



# Cristian IONITA

## CEO

Euro Food Management Romania, [www.salesfood.eu](http://www.salesfood.eu)

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## Bilateral Meetings

- (1:00 p.m - 6:00 p.m.)

## Description

We are Euro Food Management Romania Agency with great experience in sales of Food (FMCG sector) to key accounts and big resellers on Romanian territory and Republic of Moldova. Our team has great expertise in B2B and consist of: Cristian IONITA, CEO , with 20 years practice in retail business (EN,FR) Cristian FAGADAR, administrator, with 20 years practice in sales and production (EN,FR) Dan BOUREANU , ASM Moldova ,with 15 years practice in retail and Food production (EN) Please accept my proposal to be represented by our company as sales commission Agency (find legal guidance for doing international business <http://www.intracen.org> ) Keep in mind that I offer to you sales to International Key Accounts located in Romania (more than 1700 shops) and big resellers. Targeting chains stores is useless through an intermediate company ,reseller or distributor company because of operational costs and difference in selling policy. If your products will be placed on IKA shelves by an reseller or distribution company this items will be expensive with 100% then origin and sales will be very low. For that purpose we established and register you Romanian Branch with minimum cost ,effort and time from your company. Your Romanian Branch will sell to All IKA chain stores and Big Resellers on Romanian + Republic of Moldova territory. Your goods can be branded , private label or bulk products . All contracts will be signed between clients and your Romanian Branch and logistic services will be provided by multinational companies (DELAMODE , Tibett ,Norbert- Dentressangle ). Big chains shops develop very fast in Romania (<http://ika.magazinulprogresiv.ro> ). Day after day are opened new shops .It is a market of about 10 billion euros yearly. Our targeted clients are Metro CC , Kaufland , Auchan, Carrefour, Selgros CC , Billa Rewe ,Cora Hypermarket ,Delhaize Mega Image, Lidl , Rewe Penny and Profi Rom Food meaning international key accounts (11 IKA chains stores). In Republic of Moldova chains are: Metro Cash&Carry, Kaufland, Fourchette, Linella,Unimarket, Green Hills and our company can manage the sales to this clients from Romanian Branch. Administrator of the Romanian Branch will be yourself and is legally in Romania Remember that starting with 1 June 2015 Romanian VAT=9% for all Food items.

## Organization Type

Consultant, Company

## Organization Size

1-10

## Founding Year

2014

Email

[info@salesfood.eu](mailto:info@salesfood.eu)

Country

Romania

Areas of Activities

**Food and drink Producers and Traders**

Offer & Request

**sales to Romania+Moldova**

Pls let us explain to you the successful procedure of sales to Romania (EU)

- 1.establishing your Branch in Romania (no employees);cost of establishing 400-500 euro;duration 2-3 weeks;administrator can be you;owner can be your company
- 2.monthly cost of Branch=1000 euro (no employees;1 office rent;1 fiscal representative;1 accountant)
- 3.Euro Food Management (EFM) will manage the sales of this Branch (4% sales commission)
- 4.from Romania (Romanian +Hungarian texts) we will sell to all Romania, Hungary and Republic of Moldova territories .
- 5.all clients will be secure by Coface or another well-known international insurance company

If we suppose that sales to Romanian territory will be provided by an reseller/distribution company (20-25% gross profit) the final price on shelves will be 100% more expensive than origin