability 2006-2009	Average productivity 2006-2009	Dynamics value added 2006-2009	Average Investments 2006-2009	Degree of risk
Manufacturing (making) computers and other optical and electronic products	3%							●

Comparison OMA- The North-West Region

Sector	Share in total economy OMA	Value added 2009	Value added 2006-2009	Average profitability 2006-2009	Average productivity 2006-2009	Dynamics value added 2006-2009	Average Investments 2006-2009	Degree of risk
Manufacturing (making) computers and other optical and electronic products	3%							●

The economic sectors are classified according to this analysis into three classes of risk:

- - high risk (high cyclicality),
- - average risk,
- - low risk

For each sector of activity in the OMA, the factors analysed can be found in three possible states:

- - the factor registers higher values in the OMA as to the comparison group (the region N-W or the national economy),
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Evaluation grid for the sectorial competitiveness

- The value added in the year 2009 – the sectorial structure of the value added in the OMA comparative with the national economy and the N-W region.
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Human Resources

The labour force market

In 2009, there were 1,858 employees in the electronics industry. The rapid development of the electronics industry has triggered an increase of the number of employees in industries with high level of technology incorporated. The evolution of the number of employees in the electronics industry was not affected by the economic crisis, the industry being in full swing.

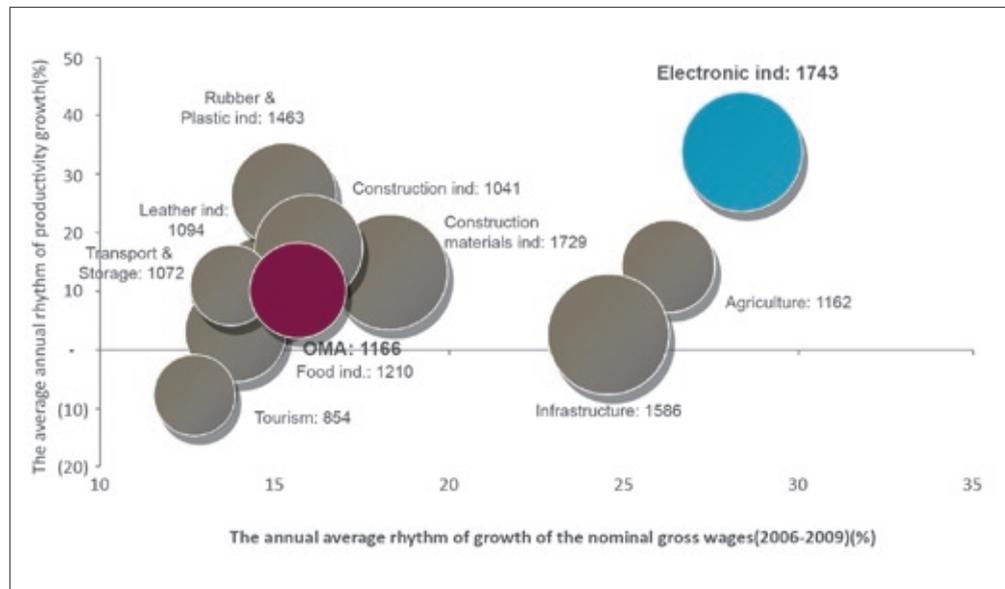
The evolution of the number of employees in the electronic industry compared with other sectors of activity in OMA

The main sectors of activity in the OMA	2006	2007	2008	2009	Average Term	Short Term
Agriculture	1,262	1,168	1,391	1,526	•	•
Food products and drinks	2,555	2,539	2,510	2,605	•	•
Leather products and associated products	7,258	7,233	6,249	5,983	•	•
Manufacturing (making) products of rubber and plastic materials	1,622	1,717	1,864	1,787	•	•
Manufacturing (making) other non-metallic minerals products	687	751	758	704	•	•
Manufacturing (making) computers and other optical and electronic products	848	1,754	1,319	1,858	•	•
Infrastructure buildings	527	535	2,095	1,833	•	•
Special works buildings	1,838	2,351	3,038	2,893	•	•
Tourism & Restaurants	2,685	3,107	3,532	3,447	•	•

The availability of the qualified labour force in the field of electronics lies at the base of the sustainable development of this sector. In this respect, the local authorities in OMA support, by means of partnerships and programs of co-operation with the universities of profile and with the technical and vocational schools, the development of the qualified work force in the field of the electronic industry in special and of the industry with a high level of technology in general.

The average salary in the electronic industry is situated among the highest ones in the local economy of OMA. The productivity gains from this industry have been over the national or regional average and have enabled a sustained rhythm of wages growth.

The correlation wages - productivity in the electronic industry vs. the main sectors of activity in the OMA



Note: The size of the circle represents the monthly average gross wages pertaining to the respective sector of activity in the year 2009

The education system

The education system from the Oradea Metropolitan Area covers a great variety of needs, starting from creches and kindergartens to higher education, graduate and doctoral studies.

In the context of supporting the business environment there must be mentioned the eight units of undergraduate education of technical profile from Oradea and Bors, where there study over 3,000 pupils. These provide training for pupils in specializations such as electronics, electrotechnics and mecatronics. In 2010 there were 223 places at the entrance examination to the above-mentioned specializations in the high-school

education – daily classes in 5 units of technical undergraduate education from OMA and the rest of the county.

The higher education is provided by four universities, of which three private. The biggest of these is the „University of Oradea”, a state public university having also a faculty of electric engineering and the technology of information, training the students for the support of the profile companies in the OMA.

The number of places at the B.Sc. degree and Master degree at the Faculty of electric engineering and the technology of information is on the increase as compared to the year 2009 (545 students admitted), reflecting the demand from the business environment.

The University of Oradea	Places offered in 2010	
	Bachelor degree	MASTER
[Faculty of] Electric engineering and the technology of information, of which:	338	267
Electric engineering	110	60
Electronic engineering and tele-communications	52	64



Tourism

ORADEA METROPOLITAN AREA

4. TOURISM

Area of health and leisure

Tourism in Oradea Metropolitan Area

Tourism is relatively well structured in OMA comparative with the situation at the national or regional level. The contribution of tourism sector in OMA's economy is high; comparative with the situation at the national level, the tourism in OMA is more profitable and has benefitted from more investments between 2006 and 2009.

The potential development of this sector in OMA is significant, due to the natural basin of geothermal waters which is just slightly exploited so far: Băile Felix (Felix Spa) and Băile 1 Mai (1 Mai Spa).

Recent surveys indicate a real potential of exploitation of the geo-thermal waters in other administrative units in OMA (Sîntandrei and Borş).

In 2009 there were 156 companies operating in the sector of tourism in OMA. The biggest 10 companies based on the yearly turnover, cover approximately 80% of the economic activity of the sector.

„Turism Felix” is the biggest company in the area, managing 7 hotels with balneo treatment facilities in the resort Băile Felix (part of Sînmartin commune).

OMA's 10 biggest tourism companies (2009)

Company	Turnover (RON)	Value added	Number of employees
Turism Felix s.a.	52,019,303	43,152,111	822
Rowadany F s.r.l.	12,363,833	11,803,938	56
Nevis Trade s.r.l.	5,025,881	1,129,252	40
Transilvania Complex s.a.	3,422,343	3,492,803	78
Pod Serv Com s.r.l	3,161,030	1,526,481	28
Alinbogdan s.r.l	2,292,351	1,375,782	45
Rompalace Tur s.r.l	1,885,940	91,803	-
Duo Olivius s.r.l	1,706,012	1,005,278	32
Olimp Condex	1,598,284	1,136,578	25



Comparison OMA- National Economy

Sector	Share in total economy OMA	Value added 2009	Value added 2006-2009	Average profitability 2006-2009	Average productivity 2006-2009	Dynamics value added 2006-2009	Average Investments 2006-2009	Degree of risk
Tourism & restaurants	•	2%						•

Comparison OMA- The North-West Region

Sector	Share in total economy OMA	Value added 2009	Value added 2006-2009	Average profitability 2006-2009	Average productivity 2006-2009	Dynamics value added 2006-2009	Average Investments 2006-2009	Degree of risk
Tourism & restaurants	•	2%						•

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Human Resources

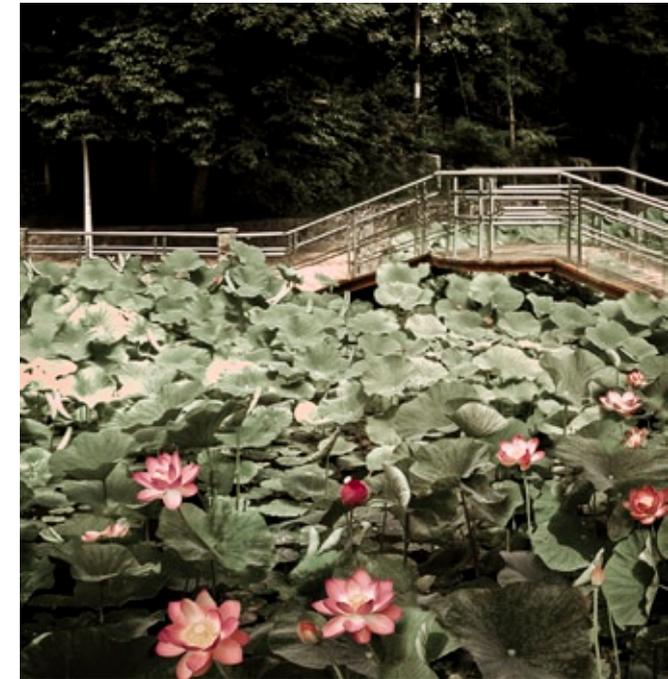
In spite of the non-favourable economic evolutions both at national and regional level, the number of OMO's employees in tourism registered in 2009 the level close to the year 2008, i.e. 3,447 vs. 3,532.

Taking into account the fact that tourism is not a sector of activity requiring exclusively specialized/ qualified work force, its availability in the perspective of the future development of the sector does not represent a problem.

The average wages in tourism is the lowest one in the local economy of OMA. The lower productivity in this sector has not enabled the wages increase but to a small degree (on average they have increased only correlated with inflation).

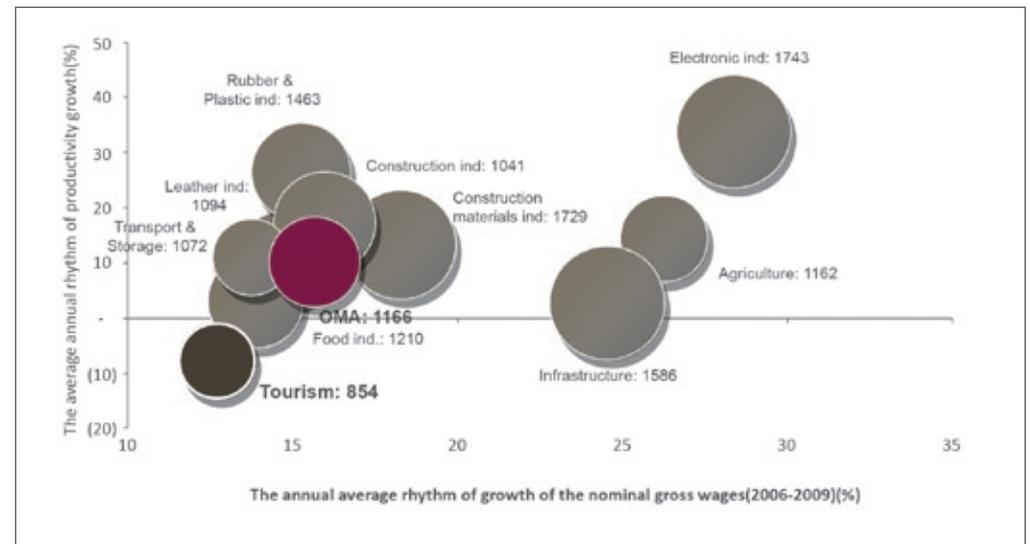
The evolution of the number of employees in tourism comparative with other sectors of activity from the OMA

The main sectors of activity from OMA	2006	2007	2008	2009	Average Term	Short Term
Agriculture	1,262	1,168	1,391	1,526	•	•
Food products and drinks	2,555	2,539	2,510	2,605	•	•
Leatherworks and associated products	7,258	7,233	6,249	5,983	•	•
Manufacturing rubber and plastic materials products	1,622	1,717	1,864	1,787	•	•
Manufacturing other products of non-metallic minerals	687	751	758	704	•	•
Manufacturing computers and other optical and electronic products	848	1,754	1,319	1,858	•	•
Infrastructure constructions	527	535	2,095	1,833	•	•
Special works constructions	1,838	2,351	3,038	2,893	•	•
Tourism & Restaurants	2,685	3,107	3,532	3,447	•	•





Correlation wages - productivity in tourism vs. the OMA's main sectors of activity



Note: The size of the circle represents the monthly average gross wages pertaining to the respective sector of activity in the year 2009



Education system

The education system from Oradea Metropolitan Area covers a great variety of needs, starting from nurseries and kindergartens to higher education, graduate and doctoral studies.

In the context of supporting the business environment there must be mentioned the eight units of undergraduate education of technical profile from Oradea and Bors, with over 3,000 students. These provide training

for students in specializations such as tourism. In 2010 there were taken 335 places at the entrance examination at the specialization tourism in the high-school education from OMA territory and Bihor county.

The higher education is provided by four universities, of which three private. The biggest of these is „University of Oradea”, a state public university having also a faculty of Economic Sciences, training the students in the economy of tourism and services.

University of Oradea – graduate degree (B.A., B.Sc.)	Positions offered in 2010
Faculty of Economic Sciences, of which:	1, 242
Business Administration (Tourism Economy)	221

Natural Resources



OMA's most important natural resource is the geothermal water, present in Sînmartin, Sîntandrei and Borş communes. The resource is exploitable both in balneo treatment and leisure purposes. Also, thermal water as an energy resource is an option for both domestic use and industrial applications.

Băile Felix resort located at 8 km from the city of Oradea is well known for the balneo treatment facilities.





ORADEA METROPOLITAN AREA

Cultural and Touristic Attractions

OMA's main touristic attraction is related to the geothermal waters, from Băile Felix and Băile 1 Mai. There are over 6,000 accommodation places in pensions (B&B lodgings) and hotels in the two resorts.

In the same time, on the area of Bihor County, there can be found several important touristic attractions: the Stâna de Vale resort, the karst formations from the Apuseni Mountains, the spectacular river valleys that cross the county, the customs and traditions all over the county, the multitude of peasant architectural remainders, and other natural and antropic attractions.

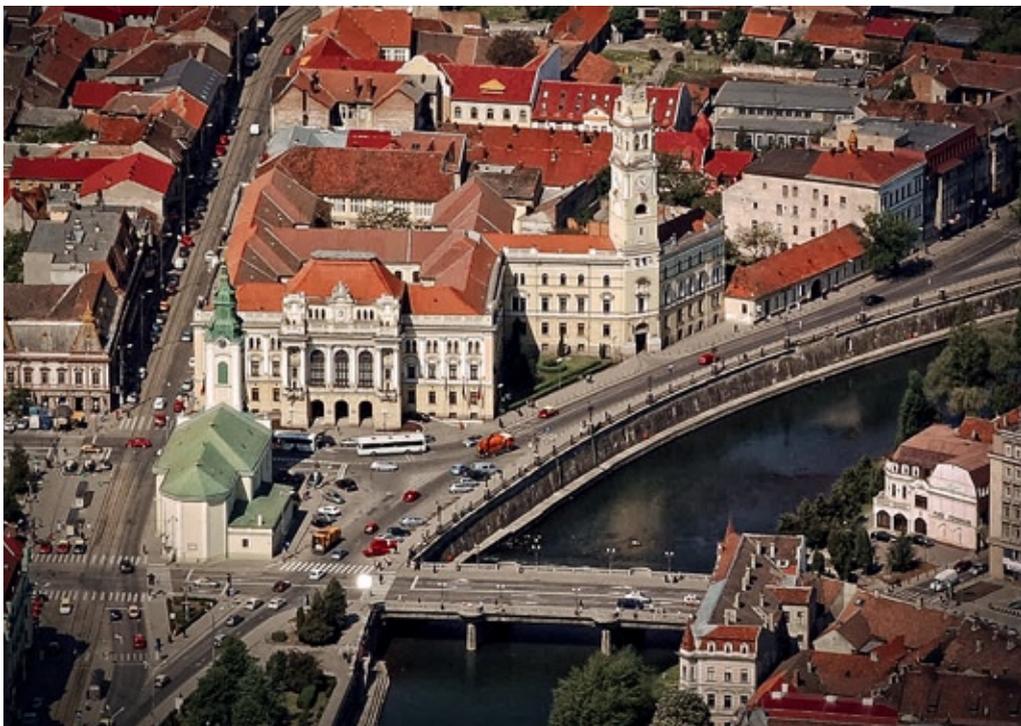
Oradea's touristic potential is underlined not only by its general position, but also by its history and architecture as well as by the location of its monuments all over the town. The impression that the town leaves of those who cross it, simple tourists or admirers of ancient architecture, is that of a spectacular architectural reservation, a place where beauty, ancient and new mix in a unitary, harmonious and complex whole.

Oradea, a city with a millennial history, situated at the confluence of the Occident with the Orient, a true "bridge city" between two worlds, managed along the existence to absorb and to contour according to its own vision on the world all the best things in the greatest two cultural "tectonic" plates. The spiritual effervescence, the economic richness of the community and the taste for beautiful, made that here in the city on the shores of Crisul Repede River, very valuable architects who have architectonic styles close to Central and Western Europe, find a place for manifesting their ideas.

The nautical sports can be practiced in Oradea at the Olympic swimming pool, which is covered and at the open air Olympic complex of swimming pools.



Contact





BEYOND YOUR TERRITORY, NEW OPPORTUNITIES



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