



Why **ALBA IULIA**?

IT'S ALL ABOUT HOW **TO BE**
SUCH AN **INCREDIBLE** CITY...





It isn't **why** **aLBA IULia**?

It's not even **when** **aLBA IULia**...

It's just **how soon** **aLBA IULia**!



WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



ALBA IULIA...

IT'S THE PRESENT MAKING THE PAST TO LAST.





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



ALBA IULIA...
the small
Transylvanian
city has
always been **more...**





Surprisingly more than it
seems at first sight.

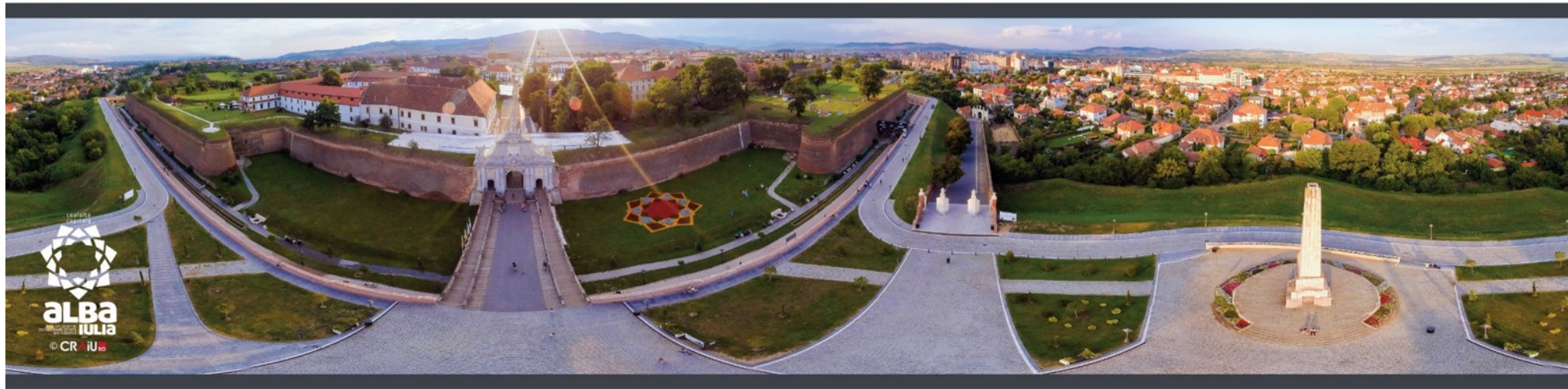
Despite its size, Alba has
always been in the **centre**
of events.



Why **ALBA IULIA**?
Worth to know,
we're here to show.



WHY **ALBA IULIA**? WORTH TO KNOW,
WE'RE HERE TO SHOW.



In the early times, capital in the Roman Empire, medieval capital of Transylvania, the first capital for the last act of unification of all Romanian lands and the place where Romania was **born** as a modern state in the 20th century.

Once a capital, always a capital!





The size just shows you
small or big.

People & facts tell the real
thing! **ALBA IULIA** has
always been in the centre of
events.

During two thousand years,
history decided: **ALBA IULIA**
is The Other Capital of
Romania!



Why **ALBA IULIA**?
Worth to know,
we're here to show



WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Quite surprising for a city of 60,000 people, isn't it?





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Somehow, this city has
always managed to stay
in the middle of events
and has always been
different.



Which explains our brand positioning:
"The Other Capital"





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



But all these things are completely irrelevant for business. Unless we can prove that this **other** way of doing things is still visible today.





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Let's play a little trivia exercise and see how
'the other capital'
is a little bit different from **others**.



WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Partnership with a major consultancy group:

ALBA IULIA: YES

No other city in Central
& South Eastern Europe





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



**Financial audit and rating from a
relevant company:**

ALBA IULIA: YES

Bucharest: NO

MOODY'S



WHY **aLBa IULia** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



+50 mil. Euro in EU funds for rehabilitating the largest
citadel in Central and South Eastern Europe:

aLBa IULia: YES

Nowhere else in RO



WHY **ALBa IULia** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Professional city branding & brand manual:

ALBa IULia: YES

320 cities in RO: NO





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Long-term pro-made marketing strategy:

ALBA IULIA: YES

320 cities in RO: NO





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Alba Iulia – **EDEN**

European Destination of **Excellence**

We decided not to remain Romania's best kept secret destination anymore...



WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Special recognition

ALBA IULIA: YES

Other Romanian Cities: NO



EUROPA
NOSTRA



WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Strong partnership with...





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Networks of excellence





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Committed to
sustainable development





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Royal
Capital



WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Guinness **World** Records

Getting the community together in a way nobody in the world has done it before





WHY **ALBa IULia** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



To **be** your city's
ambassador...



ALBa
IULia
WELCOME TO
THE LARGEST CIADEL
IN ROMANIA
2012

WELCOME TO
THE LARGEST CIADEL
IN ROMANIA



WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



The city of Alba Iulia
ROMANIA



Not what you would **usually** expect, is it?

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WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



The city of Alba Iulia
ROMANIA



ALBA IULIA is different.

This way of doing things differently is visible in all the aspects of the city's development and especially in its management.

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WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



The city of Alba Iulia
ROMANIA



And it shows the **way we work** with our citizens,
visitors or investors.

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Welcome to
the other
capital



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Plans & Strategies



A new urban general plan	2023
A new development strategy	2024
Different sectorial strategies	



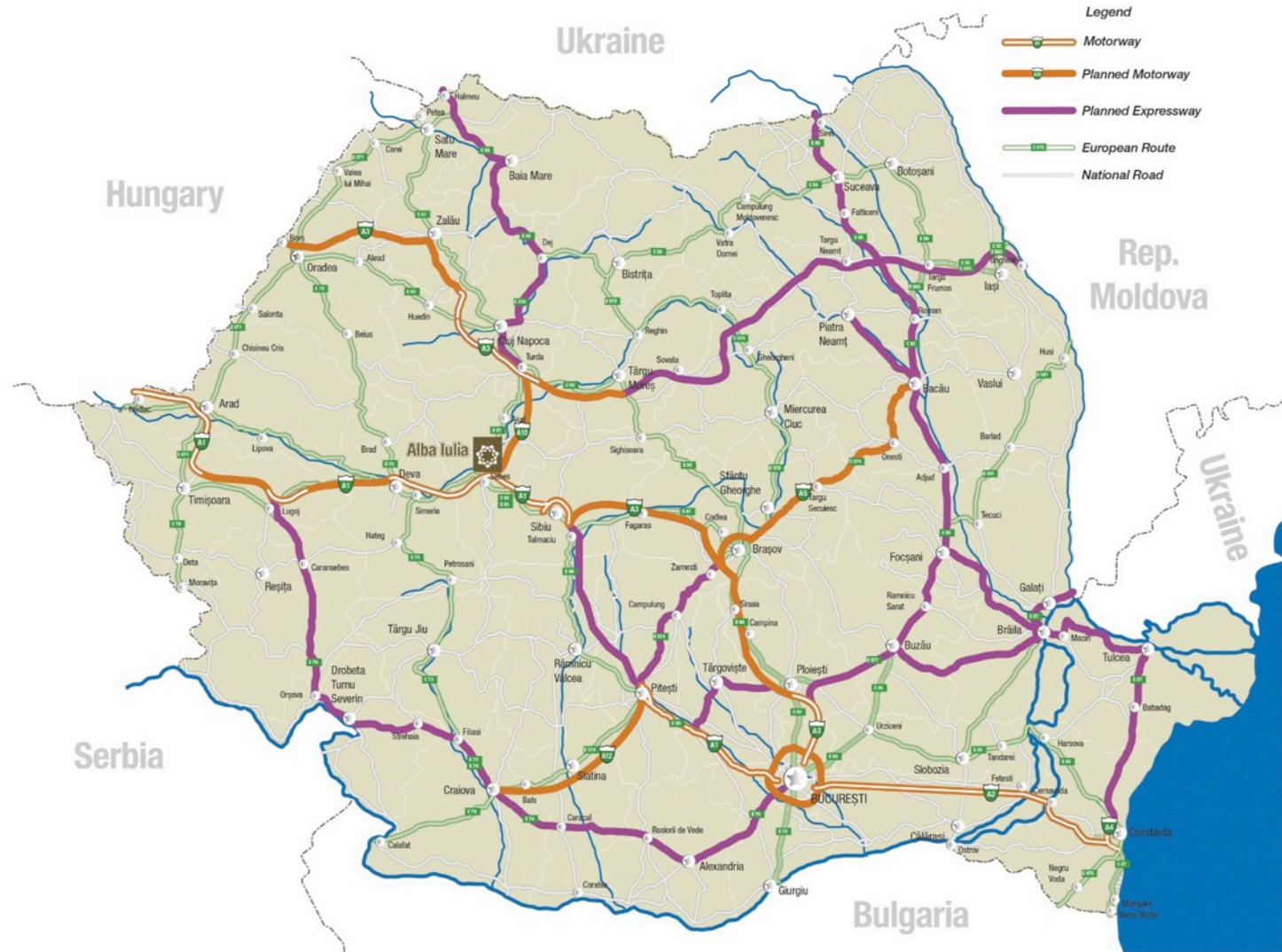
Geostrategic position



Bucharest	350 km, 4.30 h
Constanța (harbour)	575 km, 6.30 h
Arad (western border)	270 km, 3.40 h
Cluj Napoca (airport)	100 km, 1.30 h
Sibiu (airport)	70 km, 1 h
Tg. Mureș (airport)	120 km, 2 h
Budapesta	492 Km, 5.57 h



Geostrategic position





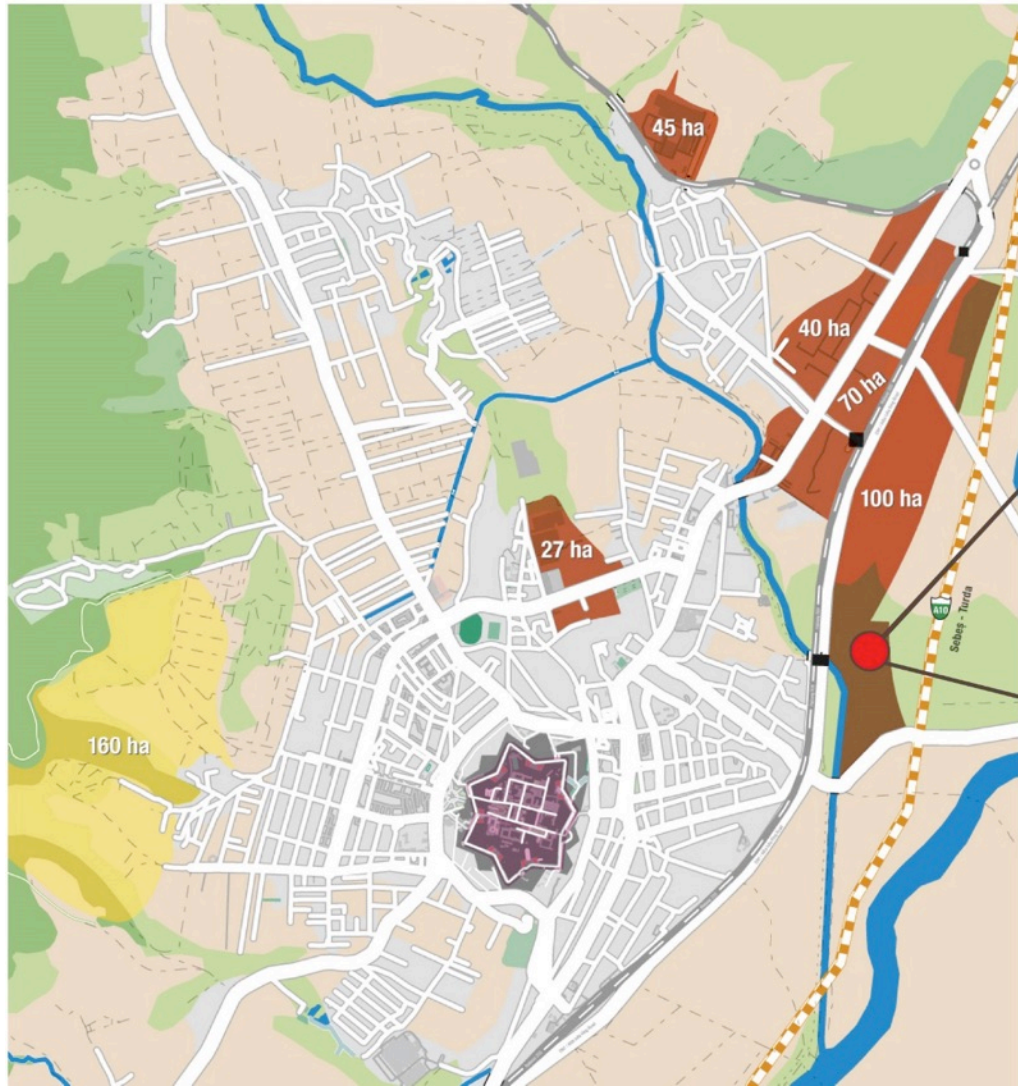
Places for investments



Invest here !



Alba Iulia Economic Development Area





Alba Iulia Economic Development Area



40 ha plot is available here and is connected to Sibiu–Sebes - Orăștie highway section, 17 km away, and to Sebeș - Turda highway (A10). Until the beginning of 2016, A10 highway must be completed. This highway is going to link Transylvania highway with the Pan European Corridor IV and will have two nodes in Alba Iulia.

The modernized railway line 200, Curtici – Bucharest, is also connected with line 300 to Cluj-Napoca and Oradea.



Alba Iulia Economic Development Area



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Alba Iulia Economic Development Area

Local Council Decision **No 241/2007.**

The land is provided for **free** by Alba Iulia City Hall during the operation of an efficient investment in production, services or logistics. The local administration **also provides the necessary utilities and the accesses** to the land.

At **a fully functional investment of 5 million €**, the investor can buy the land at a price determined through an independent evaluation at the time of delivering the location for investment and before starting the construction works.

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Alba Iulia Economic Development Area

The investor must invest at least **1.5 million €** in tangible assets

The investor must open a **workplace** in Alba Iulia

The investor must submit **a business plan** with certain guarantees of the investment financing capacity and economic viability, that will be evaluated by a City Council Committee.

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Alba Iulia Economic Development Area



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Alba Iulia Economic Development Area

The investment must start in maximum **18 months** after the land is delivered.

If the business is sold, the buying company receives the land in the same conditions as the company that sells.

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Alba Iulia Economic Development Area

The land is **connected** to NR 1 towards Cluj Napoca and Sebeş (Alba Iulia ring road), Bărăbanţ railway freight yard and **Ciugud Industrial Area**. It is also **connected at 20 km** to Coşlariu railway freight yard and Teiuş - **the most important railway junction in Transylvania.**



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NET WAGES IN ALBA COUNTY



Average net wage in 2013 – 1282 RON
/ **291 EUR**

Average net wage in 2014 – 1398 RON
/ **317 EUR**

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LOCAL TAXATION - BUILDINGS



Building tax on legal persons who carried out the revaluation of buildings in the last three years preceding the fiscal year of reference, is calculated by applying **1.5 %** of inventory value resulting from revaluation and accounted.

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Local taxation – terrains with constructions

LAND	RON/Ha	EUR/Ha
ZONE A	7553	1715
ZONE B	5269	1197
ZONE C	3335	757
ZONE D	1763	400

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Real estate



Buying land for industrial constructions:
1.5-20 EUR/sq. m.

Renting offices: **3-15 EUR** / sq. m./
month

Renting industrial buildings: **1 – 4 EUR**
/ sq. m./ month

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Workforce



Workforce available in the metropolitan area (AIDA),
with good qualifications, strong practical knowledge
Very good mobility connections between Alba Iulia
and rural areas surrounding it on 40 km
German Vocational School and 2 clusters working in
metal industry and tourism

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"1 Decembrie 1918" University



A young university, only 23 years old, but very active, with **5,000 students**, diverse and attractive faculties.

Accredited by the Ministry of National Education and evaluated by ARACIS with the maximum ranking - **high degree of confidence.**

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Annual Community Barometer



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"1 Decembrie 1918" University



Starting with 2014, "1 Decembrie 1918" University of Alba Iulia is organized in 5 faculties: **the Faculty of History and Philology; the Faculty of Economics; the Faculty of Exact Sciences and Engineering, the Faculty of Law and Social Sciences; the Faculty of Orthodox Theology.**

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THE Technical University of Cluj-Napoca



**THE TECHNICAL
UNIVERSITY**
of CLUJ-NAPOCA

The Faculty of Machines Building

The Faculty of Mechanical Engineering

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Major Foreign Investors



DAIMLER



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Major National Investors



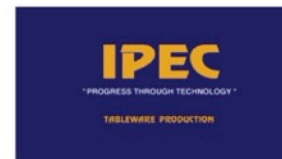
apulum



JIDVEI
ROMANIA



ALBALACT



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Bernd Krottmayer

STC General Manager



„My name is Bernd Krottmayer and I am the General Manager of Star Transmissions, a 100% Daimler Company, which has been producing successfully for 12 years in Alba County. The success of our company is due to the long term development of a relationship based on trust, responsibility and high performance, with our employees, customers and suppliers. Among the main reasons why I would recommend Alba County to other investors is the excellent collaboration with the local authorities and the infrastructure which is in continuous development. One of the most important advantages from my point of view is the skilled and qualified workforce. Not only are the people qualified, but they also speak English and German, which is crucial for us.

This reflects an efficient educational system applied by the institutions in the county ...“



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**The history has an
economic future...**



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The place where history has a future...



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Official National Recognition

Symbolic Citadel of the
Great Union of Romanians,
Romanian Parliament Decision no.
26/1994

Alba Iulia Municipality and the
surrounding area –
objective of national interest,
EO no. 93/2000

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Breathe the air of history...
in the largest citadel from Romania...
in fact from south and eastern Europe

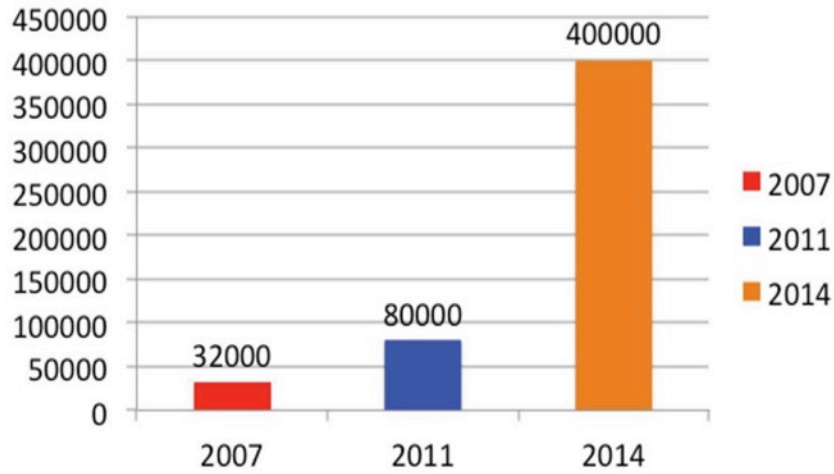


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Tourists in ALBA IULIA



Tourists



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AN AMAZING urban garden on the move...



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AN AMAZING urban garden on the move...



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Breathe the air of history...



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Breathe the air of history...



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Breathe the air of history...





Where the ruins still speak...



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Batthyaneum Library





A vivid citadel...





A vivid citadel...





Alba Iulia
Music & Film
Festival

DILEMA **VECHE**





THE Citadel's Austrian Guards ...



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THE Roman Guards



WELCOME TO
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THE Wolves of Apoulon



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New investment opportunities in the historic area



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New investment opportunities in the historic area

The Princes' Palace – **22,000 sq.m.**

Suitable as a museum, hotel, multicultural activities, entertainment, show biz, restaurants, events, conferences and much more...



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The Princes' Palace



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New investment opportunities in the historic area



Spaces property of Ministry of Defense which will be transferred to the local administration, suitable for hotels, commercial galleries, restaurants, tourist services, houses etc.



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New investment opportunities in the historic area





New investment opportunities in the historic area

10 commercial spaces (indoor), that can be used as restaurants or for catering, exhibition services, touristic services - **8000 sq. m.**
Over **10,000 sq. m.** outdoor spaces suitable for terraces, seasonal peddlers, galleries, arts etc.

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New investment opportunities

Mamut Hill and arboretum area





It might be the most **interesting** capital you've never heard off



ALBA IULIA is promoted as an excellent touristic destination throughout a series of national and international publications: National Geographic Traveler, Wizzair Magazine, Tarom Insight Magazine, World Heritage UNESCO Magazine, promoted as one of the 7 Wonders of Romania in a National newspaper and also promoted by the most well-known blogger on tourism in Romania, Razvan Pascu.

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MIGHT BE THE MOST INTERESTING CAPITAL YOU'VE NEVER HEARD OF. THE OTHER CAPITAL OF ROMANIA.

- THE SPIRITUAL CAPITAL OF ROMANIA
- THE OLD CAPITAL OF TRANSYLVANIA
- THE CAPITAL OF THE UNIFICATION.
- ONE OF THE CAPITALS OF THE ROMAN EMPIRE.
- A CULTURAL CAPITAL OF ROMANIA
- THE SYMBOLIC CAPITAL OF THE KINGDOM OF ROMANIA.
- THE FIRST CAPITAL OF MEDIEVAL ROMANIA.



A town coated by the legendary halo of the great historical events that took place within its ancient walls, Alba Iulia has deeply got into the Romanian people's mind and soul. No other Transylvanian town has gathered so many crucial meanings and symbols or passed so many unalterable sentences as far as its history is concerned.

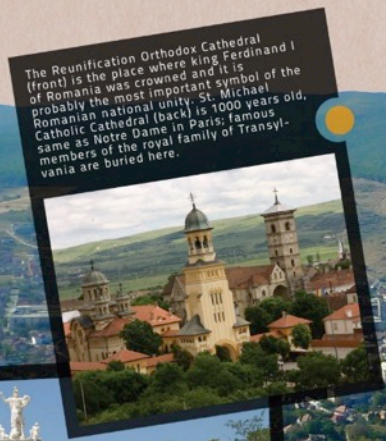
With thousands and thousands of years of human existence lying behind it, a place of revolted humiliation or defeated arrogance, Alba Iulia represents the charming mirror in which all the ethnic groups of Transylvania can discover their vigor or their traditions of yore. A space of conflicts during history has become one of concord and harmony in modern times. Therefore, Alba Iulia is also known as the other capital of Romania.

A royal citadel, residence of the bishopric, capital of the autonomous principality, and a military garrison, Alba Iulia has been during all historical periods the main political, administrative, religious, cultural, and military centre of Transylvania. We invite you to visit the other capital of Romania.



ALBA IULIA CITY HALL
 5A, Motilor Road,
 Alba County, Romania
 Phone: +40 258 819 462
 email: office@apulm.ro

Learn more about Alba Iulia
www.apulum.ro



The Reunification Orthodox Cathedral (front) is the place where king Ferdinand I of Romania was crowned and it is probably the most important symbol of Romanian national unity. St. Michael Catholic Cathedral (back) is 1000 years old, same as Notre Dame in Paris; famous members of the royal family of Transylvania are buried here.



Changing of the guard takes place every day at 12:00. Every Saturday at noon, the cannons on the artillery platform fire three times to honor the flag of Alba, raised on the walls of the fortification.





Legitimacy



“Alba Iulia: Romania’s heritage, Romania’s future. (...) As a historian I found this a fascinating place to visit. All the different eras of Romanian history are represented here – the original Dacian settlement, the Roman legionary fortress and the magnificent Habsburg citadel in the impregnable star-shaped configuration designed by the French military engineer Marshal Vauban.(...) But today the fortress is also a major tourist attraction- for school children learning about their history, for families enjoying a day out, for foreigners like myself keen to discover and appreciate Romania’s rich architectural heritage”.

(Martin Harris, Former Ambassador of Great Britain in Romania)



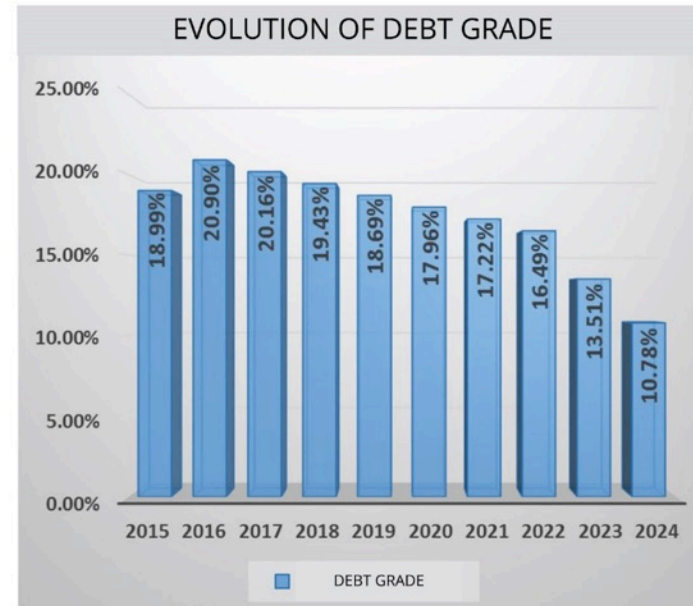
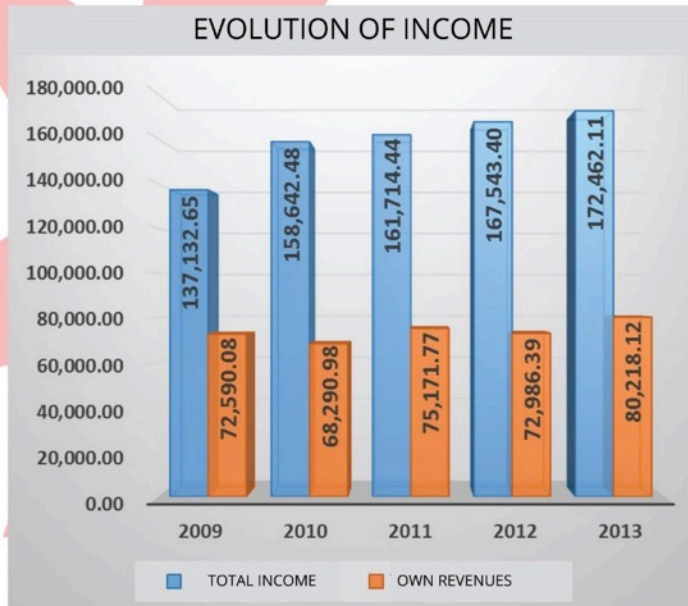
Local development



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ALBA IULIA' S REVENUES AND DEBT SERVICE



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EU Structural funds



Over 150 mil. Euro from EU governmental funds attracted by the city in the last 5 years; over 2500 €/capita.

This means six times more than the revenues coming from national government and 25 times more than those collected at local level

The City Hall was the major investor during the financial and economic crisis, creating more than 1500 jobs through its projects



KEY FACTS (I)

There is **100% access** to the drinking water system in the city, with different possibilities for expansion

The access to the sewage system is covered by **90% in the city** and a **new sewage plant** is already operating

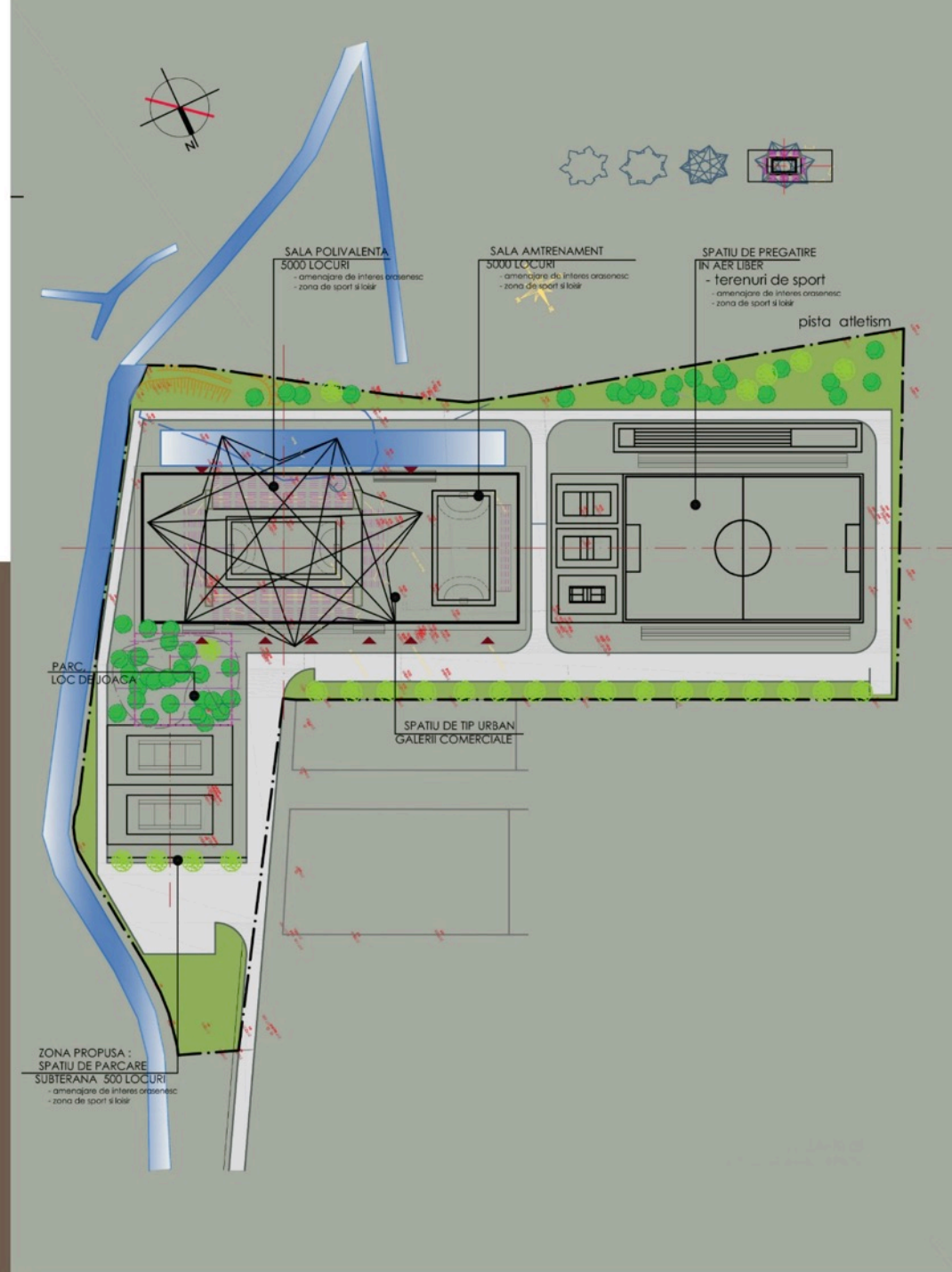
Local geo-governance





KEY FACTS (II)

A new multifunctional room





KEY FACTS (III)

30 km of roads modernized and expanded including their network related utilities

55,000 sq. m. of squares and alleys and **20,000 sq. m.** of new parking lots

3 bridges and **2 passages** built, or rehabilitated and modernized

20 km of new bike lanes





KEY FACTS (IV)



A new integrated waste management system at Alba County level (beginning of 2016).





National Road 1 AFFERENT TO INDUSTRIAL AREA



Construction companies, construction materials, porcelain manufacture, metallic works, forged products, light industries, a business incubator

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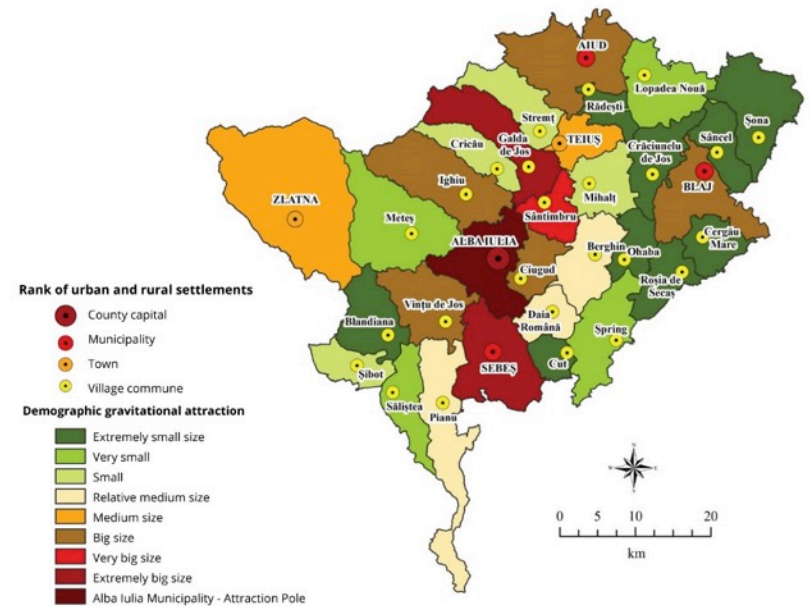
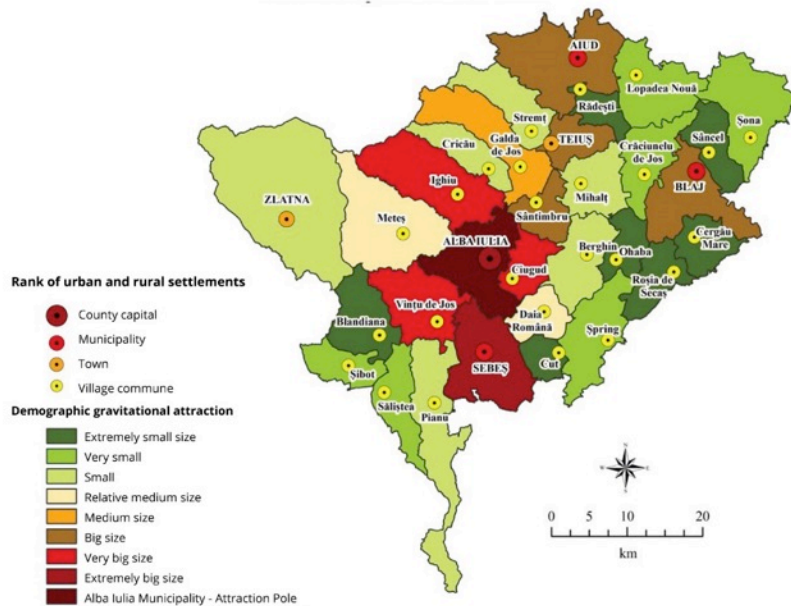
National Road 74 – TO THE HEART OF THE APUSENI MOUNTAINS



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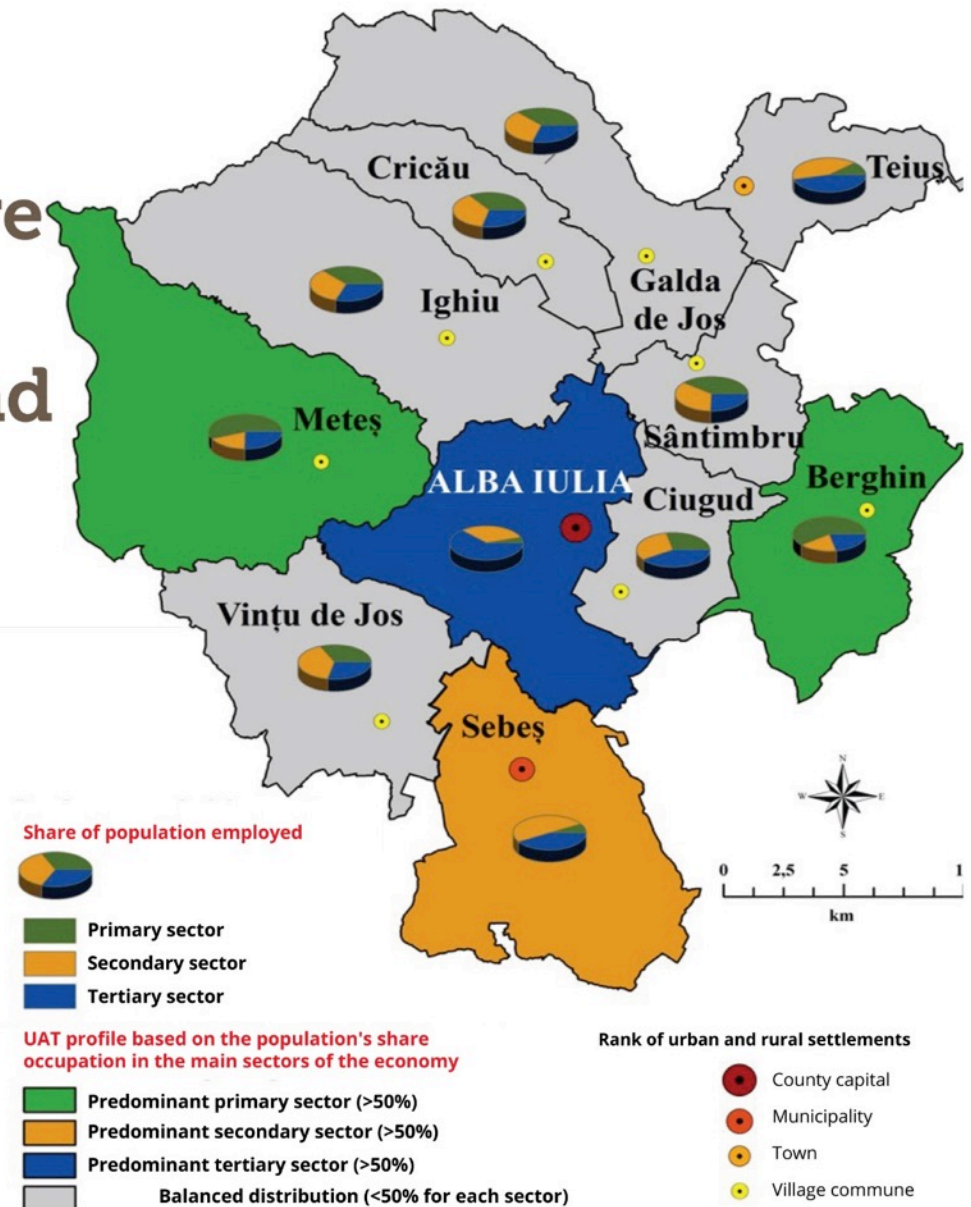
Demographical and economical attraction between localities composing ALBA IULIA'S conurbation



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Occupational structure in the economical sectors of ALBA IULIA and conurbation area



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Other STRENGTHS... (I)

Political stability, a mayor with 5 mandates and a political majority, good governance on local and county level, **investment oriented and very supportive of investors**

A **very good financial management** of the public budget

Alba Iulia was one of the first local administrations in Romania to have **a professional development strategy**, apart from its projects financed through **municipal bonds** emissions for 20 years

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Other STRENGTHS... (II)

Low debt public service, prudent management and monitoring activity of our credits

Continuous development with annual **increase of direct revenues**
Open to **PPPs, ESCOs, supplier credit contracts**

NO BUREAUCRACY

A strong partnership between Alba Iulia Municipality and Alba County Council

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Moody's changes on Municipality of ALBA IULIA's Ba1 rating from negative to stable; Rating affirmed

Key characteristics of Alba Iulia municipality

Strengths:

- Prudent budgetary management reflected in sound operating margins and balanced financial performance
- Adequate liquidity position which is expected to be additionally strengthened by end of this fiscal year
- Favorable debt maturity profile and manageable debt service by city finances
- Good location, county's economic hub, diversified industrial basis
- Comprehensive and centralized system of supervision and reporting

Challenges:

- Ambitious capital spending to upgrade municipal infrastructure to EU standards
- Expected increase in net direct and indirect debt
- Limited revenue flexibility

Leading Companies Around The World Use Moody's



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World Bank to impact the lives of 60,000 in ALBA IULIA with long-term city development



*“The World Bank is delighted to provide technical assistance for the Assessment of the Long-Term Development Plans, strategies, and projects for the Municipality of Alba Iulia and to engage at the sub-national level. **Alba Iulia is a best practice example in the implementation of EU-funded projects,**”* said Ms. Elisabetta Capannelli, World Bank Country Manager for Romania and Hungary.

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Transport

Modern public transport (GPS, Wi-Fi, digital info),
organized at conurbation level
(35 km surrounding Alba Iulia), serving more than 90000 inhabitants

info STP

Plătește-ți biletul de autobuz cu un simplu SMS la **7585**

număr disponibil în rețelele de telefonie mobilă Vodafone și Orange!

Costul unui SMS este de 0,40 Euro (plus TVA).

Biletul se poate achiziționa doar pentru Zona Tarifară 1 și este valabil doar în această zonă, timp de o oră.



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IRU Bus Excellence Award 2013



Romanian company STP SA Alba Iulia commended 2013 best European bus company for significant investments in a green and comfortable vehicle fleet accessible to people with special needs, and for its punctual schedule, integrated ticketing system, and customer satisfaction and information policy.



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A CITY OPEN TO GREEN ALTERNATIVES...



1700 panels / 138
Kw



100 000 EURO
saved

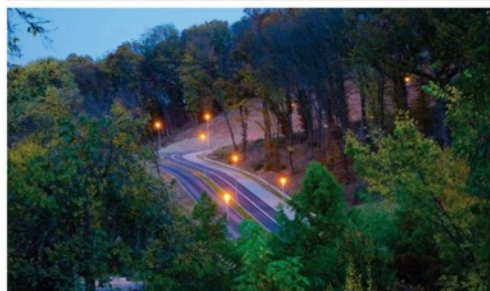


550 t/Co₂

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I'VELO



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RELEVANT REGIONAL INSTITUTIONS



Centru Regional Development Agency
Regional Agencies for Rural Investments and Human Capital
Court of Appeal

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HORECA... JUST BE OUR GUEST !



WELCOME TO
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OLYMPIC SWIMMING POOL



WELCOME TO
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IN ROMANIA



A CITY THAT LOVES SPORTS



WELCOME TO
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IN ROMANIA



ALBA SHOPPING MALL



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A CITY WITH GOOD QUALITY FOR SOCIAL AND EDUCATIONAL SERVICES (I)



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A CITY WITH GOOD QUALITY FOR SOCIAL AND EDUCATIONAL SERVICES (II)



WELCOME TO
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IN ROMANIA



HIGH QUALITY HEALTH SERVICES



WELCOME TO
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A LIVABLE CITY...



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BUSINESS INFO POINTS...



www.investalba.ro/4business

www.apulum.ro

www.turism.apulum.ro

www.cjalba.ro

www.uab.ro

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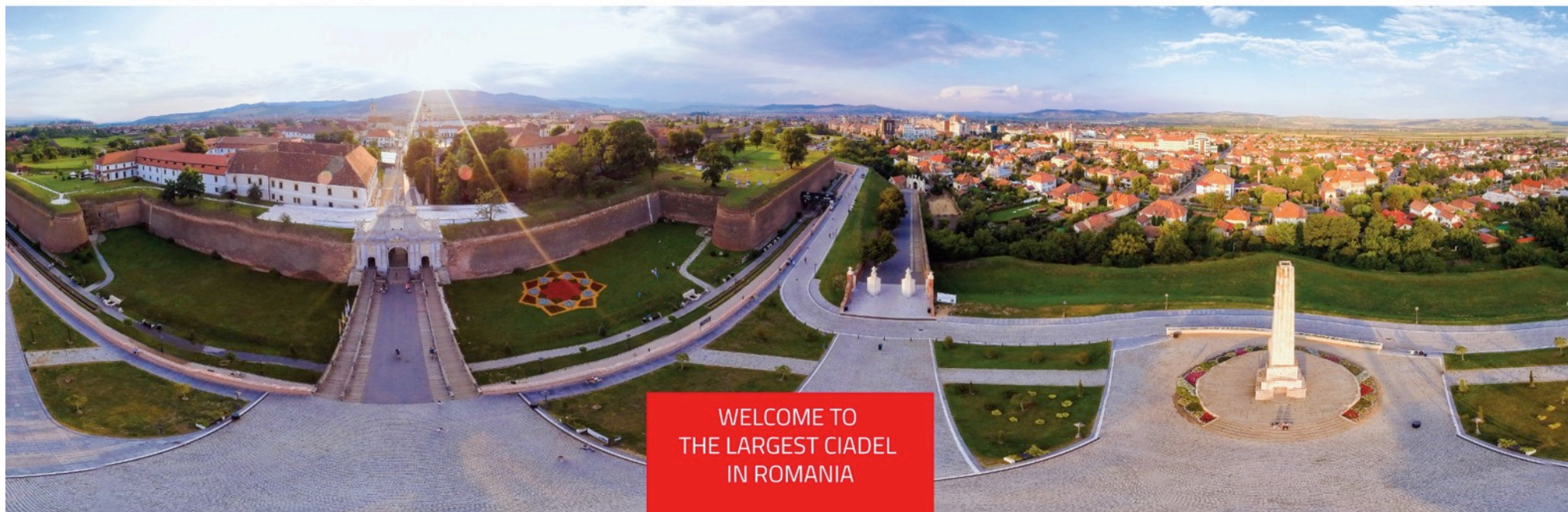


Thank you!

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