

# **Cat de important este TTIP pentru Romania?**

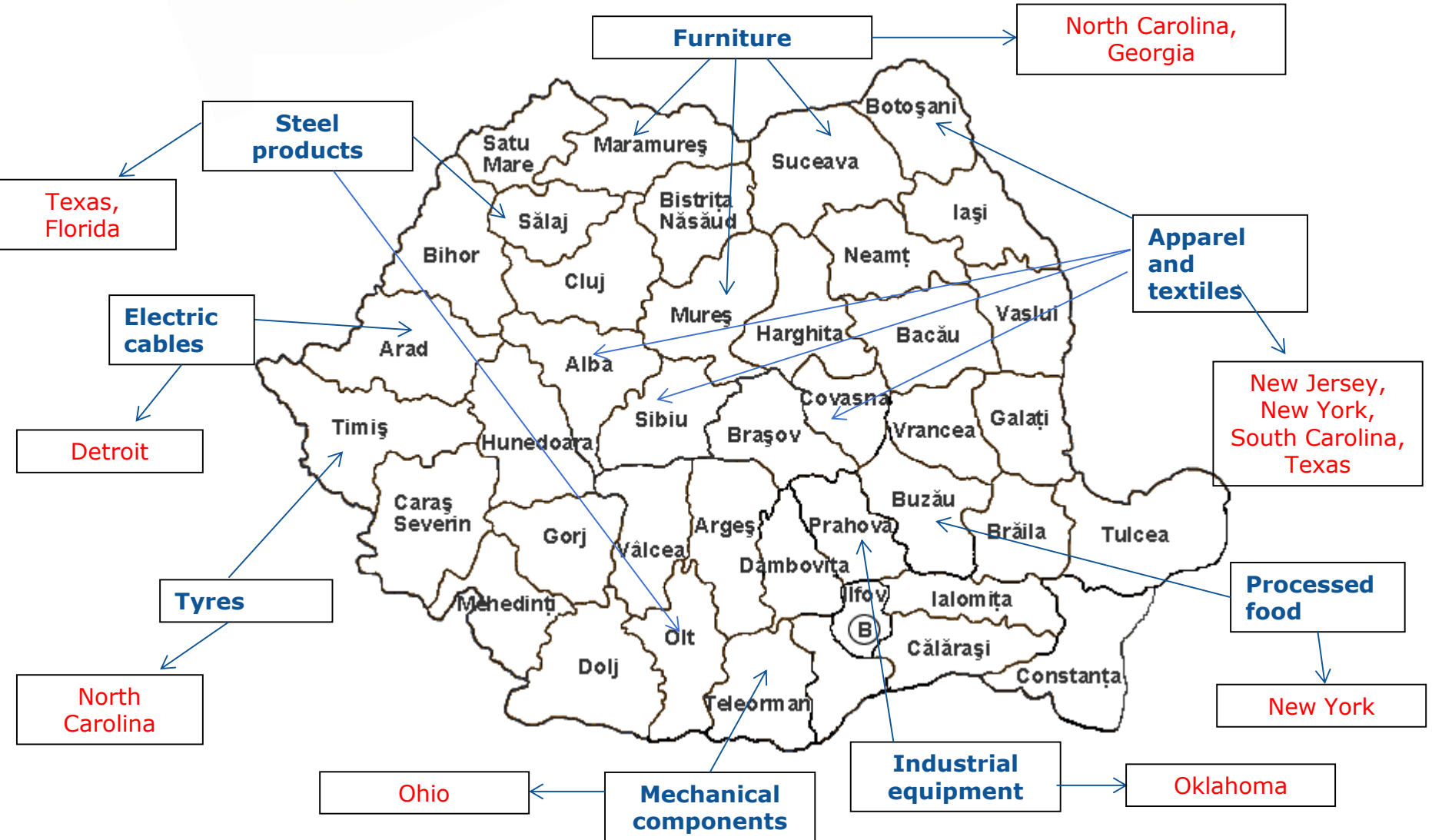
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and

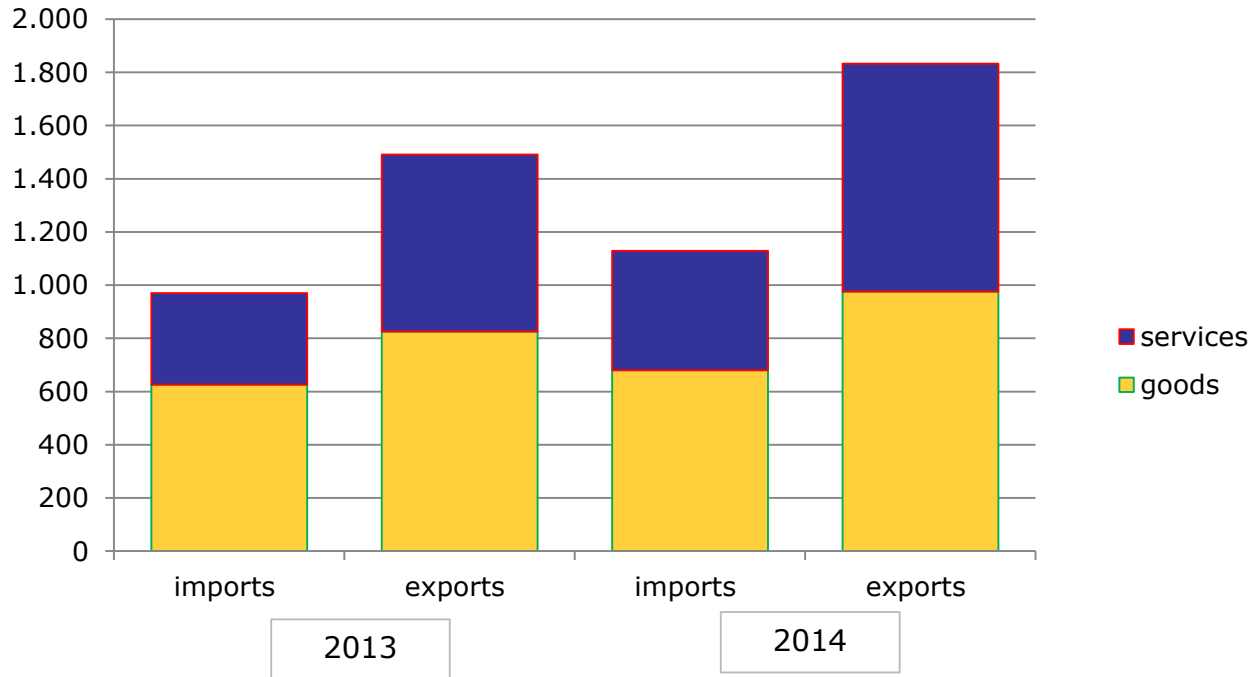
**SOLD**

in



**Structura comerciala a Romaniei  
cat de important e comertul cu  
servicii?**

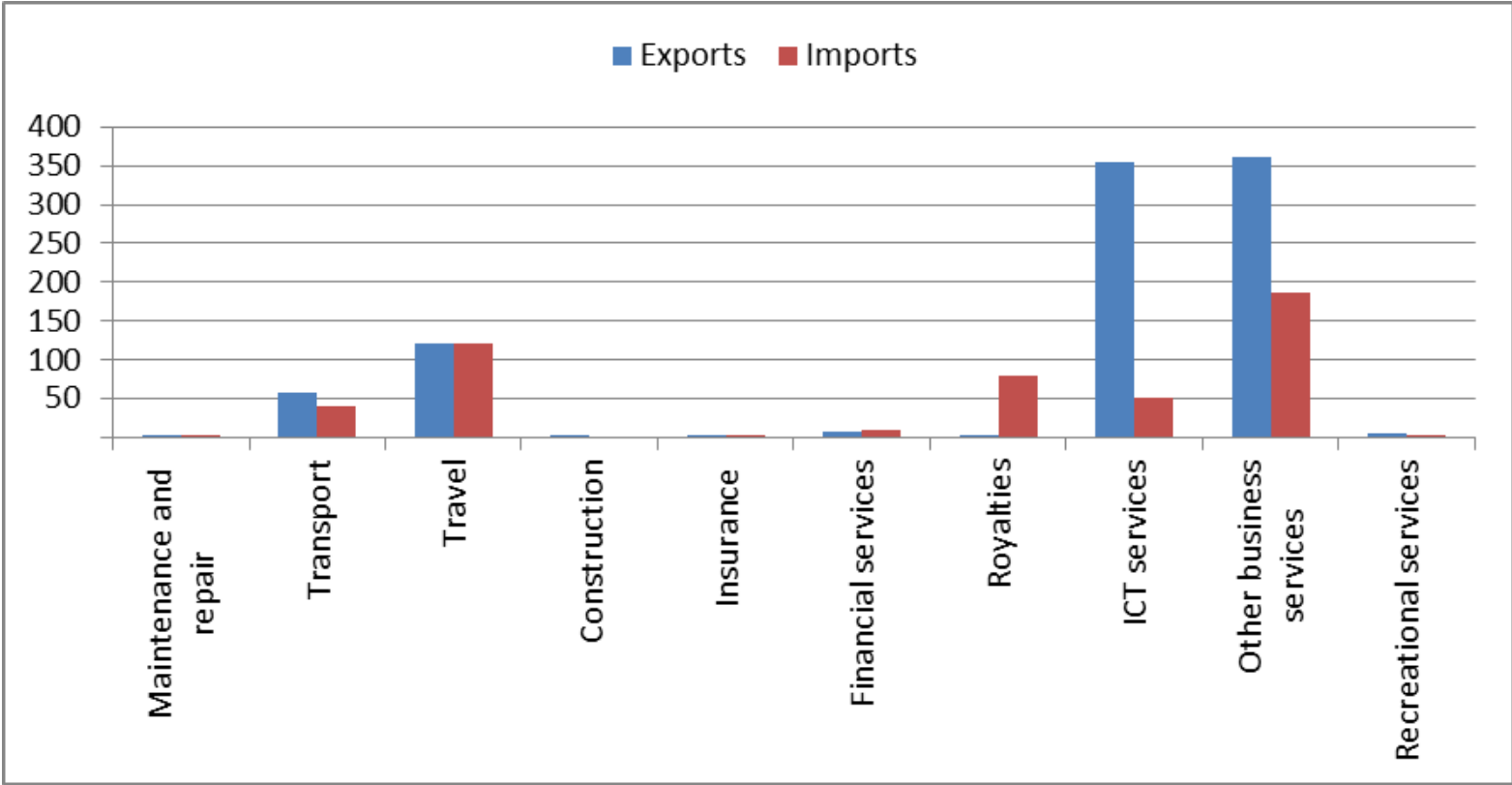
# Serviciile: partea mai puțin vizibilă a comerțului transatlantic românesc



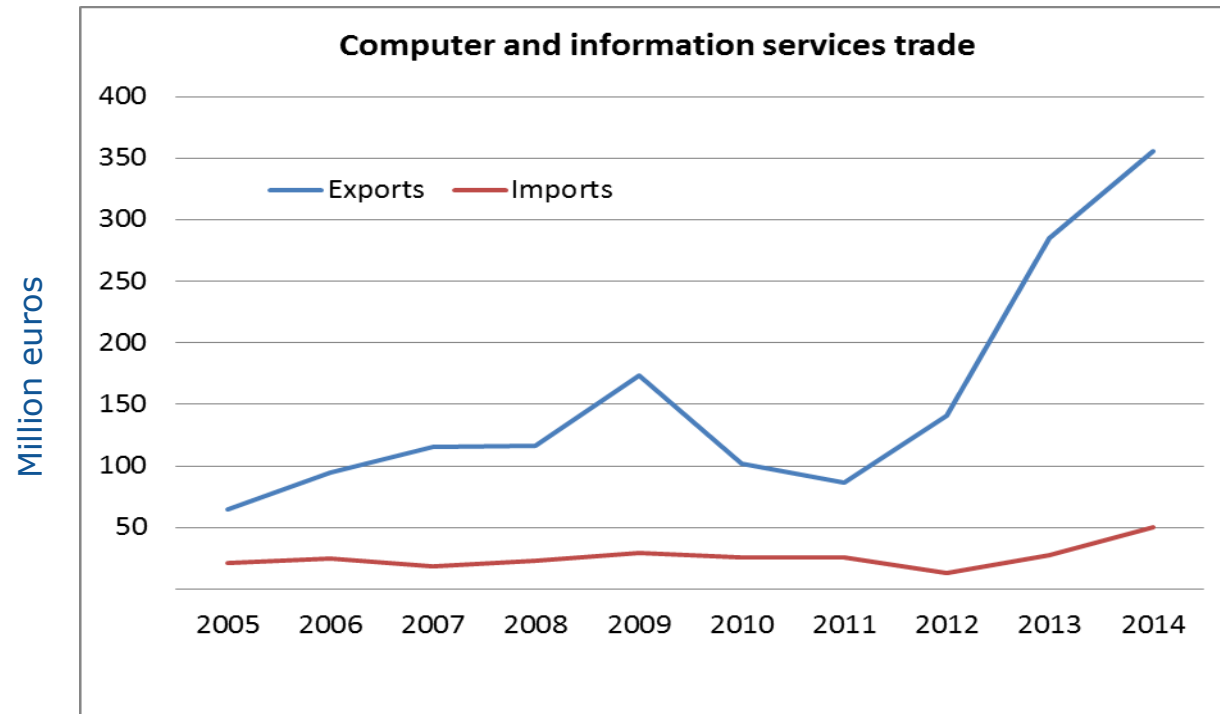
- Romania este în top 5 în Europa în privința ponderii serviciilor în total exporturi (alături de UK, Olanda, Danemarca etc).
- Serviciile sunt aproape la fel de importante ca exporturile de bunuri pentru România.

Sau poate mai importante?

# Romania: ce servicii exportam in SUA?



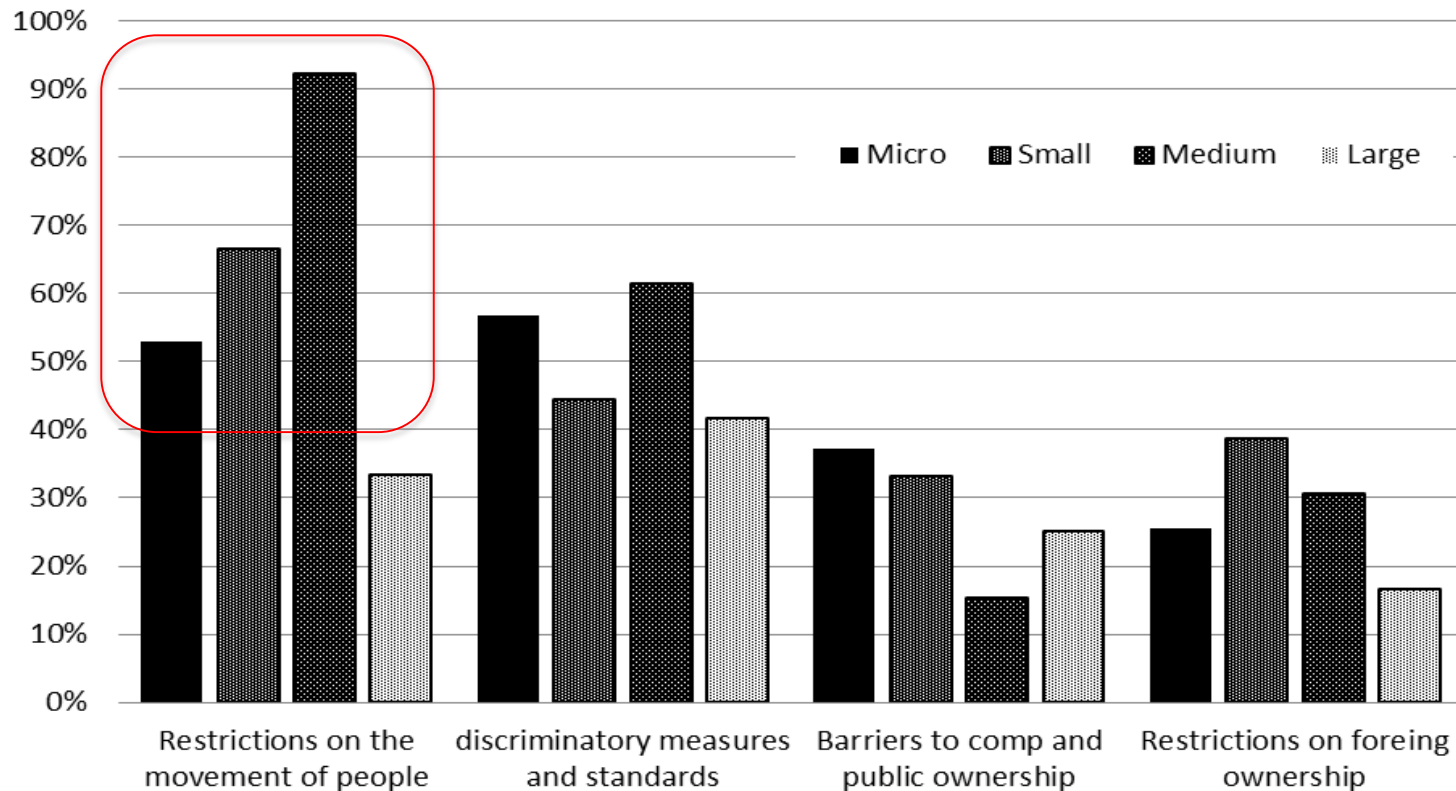
# Romanian software: a success story



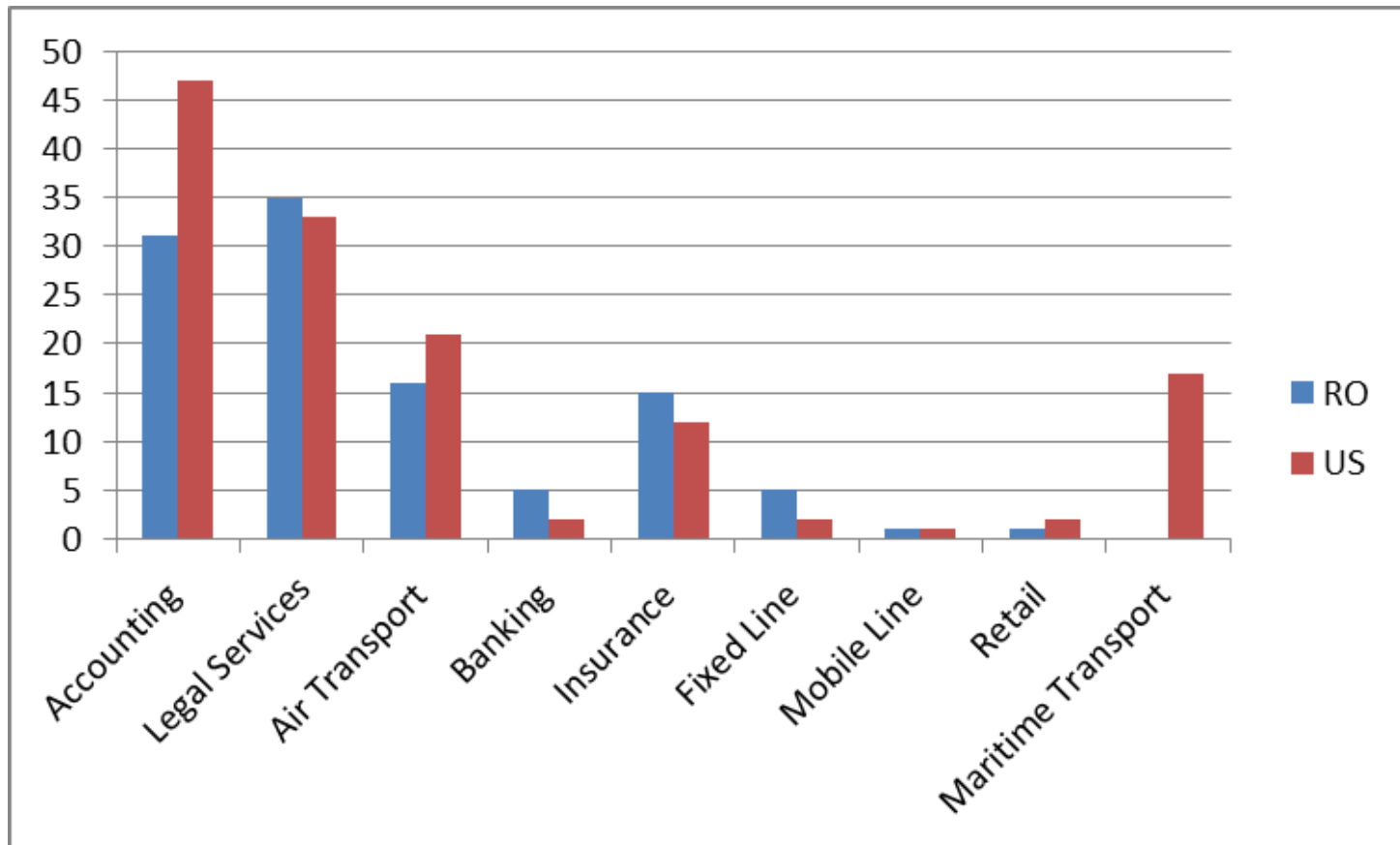
- ICT = 40% din totalul exporturilor de servicii din Romania in SUA
- Piata americana: aprox 50% din exporturile romanesti ICT extra-UE
  - In servicii ICT SUA este de 10 ori mai importanta ca in exporturile de marfuri romanesti
- In context european exportatorii romani sunt inca "mici", dar crestere exponentiala

# Barriere transatlantice pe exporturile de servicii: **importanta vizelor**

% de respondenti din total



# Bariererele non-tarifare pe servicii: cat de mari?

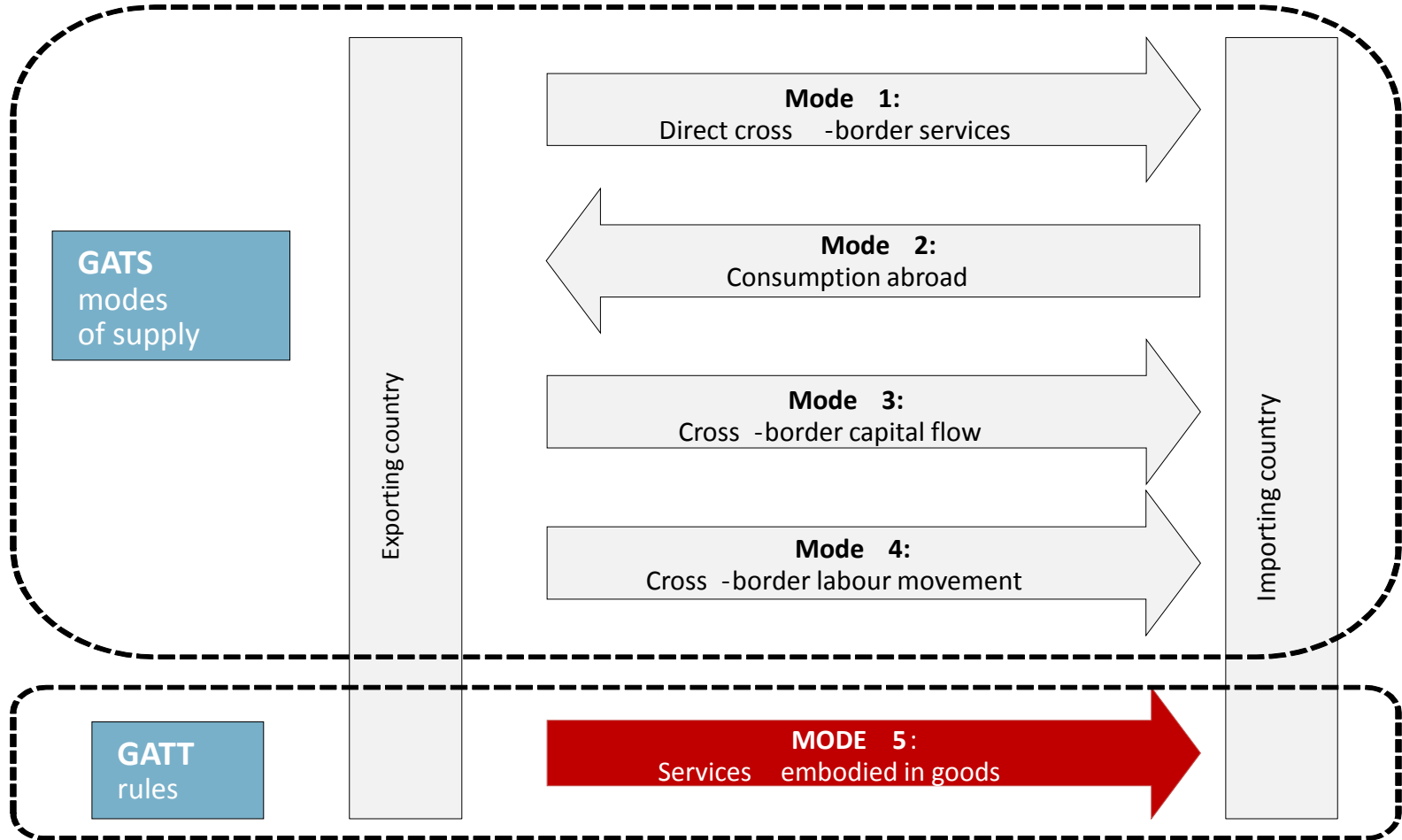


Source: Jafari and Tarr (2014)



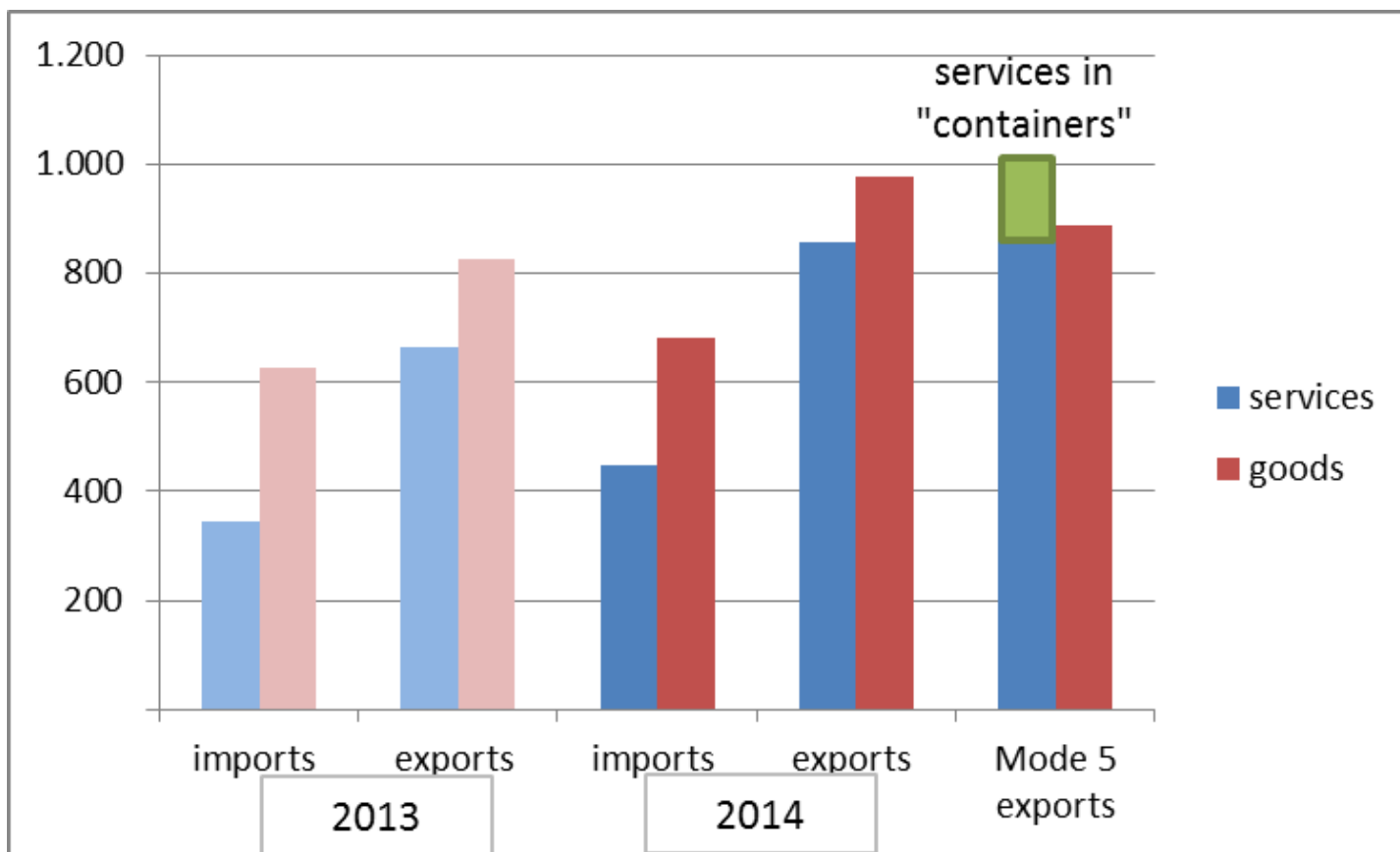
**Servicii exportate in "containere":  
ce rol pentru TTIP?**

# Comert international cu serviciile: 4 + 1 moduri de a exporta



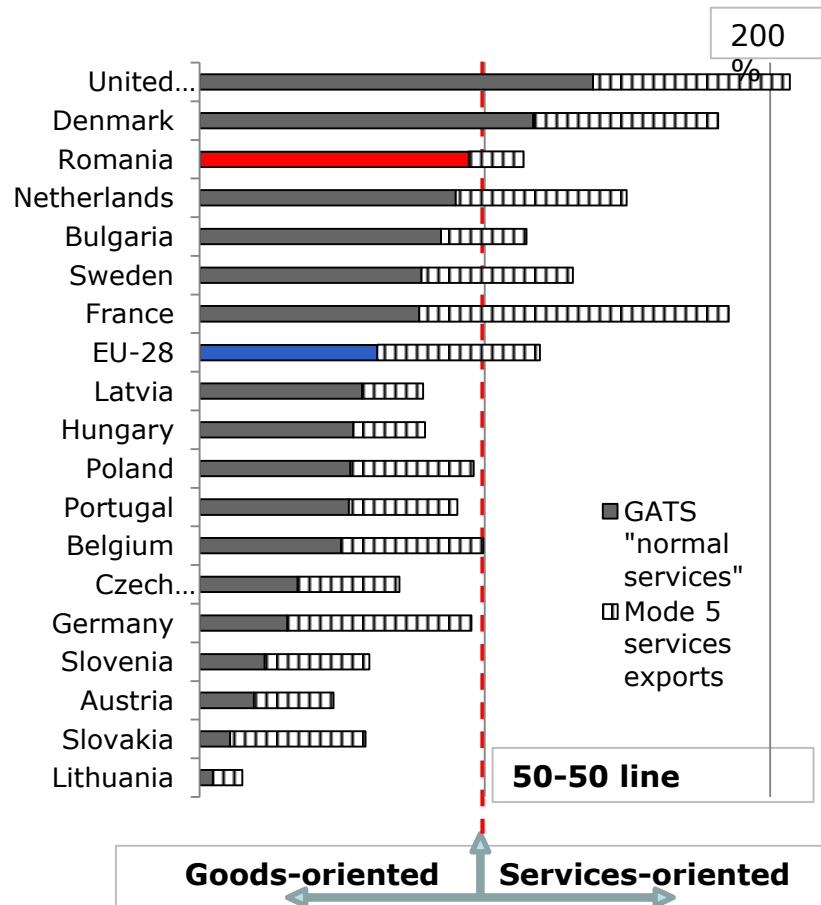
In Europa **1 din 4 joburi generate de comert** sunt datorate serviciilor "mod 5"

# Serviciile de tip mod 5: partea invizibila a comerțului transatlantic românesc

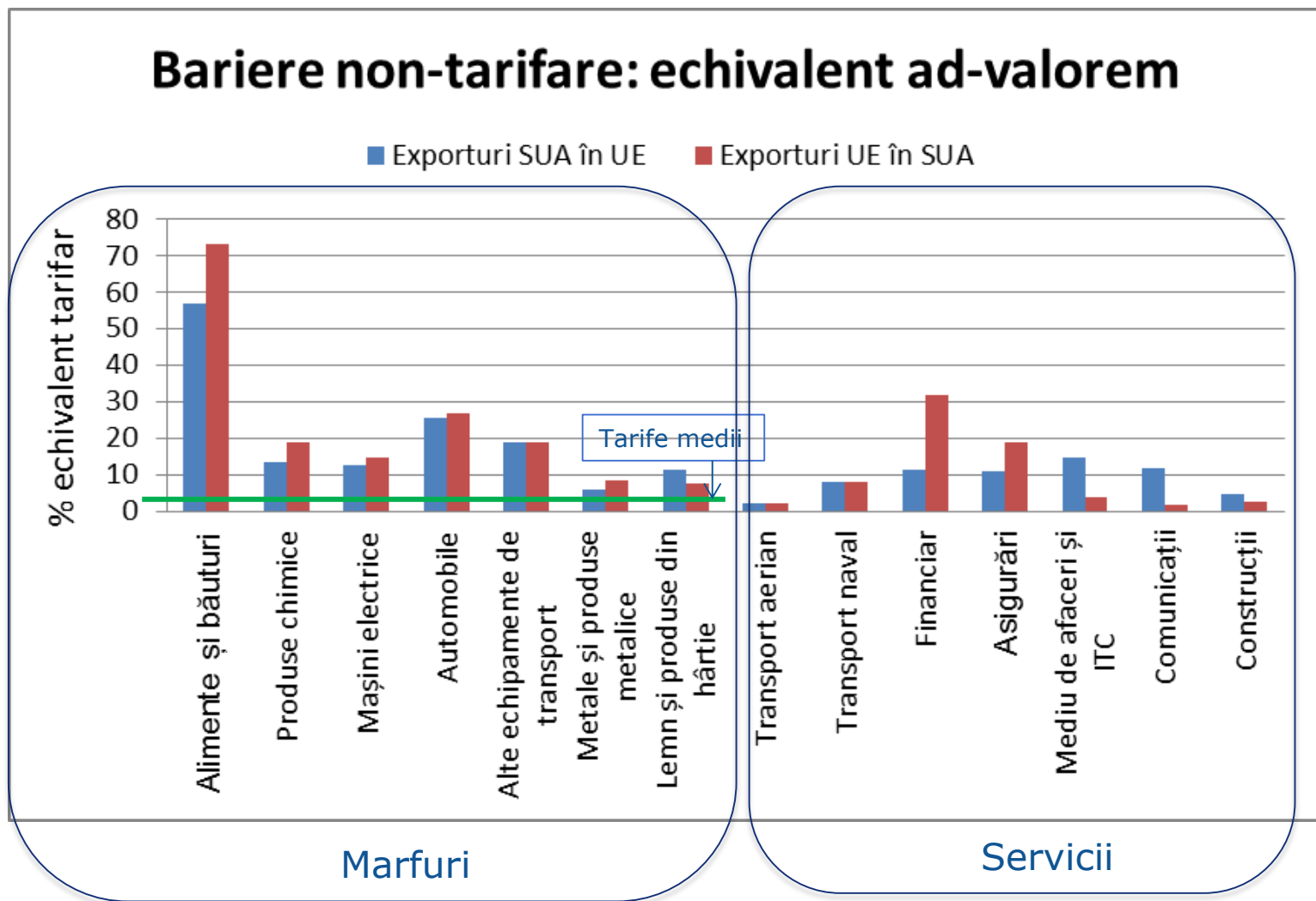


# Serviciile de tip mod 5: partea cu adevarat invizibila a exporturilor

## Cat de competitiva este Romania?



# Bariererele comerciale pe "containere" afecteaza si serviciile de tip "mod 5"

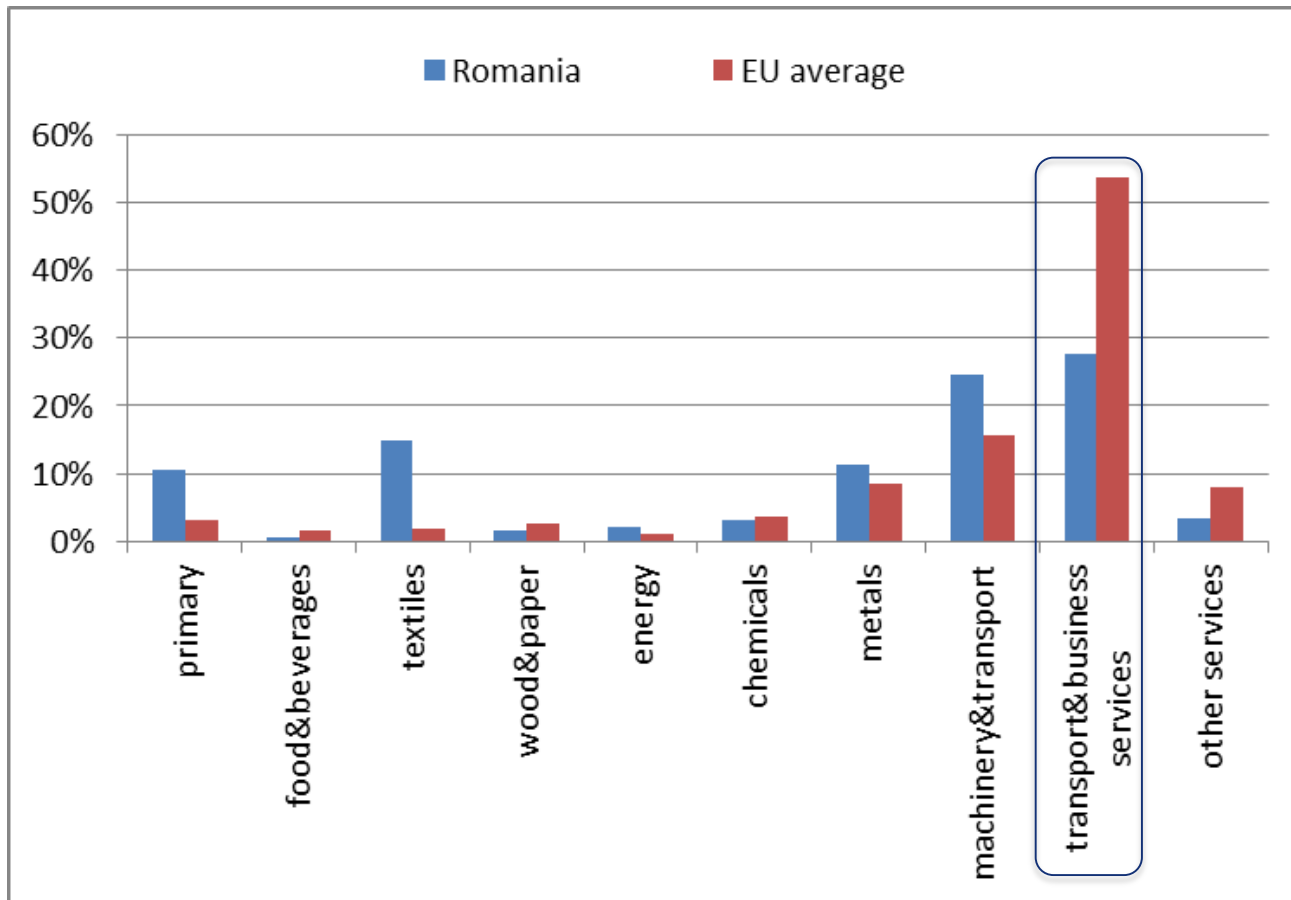


# **Cum ne pregatim pentru TTIP?**

## **4 ingrediente cheie:**

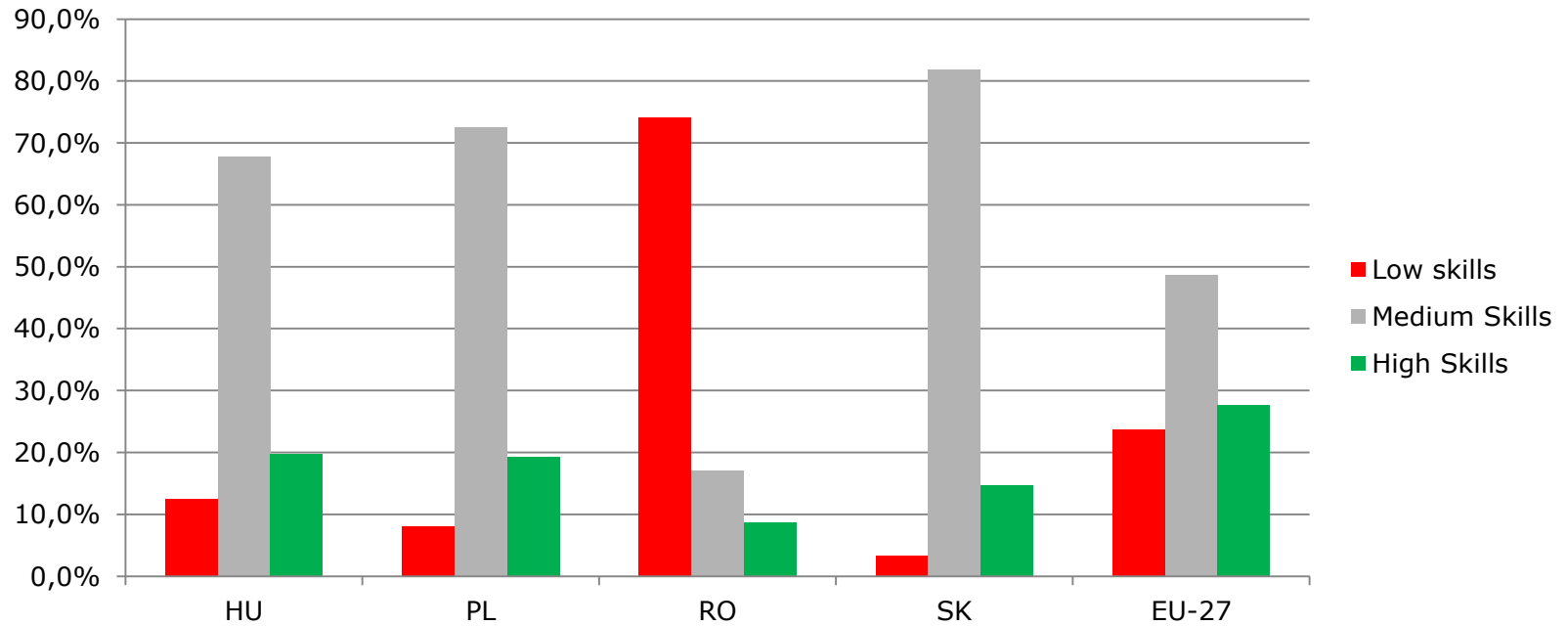
**forta de munca, IMMuri, investitii straine si logistica**

# Unde sunt joburile "transatlantice" in Romania?



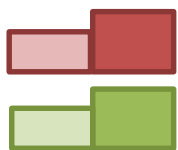
# Cu ce forta de munca exportam in SUA?

## Romania vs Europa



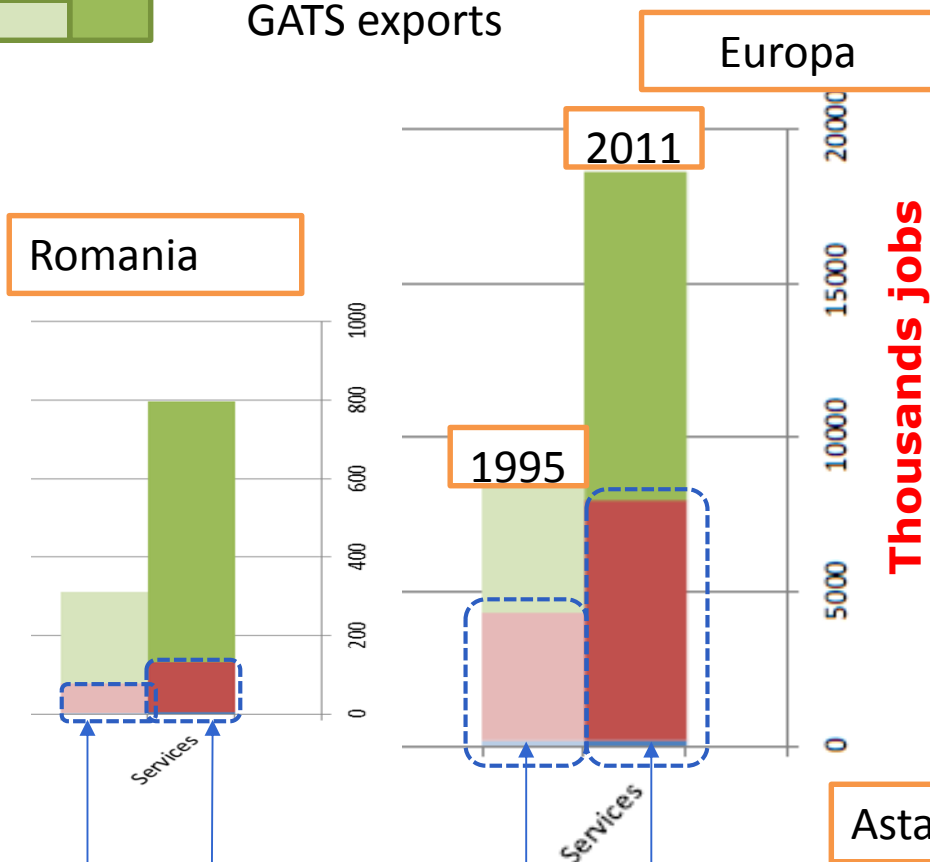


# Mode 5 services exports: Cand comertul se masoara in joburi, nu in continere



Mode 5 services exports

GATS exports



Romania

Europa

2011

1995

Thousands jobs

Mode 5 services:  
ce joburi pentru viitor?

- IoT
- big data
- 4D printing
- e-Cloud

2025

Astazi...

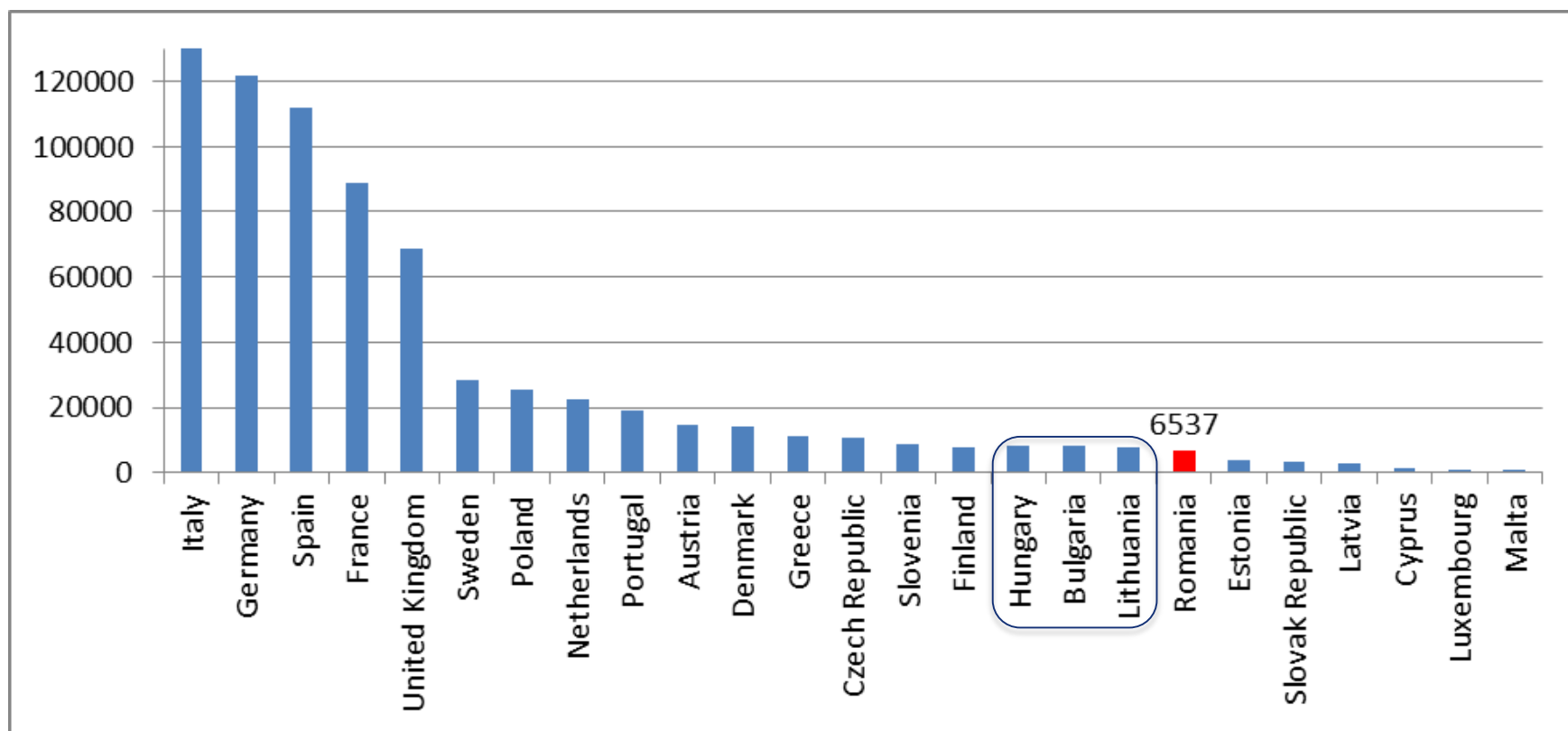
Mode 5: Servicii "in  
containere"

= 8 milioane de joburi in Europa (1 din 4 trade jobs)

= 133'000 joburi in Romania (1 din 10)

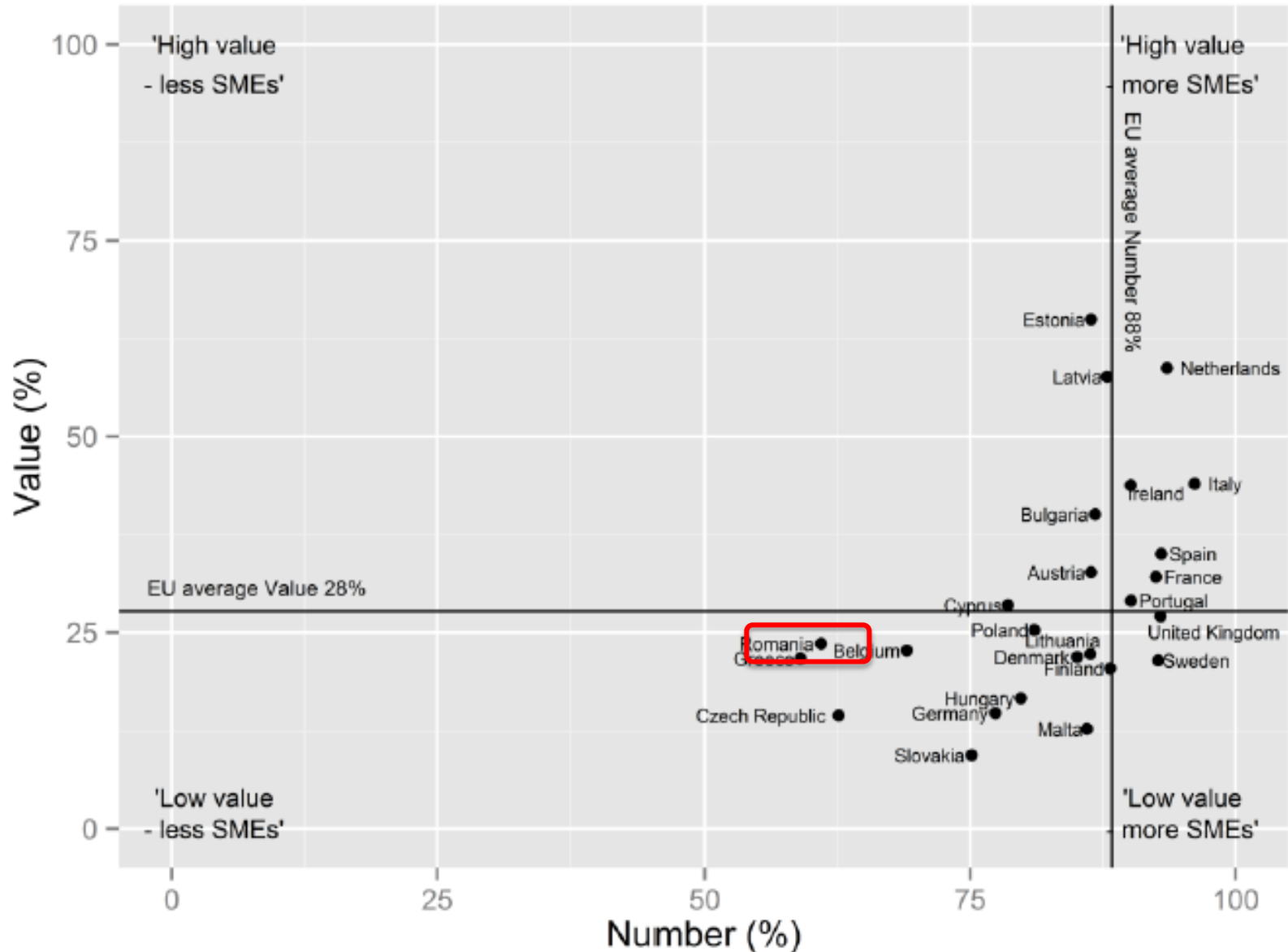
# "Born to export": cum se nasc exportatorii?

## Clasamentul tarilor UE dupa nr de firme exportatoare extra-UE



Sursa: calculele autorilor pe baza datelor Eurostat

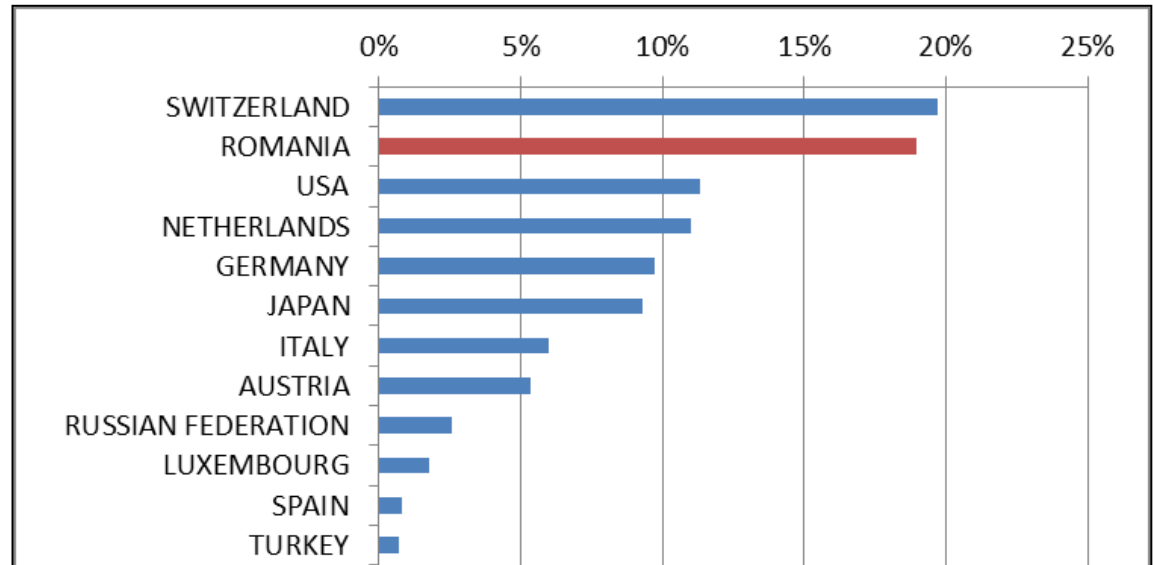
# IMMurile romanesti pe piata americana: un potential inca neutilizat



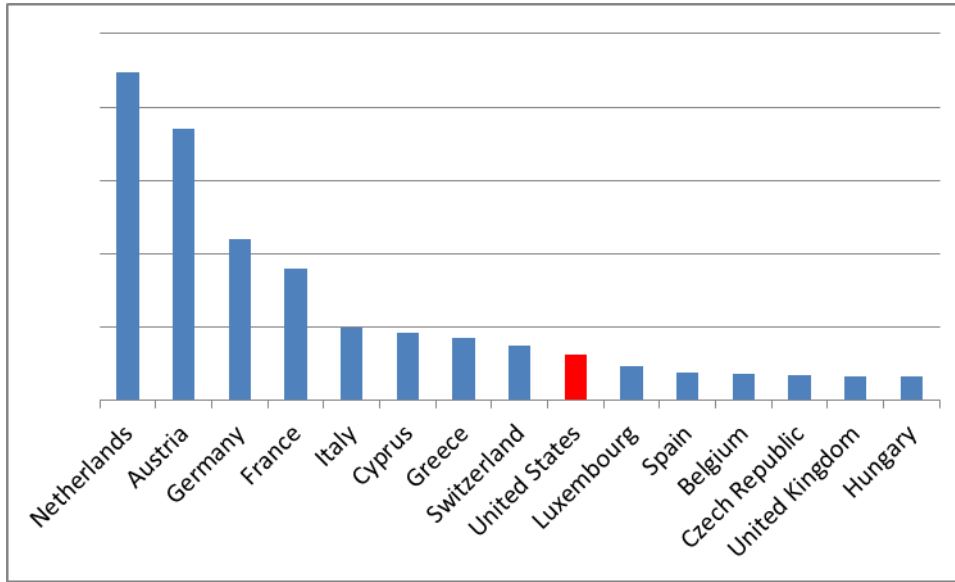
# Cine sunt exportatorii romani?

## Importanta fundamentala a investitorilor straini

Distributia exportatorilor romanie dupa tara de origine a capitalului

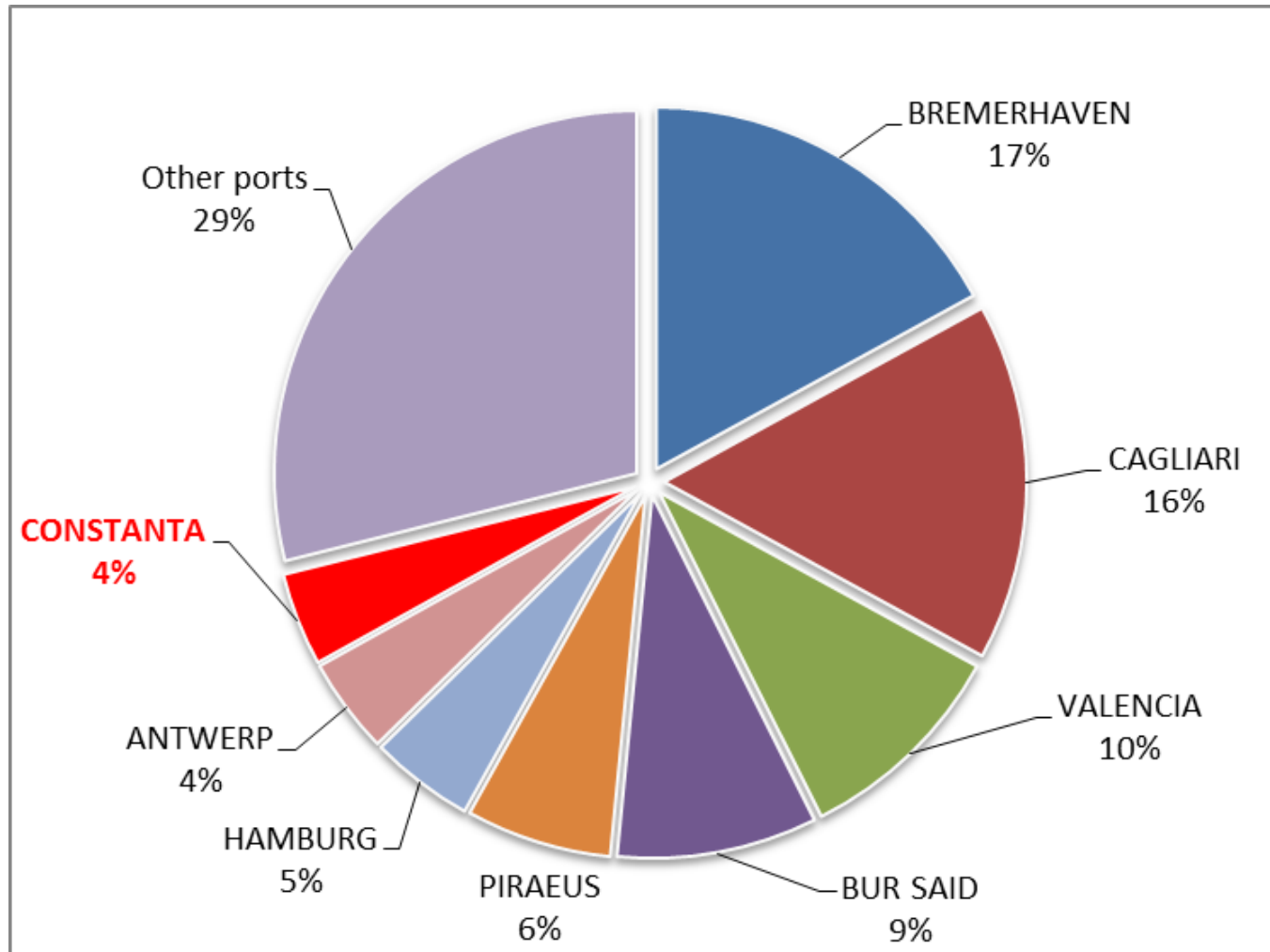


## Clasamentul investitorilor straini in Romania

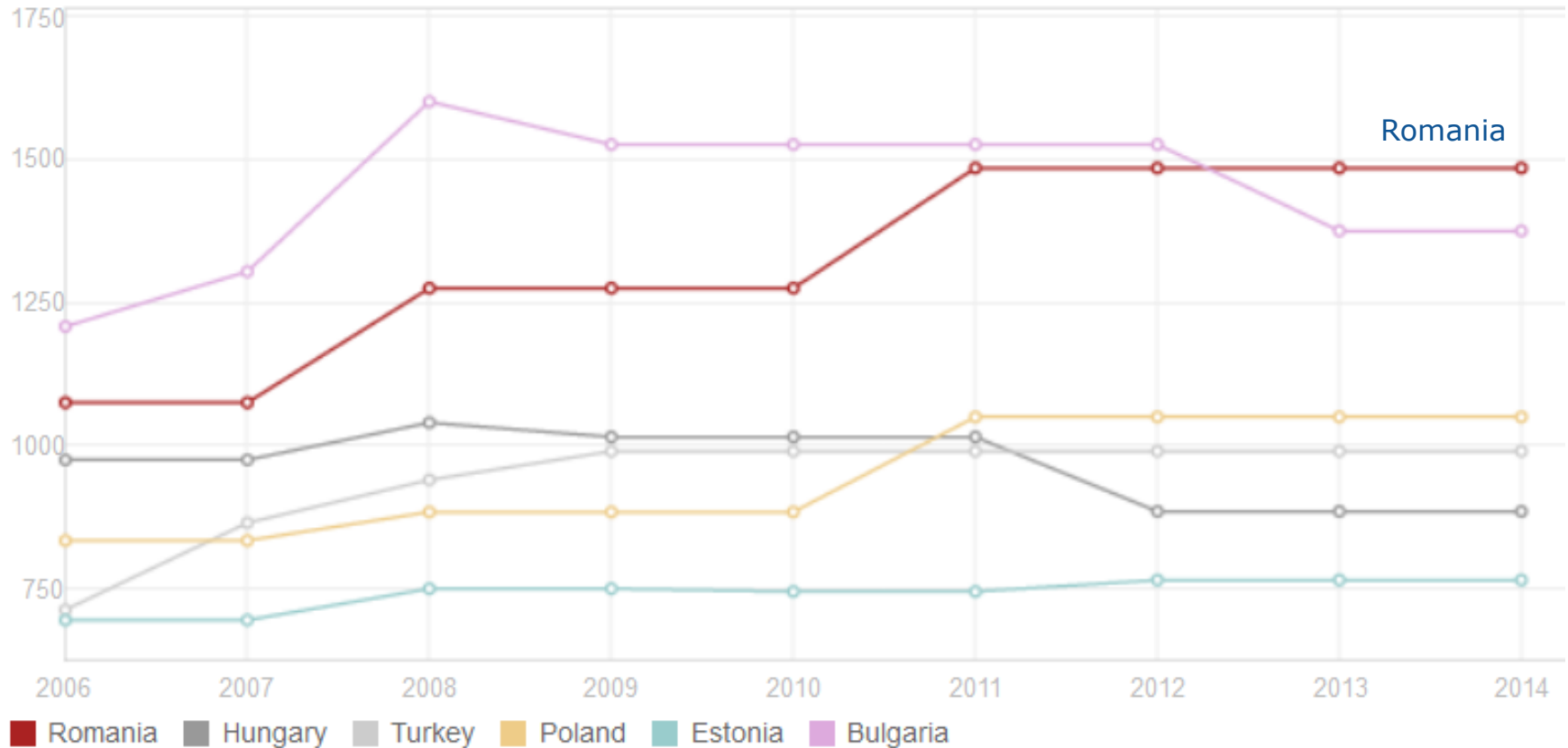


- Firmele americane – o proportie mica din ISD in Romania.
- Dar investesc, produc, angajeaza in medie de **2 ori mai mult** in raport cu alte firme straine similare

# Servicii logistice/transport: De unde pleaca containerele romanesti spre SUA?



# Servicii logistice: cat costa sa exporti un container din Romania?



Source: World Bank. Only official costs are recorded

# Prioritati imediate

- Negocierile sunt in curs dar exista inca posibilitatea de a identifica prioritatile cheie pentru exportatorii actuali si (mai ales) potentiali
- Romania – tara cu cel mai mare coeficient de locuri de munca pe unitatea de export.
- Barierele non-tarifare ce afecteaza exporturile sunt punctul cheie al negocierilor dar sunt identificate ca medie europeana. Insa ele pot fi diferite pt exportatorii romani
- DG TRADE impreuna cu o agentie specializata ONU (UNITC Geneva) a lansat o consultare directa (face-to-face) cu un esantion reprezentativ pt toti exportatorii europeni.
- Proiectul este in derulare si in Romania. Mai multe detalii prin intermediul delegatiei Comisiei Europene la Bucuresti