

## Romanian "Termopane" breaking the market in India

**BY BHAVYA NALINI**  
"TERMOPANE" or what the Indians call "termo-pane" stands for double glazed windows in Romanian language. The double glazed windows were introduced in Bangalore by the Romanian businessman Florin Codrescu and his Indian partner Deepak Parthib. They started making business 60 months ago when Deepak Parthib proposed to Mr. Codrescu a Romanian-Indian partnership in long distance.  
"Our Romanian company is exporting double glazed windows through Deepak Parthib, our official representative in Bangalore. The Bangalore people love our termopane and we are proud to be able to say we have set a new trend..." - Florin Codrescu, CEO of Classic Termopane Ltd.

**BALL BEARINGS FROM RULMENTI PROD INCREASING AT STOCK MARKET**  
**BY DINESH GOPUL**

new partnership with Harshu Narayan a native Indian investor. China started exporting ball bearings several years ago and requested substantial investment in this Romanian company being considered one of the most successful businesses in India so far.  
The CEO of Rulmenti, Mr. Chivu Dorobantu has founded the company in 1991 as a result of the massive exchange of "rulmenti" in Bulgaria during the communist times. He started the company and devoted for many years to expand it internationally. In the last year, due to communication development in low costs, Chivu started a

As we speak, Radu Petrescu and his local Indian partner - Pradip Satyan are the proud owners of a whole chain of "Mamalgas Fine" restaurants, positioned in all the important Indian cities.  
For those of you who haven't heard yet of it, "mamaliga" is a traditional Romanian recipe made out of two cups of corn flour, water and salt. Because it's easy to make and involves very low costs, some

## La Vodafone vorbești mai mult cu partenerii din orice colț al lumii

La Vodafone puteți să puneți lumea la cale chiar și cu partenerii din cele mai îndepărtate locuri. De acum, parteneriatele de afaceri internaționale vă sunt susținute prin tarife internaționale reduse la telefonia fixă business.

Ne face plăcere să vă informăm că prin telefonia fixă business de la Vodafone, aveți posibilitatea să vă optimizați costurile totale de comunicații pentru compania dumneavoastră și să aveți un singur furnizor de încredere, atât pentru telefonia fixă cât și pentru cea mobilă.

Serviciul de telefonia fixă business de la Vodafone vă susține parteneriatele cu tarife noi standard internaționale incredibil de mici, disponibile începând cu prima factură emisă după 16 marți.

"Datele tarifulor reduce aplicate telefoniei fixe Vodafone Business pentru convorbirile internaționale am reușit să ne optimizăm costurile globale ale firmei. La ora actuală avem încheiate parteneriate în Zimbabwe, Italia, Anglia, Andorra și Luxembourg. Vorăm atât cu partenerii noștri străini, iar profitul ridicat al afacerilor încheiate cu aceștia reiese clar din ultimele rapoarte."

Alica Dănescu, CEO Dream Botoșani.

Zona Internațională	Tarife (fără TVA)
Europa rețele fixe	0.080 €
Europa rețele mobile	0.180 €
USA, Canada, Israel, Alaska, Hawaii (rețele fixe și mobile)	0.095 €
Restul lumii (33 țări, rețele fixe și mobile)	0.280 €
Restul lumii (excepând 33 țări, rețele fixe și mobile)	0.440 €
Satețiți	2.230 €

## Tarife internaționale avantajoase pentru telefonia fixă business



- Europa rețele mobile**  
Albania, Andorra, Austria, Belarus, Belgia, Bosnia & Hercegovina, Bulgaria, Croația, Cipru, Cehia, Danemarca, Elveția, Estonia, Finlanda, Franța, Germania, Gibraltar, Grecia, Islanda, Irlanda, Italia, Letonia, Liechtenstein, Lituania, Luxemburg, Macedonia, Malta, Moldova, Monaco, Olanda, Norvegia, Polonia, Portugalia, Regatul Unit al Marii Britanii, Rusia, San Marino, Serbia, Slovacia, Slovenia, Spania, Suedia, Turcia, Ucraina, Ungaria
- Rețele fixe în Europa**  
Albania, Andorra, Austria, Belarus, Belgia, Bosnia & Hercegovina, Bulgaria, Croația, Cipru, Cehia, Danemarca, Elveția, Estonia, Finlanda, Franța, Germania, Gibraltar, Grecia, Islanda, Irlanda, Italia, Letonia, Liechtenstein, Lituania, Luxemburg, Macedonia, Malta, Moldova, Monaco, Olanda, Norvegia, Polonia, Portugalia, Regatul Unit al Marii Britanii, Rusia, San Marino, Serbia, Slovacia, Slovenia, Spania, Suedia, Turcia, Ucraina, Ungaria
- Restul lumii (33 țări)**  
Africa de Sud, Algeria, Arabia Saudită, Argentina, Australia, Brazilia, China, Columbia, Coreea de Sud, Egipt, Emiratul Arabe Unite, Hong Kong, India, Indonezia, Iordania, Iran, Japonia, Kazahstan, Kuwait, Liban, Libia, Malaezia, Maroc, Mexic, Nigeria, Pakistan, Peru, Republica Dominicană, Singapore, Taiwan, Thailanda, Tunisia, Venezuela
- Satețiți**  
Thuraya, Inmarsat, Globstar, Iridium, Emsat

## Palinca to be exported for bars in Bangalore

**FOR THOSE OF YOU** that haven't heard of "palinca" yet, you might want to know it's a Romanian traditional drink consisting of 52% pure alcohol that you will be able to taste in the next months in any bar in Bangalore.  
Palinca is a traditional drink coming from the region of Transilvania with a very high percentage of pure alcohol. Making palinca consists of distilling the palinca oil over India, counting on a huge potential success recorded in Bangalore.  
"We plan to start the export of palinca first in Bangalore and especially to the capital and all the other major cities. We believe that this traditional alcohol will become the Indian's favorite drink," says Pop, CEO of Palinca District.

"We believe that this traditional Romanian ale will become the Indian's favorite drink."  
The Romanian producer of palinca, Vali Pop, well known in his area called Marameș for the distinctive gaudy palinca he produces, is now exporting this unique taste of strong Romanian alcohol to India, through and direct deal. Nevertheless, after several discussions with the government of India and some other non-fundable organizations, Vali Pop and Semionov have managed to close a deal with the authorities that will lower the taxes of alcohol for this specific drink. This tax discount will allow Pop's company to export with the help of Semionov the palinca oil over India, counting on a huge potential success recorded in Bangalore.  
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**ROMANIAN MUSIC FOR INDIAN EARS IS NOT FOR FREE**  
**BY UDOV FAITA**

INDIANS ARE well known for their good mood when it's time to party. Their creativity in music and film and everything they do for entertainment had proved for Bollywood great long time ago.  
This is the context that determined Mircea Băciuș, a very well known Romanian entrepreneur to open a new radio station on the Nigerian territory available for the moment only in Bangalore, Mumbai and New Delhi. What's so new about this radio station is that it's the only one in Asia where those kinds of music are played. Mircea Băciuș, CEO of the company, chose some of the most successful artists in the world to start the Indian Radio. He started the fight against illegal music, which is a huge problem in the Indian territory.  
"I found it in a price even that low, but I started appreciating the artists and their hard effort of creating the first Romanian rhythm. Illegal sales with 'burn and snarf' appeared on all street corners. Mircea Băciuș's intention is to also

release a series of compilation named "Romanian Happy music for the Indian people in the world" consisting for the beginning 5 CDs. This is what he started the fight against illegal music, which is a huge problem in the Indian territory.  
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## The tempera aquarelles from Romania - an unbelievable market boom!

**BY LAIU SESAME**  
MORE AND MORE visionaries managers from Romania have started to replace Romania with water colours. The success of these colours are cheaper and have more colors for the painting. Above all these, artists in India were also more interested in changing the water colour. Recently the company chose some of the most successful artists in the world to start the Indian Radio. He started the fight against illegal music, which is a huge problem in the Indian territory.  
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Keep in touch with partners around the world with Vodafone. Smallest prices for calls on fixed international lines.

## Direct Mail for Business Customers

Vodafone new prices for international fixed lines all over the world have now dropped, becoming some of the best in the market. Our brief was to deliver a direct mail product that will raise awareness about the new prices and stimulate sale.

We therefore created a newspaper from the other side of the world, that was to arrive on our customers mail box together with the other regular local Romanian newspapers. The envelope filled with stamps was to intrigue our customers about the inside.

After opening, the customers were to find Bangalore Financial, the local newspaper of Bangalore, a city in South India. The city, with an awkward name and for sure unknown for most of the Romanians, was to stimulate and make the readers wonder how that ended up at their door.

After reading the first articles in page 1, the customers discover weird successful Romanian business stories. The headlines and body copy contain Romanian words said to be adopted by the local people of Bangalore, and that's just to make it more interesting: mamaliga, termopane, rulmenti...

The red box at the bottom of the first and the last page, invites the reader to look inside the newspaper and read the cover story. There they will find out how they can be successful too...

Inside, the cover story turns out to be a description of the new offer from Vodafone: "Talk more with partners around the world with Vodafone. Smallest prices for calls on fixed international lines." The cover story talks about the product and gives information on how it can change the life of any business person:

"Your business develops with Vodafone fixed line for business. From now on make sure you read your worldwide business newspaper daily. Who knows, your name might be in there too."

