

Romania

Basic statistics

Current diversification (number of products)	14,729	Potential new products more complex (percentage)	86
Potential new products	868	Export opportunity in more complex products (percentage)	58
Potential new products more complex than the country's average	747	Import replacement opportunity in more complex products (percentage)	79

Potential new sectors for diversification (All products)

Sectors with higher export opportunities (percentage of export opportunities)

Product	Percent
Organic chemicals	26
Machinery & mech appliance etc	15
Iron and steel	9
Optical, photo, technical, medical, etc apparatus	7
Electrical, electronic equipment	7
Inorganic chemicals, precious metal compound, isotopes	5
Pharmaceutical products	3
Plastics and articles thereof	3
Miscellaneous chemical products	2
Animal,vegetable fats and oils, cleavage products, etc	2
Sum of others with smaller share	22

Top markets for potential new products (percentage of export opportunities)

By countries

Country	Percent
USA	13
China	10
France	7
Singapore	6
India	6
Germany	5
Italy	4
Thailand	3
United Kingdom	3
Belgium	3
Japan	3
Others	22

By regions

Region	Percent
Asia	42
Western Europe	20
Northern America	14
Southern Europe	7
Northern Europe	6
South America	4
Eastern Europe	4

Potential new sectors for diversification (Agri-business products)

Sectors with higher export opportunities (percentage of export opportunities in agri-business)

Product	Percent
Animal,vegetable fats and oils, cleavage products, etc	46
Dairy products, eggs, honey, edible animal product nes	29

Fish, crustaceans, molluscs, aquatic invertebrates nes	10
Milling products, malt, starches, inulin, wheat gluten	4
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	3
Residues, wastes of food industry, animal fodder	3
Vegetable, fruit, nut, etc food preparations	2
Sugars and sugar confectionery	1
Lac, gums, resins, vegetable saps and extracts nes	1

Top markets for potential new agri-business products (percentage of export opportunities)

By countries

Country	Percent
China	20
China, Hong Kong SAR	18
France	11
Belgium	7
Germany	5
Netherlands	5
Poland	3
Russian Federation	3
Others	12

By regions

Region	Percent
Asia	50
Western Europe	28
Eastern Europe	7
Southern Europe	4
Northern Europe	4
Northern America	3

Potential new products for diversification

Potential new products with higher export opportunity and top 3 growing markets

Product category	(HS code) Product description, unit price range	Top growing markets (USD million)			Export opportunity (USD million)
		#1	#2	#3	
Animal,vegetable fats and oils, cleavage products, etc	(151410) Canola, rape, colza or mustard oil, crude, \$0-0	CN 271.7	BE 101.4	NL 59.1	703.1
	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$10-15	PE 7.2	US 5.4	SE 4.4	28.1
	(151912) Oleic acid, \$1-3	JP 10.4	MY 2.5	ZA .8	16.4
	(150600) Animal fats,oils,fractions not chemically modified ne, \$0-37	CA 8.5	KR 2.5	PH .8	15.4
	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$5-10	KR 1.6	NL 1.2	CN 1	11.6
Inorganic chemicals, precious metal compound, isotopes	(284290) Metallic salts of inorganic acids nes, except azides, \$22-52	CN 588.8	HK 17.7	KR 2.5	610.7
	(281820) Aluminium oxide, except artificial corundum, \$7-16	SA 45.2	DE 27	JP 11	91.2
	(284330) Gold compounds, \$527-23971	AE 42.4	CZ 21	PL 6.1	91.0
	(284590) Isotopes nes, compounds, \$0-201	CN 60	KR 3.2	UA .1	63.9
	(283324) Nickel sulphates, \$0-3	BE 45.1	AU 11.2	PH 3.7	61.8
Organic chemicals	(293390) Heterocyclic compounds with N-hetero-atom(s) only, ne, \$1018-6469	SG 1116.6	CH 393.3	IT 379.9	2026.2

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	(293339) Heterocyclic compounds with unfused pyridine ring, nes, \$354-848	IT 305.4	DE 236.5	CH 111.6	696.0
	(293490) Heterocyclic compounds, nes, \$1397-5698	US 300.4	GB 135.1	CH 29.6	509.6
	(293339) Heterocyclic compounds with unfused pyridine ring, nes, \$1426-4982	GB 147	SG 106.9	US 57.5	400.5
	(293319) Heterocyclic compounds with unfused pyrazole ring, ne, \$28-167	BR 173.2	DE 51.4	CH 48.1	395.0
Pharmaceutical products	(300630) Opacifying preparations, x-ray, diagnostic reagents, \$0-64	US 267.5	FR 105.3	DE 29	522.4
	(300432) Adrenal cortical hormones, in dosage, \$566-1947	DE 63.1	SA 47.2	KR 20.5	200.6
	(300510) Medical dressings etc. having an adhesive layer, \$144-371	US 70.7	DE 37.6	AE 8.4	159.2
	(300339) Hormones nes, no antibiotics, bulk, not contraceptive, \$258-613	US 15.7	LT 9.6	AO 8.8	45.7
	(300620) Blood-grouping reagents, \$0-71	FR 18.1	DE 8.3	BG 3	41.3
Miscellaneous chemical products	(381800) Chemical element/compound wafers doped for electronic, \$743-1791	SG 317	JP 54	US 52.5	504.2
	(380130) Carbonaceous pastes for electrodes, furnace linings, \$0-10	KR 14.5	NO 13.5	ID 7.9	69.0
	(381230) Anti-oxidisers and stabilizers for rubber or plastics, \$7-14	US 22.3	BE 5.9	TR 5.7	67.7
	(380590) Terpenic oils nes, crude dipentene, paracymene, \$3-11	ID 7.3	AE 5.2	IN 2.9	35.1

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	(380210) Activated carbon, \$8-18	KR 16.7	RO 2.8	CA 2.5	28.8
Plastics and articles thereof	(392119) Sheet etc, cellular of plastics nes, \$52-171	US 262	KR 63.9	FR 28.4	404.0
	(391190) Polysulphides, polysulphones etc, nes in primary form, \$10-20	CN 104.1	SA 38	NL 28.2	200.3
	(390290) Polymers of propylene, olefins nes in primary forms, \$5-10	CN 48.4	KR 26.2	AT 9.7	133.8
	(390220) Polyisobutylene in primary forms, \$1-5	US 60.7	DE 5.1	CN 4.2	89.8
	(390520) Polyvinyl alcohols in primary form, \$0-2	IN 11.6	FR 10.6	BE 8.4	69.1
Iron and steel	(722530) Hot rolled alloy-steel, coils width >600mm, nes, \$0-1	TH 597	SE 199.8	BE 58	1011.5
	(721912) Hot rolled stainless steel coil, w >600mm, t 4.75-10m, \$0-2	FR 186.5	IT 142.9	TR 34.9	447.2
	(721914) Hot rolled stainless steel coil, w >600mm, t <3mm, \$0-2	FR 279.5	IN 141.4	JP 9.4	440.7
	(720221) Ferro-silicon, >55% silicon, \$1-1	JP 270.4	ID 40.6	RU 14.4	367.3
	(720712) Semi-finished bars, iron or non-alloy steel <0.25%C, rectangular, nes, \$0-2	JP 105.9	BE 85.6	TH 53.2	337.1
Machinery & mech appliance etc	(841810) Combined refrigerator-freezers, two door, \$1081-2714	US 307.3	FI 17.8	HK 9.4	341.4
	(844319) Offset printing machinery nes, \$323170-665945	US 148.7	NL 51.9	SG 35.7	312.3
	(842620) Tower cranes, \$63322-117540	RU 68.5	SG 31.8	GB 19.9	268.4

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	(847590) Parts of hot glass working machines, \$453-1067	BE 163.7	KR 67.5	CZ 18.9	261.6
	(844900) Machinery for making felt, nonwovens, including hats, \$13-85	TR 90.4	IN 58.8	VN 23	224.3
Electrical, electronic equipment	(854290) Parts of electronic integrated circuits etc, \$1258-3160	IN 923.9	HK 172.1	FR 16.5	1148.8
	(850720) Lead-acid electric accumulators except for vehicles, \$181-360	US 177.5	CH 11.9	AU 11.3	247.2
	(853630) Electrical circuit protectors nes for < 1,000 volts, \$242-307	CN 141.6	JP 52.4	FR 9.6	219.1
	(850213) Generating sets, diesel, output > 375 kVA, \$87805-173310	PK 39.5	IT 12.3	GB 11.3	145.4
	(852610) Radar apparatus, \$183-4234	US 72.7	CH 18.7	CN 15.6	135.8
Optical, photo, technical, medical, etc apparatus	(902150) Pacemakers for stimulating heart muscles, \$1849-3549	DE 254.4	GB 184.8	NL 79.2	723.6
	(902211) Medical X-ray apparatus, \$51451-121637	RU 136.6	FR 114.7	BR 88	680.8
	(901320) Lasers, other than laser diodes, \$5888-14524	US 378.7	TH 10	MY 8.9	408.6
	(901020) Equipment for photographic laboratories nes, \$189-17304	SG 85	JP 64	TH 61.4	309.7
	(901310) Telescopes for arms/other equipment, periscopes, \$0-148	US 122.8	CA 6.7	AU 3	138.0

Potential new agri-business products with higher export opportunity and top 3 growing markets

Product category	(HS code) Product description, unit price range	Top growing markets (USD million)			Export opportunity (USD million)
		#1	#2	#3	
Meat and edible meat offal	(020630) Swine edible offal, fresh or chilled, \$8-15	FR 1.7	PL .3	JP 0	2.0
Fish, crustaceans, molluscs, aquatic invertebrates nes	(030322) Salmon Atlantic or Danube, frozen, whole, \$5-10	KZ 27.7	PH 26.1	DK 16.4	109.8
	(030710) Oysters, \$6-13	US 5.8	CN 3.8	DE 3.1	28.2
	(030191) Trout, live, \$3-12	FR 16.9	DE 3.7	IE 1	23.6
	(030262) Haddock, fresh or chilled, whole, \$2-9	GB 9	FR 3.6	IE .3	13.6
	(030231) Tuna(albacore,longfin) fresh or chilled, whole, \$38-114	GR 0	SK 0	VC 0	0.0
Dairy products, eggs, honey, edible animal product nes	(040221) Milk and cream powder unsweetened < 1.5% fat, \$10-29	HK 277.3	NZ 10.1	CN 5	295.5
	(040620) Cheese, grated or powdered, of all kinds, \$8-14	FR 132.5	ES 15.4	AT 10.7	194.0
Milling products, malt, starches, inulin, wheat gluten	(110900) Wheat gluten, \$1-2	HU 11.5	ES 9.8	AU 7.6	66.2
Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	(120923) Seed, fescue, for sowing, \$2-3	CN 22.7	US 18.7	CA 3.2	54.8
Lac, gums, resins, vegetable saps and extracts nes	(130231) Agar-agar, \$16-57	TH 8.9	IN 2.1	VN 1.6	21.1
	(130231) Agar-agar, \$57-119	DE .5	KW .4	JP .2	2.0

Catalogue of Diversification Opportunities 2022

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	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$10-15	PE 7.2	US 5.4	SE 4.4	28.1
	(151912) Oleic acid, \$1-3	JP 10.4	MY 2.5	ZA .8	16.4
	(150600) Animal fats,oils,fractions not chemically modified ne, \$0-37	CA 8.5	KR 2.5	PH .8	15.4
	(151790) Edible mix & preparations of animal & veg fat, oil ne, \$5-10	KR 1.6	NL 1.2	CN 1	11.6
Sugars and sugar confectionery	(170199) Refined sugar, in solid form, nes, pure sucrose, \$6-25	SA .8	FR .7	IN .7	3.8
	(170230) Glucose, glucose syrup < 20% fructose, \$8-25	TG 1.7	CH 1	KR .2	3.7
	(170220) Maple sugar and maple syrup, \$10-21	IT 1	NL .5	ID .1	2.2
Cereal, flour, starch, milk preparations and products	(190120) Mixes and doughs for bread, pastry, biscuits, etc., \$7-16	KW .7	SE .5	AE .3	2.1
Vegetable, fruit, nut, etc food preparations	(200870) Peaches, otherwise prepared or preserved, \$0-1	FR 13.7	UY 4.9	AU 2.9	33.1
	(200520) Potatoes, prepared or preserved, not frozen/vinegar, \$16-31	FI .3	CN .3	JP .1	1.0
Miscellaneous edible preparations	(210330) Mustard flour or meal and prepared mustard, \$4-7	US 2.9	JP 1.3	GR .7	8.2
	(210330) Mustard flour or meal and prepared mustard, \$21-38	EE 0	PL 0	CG 0	0.1
Residues, wastes of food industry, animal fodder	(230320) Beet-pulp, bagasse & other waste of sugar manufacture, \$0-0	TR 17.8	NL 12.6	GR 5.1	46.8